Thursday, April 10

Present: Ben Baker ’09, Nikki Brock-Maruska ’95, Sam Dotzler ’00, Paul Finley ’99 Greta Fure ’09, Amy Gillespie ’88, Sandy Jerstad ’66, Kate Sands Johnson ’95, Vijay Mehrotra ’86, Brock Metzger ’03, Kate Pearce ’01, Ron Pechauer ’59, Jennifer Sawyer ’94, Rebecca Taibl ’70, Karl Uri ’99, Lisa Warren ’86, Bailey Williams’16

Absent: none

Visitors for at least a portion of the day: Brad Hoff ’89 (Director of Engagement and Alumni and Parent Relations), Annie Carter (Associate Director of Alumni and Parent Relations), Kelly Vikla ’82 (Assistant Director of Alumni and Parent Relations), Kari Nelson ’13 (Assistant Director of Alumni and Parent Relations), Mary Parsons (Office Coordinator - Alumni and Parent Relations)

The meeting was called to order by board president Kate Pearce. Opening Devotions were given by Rev. Paul Finley ’99. Each member introduced themselves and the area they represent.

Presentation & Adoption of Working Groups’ Recommendations

Sam Dotzler led the discussion regarding the alumni board’s mission and what is expected from individual board members.

Mission Statement: The group reviewed the mission statement of the St. Olaf College Alumni Board.

- One comment to add an “and” between educators and connectors.
- The group liked the statement because it captures who they are, what they are doing and why.

The statement was amended to read, “The Mission of the St. Olaf College Alumni Board is to nurture the relationship between St Olaf College and its alumni, parents, and friends by being advocates, educators and connectors because we are committed to the purpose and continued success of the college.”

Requirements for membership: The Board reviewed the list of requirements to determine what should be included and to see if anything else should be added.

- The group discussed why the Black and Gold Gala event is singled out as a requirement instead of a broader statement listing marquee events. The question was also raised on how can each member participate with the Gala when it is not in their area. It was brought up that the Gala is the signature event of the Alumni Board and that’s why it is mentioned specifically. Everyone can be a part of the Gala in some way, whether helping on the planning committee, donating to it, promoting it, and/or attending. A majority of the Alumni Board (12 yeas to 4 nays) thought it should be included.
- A question was raised about moving the board meeting to an earlier time in the year so that time could be allocated from the agenda to work on the Gala planning. Brad commented that the Gala is the second most labor intensive time of the APR department and that moving the board meeting to coincide with Gala planning would be impractical.
Alumni Engagement Strategies
The Alumni Board next reviewed the strategies and individual tactics required to help fulfill their mission to, advocate, educate and connect. They expressed appreciation for the specific direction and adopted them.

- Each board member is being asked to commit to a number of these actions. The results will be compiled and shared so that each member will know what the board as a whole and what each individual has committed to completing.
- There was a discussion on what it meant to be a board member if you weren’t located in a Tier 1 city and/or if you were retired and didn’t have the work connections. How could you commit to two of the job networking strategies? The discussion also included how do young alumni board members help when they are new to the work force. The group was reminded that if they couldn’t personally fulfill a commitment (e.g. find an internship) they could work with their network to find someone to complete the tasks.
- Brad acknowledged the historical tension between the Alumni Board wanting to be used in a strategic manner and the need for logistical support like event planning. He asked members to review the list and commit to what they are passionate about doing so they can remain engaged as well as motivating to others.
- There was a brief discussion to reiterate that this group is already doing many of the items listed but the point of putting it in writing is to define the group’s objectives and individual tasks. The group was reminded that while it does not set policy, their chair is the liaison to the Board of Regents, who do set college policy.
- Sam commented that these strategies and tactics are a beginning and that they will need to evolve as they are put into practice.
- The group decided to add additional items to the commitment list to capture specific items that may not have been included on the original list.

The group took a short break and returned to talk about the new Chapter structure.

Regional/Chapter Structure
Ben presented the information on the new regional and chapter structures. The goal is to make sure that in our Tier 1 cities and other regions that a structure is in place to maintain continuity as members rotate off the board.

- The structure is intended to be sustainable and not burdensome.
- The chapter events are meant to be a variety of activities and to cater to as many parts of our constituency as possible, knowing that no one event will capture everyone’s interest.
- Engaging the new structure will help bring additional alumni into the process and should decrease volunteer burnout.

Structure: Tier 1 cities -
- Alumni Board members will recruit two co-chairs, a steering committee, a Piper Center Liaison (main point of contact for the Piper Center) and a Welcome Ambassador who will be the contact for alumni when they move to a city.
- APR staff will come out and meet with the committee to assist with planning for the upcoming year. APR will continue to plan marquee events like St. Olaf on the road and committees will help recruit for attendance. On smaller events the roles will be reversed and committee members will take the lead while the APR staff handles publicity.
• All on steering committee will be responsible for planning/ownership of one event. In addition they could also pursue other activities like creating a newsletter or running a young alum ambassador program, etc.
• Volunteer job descriptions have been created so that volunteers have clear expectations for their time commitment which should aid in recruiting.
• Ben reminded the group that they have started a “tool kit” for event planning so that others can learn from successful events in other cities.

The group discussed and adopted the new chapter structure with the additions of the Piper Center Liaison and Welcome Ambassador. The structure may well evolve as the group puts it into practice and learns what works well and what can be improved. The APR staff will schedule planning meetings in the Tier 1 cities and send out a general invite. It will likely make sense to recruit from alumni who chose to attend those meetings. The group discussed the need for “seed” money and Brad will work with the college to try and identify some funds.

Alumni Awards Discussion
Rebecca presented the new alumni awards summary. She and her team worked through more than 40 pages of documentation to distill the process into several smaller and more concise documents. The main idea was to streamline the nomination process by moving the nomination form on-line and reducing the amount of documentation needed in the process. She noted that with the four awards:
• Distinguished Alumni Award;
• Alumni Achievement Award;
• Outstanding Service Award;
• Graduate of the Last Decade (GOLD) – similar to DAA but accounts for a younger person who does not have a lifetime of experience;

the college will try to identify a winner in each category but that there may be some years where a particular award will not be given. Folks will use an on-line form to start the process. When completed they will receive an automated message that the college has their material. The college will decide which award a nominee is eligible for and then the Alumni Award subcommittee will divide nominations into good prospects, maybe prospects and not considered. Those in the good prospects will be researched by a student worker who will fill out a brief form for the subcommittee to consider. The subcommittee will meet, make their selections and then the nominee will be informed.

In looking at the on-line nomination form the Board had several suggestions to make it more legible. Rebecca encouraged members to be part of the Alumni Awards subcommittee and even if not serving on it to help shepherd candidates through the process. She said the new process will be re-launched and that Brad will work to have an article in the Fall issue of the St. Olaf Magazine. The Alumni Board expressed appreciation for Rebecca and her team’s work and adopted the streamlined process.

Alumni Board Connections
The board members moved to the Buntrock Commons Crossroads area where they mingled and spoke with current students. Feedback from both members and students is that this was an improvement over the student breakfast scheduled in past years.
The group convened for dinner at the Northfield Golf Club. Formal thank you’s were made to the outgoing board members, Kate Pearce, Brock Metzger, and Jennifer Sawyer. Rebecca Taibl is extending her term one additional year to continue her work on the Alumni Awards.

The meeting concluded after dinner.

FRIDAY, APRIL 11

Present: Ben Baker ’09, Nikki Brock-Maruska ’95, Sam Dotzler ’00, Paul Finley ’99 Greta Fure ’09, Amy Gillespie ’88, Sandy Jerstad ’66, Kate Sands Johnson ’95, Vijay Mehrotra ’86, Brock Metzger ’03, Kate Pearce ’01, Ron Pechauer ’59, Jennifer Sawyer ’94, Rebecca Taibl ’70, Karl Uri ’99, Lisa Warren ’86, Bailey Williams’16

Absent: none

Visitors for at least a portion of the day: Randy Betcher ’79, (St. Olaf Fund Board Chair), Camilla Madson ’72 (Incoming Annual Fund Board Chair), Michael Kyle ’85 (Vice President for Enrollment and College Relations), Bruce King (Assistant to the President for Institutional Diversity), Matt McDonald ’89 (Athletic Director), Brad Hoff ’89 (Director of Engagement and Alumni and Parent Relations), Annie Carter (Associate Director of Alumni and Parent Relations), Kelly Vikla ’82 (Assistant Director of Alumni and Parent Relations), Kari Nelson ’13 (Assistant Director of Alumni and Parent Relations)

St. Olaf Fund Board Update
Randy Betcher ’79, St. Olaf Fund Board Chair, Camilla Madson ’72, Incoming St. Olaf Fund Board Chair

Randy reviewed the Annual Fund goal to raise $4.5 million and noted that it was currently at $3.6 million. He said that was with 326 fewer givers than at this time last year. He said that Alumni Board has not been at 100% participation since 2011 and asked members to consider putting “skin in the game.” He urged folks to make their own contribution and if they were also CFA’s to complete their contacts. He said by the end of the fiscal year the Annual Fund would do the following:

- Calling Blitz – April 15-30
- Reunion Giving
- Class Letters

Next Randy introduced the incoming Chair of the St. Olaf Fund Board, Camilla Madson. She said her board’s mission was to:

- Increase participation and giving every year to the St. Olaf Fund so students will have the best experience possible and financial aid will be maximized.
- Re-launch the Fund to make it more alumni focused.
- Make personal contact annually with each alumnus(a) and encourage them to make a gift to the Fund.

Kate Pearce said she would like to report to the Board of Regents that the Alumni Board is at 100% participation at the next meeting.

Communicating about St. Olaf and New Alumni Board Commitments
Michael Kyle ’85 Vice President for Enrollment and College Relations
Michael shared the college’s new communication strategy with the Board noting that the college undertook a communications audit during 2012-2013 which led to:

- Recommending that a dedicated FTE be used for social and digital media
- Creating more consistent communications material
- Revising the mission statement

Michael said the college will be highlighting four brand pillars; academic rigor, intensely residential environment, Lutheran faith tradition and a global perspective. While different colleges may offer some of these pillars, St. Olaf is unique in combining them all to help fully form students.

Michael said that the Alumni Board members will receive a communications guide by the end of April and that St. Olaf has chosen not to embark on a huge branding campaign. Rather, the college has adopted a soft launch strategy which means they will go to each group and talk about words, language, and tone that we think represents St. Olaf today. In the coming months this will also be shared with Class Fund Agents, Reunion Gift Chairs and other external volunteers.

After showing a video that was played at the Night of Distinction he and the Alumni Board discussed a number of topics including admissions, international students, and student financial aid.

Next Alumni Board members who will continue to serve turned in their commitment sheets and then everyone adjourned for chapel.

**Diversity at St. Olaf**
Bruce King, Assistant to the President for Institutional Diversity

Bruce King introduced himself, saying he was in his sixth year at St. Olaf College. He works with the PLT on recruiting and training of faculty/staff as well as relationship-based student recruiting. Bruce said the college’s strategic plan sets a goal of 20% diversity and that it is currently at 18%. We have strong relationships with the Hmong community in the Twin Cities and would like to increase representation from the Hispanic and African American communities. To do this we are working with College Possible in the Twin Cities and the Posse program in Chicago.

This Fall the college will welcome its first group of Posse students. The organization works in cities to identify students with the same backgrounds and equip them with leadership skills before coming to college. Each year we will get 10 more Posse students until we have a cohort of 40. This group of strong leaders will help the college redefine diversity at St. Olaf.

The board voiced support for the Posse program, suggested that Posse Access also be used and asked about outreach to the Twin Cities Somali community. In addition they said emphasizing the excellence of a St. Olaf education will also help attract students from underrepresented backgrounds. Brock pointed out that the new chapter structure could be leveraged to help attract students from different cities to the Hill.

**Athletics at St. Olaf**
Matt McDonald ’89, Athletic Director

During lunch, Matt updated members on St. Olaf Athletics mentioning that:
• 600 student athletes are on campus (varsity athletics) competing in 12 women’s and 13 men’s teams
• The Cross Country team won the college’s first ever NCAA national championship
• Graduating GPA for athletes is competitive with that of the general student body
• We have more full pay students that are athletes and less student athletes that garner merit based scholarships than the general student body
• Funding is handled through the “Your Gift. Your Way.” program, booster clubs and camps held on campus

Matt noted that today’s coaches spend much more time recruiting than actually coaching and that a challenge he would like to solve is getting a full time strength coach hired to benefit all athletic programs.

Review and Adopt Alumni Board Commitments

Alumni Board members reviewed the commitments they had made in addition to the requirements for being a member. They discussed how to maintain momentum between meetings and suggested that a Google doc with individual commitments be shared with the group. Members will review on a monthly basis and make written comments on how they are fulfilling their charge. They asked that the APR send out a monthly reminder email. In addition they agreed to two all-board calls between the regularly scheduled meetings. The first such call will be September 9, 2014 at 6 pm central time.

St. Olaf App.
Sandy Jerstad’s Godson Andrew Volz

Drew demonstrated an app that he’s entering into the Ole Cup entrepreneurial competition. It offers a St. Olaf calendar, self-guided tour, building maps, news, webcams and movie news. The board wished him well.

Working Groups
The Board divided into three working groups: Tier 1 City Representatives (e.g. NYC) met to discuss recruiting strategies for their cities. Tier 2 City Representatives (e.g. Dallas) met to discuss engagement plans for upcoming year. Twin Cities Representatives met to review a Twin Cities engagement strategy.

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<th>Working Group Tier 1</th>
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<th>Working Group Twin Cities</th>
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<td>Ben Baker</td>
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Report Out

Tier 1
The group said they talked about recruiting chairs and steering committees in June who would attend a planning meeting to be scheduled with the APR staff member for late June or July. Volunteer job descriptions will be shared with candidates to help with the recruiting process.

Questions were raised about how the Welcome Ambassador would know which new grads had moved to a particular city. Lists can be pulled from the alumni database and then compared as time elapses. The Board would like to explore the idea of an alumnus(a) receiving an automatic email from the alumni directory when they update their address indicating a move to a Tier 1 location. Another idea discussed was adding the Welcome Ambassador’s information to the webpage.

Tier 2
Representatives from Tier 2 cities want to make sure they know ahead of time with the college is going to be in their cities to be able to leverage the event. Brad encouraged them to not wait for the college but rather host their own events based on what is most suitable for their location. Members also talked about actively posting St. Olaf related information (not necessarily event specific) to their Facebook pages to keep the college in the conversation. Paul does on a weekly basis.

Twin Cities Strategy
The Advancement team is going to do Coordinated Advancement Deployments where members of APR, Annual Fund and Development will target the Twin Cities within a certain week during a month so that their combined activity can help generate momentum. APR and Annual Fund will use the time to touch base with volunteers to make sure they are feeling connected while Development will look to qualify where alumni are at in the giving cycle.

There will be a Twin Cities Kick-Off Event on September 12. It will feature Lightning Talks similar to a St. Olaf on the Road but between sessions guest will be invited to visit booths staffed by different College departments. For example, at the Piper Center booth attendees may be asked if they would like to be an Alumni in Residence, while at the Study Travel booth they can get information about upcoming trips. In addition, a calendar of Olaf events will be distributed so that Twin Cities alumni and prospective students can see that there is Olaf related programming almost every month. That programming is being made more robust by the addition of a new event a Twin Cities addition of St. Olaf on the Road.

Next summer the APR office will also launch a Discovery Pilot where 10 students will each interview up to 50 alumni to learn about what they feel is core to St. Olaf, how they like to spend their volunteer time and what kind of programming they find interesting. This will allow the college to create a more targeted engagement strategy.

Adjournment
Before adjourning, Brad thanked members for their time, reviewed future meeting dates (Nov. 6-7, 2014, Apr. 9-10, 2015 and Nov. 5-6, 2015) and said he would be sending out an email with a slate of candidates who would be joining the board in the Fall of 2014. The meeting was then adjourned by Kate at 4:45 p.m.