Present: Ben Baker ’09, Sam Dotzler ’00, Paul Finley ’99, Greta Fure ’09, Amy Gillespie ’88, Sandy Jerstad ’66, Vijay Mehrotra ’86, Ron Pechauer ’59, Rebecca Taibl ’70, Lisa Warren ’86, Cheryl Philip ’10, Curt Nelson ’91, Rebecca Odland ’74

Absent: Kim Brody ’78, Kate Sands Johnson ’95, Karl Uri ’99, Nikki Brock-Maruska’95

Visitors for at least a portion of the day: Brad Hoff ’89 (Director of Engagement and Alumni and Parent Relations), Kelly Vikla ’82 (Assistant Director of Alumni and Parent Relations), Kari Nelson ’13 (Assistant Director of Alumni and Parent Relations), President David R. Anderson ’74, Enoch Blazis (Vice President for Advancement), Michael Kyle ’85 (Vice President for Enrollment and College Relations), Chris George ’94 (Dean of Admissions and Financial Aid), Olivia Luther ’15 (Student Alumni Liaison)

The meeting was called to order by Brad Hoff who introduced President David R. Anderson ’74.

Dreams for St. Olaf – discussion with President Anderson

President Anderson shared the initial results from his recent Dreams for St. Olaf survey. The results were from the faculty and staff responses. The top common topics in this survey group were: increasing diversity among students and curriculum, maintaining a faith-based education, enlarging the endowment, keeping St. Olaf affordable, managing student debt and continuing residential liberal arts.

The respondents noted obstacles for this dream that included lack of money/overall cost of a college education, ensuring diverse students and faculty feel welcome, increasing staff size to reduce faculty and staff burn-out.

Many cited opportunities to include more time on campus for community building, provide resources to enhance inclusivity efforts, do this more often (everyone sit down together), and more collaborations.

Ron suggested there should be an emphasis to strengthen the alumni constituency within these responses. Amy reminded the group that these results were from faculty and staff. Enoch explained that the faculty and staff divided up into small groups to discuss these questions earlier in the fall. Paul said the feedback was helpful and expects the alumni survey results to be very similar.

Sam asked if the responses were impacted from the power of suggestion following the To Be an Ole video. President Anderson responded that there may be some of that but he was encouraged because none of the feedback presented any major right-turns to the strategic plan. In some ways the comments verify St. Olaf’s mission and the identity.

When asked whether the students would be taking the survey. President Anderson said he has talked with the Student Government Association as a way to get student input.

Rebecca T. asked if there is any value in having some kind of discussion/learning experience based on what generosity means and how stewardship can become a lifestyle. President Anderson asked if she is
thinking of something that would be made available to the entire St. Olaf family. Rebecca responded yes and that it would be different for various members of the family. President Anderson noted that currently discussion focuses around the word sustainability – and that it’s important to think of St. Olaf operating sustainably from both an economic and environmental perspective.

Ben brought up the importance of alumni engagement – to what extent is the sustainability conversation started with students? Enoch said the college is discussing engaging all students and not just seniors with the senior campaign and that the student perspective has been brought to the fore by adding the Piper Center to the Advancement Division. Brad added the APR office is exploring a multi-year program that creates an identity with each class.

The question becomes how large an investment to make when the results will be many years down the road. Enoch suggested that it is the traditions and rituals that cement your relationship with the college over time. One example is St. Olaf’s Welcome Ceremony, where each admitted class is brought into the St. Olaf family. Next summer APR will launch the Big Discovery Pilot project to learn about alumni programming and volunteering interests. Another question to ask alumni is how the college can instill the idea of philanthropy with our students and alumni.

Lisa commented that St. Olaf does a good job of vocation and calling while on campus, and we’re starting to do great things with Ole Suite to engage alumni. She said Thrivent is trying to help their stakeholders define how to be purposeful and philanthropic with money. Sandy said her son wrote a check to his alma mater the first year after his graduation, in part because their culture there is to engage the students with a sense of gratitude and giving back. President Anderson commented that the Piper Center is going to have a positive impact on students’ perception of what the college did for them over time. He noted that students will remember Ole Biz and say to themselves, “When I needed it, my college was on my side.”

Lisa reminded the group that generosity/philanthropy has different looks at different stages of life and that the St. Olaf community can be a community for different life stages.

Vijay shared his dreams for the college. He believes that in an increasingly technological world, St. Olaf, as a faith-based institution, should continue to prepare people to be ethical leaders who build healthy cultures. He noted that Higher Ed institutions are no longer places of just transmitting information and that St. Olaf needs to continue transforming people - training people for things that cannot be anticipated.

Ron asked what conversations are being had with our sister colleges? For example, he recently attended an award ceremony for a distinguished alumni and it filled him with enthusiasm and gratefulness for Lutheran colleges. President Anderson responded that we continue to have conversations with Lutheran institutions but also other national-level peers. For example collaborations with Carleton have already yielded cost savings.

President Anderson shared some of the relevant current student data. He encouraged board members to visit the Outcomes tab on the St. Olaf website to view information from the First Destination survey. The college has a 92% response rate so anyone can see where graduates are and can even sort the information by different topics such as major.

Ben said it was important as board members to advocate for the liberal arts education and how it can meet the needs of a changing culture. Amy voiced one of the college’s strengths was that alumni want to help – Oles love helping Oles. Tapping the Twin Cities market is another huge opportunity for the college. While becoming geographically more diverse is important for the long term survival of St. Olaf, there is a
critical mass of alumni right up the road that is easily accessible for internships and other needs. President Anderson suggested that, while becoming a national school is a top priority, it cannot come at the expense of the Twin Cities base. He said that the strategic plan has the school doubling down on all the things St. Olaf does well or the college’s five pillars.

Next President Anderson asked if there were any rumors he could dispel for the group. He said one floating around was the question of if it were true that whenever someone makes a gift to athletics they are required to give a similar amount to music? This is patently false.

Another rumor is that the new Institute on Freedom and Community (IFC) is being established as a right-wing think tank. He said that in fact the IFC is being established to help promote rigorous but civilized debate across a range of issues and teaching students how to formulate their arguments while still respecting other opinions. President Anderson said that, much like the Piper Center, this could eventually help St. Olaf stand apart and also serve to attract other funding.

Ben asked if St. Olaf is now on path to becoming a “wet” campus. Brad explained that alcohol would only be allowed on campus during reunion weekend after students were home for the summer. President Anderson said that allowing alcohol on campus during the school year didn’t make much sense, if for no other reason that fully three quarters of the students aren’t of legal drinking age.

Ron asked about the “It’s on Us” pledge he saw around campus. President Anderson explained that the definition of sexual assault has been changed and it is now more realistic than in the past. Sexual assault is not about a stranger leaping from behind a bush to accost a student but more likely the result of two people having too much to drink, beginning a sexual encounter and then one party crossing a line by failing to get consent or ignoring a request to stop. He said as an institution, St. Olaf is determined to eliminate sexual assault on campus. The college’s Title 9 coordinator is making sure every compliance measure is met and going beyond that. The Student Government Association, SGA, is behind the “It’s on Us” campaign. Counter-intuitively the college will be celebrating the fact that the numbers of sexual assaults have gone up because it means more awareness of what sexual assault fully encompasses and an increase in reporting.

The board had lunch with President Anderson to continue the discussion.

**Admissions Update**

Michael Kyle and Chris George provided an overview of the typical admitted St. Olaf student, including the demographics of financial need. Michael showed how the trend between 2012 and 2013 was not followed in 2014. There was a decrease in full pay students and an increase in demonstrated financial need. He talked about the process of crafting an incoming class.

He also shared that there were problems with the Common Application process, and most Common App schools had similar issues to what the college faced. He said that St. Olaf experienced unusually high “melt” (e.g. where students choose to take a gap year, select a different school or pursue minor league sports rather than come to St. Olaf). While the college is in fine position to weather this issue, Admissions is analyzing the data and will more aggressively manage the wait list, due in part to observing prospective students who are more willing to walk away from a $300 deposit.

The board asked if the college uses alumni in the admissions process. Michael answered yes. Though Admissions has deliberately chosen not to have alumni involved in the interview process, there were still more than 125 alumni used in recruitment and outreach efforts. Michael also said that his Admission team
views the college decision as a family decision and strives to communicate not only with the students but also with their parents.

The board took a short break and returned for introductions.

**Introductions**
Each member introduced themselves and the area they represent.

**Review Alumni Board Commitments**
The board was asked how to measure its success. The commitment document has baseline requirements for each member as well as additional tasks. The board broke into small groups to review and further define the commitments trying to answer the questions:
- What does it mean to be successful in that commitment?
- How can it be measured?

Following the breakout time, the board reconvened to report out their deliberations. The notes below refer to sections on the commitments document which will be edited to reflect changes.

**Group report out:**
The group would like the opportunity to review their commitments at each board meeting.

**Finding job postings an Ole can fill:**
Send two postings per year to the Piper Center. There should be a personal connection to the posting, such as the board member should know the institution or the hiring manager. After forwarding the link to the Piper Center, encourage interested students to contact board member directly. These positions can be for new grads or more experienced alumni.

**Find internships and job shadow/externships:** One per year, tailored more toward current students.

**On-campus recruiting:** Talk to the Piper Center about whom they would like, and who are they getting now. One per year is major achievement. This should be new companies, not organizations already on campus.

**Quo Vadis retreat:** This is a semi-annual event. Attend or provide a list to Piper Center of who would be a great voice at the event. Once per board term. Need to ask Branden if it is an appropriate venue to have board members attend.

**Alumni in Residence:** Inform Piper Center of member’s willingness to participate. Once per board term.

**Hire an Ole:** Putting an Ole in a position for an interview is the basic first step. If a board member is in the position to hire, and the fit is a good one, hire an Ole. Once per term regardless of new grad or more experienced alumni.

Move **Career Network** (under Student Mentoring) to Job Networking category. Advertise the Piper Center within member’s network.

**Events:** Recruit for event attendance – this should be a people-based metric instead of event-based metric. Reach out to 20 people per year (this is measured by the ask as opposed to how many actually attend).
Change the word “recruit” to “invite.” These are personal invitations. Another suggestion is going out for coffee one or two times per year with either unengaged or alumni new to your area.

**Recruit/host events:** Twice per year members will either host an event or recruit a local alumnus to act as host (this would be part of being on a steering committee).

**Attend marquee events:** While members may not be able to attend every marquee event in their area, every attempt should be made to do so. Marquee events are defined as any event the college sponsors and does the programming work, such as the Ole Suite events or major music tour gatherings, as opposed to a happy hour run by local alumni. Marquee events also include those attended by President Anderson.

**New chapter structure:** This applies to tier 1 cities and there isn’t a metric. Tier 1 cities must have a fully staffed steering committee. In other tier cities, help create a team for support. Continue on-going recruiting to keep committees functioning.

**Alumni Awards:** Split into two: 1) actively seek nominations twice per year and share award criteria within your network; and, 2) submit nominations.

**Admissions:** Communicate with the Admissions Office when you are available. Admissions will want control over the assignments.

**Fundraising:** The board suggests removing this item from the commitments since being a CFA is a separate commitment with the Annual Fund Office. This also recognizes the requirement of each board member to make an annual contribution to the Annual Fund.

**Reunions:** If your class reunion happens during your term, then participate in your reunion. Publicize the Reunion Weekend in your network annually. While the Alumni Office targets each class when it is their reunion year, the extra reminder from board members could help increase awareness and attendance.

**Social network:** Members suggested taking this off the optional commitment list and moving it as a requirement of board member duties. It’s part of communicating with your constituency. Things that can be sent by social media are the top three items/highlights from the bi-annual board meetings as well as recruiting for events. Repost St. Olaf and alumni Facebook posts on regional Facebook page. There was a discussion of what defines a board member, and it includes each member’s class, geographic location and affinity groups.

**Stewardship:** The board suggested that this is part of other items and not a separate item. If hosting or recruiting, or soliciting donations for the Gala, it would be expected that members thank their contacts. This is critical for key volunteers and event sponsors.

**Student Mentoring:** It was suggested this be moved into the Job Network category.

**Personal connections:** The board added this as a commitment to meet with two unengaged or new to the area alumni per year.

**Commitment Reporting**

The group discussed best way to report monthly progress toward commitments. The previous Google document was too cumbersome for use and didn’t lend itself to ongoing updates. Amy said a monthly
email reminder would be appreciated and other members agreed. A suggestion was made that the group use Survey Monkey (Lisa and Vijay to share account) as a way of updating progress. Then a monthly report could be distributed. The board will schedule a conference call between meetings.

Becky asked about having a committee structure with a chair for each of the commitments. Sam said he liked the idea, but that the group would first launch three subcommittees (addressed on Friday). After these committees were up and running, the board could circle back to consider additional subcommittees.

The board adjourned with a small break before dinner.

The group convened for dinner in the Heritage Room. Rachel Palermo ’15, President of Student Government, spoke with the group on the value of alumni networking. Olivia Luther ’15, Student Alumni Liaison, also joined the board for dinner.

The meeting concluded after dinner.

FRIDAY, November 7

Present: Ben Baker ’09, Sam Dotzler ’00, Paul Finley ’99, Greta Fure ’09, Amy Gillespie ’88, Sandy Jerstad ’66, Vijay Mehrotra ’86, Ron Pechauer ’59, Rebecca Taibl ’70, Lisa Warren ’86, Cheryl Philip ’10, Curt Nelson ’91, Rebecca Odland ’74

Absent: Kim Brody ’78, Kate Sands Johnson ’95, Karl Uri ’99, Nikki Brock-Maruska’95

Visitors for at least a portion of the day: Brad Hoff ’89 (Director of Engagement and Alumni and Parent Relations), Kelly Vikla ’82 (Assistant Director of Alumni and Parent Relations), Kari Nelson ’13 (Assistant Director of Alumni and Parent Relations), Camilla Madson ’72 (Chair, St. Olaf Fund Board), Steph McClusky (Director, Annual Fund), Rebecca Otten (Director of Development), Branden Grimmett ’03 (Director, The Piper Center for Vocation and Career), Kris Estenson (Associate Director, Alumni Engagement), Jeff Sauve (Associate Archivist), Bruce King (Assistant to the President for Institutional Diversity), Olivia Luther ’15 (Student Alumni Liaison), Enoch Blazis (Vice President of Advancement)

St. Olaf Fund Board Update

Rebecca Otten introduced Steph McCluskey, the new Director of the Annual Fund. Rebecca also talked about Matt Fedde’s new position as the Director of Engagement Services in the Advancement Division. Camilla Madson ’72 reported on the status of the Fund Board, and gave an update on the Volunteer Summit. She shared with the Class Fund Agents (CFAs) at the Volunteer Summit that the Fund Board is already at 100% participation in giving and challenged the CFAs to also reach 100% participation. The development staff has a 95% participation rate and so Camilla challenged the Alumni Board to make 100% participation for this year. The Alumni Board succeeded last year and should repeat it again this year. Camilla said the fall calling blitz, where CFAs make all their phone calls, will take place from November 1-21 and then be repeated in the spring.

Amy brought up the confusion inherent when alumni give in a calendar year but the college has fundraising drives around the fiscal year. Rebecca Otten shared that the Annual Fund does try to pay attention to when a person gives and that they aren’t called again in the spring if they gave in the fall.
Ron asked about the purpose of the Volunteer Summit where volunteers who serve as either CFAs or reunion class volunteers are brought together. He noted that, in his group, it wasn’t clear who was playing what roles. Staff members said that in some cases CFAs also serve as reunion planning volunteers particularly in reunion cycles that aren’t as traditionally big such as the 15th, 30th or 45th. Camilla identified the challenge of reaching out to “younger” classes from the 90’s through the 2010’s. As Steph moves past her second month on the Hill, she said she would like to look at the CFA and volunteer model to see what works and what needs to be changed.

The James Reeb ’50 Story
Jeff Sauve, Associate Archivist – 50th anniversary of March to Selma
One of Jeff’s greatest joys is digging into and researching St. Olaf stories. The James Reeb story resonated in the 60s, and the 50th anniversary of the March to Selma and civil rights movement is being celebrated this year. James Reeb was a St. Olaf graduate in 1950 who became a minister. He answered a call by the Rev. Martin Luther King to march for civil rights to Selma. While there, he was beaten by white segregationists and died of head injuries two days later on March 11, 1965. His death resulted in a national outcry, and President Lyndon Johnson invoked Reeb’s memory when he delivered a draft of the Voting Rights Act to Congress.

Reeb’s name appears on six monuments around Selma. In honor of the 50th anniversary of the Voting Rights Act and in the memory of James Reeb, St. Olaf is planning several events over this academic year. Bruce King said that a St. Olaf class will spend time in Selma and Montgomery during interim with President Anderson joining the group to lay a commemorative wreath. Beginning in February, there will be an art exhibit that chronicles the March on Selma. In March a special Chapel Speaker will celebrate and honor the lives of James Reeb and 65 other Oles who were deeply involved in the Civil Rights movement. The college is inviting the family of James Reeb back to campus and is in the process of creating a James Reeb memorial. Brad and Bruce are planning reunion activities for the class of 1965 to reflect their involvement in Civil Rights and the Selma march. Jeff suggested Duncan Howlett’s book *No Greater Love: the James Reeb Story* for those interested in more information.

In keeping with Founders Day and his interest in St. Olaf’s history, Jeff presented the board and guests with the book, *Ole Voices No. 2, Etiquette 101*.

The board asked if it is possible to posthumously award someone like James Reeb an alumni award. The answer is, not under the currently written guidelines.

The board broke to attend chapel.

Piper Center Update
Branden Grimmett ’03 (Director, Piper Center for Vocation and Career), Kris Estenson (Associate Director, Alumni Engagement)

Branden gave an update on the second full year of the Piper Center, distributed an annual report and reviewed a PowerPoint presentation (see attached). He noted the impressive growth in the funding for student internships, number of students (8 out of 10) using the Piper Center and the Piper Center’s diverse offerings to engage students during all four years of their college career.

In addition to the Ole Suite (Biz, Med, Law, Public Interest), the Center is also offering Making it in the Arts as well as connecting Ole performers with those in need of entertainers through a service called Ole Gigs Now. The Center also oversaw the successful launch of the Ole Cup, a business competition, which
had 32 teams competing. The Jonny Pops team took the $7,000 first prize and automatic bid into the Minnesota Cup where they won their division. The second place team in the Ole Cup also went on and took second place in their division at the Minnesota Cup.

Next Branden spoke about the Alumni in Residence program which brings alumni and/or parents back for the day to meet with students to share their career path. Students then sign up for either one-on-one or small group sessions with the alumnus/a. Sam suggested that the Alumni Board and Annual Fund Board are made up of a group of alums coming on campus for meetings and could possibly arrive a day early to participate as Alumni in Residence. Kris Estenson would be the person to contact if one is interested. Amy suggested an alumni panel on the evening before a board meeting. However, Branden indicated that a panel of random vocations would be less effective than having a theme for panelists.

For the upcoming year, the Piper Center will lead Connections trips to Chicago, San Francisco and Washington, D.C. Twenty-five students per trip meet with alumni from different professions and learn more about a particular city.

On the social media front, the Piper Center in partnership with APR, launched targeted LinkedIn groups - one for Washington, DC and another for the Technology sector. Alumni moderators are already plugged into these groups and providing content. If they go well, then other geographic based groups will be started for Tier 1 cities as well as other vocational subject areas such as Law. These LinkedIn groups put the onus on the student to make/maintain contact with alumni and keep the college out of trying to manage all those relationships. The groups replace the old Career Network for Oles program.

Branden asked board members to inform alumni about what’s changed at the Piper Center. He suggested members share job information by forwarding it to piper.center@stolaf.edu where Liz Musicant will review them. To be successful, there should be some personal connections to any of the positions (e.g. do you know someone, did someone forward it to you?).

Greta asked about resources for older alumni. Branden replied that Piper’s main focus is current students and the first four years after an alumnus graduates from the Hill. The Center isn’t currently staffed to address much more than that, however staff occasionally meet with older alumni. Alumni of any age are welcome to use the Ole Career Central portal.

Branden encouraged alumni board members to promote opportunities on LinkedIn for students and grads, host an employer table in front of the Cage or Stav, attend an on or off campus career fair and conduct on-campus interviews. Ultimately opening personal networks to students is the most impactful practice.

The board broke for lunch with the Piper Center staff.

**Loyalty Society**

Connie Albers, Director of Stewardship, presented the history and recent launch of the Loyalty Society. The Loyalty Society is meant to recognize consistent donors who make a gift for three or more consecutive years. In launching the Society, the timeline was somewhat more flexible. However, this will be more strictly adhered to in the future. Should an individual miss a year they can “buy back” that year for a nominal gift in addition to the current year’s gift.

The Loyalty Society program was highlighted in the recent St. Olaf Magazine. Membership rewards include higher priority ticketing for Christmas Fest, invitation to the Night of Distinction for those who
have given for 25 years, as well as recognition for 5-year milestones. Only gifts to the Annual Fund are counted for the Loyalty Society. Individuals may sign up for auto deductions to ensure receipt of their gift in each fiscal year.

On a side note, Rebecca T. thought it would have been nice to share information about programs such as this with the alumni board before it goes out to the public so that they would be prepared to answer questions that may come up. Ron raised the question of how much the board needs to know in advance.

Campaign Update
Enoch Blazis, Vice President for Advancement, updated the board on the campaign. He said there hasn’t been a lot of communication about the campaign to date and that’s intentional because the college is in a three year quiet phase. During this time the college will attempt to raise $100 million by 2016 and currently has $30 million raised toward the goal. If all goes well, then a public phase lasting three to five years will be announced with a goal of raising somewhere in the range of $200-250 million. The campaign money will likely be used predominately for the endowment and some targeted capital elements.

Enoch shared that the college is building a campaign case to flesh out how funds would be used besides moving the endowment towards the billion dollar mark. The Regents have three tasks forces charged with looking at St. Olaf’s Lutheran Identity, Student Debt and High Impact Learning Practices. The information from these tasks forces along with Piper Center Story and the launch of the Institute for Freedom and Community will all be woven into a narrative that can excite donors. He also recognized that this narrative has to include more than just dollars and that the Alumni Board can help engage Oles to give of their time and talents as well.

Amy suggested a tangible goal, such as keeping tuition at $50,000, would be important because people could relate to it and how their money would be used to make it happen.

Rebecca T. asked how the college estimated the value of Manitou Heights Society gifts toward the campaign. Enoch said St. Olaf accounts for gifts in a conservative manner and that a campaign best practice is to not have planned gifts as more than 20% of total. Some of those gifts are general bequests and some have specific designations.

Establishing Standing Sub-Committees
In order to maintain momentum between meetings, the board established three standing subcommittees covering alumni awards, the chapter structure, and the Twin Cities region. Board members selected a subcommittee to serve on and then used the session to outline a work plan. This is a way to divvy up the work, prevent burn-out and maintain forward progress between on-campus meetings.

While there was a brief conversation about adding subcommittees based on the commitment topics it was decided to send updated commitment sheets out as a discussion point for the next conference call and focus on the three standing subcommittees. Each breakout group was tasked with creating a committee charge – what’s the purpose of this committee, what is the frequency of meetings, and how to divide up the specific duties. The day’s goal was to determine who is on the committee, how often the group will communicate and to draft a rough outline of what the scope of work should be.

Subcommittee Report Out:
Alumni Awards – Three members joined this group Ron, Paul, Rebecca T. plus Kelly from APR. The group reviewed the Alumni Awards process. Prior to the spring meeting, this group will present a slate of
nominations to be approved and those awards will be presented during next year’s Homecoming celebration. Prior to next year’s fall meeting, we will have a slate for the GOLD award, to be presented during Commencement Weekend 2016. The group established a chair and co-chair structure as a succession plan, with the chair rotating off and the co-chair stepping into the position. Rebecca Taible will chair through the spring meeting. Curt was nominated to be the co-chair with the intention of him taking over as chair after Rebecca’s term ends. There is a need for continuity with this group as a lot of knowledge from past years must be maintained. The main duties of the members are to be actively participating, to streamline the process, have opinions, and follow up.

The members must be willing to shepherd a nomination through the vetting and acceptance process. For some nominations there isn’t much more that needs to be done, but others need someone to gather the rest of the information. The group would like to request a portal with access to all of the nominations and all summary sheets. This subcommittee will meet twice between the board meetings, using conference calling. For the selection process, the team would like to meet on campus with a skype option.

Chapter Structure – Five members joined the group, Ben, Vijay, Amy, Cheryl, and Sandy. Kari represented APR. Ben Baker was selected as chair. The purpose of the subcommittee is to be a centralized resource to ensure the ongoing chapter structure success, to ensure chapter positions are filled, to pass on institutional knowledge (job descriptions, event tool kit, TBD best practices with respect to communicating with APR), and to send out thank you notes to partners. The subcommittee will be a resource for smaller chapters and cities. Sandy and Cheryl agree to partner on that. Vijay and Amy will work on identifying best communication practices with APR office (who’s new in the regions, newsletter process, etc.) The group agreed to meet quarterly by conference call.

Twin Cities Chapter – Three members Becky O, Lisa and Greta selected this group and Brad was the staff member. The purpose of the group is to strengthen alumni connections in the Twin Cities area, fostering non-fund raising connections and to encourage a cross pollination of generations. The group discussed adopting a Tier 1 style steering committee and determined that it wasn’t applicable because a vast majority of Oles wouldn’t need a Piper Liaison to access jobs or a Welcome Ambassador because they would know many area Oles.

Instead the group focused on trying to build volunteer opportunities in the Twin Cities as a great way to bring inter-generational groups together and launch the Twin Cities chapter. The steering committee would be made up of people with passion around certain volunteer activities. The idea would be to identify causes that needed volunteers and then publicize those efforts to Oles.

Having selected an approach, this subcommittee will need to agree on next steps such as how often to meet, mode to communicate and develop a plan to put this in action.

All three subcommittees have follow up steps before the next conference call. After a group meets, send Brad a short note on who met, what was discussed and any action items that need to be completed. He will share it with the board at large.

Promoting the College
Paul Finley noted that our new alumni board photo is posted on the St. Olaf Alumni Facebook page. He routinely shares posts from the St. Olaf Facebook page and the St. Olaf Alumni Facebook page onto his own personal page. Others also repost stories on their local Facebook group pages. Paul demonstrated how to invite your friends on Facebook to like the St. Olaf Alumni Facebook page. He will write up the process and share it with the group.
The group suggested having a session at the next meeting to review the college’s social media resources such as Twitter and Instagram.

**Board of Regents Report**
Sam Dotzler ’00 will send updates out with the minutes.

**Announcements**
Brad updated the board on the three Alumni Awards that will be awarded this year: Outstanding Service Award to Lynn Anderson ’74 and Tom Nelson ’69 for their work in creating the Ole Suite program, and the Distinguished Alumni Award to Betsy Nabel ’74. There are no nominations for the GOLD award. The alumni awards ceremony is being moved to the Friday night of Homecoming which will allow APR staff to give proper attention to award winners. The current system of simultaneously hosting the awards winners and the alumni board meeting did not work well. The move to Homecoming means there will be a large number of the alumni community present, students will be on campus, and it would be possible for the award winners to be an Alumni in Residence. The GOLD award will be presented during Commencement Weekend 2016. In the meantime, we have the current three awards to present so we are looking at one or two award ceremonies, depending on the schedules of the three individuals. Any alumni board members are welcome to be at the ceremonies, if schedules allow it.

Brad shared the news that Matt Gustafson has accepted the Associate Director position in APR and his start date is December 8.

As some current board members are ending their terms, replacements need to be recruited. Brad asked these current members to submit three replacement suggestions to him by December 1, so he can begin the search process early. Sam asked that if members had any comments regarding the meeting to feel free to email them to Brad and him.

The interim conference call is scheduled for Tuesday, February 10, at 7:30 p.m. CST. Sam will send out invite information and save the date. Send Sam your cell phone number so he can send the update.

**Adjournment**
Before adjourning, Brad and Sam thanked members for their time, reviewed future meeting dates (Apr. 9-10, 2015 and Nov. 5-6, 2015). The meeting was then adjourned by Sam at 4:30 p.m.