THURSDAY, APRIL 14


Absent: Kim Brody ’78, Mark Hermodson ’64

Visitors for at least a portion of the day: Jo Beld (Vice President for Mission), Christina Berget ’13 (Assistant Director, Alumni and Parent Relations), Grant Eustice (Assistant Director, Piper Center), Matt Gustafson (Associate Director of Alumni and Parent Relations), Brad Hoff ’89 (Director of Engagement, Alumni and Parent Relations), Camilla Madson ’72 (Annual Fund Chair), and Kelly Vikla ’82 (Assistant Director of Alumni and Parent Relations).

The meeting was called to order by Sam Dotzler.

Ron Pechauer led the devotion and prayer.

Brad briefly addressed the current Title IX situation, and mentioned that Jo Beld, St. Olaf’s Title IX coordinator, will be talking with the board.

St. Olaf Fund Report

Camilla Madson ’72, Chair of the St. Olaf Fund Board, gave updates on both the Fund and its Board. She reminded the group that the St. Olaf Fund is the annual fund of St. Olaf, not including bequests, endowments, etc. The Fund raises money to benefit financial aid, academic resources and areas that improve the student experience.

The Fund uses a network of alumni Class Fund Agents (CFAs) to make peer-to-peer solicitations to classmates. This past fall, all CFAs were contacted and asked to opt in/opt out to confirm their interest in serving. Currently, there is at least one CFA for each alumni class. The goal is to have a minimum of three CFAs per class. Many classes already have more than three.

The CFAs have access to the Portal, which provides online, real time access to data, contact information, and giving status. CFAs can send emails from the Portal, including thank you notes. Each CFA records their contact activity.

The Portal is new, so training has been provided for the CFAs with fall kick off events, a webinar on April 1, audio recordings on the website, and ongoing support.

The St. Olaf Fund Board has ten members. The board meets twice a year, and most recently met on March 11. The transitions for the upcoming year include Adam Wilhelm ’03 coming in as the new board chair, Clayton Smith ’10 as the vice chair/chair-elect, and Carolyn Major ’98 as the board secretary.
There are seven staff members in the St. Olaf Fund office who will be executing the following events this upcoming fiscal year:

- Fall Blitz – Oct 27-Nov 10
- All in for the Hill – November 10
- Spring Blitz – April 1-15
- Fiscal year end – May 31

All in for the Hill is a 24-hour giving day, benefitting the St. Olaf Fund. The focus of the inaugural event in November 2015 was on increasing the number of donors. The goal of 1,500 donors was passed by 5:30 p.m., and the stretch goal of an additional 500 more donors was met in four hours. There were a total of 2,282 donors giving $703,187, which included the Board of Regent’s $250,000 in matching gift.

Camilla provided an update on the status of the FY16 goals. The dollar goal is $4.94M (5% increase over FY15) and a participation goal of 22.4% (2.5% increase over FY15), which will be 8,154 donors. As of April, the current dollars total raised is $3,355,352 ($96k behind) and participation is at 18%.

Camilla also mentioned the Loyalty Society, which is open to all alumni with three consecutive years of giving to the St. Olaf Fund.

**StrengthsFinders**

Grant Eustice, Assistant Director of the Piper Center, shared how StrengthsFinders is being used at St. Olaf. It is given to all first-year students in place of the MBTI, which was hard for a first-year student to grasp. StrengthsFinders is based on research done by Gallup. The 34 talents in StrengthsFinders represent areas that people naturally excel in.

Grant handed out personalized reports to board members, each of whom completed the StrengthsFinders assessment prior to the meeting. The personalized reports include the Insight and Action Planning Guide and a Reference card. The planning guide helps each individual explore her/his own strengths, their strengths in the workplace, and strengths in committee work.

Grant shared that you would need to meet and talk to 33.39 million people before finding someone with the same top five strengths in the same order that you have. He explained that a talent is a natural way of thinking, feeling, or behaving. Investment is time spent practicing and developing skills so that when an individual multiplies talent with investment, it becomes a strength. When folks are unable to use their strengths they dread going to work, have more negative than positive interactions with colleagues, treat customers poorly, and achieve less. When they are able to use strengths, they perform better, are less likely to leave their jobs, are six times more likely to be engaged on the job, and do not have as many negative emotional experiences, such as worry, stress, anger, sadness, and pain.

Grant led the group through a couple of exercises, including finding another board member who has at least one of the same top five strengths talking with them about how this strength shows up in their life. He also shared a summary of the board’s strengths by leadership domain, which categorizes the 34 strengths into the groups of Executing, Influencing, Relationship Building, and Strategic Thinking.
The board members looked at their subcommittee teams to see what strengths each team has, where they are strong in the leadership domains, and where there may be opportunities for growth.

Grant handed out an article for the board to read called, “Why Partners Need Complementary Strengths.” He encouraged everyone to read through their personalized reports, to look at the action steps in the report, and to continue reflecting on each one’s own strengths.

**Mission Statement and Title XI Updates**

Jo Beld, Vice President for Mission, updated the board on the progress of the committee to update the college’s mission statement.

The Board of Regents has the responsibility for the mission statement because it is part of their bylaws. A task force was created of ten individuals to host campus-wide conversation, including faculty, staff, students, and retirees. What emerged was not that the mission of the college should change, but that the expression of the mission should change.

Jo shared the two finalist versions of the statements with the board. Both contain the same six themes, but expressed in different ways:

- Liberal arts
- Lutheran identity
- Global engagement
- Excellence
- Inclusiveness
- Vocation/Life purpose

Board members offered several comments which Jo will take back to the committee.

Jo also offered an overview of the recent Title IX conversations taking place on campus and throughout the national St. Olaf community. Following a historical overview of Title IX, she provided an example of a recent update to the college's sexual misconduct policy that was developed in collaboration with students and informed by recommendations from the White House Task Force to Protect Students from Sexual Assault, guidance from the federal Office of Civil Rights, and recent legislative proposals.

She also reviewed the process used by St. Olaf in responding to a sexual misconduct complaint. Jo said that all students who are parties to the complaint process are assigned a process dean who provides information and assistance throughout the complaint process. She noted that St. Olaf is continually reviewing its policies and procedures in response to legal changes and changes in best practices. One change protesters have been advocating is that a panel be used to adjudicate cases rather than a single adjudicator. Jo indicated that President Anderson has appointed a working group made up of students, faculty, staff, and outside experts to review the current policies. They will begin work immediately and present their findings and suggestions this summer to be implemented for the 2016/2017 academic year.
Several Alumni Board members asked where to direct alumni who had questions or concerns about St. Olaf’s policy. They were asked to provide alumni with the link to the college’s Title IX website (http://wp.stolaf.edu/title-ix/), which contains the policy, frequently asked questions, and information about the working group. If this page didn’t answer their questions, or they wished to speak with someone, the Board was asked to direct alumni to Brad Hoff.

**Committee Work Time**

Due to the discussions with Jo Beld going longer than scheduled, the committee work time was moved from 3-4:15 p.m. to 3:30-5, with the committee report out moved to Friday, during the time scheduled for the Board of Regents Report.

The board separated into the subcommittees of Chapter Structure, Alumni Awards, Twin Cities Engagement, and the newly added committee to increase the engagement of multicultural and international student alumni.

**FRIDAY, APRIL 14**


Absent: Kim Brody ’78, Mark Hermodson ’64

Visitors for at least a portion of the day: Christina Berget ’13 (Assistant Director, Alumni and Parent Relations), John Bruer (SGA President), Sindy Fleming ’01 (Director of Multicultural Affairs), Matt Gustafson (Associate Director of Alumni and Parent Relations), Brad Hoff ’89 (Director of Engagement, Alumni and Parent Relations), Emiko Oonk (Assistant Director of Multicultural Affairs), Pete Sandberg (Vice President for Facilities), Mara Stutzman (SGA Liaison) and Kelly Vikla ’82 (Assistant Director of Alumni and Parent Relations).

**Piper Center, Career Communities and Future Direction**

Leslie Moore, the Piper Center’s Director, introduced herself to the Alumni Board and traced her path from graduation to returning this past November. She discussed the new Piper Center strategic plan and the importance of having a long-term, four-year relationship with students that carries beyond their time on the Hill. She said every first year student undergoes the StrengthsFinder inventory and the goal is for them to come to the Piper Center at least once so they are introduced to the concept of vocation.

During their sophomore year students are invited to attend a QuoVadis (Latin for “Where are you going?”) retreat held during fall and spring. It is a rich time for reflection and any students who want to go are able to do so.
Leslie said that Connection Trips will also continue to be a featured part of Piper’s programming. Connections trips allow 75 students a year to visit one of three host cities and explore various industries such as High Tech, Law, or Fine Arts across the country.

The Ole Suites program will continue to be featured as well. These include Ole Law, Ole Biz, Ole Med, while Ole Arts was held for the first time. Many faculty attended Ole Arts this year. Next year will see the inaugural Ole STEM offered. The plan is to hold it on campus to get a heavy faculty engagement.

Leslie mentioned the success of the Ole Cup business competition. Ole Cup winners have had great success going on to the Minnesota Cup. Johnny Pops won the Minnesota Cup and St. Olaf has had a runner-up as well. This year 24 students have submitted business plans.

Leslie noted that half of the first year class enters St. Olaf thinking they will be pre-med. The college has an enviable medical school acceptance rate of 78 percent, with the national average being 44 percent. What Piper Center staff have noticed is a growing need to improve public health offerings. They are also aware of the increased need for both internships and high-impact experiences (e.g. Rockswold Health Scholars Program) and are trying to figure out how to scale them because they are very time consuming to set up.

Lisa Warren asked what type of work the Piper Center did with alumni. Leslie said the Piper Center currently supports alumni during their first four years out but is looking into extending that to 10 years by bringing in a mid-career coach. In order to extend those services, funding will need to be identified. She said Piper is stretching its resources by partnering with other programs. They are collaborating with the Wellness Center on the “Greater Than” program working with mental health. They are also are jointly marketing their events with Wellness Center and have wellness pamphlets in the Piper Center. Cross training with wellness educators will also take place this fall.

Leslie noted the challenge of reaching athletes who are one group that does not extensively use the Piper Center. They are working with athletics to build connections with teams. The Piper Center plans to host a dinner with all of the team captains.

Ben Baker asked if the Piper Center felt like they have good contact bases built in the cities they visit. Leslie responded that yes, Piper has good base in the Tier 1 cities but that it can always be strengthened. Ron Pechauer commented that the Piper Center had been instrumental in landing two of three young Oles in the Phoenix area. Lisa Warren then asked if there are things Piper is doing to prepare the interns for their experiences because she received excellent feedback about the Oles who have interned for Thrivent. Leslie answered that it is a very competitive program and so employers are getting the crème de la crème and the college works to nurture them.

**Campaign Update**

Enoch Blazis, Vice President for Advancement, reviewed the fundraising campaign with the Alumni Board. Enoch shared that the Board of Regents is likely to approve a $200 million campaign that would publically kick-off this fall and conclude in January of 2020. He said that the “investor” or “quiet” phase of the campaign began in June 2013 and the college has been talking to its strongest supporters in order to line up 60 percent of the campaign total prior to going public next fall.
Before launching, the campaign will be branded to help share the vision throughout the St. Olaf community. He discussed the criteria used to select a campaign name which must:

- Be brief, fresh, compelling, and memorable
- Fit the institutional character (authentic vs. generic)
- Evoke positive momentum and better things to come
- Invite participation and engagement
- Offer potential for strong graphic representation
- Represent the content and spirit of the campaign case

Factoring those all in, the committee is working with Sustain. Excel. Transform. Sam Dotzler suggested that having sustain and excel on the same physical line seems a bit counterintuitive. Autumn Hilden shared that the vision section wasn’t as uplifting as she’d like to see. Mark Williamson said it would be important to include the exciting work of the Piper Center in whatever is communicated as well as playing off the new mission statement.

**Student Government Update**

John Bruer, SGA President and Mara Stutzman, Student Alumni Liaison, both reviewed all the work of the Student Government Association and highlighted numerous exciting events within the student body. SGA is comprised of nine branches with 191 members. They hosted 227 student events this academic year, which were publicized through a new weekly email communication sent to students, faculty, and staff called “Ole the Lion.” In his term, John and his team have developed “Campus Conversations” which offer town hall-style meetings for students to learn about hot-button topics in the St. Olaf community. Previous conversations include mental health, hazing, sexual assault, housing, and racial issues on campus.

John highlighted two student driven campaigns that SGA has supported which include the “Greater Than” and the “It’s on Us” efforts. The “Greater Than” campaign focuses on mental health issues throughout campus seeking to encourage conversation on the topic as well as a means to communicate what resources exist on campus. The “It’s on Us” campaign is part of larger national effort started by the White House in 2014 to address the concerns of sexual assault. The goal is for students not only to be responsible for their own behavior but also to watch out for fellow students in vulnerable positions.

Mara informed the group of the successful Ole Night Out program which saw 65 students hosted by 15 alumni households. Students sign up to have a dinner off campus and alumni agree to host. The APR office helps coordinate rides to deliver groups of students to different homes. This year all host families were in the Twin Cities. In past years alumni in Northfield and Rochester have also participated.

Becky Odland asked where SGA’s funding comes from. John said it is apportioned as part of the comprehensive fee and is based on the number of students. Based on enrollment the budget fluctuates between $495,000 and $515,000 per year.

As a final fun fact before breaking for lunch John had Board members guess the number of pizza slices served annually by the Pause. He said it was more than 95,000 per year.
Holland Hall Renovation Plans

Pete Sandberg reviewed the Holland Hall renovation plans and building history preceding a hardhat tour of the construction site. Originally built in 1925 as a Science and Administration building, Holland Hall was first renovated in 1968. During this renovation, aligning with 1960’s architectural trends, much of the natural light and open space in the building was eliminated. Pete shared that the main goal of the current renovation is to bring back the building’s original natural lighting and open feel.

Pete listed light, community, adaptability, scholarship, character, balance, and collaboration as key drivers in the renovation plan. By developing these drivers and goals during the planning process, the renovation team will test their progress against these initial ideals. Pete also read the official mission statement of the renovation process:

*The reimagined Holland Hall will be a light-filled, collaborative, balanced, and adaptable learning environment that inspires students, faculty, and staff to forward the scholarly enterprise for years to come. The renovation of this distinctive campus treasure will revitalize the iconic character and authenticity of the building while providing for the learning spaces and technology of the future and make it the first stop of campus tours, visiting alums, and the community.*

Pete explained that the new building has 61 proposed office spaces and that 59 will be on the exterior with natural light. Additionally, there will be two classrooms with 45+ student capacity, one collaborative learning space for 36 students, four classrooms with student capacities of 18-28, a computer lab with a student capacity of 30, and an undergraduate research lab. The departments will be grouped together using “soft edges” in order to allow for both future adaptability and inter-departmental collaboration.

Holland Hall is tentatively scheduled to open in March of 2017.

Center for Multicultural and International Engagement (CMIE)

Sindy Fleming, director, and Emiko Oonk, assistant director, of the Center for Multicultural and International Engagement shared about the newly combined multicultural and international student engagement centers. CMIE’s goals are to educate, enrich, and engage the St. Olaf community through programming and collaboration with other groups on campus. The center supports eleven student organizations on campus. These organizations work independently and collaboratively to hold meetings, host events, encourage leadership, and hold training for awareness surrounding multicultural/international student issues.

The merger of these two groups offers additional space for students to study, spend time together, and develop a greater presence on campus.

Sindy and Emiko described the importance of peer-to-peer multicultural and international student leadership, particularly with first-year students. Older students attend first year orientation week and serve as student counselors for younger students. Emiko emphasized the pressures students face through not only an adjustment to a rigorous liberal arts education, but also to the United States.

Sindy announced there are 240 international students enrolled in the ’15-’16 academic year; compared to 30-40 international students six or seven years ago. There are 512 multicultural students enrolled this year with the greatest percentage in the class of 2019.
Mario Paez asked Sindy and Emiko to give a brief history of the international/multicultural student outreach programs on campus.

Sindy explained that in 2001, a multicultural student group was developed and given space in what is now Alumni Hall. In 2008, the group split into two: 1) multicultural students 2) international students, and moved into two separate offices in Buntrock. Then, in 2012, the two groups merged and combined spaces in order to increase collaboration with the community and faculty.

CMIE hosts “Cultural Conversations” once a month, which are facilitated by a faculty member and cover a variety of topics relating to multicultural/international students. Previous topics include micro-aggressions in the classroom and workplace, and Title IX specifically relating to multicultural/international populations. Event attendance ranges from 15-60 students dependent on topic and speaker.

Sam Dotzler brought up the need for the alumni community to be ahead of the curve in order to help CMIE grow.

Autumn Hilden asked if CMIE offers positions to student workers.

Sindy explained that she hires six students to be “program managers.” These students are tasked with organizing and implementing a themed month of engagement supporting CMIE; they choose the theme, build the programs, and assign fellow students tasks.

The goals for CMIE include raising awareness amongst the student and faculty, fostering sensitivity, creating a base for ongoing dialogue, and providing a safe space for constant support. The greatest hurdle CMIE faces is budget. CMIE is working with Cheryl Philip and Mario Paez to develop mentoring opportunities with students and plan events to gain momentum for future events and outreach.

Cheryl Philip and Mario Paez offered reflections on their experiences at the college and praised CMIE for the positive change they are bringing to campus.

Alumni Awards Candidates

Curt Nelson announced the committee received double the number of nominations versus the previous year, which he attributed to increased marketing for the awards and a streamlined nomination process. He and Autumn Hilden then delivered an overview of the four recommended candidates for this year’s Alumni Awards. Afterwards, Curt announced they will retain the existing awards system for one more year. Cheryl Philip suggested a greater initiative to market and promote the awards for international alumni. Curt also suggested alumni awards should be mentioned at chapter events throughout the year.

Curt offered the suggestion to discontinue the Graduate of the Last Decade or G.O.L.D. Award. He said only one G.O.L.D. Award has been given in its history, and this is due to it being very early in one’s career to achieve such exceptional professional or volunteer achievement. He mentioned that if alumni did accomplish such an achievement, they would be considered for any of the three other existing awards.

Amy Gillespie offered the motion to discontinue the G.O.L.D. Award. Ben Baker seconded the motion and the Board voted to discontinue the G.O.L.D. award.

Committee Reports

Multicultural Committee
Mario Paez reported on the committee’s desire to bolster alumni and student engagement through collaboration with CMIE.

Cheryl Philip said the international/multicultural alumni community may not feel as comfortable with their time on the Hill.

Mario announced a forum scheduled for June 17. The purpose of this event is to gauge the opinions and concerns of the alumni. The forum will also show support and jumpstart new forms of engagement. Mario said he will update the Alumni Parent Relations department and the Alumni Board with the findings from that meeting. Following the report, he will ask for recommended administrative contacts to begin work on situations of concern.

**Chapter Structure**

Ben Baker announced that Sonja Clark will be the chair of the subcommittee when he and Amy Gillespie end their term. Ben and Amy have agreed to assist with the transition as new members assume their positions.

Ben presented on the results of his outreach to various chairs in chapters around the country. He received positive feedback on the new chapter structure:

1) The well-defined budgets from Alumni/Parent Relations are helpful.
2) The Welcome Ambassadors feel like they are being involved and productive.

Ben also offered suggestions in regards to areas of improvement for the chapter structure:

1) Concern: There is a need to develop a strategy to recruit volunteers.

   Recommendation: Ben asked Board members to take an active role in finding and recruiting volunteers in their respective regions, communicating their recommendations back to Alumni/Parent Relations. Conversely, APR may communicate information about potential volunteers to Steering Committee co-chairs.

2) Concern: There is a need to communicate Steering Committee role responsibilities and expectations more clearly and consistently, both during recruitment and throughout the year.

   Recommendation: Ben volunteered to hold conference calls before the yearly planning meetings to introduce volunteers to one another, introduce resources, and ensure chapter cohesion. The subcommittee will also work to ensure that Board members and staff are communicating consistently with volunteers nationwide about responsibilities and available resources.

3) Concern: There is a need to regularly check in with volunteers to ensure engagement and follow-through.

   Recommendation: The Chapter Structure subcommittee will reach out to Steering Committee Co-Chairs and Welcome Ambassadors on a monthly basis during the 2016-17 academic year, both to garner feedback and to remind volunteers of their ongoing commitments.
Ben also acknowledged the need to more deeply define the Piper Center Liaison position. He recommended focusing more attention on existing chapter chairs, and to consider reinstating the Piper Center Liaison position once all other positions have been further developed.

**Twin Cities Chapter**

Lisa Warren announced a new pilot model for Twin Cities alumni events. This new model will be implemented with a Saints Game tentatively scheduled for June 27th. Thrivent will rent out a social space prior to an event and promote the “Ole Gathering.” Patrons will be responsible for purchasing their own ticket to the event. If this model is successful, the RSVP group will solicit future sponsors for similar events.

Becky Odland discussed a need to connect alumni of different ages and stages. A retired alumni event will also be scheduled this summer to begin meeting this need. Lisa also mentioned the need to find advocates from these different ages and stages to do outreach and promotion in their own area.

Lisa discussed the need to plan their events around the existing St. Olaf schedule. She described this phase as the “test and learn” phase for RSVP.

**Wrap-Up**

Sam Dotzler reported that the Alumni Board is 99 percent compliant with donating to the St. Olaf Fund and asked that members make their donation by May 31st.

Sam introduced the new members of the Alumni Board:
- 1) Liz Frederick ’07 – New York City
- 2) Thando Kunene ’13 – Minneapolis
- 3) Abraham Payton ’08 – Baltimore/Washington D.C.
- 4) Jody Miesel ’01 – Seattle

Sam and Brad thanked Ben Baker, Ron Pechauer and Amy Gillespie for their service on the board.


The meeting was adjourned.