

THE ALUMNAE ASSOCIATION BOARD OF DIRECTORS

OF

SAINT MARY'S COLLEGE, NOTRE DAME, INDIANA

Minutes of the Fall 2006 Meeting

Present: Sheila Conlin Brown '56, Laura Proto Campise '92, Jill Moore Clouse '99, Holly Rieger Curley '80, Mary Sue Dunn Curry '85, Judy Mardoian Gavoor '76, Nora Barry Fischer '73, Adriana Garces '01, Roslyn Castrogiovanni Hill '69, Sara Bateman Koehler '70, Marilyn Wolter Laboe '61, Elizabeth Bermingham Lacy '66, LeeAnn Franks McConnell '85, Karen Zagrocki McDonald '76, Kara O'Leary '89; Lisa Maxbauer Price '99, Kimmi Martin Troy '00, Abby Van Vlerah '04, Rebecca Votto '93, Barbara Butler Henry '85, Director of Alumnae Relations; Michelle Poeppe Egan '93, Assistant Director of Alumnae Relations

Invited: Kay Ball, Director of Development; Meghan Cassidy, Student Alumnae Commissioner, Student Board of Governance; Christine Darche, Student Alumnae Commissioner, Board of Governance; Karen Johnson, Vice President for Student Affairs; Jo Ann MacKenzie '69, Director of Planned and Special Gifts; Dan Meyer, Vice President for Enrollment Management; Carol Ann Mooney '72, President; Jeffrey Roberts, Associate Director for Career Opportunities, Center for Career Opportunities; Shari Rodriguez, Vice President for College Relations; Michael Sanders, Director, Indiana Careers at Saint Mary's College; Kate Wallach, Chief of Staff, Senior Student Board; and JudeAnne Wilson, Director of the Annual Fund.

Please note: Titles of College personnel are listed above. They are not repeated in the minutes.

The Board of Directors of the Alumnae Association of Saint Mary's College, Notre Dame, Indiana, met at the College, September 27-30, 2006. Kara O'Leary, president, called the meeting to order at 8:00 a.m. in Conference Rooms B & C of the Noble Family Dining Hall on Thursday, September 27.

GENERAL SESSION I

Kara O'Leary opened the session with a reflection on the "Hail Mary" by Mother Teresa. Then Kara welcomed and introduced the new directors: Jill Moore Clouse '99, Nora Barry Fischer '73, Adriana Garces '01, Kimmi Martin Troy '00, Abby Van Vlerah '04, and Rebecca Votto '93.

Kara requested a motion to approve the minutes of the spring 2006 Board minutes. The motion was made, seconded, and unanimously carried.

Kara gave an overview of the projects and programs the Alumnae Board will be sponsoring and working on in the near future. The first one is a review of the Alumnae Association's by-laws.

Another one is a strategic planning session that will begin next year, after Dr. Mooney presents the College-wide strategic plan to the Trustees at their spring 2007 meeting.

In an effort to encourage renewed accountability to the Alumnae Board, all Board members will be conducting a self assessment of how their Board participation aligns with the mission and goals of the Board and the College.

Under Karen McDonald's direction, the Board's Development Committee continues to encourage a mindset of grass roots philanthropy by promoting the good news of the College through the alumnae clubs. The message brief is a tool developed by the committee to convey a clear, concise and consistent message to the alumnae about its purpose.

Kara announced that Laura Campise has opted not to serve another 3-year term at this time.

The Board's informal gathering with the Senior Board of Governance in Riedinger went very well. It afforded the Board a wonderful opportunity to hear the students' ideas and expectations of the Alumnae Association now and after graduation. The students shared that one of their concerns was, "How do we stay spiritually connected after College?" They also expressed some confusion about the job postings of the "Go Belles" site. Barb Henry explained that "Go Belles" is run by the Center for Career Opportunities and the postings come directly from the companies offering the jobs, and/or some of the postings don't provide enough information about the requirements of the jobs.

Barb mentioned a similar challenge with the Alumnae Resource Network (ARN), when the alumnae forget to update the Alumnae Office about job status changes that affect their participation in the ARN. Barb said that the implementation of a new software program in the near future should provide more reliable and up-to-date information by making self reporting of changes much easier for all concerned.

Kara invited Barb Henry to give an update of Alumnae Relations. Barb announced that nine clubs provided \$19,200 in scholarship aid granted this year. The Alumnae Memorial Scholarship Fund continues to grow. The market value is now \$253,133, up \$31,800 from last year, due mostly from investment growth. The College continually promotes the Alumnae Memorial Scholarship Fund in the *Courier* as a giving opportunity.

Barb reported that many of the Board members, alumnae and local leaders participated in the Alumnae Leadership Summer Sail Program. The executive leadership program "Chart Your Course" proved to be a very popular program that sold out in 24 hours. The feedback received on the "Sunrise Sails" was very positive overall, showing that what resonated with the alumnae was: it was a College sponsored event; it was operated by a Saint Mary's alumna; and it was a unique opportunity to experience teamwork operating a working sail on a traditional tall ship. She said people loved the experience, and found it valuable, but commented that in the future, the 4-hour truncated session should be marketed as a team-building or personal awareness exercise, rather than as a leadership training or development program.

Barb said she and Holly Curley would be among the 92 travelers on the Alumnae Association sponsored trip to Tuscany in October.

Barb reported that 795 alumnae were on campus for Reunion 2006 --122 more than in 2005. Everything was well attended and the award recipients brought down the house. Most encouraging to the Alumnae Office was the record-breaking attendance and contributions of the 5-year Reunion class. There were 95 women from the Class of 2001. Experience from years past has shown that if young alumnae participate in Reunion, they will continue to come back to campus and be involved with the College. Barb noted a successful communication strategy included more broadcast e-mail, in full color, with different links to Reunion web sites. The last e-mail sent after Reunion, with the photo album, generated several calls within 24 hours, and our tracking showed that 60% of the recipients opened and clicked on at least one link.

In conjunction with the College's brand initiative, Barb said a new software program and e-mail server will finally be implemented, allowing alumnae lifetime e-mail forwarding and a full suite of self-serve options through a password protected portion of the website. The more user friendly program will allow for job and resume postings, class chats, class lists, etc.

Barb noted that there was a significant increase in electronic communication from the Alumnae Office. She said the Alumnae Office sent 128,160 broadcast e-mail messages last year, including alumnae club announcements and newsletters from the College.

Finally, Barb announced that the new Saint Mary's College special recognition Indiana license plate will be available to Indiana residents for 2007.

A full written report was distributed to the Board and is not included with the minutes.

The Board adjourned at 8:45 a.m. for pictures, committee meetings, and lunch.

## GENERAL SESSION II

Michelle Egan answered the question, "What is being a Board Liaison?" She reviewed club liaison duties and reminded Board members that clubs should be contacted twice annually—following each Board meeting. Michelle also asked liaisons to encourage or assist club presidents and area contacts in filling out their Annual Reports. The Board needs to know when the club reports are due.

The annual report asks the club president about their communications to the club and Board members. Reports are filed and passed on to the next club president for a legacy benefit.

Michelle presented a summary of recent and upcoming club activities.

Twin Cities will be celebrating its 75's anniversary. President Mooney will be there to celebrate on October 30.

Kansas City was dormant for a long time. The new club president is doing great. They have a website resource.

The Louisville and Pittsburgh clubs are dormant and new club presidents are needed.

Milwaukee has young alumnae and they are moving ahead with their new website.

The Des Moines has added a website.

Veteran Board members should mentor new Board members. Co-Liaisons are encouraged to work with veterans.

Board members should attend events if possible. Club members will talk to you and give you insights they might not share with Michelle Egan.

Reports are due back to Michelle Egan by October 27, 2006.

Facts at a Glance can be used for education and update alumnae on what is happening at Saint Mary's College.

New profile, demographics: past parents, and current parents, active age-ranges.

Board members were reminded to reassemble at 5:15 pm for Grace Under Pressure that begins at 5:50 pm this evening.

The session adjourned at 4:15 p.m.

Breakfast Meeting with Karen Johnson  
Vice President of Student Affairs  
8:20 a.m., Friday, September 29

Kara O'Leary introduced Karen Johnson, the new Vice President of Student Affairs. Karen came to Saint Mary's College after 20 years at Saint Mary's University of San Antonio, Texas. She is excited to be working with the students here. She has found them to be very motivated and energetic young women.

Karen opened by saying she appreciated the opportunity to give the Board an overview of what is going on in Student Affairs and the direction she would like to give the division.

She said she was very pleased with the August Orientation, but she wants to review the whole process based on current information and research. She has established an Orientation Task Force that will be reviewing the Orientation Program (including both the June and August sessions), and developing a dynamic program that will meet the needs of the students, parents and will also focus on academics and the Charism of the Holy Cross. The division is also in the "mission writing" phase of orientation, so they will be setting some goals and looking at the schedule. If any of the Board has any suggestions or ideas about orientation, Karen welcomes the input.

Terri Johnson, Director of Multicultural Affairs recently left the College and is at Middle Tennessee State. The search for her replacement is underway and Karen invited participation in the interview process if any one is interested.

In the meantime, Larisa Olin Ortiz is doing a great job of keeping the programs going and not missing a step.

September is Hispanic Heritage month and there were lots of activities scheduled to celebrate. There was a luncheon through the line where everything was Latin-oriented. There were also speakers and a bi-lingual Mass.

The athletic season started very strong. The volleyball team won the tri-state tournament for the first time. The soccer team has struggled some, but is doing great. The golf team now has a full-time coach and was ranked in Golf Digest as one of the top programs in the country for student-athletes.

The Counseling Center has been really busy. Last year, the staff saw about 25% of the student population. This year, there is a new female psychologist, who is on campus one afternoon a week. Karen is working it out so she will be here more often. A lot of students come to college now on medications, with serious issues and the Counseling Center needs to be able to address those issues.

In the last year, Student Activities added a second Assistant Director, Abby Van Vlerah, who works with the programming board and has a lot of activities planned. So far this semester, there has been an outstanding turnout for all the events. There is new ice cream service in Dalloways.

Student Activities put together a parents' calendar for the first-year parents. Eventually, Karen would like to see this available for all the parents.

In the last year, about 79% of the students used the Health and Wellness Center. The Center continues to be active in giving vaccines. Karen clarified that the new name of the "Health and Wellness Center" reflects the overall services offered there, such as a dietitian and a massage therapist who come once or twice a week, in addition to the doctors who come in on a regular basis. Since a couple of the regular doctors will no longer be available, the Center is looking into hiring some nurse practitioners, in addition to some new doctors.

Karen is putting together a task force to review Saint Mary's response to sexual violence. She wants to tweak the current policy and work with different advocates. She would also like to establish a better relationship with Notre Dame, so Saint Mary's gets better information from them about what happens to the accused person. Under the law, a student who has been involved in any kind of violence has a right to know what the outcome of a hearing is. At present, Karen is not sure that is happening, so she wants to work more closely with Notre Dame to improve on that.

Residence Life is moving forward with a full staff. There is an 85% occupancy rate and only one floor closed in McCandless Hall. Karen's goal is to get Saint Mary's up to full occupancy and have people not leave to live off campus. She wants to find ways to bring juniors and seniors back on campus. Opus is operating at full occupancy with seniors.

Karen has had a lot of interaction with the Board of Governance, Officers and Student Government and the Residence Hall Association. The Residence Hall Association sponsored a mock tailgate on the soccer field. It was a huge hit, with a great turnout for the soccer game and

the volleyball game that followed. Student Affairs is looking for ways to improve participation and attendance at all athletic events, so this was a great start.

The main focus of Student Affairs will be on the two big projects: the Orientation Task Force and the Sexual Violence Task Force.

Each department of Student Affairs is also writing a strategic plan, setting goals and coming up with an assessment plan. Karen gets a detailed report of each event, including the participation rate, the expenses and all the feedback on what worked and what didn't. The assessment plan will help the division focus resources to target the needs of the students.

Karen was asked if she saw any opportunities for possibilities from her past experience with students. She wants to do a needs assessment. She felt that the Twilight Tailgater our students held did not do well because it conflicted with the Dillon Hall pep rally on the same night.

The students are really active and have great ideas that Karen wants to foster. It's important to listen to what the students want, not what we think they might want.

Karen McDonald asked about the status of the relationship with Notre Dame, socially, academically, etc. Karen Johnson said it is improving. Saint Mary's was able to host a pep rally this year for the first time, and some of the other organizations have come over for the Activities Night here to sign up students. The Board of Governors here are working very hard on the relationship, but Karen said she didn't think the Notre Dame counterparts are interested in that relationship. She cited disappointment about a co-sponsored run/walk for ovarian cancer when our organizers were told at the last minute that Saint Mary's couldn't be a co-sponsor.

Karen said the Saint Mary's women are very intelligent and strong which can be very intimidating to other women.

Karen has met with the Notre Dame Vice President for Student Affairs at least once and other activities staff. Karen said although we don't want our students going over to Notre Dame for everything, we don't want to look a gift horse in the mouth either.

Past experience has shown that one-on-one relationships between Notre Dame-Saint Mary's students offer a better opportunity to develop lasting friendships than the group activities between the colleges.

Barb Henry asked if Karen sees any new national trends in residence life and housing. Karen said we are expecting a demand for more amenities, such as cable, apartment settings, etc. But she is not convinced that this is the best way to go if we are to continue to try to build community. The top things students look at when they come to campus are "Are the buildings and grounds nice? Are the girls and boys there cute? Am I going to find friends here?" It is a shoppers' market now.

Regarding parietals, Karen's belief is that hours don't have anything to do with sexual activity. She still believes in visitation policies for the purpose of protecting the right to privacy, the need for time alone, the need to be able to get a good night's sleep, and the need to run around in their pajamas, without having to worry about a roommate's boyfriend always in the room.

Karen was asked about the Boomer “helicopter” parents who hover over their children. Karen said now there are also parents called “lawn mower” parents who mow everyone else down to get what they want for their children.

Studies on the millennial generation shows that their parents have been very involved from their birth. They are used to their parents participating in every one of their activities. Saint Mary’s has received a lot of calls complaining or requesting changes on behalf of their daughters. When Karen receives such calls, she tells the parents that their daughters need to come see her and make those decisions themselves. Many parents respond that their daughters are too busy to find the time for such a meeting, but Karen tells them she is willing to meet them whenever possible to resolve the problem.

Parents are also calling faculty blaming them for their daughter getting a “B” instead of an “A,” or for not getting into law school, etc. They are also quick to pull the lawyer card. Her answer is, “Okay, we have a lawyer too. Have your lawyer call ours.” The parents usually back down at that point.

Karen was asked if there was anything in the Orientation programming that addresses the issue of parental over-involvement. Karen said the College explains the difference between high school and college and stresses the importance of the chance for their daughters to develop and grow and learn to make good decisions. Parents are told about all the services the College provides and how important it is for them to encourage their daughters to come in to us first, giving us the chance to solve the problem. Karen said she also talks a little about the research about the millennial student and why we react the way we do. For most parents, this is enough and they are comfortable that their daughter is in good hands and they encourage their daughters to see the right people on campus. Karen said there will always be a group of parents who believe that they are the only ones who know what’s best for their daughters.

Karen also talks to parents about the fact that they have raised their daughters for 18 years. The values parents have instilled will be carried forever by their daughters. She also tells parents as long as they are paying the bill, they still have to make sure their children are behaving appropriately. If their daughter comes home and says “I’m not sharing my grades with you any more,” they still can say, “Well, fine then, we’re not giving you any more money.”

The final grades are now electronic. They are available on line and the students can enable access for their parents. One of the directors asked if the tips Karen shared could be made available to clubs who organize student sendoffs in different cities, so that parents receive a parallel message. Karen agreed that would be a good idea and also said she could make available copies of the power point presentation she gave on how to interact with the millennial students.

### GENERAL SESSION III

Kara O’Leary opened the session at 9 a.m. in the Warner Conference Room of the Student Center. She reminded the Board that it is the responsibility of the committee vice-chairs to be the scribe during the committee meeting, then work closely with the chair to produce the minutes

and send the report to Judy Gavoor by October 13 so she can finalize the minutes for the meeting. For convenience, Judy requested that the minutes should be sent to her via e-mail.

### **Committee Reports**

#### **STUDENT ALUMNAE COMMITTEE**

Present: LeeAnn McConnell (Chair), Lisa Price (Vice Chair), Jill Clouse, Nora Fischer, Judy Gavoor, Sara Koehler, Kimmi Martin, Kara O’Leary, Abby Van Vlerah

Invited: Christine Darche, Michelle Egan, Jeff Roberts, Mike Sanders, Kate Wallach

LeeAnn McConnell gave a recap of Grace Under Pressure. She said it went very well. The evaluations were very positive. There were 41 students who attended, but there were 23 no-shows. (There were 19 folders left over.)

The Board discussed the benefit of thoughtfully training the students about the usefulness of R.S.V.P.s. Delivering the packets to the doors of the no-shows might send the wrong message by rewarding the bad behavior.

LeeAnn suggested that the Board begin planning in the spring for the next year’s seminar, because of all the preliminary work involved. She also recommended recruiting local alumnae to help plan and implement.

In addition to the valuable career tips and networking they gained from this seminar, the students expressed a desire to meet with someone with experience in their field of study; their need for etiquette tips; and information about Financial Aid management after graduation.

Considering all those components, one of the directors suggested changing the format to a 4-part series, focusing on one of the components in each session.

Nora Fischer commended the committee for the hard work involved in planning the seminar. She commented that the booklets were so professional that they could be copyrighted and made available in the Career Center. Nora commented that her Notre Dame alumni children received such information upon their graduations.

LeeAnn said the Committee was considering a change of the “Grace Under Pressure” name and asked the directors to submit their ideas and suggestions to her or the committee.

Students Christine Darche and Kate Wallach expressed some of their interests and concerns centered around the following:

- The need for a junior varsity athletic program to feed into the existing varsity program
- Scheduling conflicts that prohibit education majors from participating in varsity sports during the spring season of their senior year.
- Their desire to further outreach into the local community during Heritage Week in March 2007
- Weak Center for Career Opportunities
- First-year students’ scheduling/counseling toward academic success

- Their desire for a stronger activity connection with alumnae, much like Midnight Madness—maybe a Homecoming Weekend

### CLUBS AND RESOURCES COMMITTEE

Present: Laura Campise (Chair), Mary Sue Curry (Vice Chair), Jill Clouse, Nora Fischer, Adriana Garces, Kimmi Martin, Karen McDonald, Abby Van Vlerah, Rebecca Votto

Invited: Barb Henry, Michelle Egan

#### Importance of Club Annual Reports and Contacting Club Liaisons:

Annual Reports are important to the Alumnae Office in providing documentation about what a club did that year. Board members need to communicate with liaisons the importance of these annual reports and how much the College relies on them for Club history. It's important to communicate that board members are here to HELP club leaders, not "check up on them."

For those board members who still need to get annual reports back from their assigned Clubs: contact the club liaisons, ask them/email them if they could spend 10 min. over the phone discussing their club activities this past year. Verbally, club leaders should be hearing: "How can I help you?" vs. "Your report is due." Board members— **you** print out a hard copy of the annual report from the Alumnae Website, fill it out over the phone with the club leader, ask questions to fill in the blanks and then **you** mail it to Alumnae Relations.

The committee discussed streamlining/reassessing club reporting forms, especially the Annual Report Form, with involvement from Michelle Egan. This discussion was "tabled" until the March committee meeting (with plans to create a subcommittee in March). The committee brainstormed about how to make the process easier for club leaders and require the least amount of time, yet still give Alumnae Relations the information they needed.

Board members were asked, when contacting their liaisons, to ask their opinions and suggestions about the alumnae office's activity forms and annual report. Then make any comments on the Club/Contact Liaison Reports.

Board members were encouraged to create a group email with club liaisons. Forward information received from SMC that would be of interest to Club Leaders, that they, in turn, can forward on to their individual members. Many times it's easier to touch base with your liaisons through email throughout the year.

Board members also need to be reminded how important it is for them to get their paperwork/reports back to the Alumnae Office on time, as well. A suggestion is to go home from the board meeting and get the paperwork/reports done ASAP. It will be easier to remember and complete when the information is fresh in your mind. Don't leave it off for too long; then it's easy to forget!

Club/Contact area liaison report forms due back to Michelle Egan no later than 11/10/06.

## DEVELOPMENT COMMITTEE

Present: Karen McDonald (Chair), Roz Hill (Vice Chair), Sheila Brown, Laura Campise, Mary Sue Curry, Adriana Garces, LeAnn McConnell, Kara O'Leary, Rebecca Votto

Invited: Kay Ball, Michelle Egan, Barb Henry JoAnn MacKenzie, JudeAnne Wilson

COMMITTEE PURPOSE: The Development Committee promotes the Development programs of Saint Mary's College and actively works to achieve the development goals of the Board and College.

### MEETING AGENDA:

Objective #1: Support the annual fund to increase alumnae participation. Update and finalize Message Brief/Action Plan.

The board achieved 100% participation in giving to the Annual Fund in FY 2005/2006. The market value of the Alumnae Memorial Scholarship is \$284,939. The scholarship produces \$12,000 in award money and supports three students in the classes of 2007, 2008 and 2009. The Message Brief was reviewed with only minor revisions. The next steps are to present it to the full board today. Once approved, it will be sent out to all Alumnae Club presidents or contacts. The Alumnae Board Club liaisons will contact their assigned Club presidents or contacts within ten (10) days of the mailing to field questions and explain how the information is to be used. The brief, in conjunction with the Facts at a Glance, focuses on the President's and the College's key messages and priorities for FY 2006/2007. The alumnae at large will receive this information via the Clubs.

Objective #2: Educate alumnae about philanthropy and personal finances to empower them and encourage them to give back to Saint Mary's College.

At issue is the research statement that the number one obstacle to women achieving their financial and philanthropic potential is the fact that women do NOT take control of their finances early enough in their lives. Financial education is key, but how can we deliver it in an effective way to have a real impact?

Cursory review of our aspirant colleges by Roz Hill and Mary Sue Curry revealed that no other institutions on that list have a financial education program for alumnae.

Committee decided to do targeted research. Smith has a formal program for undergraduate students that was funded by an alumna who is a partner at Goldman Sachs. The company matched her gift which resulted in \$3 million in initial funding to Smith. We will research Smith, and potentially, some of our other aspirant institutions.

We will identify alumnae financial professionals in key areas and interview them on their industries programs for women, how they work, response rate, attendance, tangible results.

It was agreed we should provide a final recommendation on financial education at the spring 2007 meeting. We have tried a variety of pilot programs over the past few years. These experiences, couple with the research, should provide enough information to develop a final action plan.

Karen McDonald, Roz Hill and Jo Ann MacKenzie will conference call to lay out next steps, including any research and/or alumnae interview assignments. Any additional action steps coming out of that call, will be communicated to the full committee by November 1, 2006. As discussed, it is likely we will have a full committee conference call or two before the spring meeting to progress against our objective.

#### ALUMNAE BOARD SELECTIONS AND AWARDS COMMITTEE

Present: Marilyn Laboe (chair), Sheila Brown, Holly Curley, Roz Hill, Sara Koehler, (Vice Chair), Liz Lacy, Kara O'Leary, Lisa Price

Invited: Barb Henry, Shari Rodriguez

There are presently twelve Board members from the Midwest, three from the West, two from the Northeast, and two from the South. The selection for this session needs to be a member from the 1960's and a member from the 1980's. The geographic areas needed are mid-west and west.

On a motion made, recorded and unanimously passed, Phyllis Van Hersett '62 from Colorado was nominated to serve a 3-year term beginning in the fall of 2007.

On a motion made, recorded and unanimously passed, Susan Suchy '89 from Illinois was nominated to serve a 3-year term beginning in the fall of 2007.

Laura Campise has elected to serve only one three-year term. The Board will review candidates from the 1990's candidate pool early in 2007 and select a woman to serve on the Board from that decade for a three-year term beginning in the fall of 2007.

The Chicago East Club was nominated and chosen as the 2006 Club of the Year.

Barb Henry submitted a helpful spreadsheet listing all Board candidates and the status of their applications. A new spreadsheet will be e-mailed to all Board members, sorted by year of graduation.

#### NEW BUSINESS:

Process for procuring candidates for service:

A discussion took place concerning the situation of candidates for Board service having open applications for several years. It can be discouraging for candidates to be on the list for years and not be chosen. A candidate's situation in terms of ability to serve on the Board may change from the time of application to the time of consideration for her decade. It was recommended that a candidate pool be generated on an annual basis specific to Board vacancies. The candidate pool would be viable for only one year. An alumna, who was interested in Board service, would

have to apply each time her decade was being considered. The candidates who have just applied in 2006 would not have to resubmit for the upcoming year's needs. All present applicants in the candidate pool would need to be informed of the new procedure. It was suggested that a new pool would be recruited each year by listing the decades that are needed in the *Courier*, via e-mail to the decades needed, through Club contact, and by personal contact.

It was suggested that the forms for candidates be revised and have clear guidelines and instructions. Candidates would be asked to include a job description, a CV or resume, a personal statement, and a history of involvement with the college during and since college.

Informing new Board Members:

The Executive Committee asked that the Chair have bullet points regarding the responsibilities, duties and expectations of Board members ready to discuss with the selected new Board members when calling them to inform them of their selection to Board service. It should be very clear to the selected alumna, the responsibilities and commitment involved in Board service.

Board service and employment by the College:

At present, the bylaws do not state that an employee of the college cannot serve on the Alumnae Board. The committee recommended that the bylaws be changed to state that a college employee is not eligible to be a Board member. It was also recommended that the "Policies and Procedures" of the Board Selection and Awards Committee not be included in the By-Laws of the Association. They should be stated in the "standing Rules and Procedures" attachment to the bylaws.

Board Association By-Laws Review:

The Executive Committee is in the process of reviewing the Alumnae Association By-Laws with possible revisions and changes. Board members will be asked to review the bylaws and submit comments to the Executive Committee prior to the March meeting. The plan is to vote on the revised bylaws at the March 2007 meeting.

Following the committee reports, Dan Meyer and Mona Bowe were introduced to all the new Board members.

### Admission Update

Mona reported that the applications for admission this year were up 18% from the previous year. This is the highest number of applications received in 17 years, excluding what is referred to as the "Fast Ap" year. That was three years ago when Admissions tried a new thing that yielded over 200 applications but not enough students at the end. So the College doesn't use that year as a benchmark.

Acceptance rate for this year was 80% which is pretty typical. The yield rate (the number converted after acceptance) was 45%. For comparison, Mona said Notre Dame yields 55%. Dan Meyer said national statistics show that on average, schools yield about 20%. So, Saint Mary's yield rate is a testament to the College. As far as the acceptance rate, 80% may seem high, but it is about average if the ivy League and military academies are excluded. Dan also stated that Saint Mary's Admission counselors do a good job of qualifying the students up front. If it

doesn't look like the student is a good fit for our school, we don't want her to apply. Our philosophy is not to drive the numbers up and then deny the students.

Mona reported that this year, Saint Mary's enrolled 426 first-year students from 33 states, 2 countries, and 10% of students enrolled who come from historically underrepresented groups. The Admission staff is most proud of the 11 African American first-year students enrolled this year. Considering that two years ago, only one African American student was enrolled, and this year 11 were enrolled, that is a significant increase that they worked hard for.

They are continuing to work on strategies to improve and ensure that the number of minority students continues to increase.

Dan Meyer said the biggest reason for this success was the involvement of students with the recruits. This year, 426 first-year students were enrolled.

Dan said that the current enrollment goal of the College is 1,600. It will take four consecutive years of enrolling more than 410 students each year to meet our goal. The Trustees are striving for an ultimate goal of 1,700 when all the building projects are completed.

The academic profile is a little higher than last year, but remaining very steady. This is in spite of the fact that the SATs have changed from straight math and verbal to include critical math and a writing component. SAT is reporting a national drop of about seven points, but Saint Mary's students did not experience that.

The College is working on finding students who have the greatest chances of enrolling. They are students that because of their connections to the College, their academic ability, or whatever is known about them that, historically, makes this group a higher yield, are considered hot prospects (HPs). Counselors are working hard to reach out and build relationships with these students (about 2,000 of a pool of 24,000). This strategy worked last year.

The Admission Office is constantly monitoring where the counselors travel and for how long. They no longer go on the road for 10 weeks straight. Now they travel for only seven weeks. They travel for a three weeks at a time, then return to the office for a week of follow up, so they don't lose contact with the students they met in the previous weeks.

Mona said their office is using a lot more electronic communication. They have found that students prefer e-mail and it has proven to be a much more effective way of communicating with the students and parents.

This is the first full year the College has participated in the Common Ap. Dan explained that this program has been around for about three years. It was started for high school guidance counselors so they could write one recommendation that all schools would accept. It helps both guidance counselors and students and speeds up the process for all involved. This year, about 150 private schools are involved. The two-page essay is still required.

One of the big follow up questions counselors ask when they call the students to congratulate them on their acceptance is, "Where else have you applied and whom have you heard from?"

Both the electronic and common apps do not have a way to tell the Admission Office about alumnae endorsed applications. So the Admission Office is asking alumnae to send an e-mail notifying them of the connection and endorsing the application. It is best to send the e-mail before the student applies.

Enrollment Management is in full swing. The new Financial Aid director is a good match and they are working well as a team. The team is refining strategies of recruiting hot prospects and working on call management.

This year, the Admission Office only had to hire three new counselors, instead of six each year as they have had to do for two years previously. Ramona Parks '04 has been hired as the Coordinator of Multicultural Enrollment.

Dan said Enrollment Management is also looking to improve retention—not that there is a problem—but they are working to find out why a student leaves after coming here. Currently, there is no formal exit interview or evaluation before a student leaves prior to graduation.

On the horizon is an improved web design and more programs with opportunities to get small groups of prospective students to spend time on campus, shadowing a current student. The Senior Preview in October (already filled, with 53 signed up), is in addition to Fall Day on Campus when there will be about 500 people involved. There will be two open houses in Chicago and Indianapolis.

Alumnae can help Admission through Alumnae Endorsed Applications, hosting area receptions, telephoning students who have applied to Saint Mary's, host send-off activities for all Saint Mary's students with area alumnae, and helping at College Fairs. If Admission can't get a representative for a College Fair, they will contact the Alumnae Board liaison who will be asked to find someone or cover the fair herself.

#### President's Update

Dr. Carol Ann Mooney said that the incoming first year class is the largest in five years, up 22% from last year. Recruitment was especially good in the Midwest. The current goal for total enrollment is 1,600. This first year class has a strong alumnae connection.

For the 12 of the last 13 years, Saint Mary's College has ranked first in our US News and World Report category, but this is our last year in this classification. We will have to wait and see what next year brings.

Dr. Mooney spoke about looking into a small graduate program.

She announced that the College would be breaking ground for the new academic building and that 75% of its funding is in hand.

She reported that the 50<sup>th</sup> anniversary of the Humanistic Studies 50<sup>th</sup> Anniversary Program was well attended with over 100 alumnae participating and that the Christian Culture Lecutre Series would be reinstated, underwritten by Susan and John Rice,

The 50<sup>th</sup> anniversary of O'Laughlin Auditorium is being celebrated this year with a gala series, including an alumnae performance.

Dr. Mooney spoke about the search for the Vice President for Student Affairs and the restructuring in the office of the Vice President and Dean of Faculty, and a more developmental, non-teaching position of Associate Dean, aimed at helping faculty move to administration. Jill Vihtelic is the acting Dean while the College interviews for that position.

Every 10 years the College goes through an accreditation process and last year, Saint Mary's was re-accredited by the Higher Learning Commission. The College will have to file a report on strategic planning in 2010.

The accrediting team noted nine areas of strength:

- 1) A commitment to the Mission, shared across the campus.
- 2) Healthy and productive connections with the South Bend community.
- 3) Trust and respect between students and faculty, faculty and administration.
- 4) Six nationally accredited programs: Nursing, Education, Chemistry, Arts, Music and Social Work

As part of the College strategic planning process, Dr. Mooney held a total of 12 meetings in order to include all full-time employees. She asked the same questions of all groups:

- 1) What does Saint Mary's do well?
- 2) What does Saint Mary's do well, but can improve?
- 3) What does Saint Mary's need to stop going?
- 4) What should Saint Mary's start doing?

The feedback will be valuable in the planning process. Dr. Mooney will present the plan to the Trustees in April 2007.

Dr. Mooney attended the Women's College Coalition meeting in New York. Although President Mooney stated that "We are not a dying breed," there remains a challenge as there are fewer women's colleges every year. She cited the recent announcement of Randolph-Macon going co-ed. While Saint Mary's is undergoing an identity initiative, she said that the Women's College Coalition is undergoing a data initiative. We have a positive message and we need to communicate the benefits and the marketability of our degrees. She also mentioned she is looking into a small graduate program and that she has met with all four (student) classes this fall.

Dr. Mooney shared her goals or imperatives for the College:

- 1) Build a stronger national academic reputation
- 2) Unwavering commitment to being a Catholic College
- 3) Increase racial and ethnic diversity in the college community
- 4) Increase and stabilize enrollment
- 5) Increase alumnae giving

Dr. Mooney asked the Alumnae Board to use the Message Brief to tell Saint Mary's story at every chance; increasing our reputation happens that way. She also asked the Board to help identify and recruit students through VISA, hosting yield receptions, talking to parents and students, representing Saint Mary's at college fairs, and helping identify high schools where Saint Mary's should be more actively recruiting; to send stories that illustrate the quality of our academic programs; and continue to educate about the importance of alumnae giving and ask alumnae to give every year.

The session adjourned at noon.

The Board attended a luncheon meeting with Shari Rodriguez, vice president for College Relations, who updated the group on the STAMATS identity initiative. Slides of the presentation were distributed to all Board members and are not included in the minutes.

#### NEW BUSINESS:

Liz, Roz and Sara presented a proposal for *New Roads*, designed to bring back alumnae who have been out 25 years or more for a weekend seminar for reconnections at Saint Mary's College. The purpose is to reconnect alumnae to Saint Mary's with the basic premise that Saint Mary's put them on a safe path to their future and Saint Mary's can once again serve this purpose as alumnae enter new beginnings in their lives. On a motion made, seconded and unanimously carried, the Board approved the implementation of this initiative in the summer 2007, under the umbrella of Alumnae Association, with logistics coordinated by the Alumnae Relations Office and the Saint Mary's Office of Special Events. This program's focus will be totally different from Reunion.

#### Selection of new directors:

On a motion made, seconded and carried, the Board approved Phyllis Sullivan Van Herset '62 and Susan Suchy '89 to serve three-year terms on the Board beginning in 2007.

The Chicago East club was presented for the Club of the Year award for its strong scholarship program, variety of club offerings and active use of technology, among other things. On a motion made, seconded and unanimously carried, the Chicago East Club was awarded the 2005-2006 Club of the Year.

After brief closing announcements, the meeting was adjourned at 3:00 p.m. on Friday, September 29, 2006.

Respectfully submitted,

Judy Mardoian Gavoor '76  
Secretary  
Alumnae Association Board of Directors