

The Alumnae Association Board of Directors

March 24-26, 2011

Minutes of the Spring 2011 Meeting

- Present:** Rebecca Anne Votto '93, President; Karen McNamara Weaver '91, Vice President; Abby Van Vlerah '04, Secretary; Christine Bodewes '87; Sarah Brown '05; Jill Moore Clouse '99; Mary Sue Dunn Curry '85; Nora Barry Fischer '73; Kathleen Gibboney '73 (except Sessions II & III); Annette H. Isom '83; Angeline Johnson '07; Linda Kawecky '79; Monica Stallworth Kolimas '74; Elizabeth Bermingham Lacy '66; Kathryn Wiedl Mettler '63; Priscilla Karle Pilon '86; Lisa Maxbauer Price '99; Dawn Parker Santamaria '81; Barbara Wolfston Urrutia '74; Phyllis Sullivan Van Hersett '62; Jingqiu Guan '11; Kimberly Roland '12
- Staff Present:** Kara O'Leary '89, Director of Alumnae Relations; Jessica Stuijbergen '99, Assistant Director of Alumnae Relations; Jo Ann Cortez, Administrative Assistant
- Invited:** Shari Rodriguez, Vice President of College Relations; Geneviève Morrill '98; Kristen McAndrew '74, Director Admission; Mona Bowe, Vice President Enrollment Management

The Executive Committee met on the evening of Thursday, March 24, 2011.

Interviews for the Student Board Candidates were conducted on the evening of Thursday, March 24, 2011.

General Session I

Friday, March 25, 2011

Rebecca Votto, Alumnae Board president, convened the meeting at 8:30 a.m. in the Earley Conference Rooms (D, E, & F). Mary Sue Dunn Curry opened with a prayer/quote from Mother Theresa. Thank you's to Christine Bodewes for coming the distance she did, Priscilla Pilon for the student meetings and Dawn Santamaria for the senior events, all went well.

Everyone was reminded the discussions during general sessions, committee meetings, award winners and non-winners are confidential. Rebecca will send talking points that can be shared. Kara will notify everyone when the award letters have been mailed.

Rebecca welcomed and introduced Geneviève Morrill '98, newly elected board member who will officially join the Board June 2011.

Office of Alumnae Relations

Kara reported Office of Alumnae Relations updates are in the packet.

One of the affinity groups being hosted at Reunion is Student Athletes. The Hall of Fame Induction dinner will occur at the same time. Inductees are Megan Ramsey '04, a swimmer; Stephanie Zimmerman '05, a golfer, the only national champion at Saint Mary's; and, the entire 1988-1989 tennis team.

The Alumnae Mentoring Program is a project in collaboration with the Career Crossings Office. A pilot program will start next fall and will be accepting applications from interested students. (Select alumnae have been targeted who might have interest in a program like this and Alumnae Board members are invited to apply, if interested.) There will be a cap of 20 students. (The priority given will be based on the student's application. Rank in order of importance to them- Is it the alumna's major, current career path, geographic region, etc?)

The Alumnae Board will be receiving an invitation to the *Down The Avenue* Event, June 15, 2011. The funds raised from this event will go toward underwriting some programs through the Office of Civic and Social Engagement. Those being honored this year are Carmi Murphy, trustee member and long time community philanthropist; Alma Bravo '12, who works with the College Academy Tutoring (CAT) program; and, Sister Susan Kinsel, CSC. Board member, Angeline Johnson, was the student honoree in 2007 and serves on the committee and has been instrumental in raising funds at this event.

Jingqiu was recognized for her performance in China Night. Kara attended and stated Jingqiu helped MC the event, played the piano, and danced. Jingqiu has been accepted into Harvard for graduate school. Last week, she was in China with the Women's Choir as their cultural liaison. It is an amazing experience for the Choir. The Women's Choir also performed a welcome home concert, which was amazing.

There will be a significant announcement tomorrow by Dr. Mooney on behalf of the college after the Women in Science event.

Strategic Plan Discussion

Shari and Kara led a discussion of the strategic plan.

Shari related an overview of what lead to the formation of this plan. The Office of Alumnae Relations wanted to take time to determine where to focus its energies and articulate its goals and objectives. The Alumnae Association may not work on a strategic plan – if so the Alumnae Relations plan will need to be amended to further incorporate Alumnae Board/constituencies – this is a “work in progress” document. Alumnae Board is the first group/most important group to vet this. It will be taken to other groups in the college community and a general alumnae group after being viewed for additional insights.

The committee was formed from different departments on campus that interact with the Office of Alumnae Relations. On the committee were two vice presidents, five alumnae (two former board members, two former club presidents – one of which had been a club president at two different clubs), the Alumnae Relations staff, Admission, Career Crossings, and the *Courier*.

After the committee conducted a SWOT analysis the members were charged with different areas to research. A list of aspirant schools was researched and recommendations from members were formed as focus areas.

The goals were broken into separate areas. Goal 1 – a programming goal-engagement of alumnae; Goal 2 – Foster purposeful student relationship in engagement that build lifelong commitments to the college and establish identify as a Saint Mary's alumnae. Need to look at students as our alumnae of tomorrow; Goal 3 – Recruitment- have to strengthen Alumnae Relations-Admission Office relationship; Goal 4 – Communication between college and alumnae; Goal 5 – Philanthropy 2007-2012 College's strategic plan to increase alumnae giving to 45%; Goal 6 – Operations upgrade database and improve communications - the data we have is inconsistent and/or inaccurate—activities are not being coded (Not a Saint Mary's program- it is not coded in the database).

Need to access/review the Alumnae Relations Mission Statement and Vision Statement. The Office of Alumnae Relations did not have a Mission Statement; although, the Alumnae Board and Alumnae Association had one. The strategic plan is currently a work in process. How do we enhance this plan if it will be one plan for all?

Timeline for the implementation is a five year plan, 2011-2016. Built plan based on structure of Office of Alumnae Relations now and how it fits into the Mission Statement. Some things already are taking place. The 'final plan' should ideally be finished by end of summer.

There is no input from professional strategic planners due to resource limitations. A suggestion was made to find a volunteer alumna to help with implementation/planning. Presently, the process is what the President launched when she formulated the College's strategic plan.

Committee work should assess the role of the Alumnae Board and specific committees in relation to the strategic plan. Working toward united goals would be most efficient. Suggestion is to have three main goals that are then supported by smaller operational points, which can be addressed by each constituency differently.

The role of Alumnae Board and Office of Alumnae Relations relationship was addressed and it was suggested both their goals should be aligned. The board felt there was too much focus on the Alumnae Relations Office and there are certain things not in the plan, which need to be addressed. The Executive Committee suggested having one strategic plan structure – goals and tactics. The tactics and independent strategies should be complimentary to the plan. It should encompass the same higher strategic plan. Goal 1, 2, 3, 4 are umbrella ideas that are done differently. Goal 4, 5, and 6 is a tactic for the office to carry out its operation. In developing the final plan it may make sense to have three umbrella plans: work with students, admission, and alumnae to increase engagement (current, perspective, and future alumnae).

The strategic plan must work with other departments on campus, but Alumnae Relations will be responsible for inputting the information into Banner. Resources will not be required but a change of philosophy and access to information will be necessary.

College departments do not have access to the same information as the Alumnae Office. Banner and collection of information is territorial – it requires a culture change.

The Board would like to know how to populate using the knowledge that already exists on campus? Address updates purchased four times a year-basic service. A timeline may need to be developed for five-year club alumnae, engagement, webinars, and Reunions. The Board may need to concentrate on the student component first.

A board member felt that all of the goals only benefited the College, but not the alumnae. She felt the focus was on only fundraising and recruiting students. She wondered, what are the benefits to alumnae? Members of the Board felt the College is a resource, a connection, friendships, networking, (Important to note when benefiting the College, It is also benefiting the alumnae?) Goal 1 benefits the alumnae. Career services – services customized for a targeted community. Tools in place are LinkedIn- need to educate alumnae, Belle Network is real time. Goals are dreams to evaluate in five-years. If buy in of goals, plan a timeline, and real time budget. There is a governance issue- this is the problem. Our organization is paid by College- College needs a direct benefit from it. How many alumnae know they are a member of the Alumnae Association? Until issue addressed, there will be constant tension and a felt imbalance. According to bylaws the Board of Directors is an advisory group. The Office of Alumnae Relations is a College unit.

The minutes from fall 2010 were circulated and approved by Yahoo Groups and formally approved.

Rebecca Votto adjourned the meeting at 9:45 a.m.

GENERAL SESSION II Saturday, March 25, 2011

Rebecca Votto, Alumnae Board president, convened the meeting and Liz Lacy opened with a prayer at 9:00 a.m. in the Early Conference Rooms D, E, and F.

Campaign Update – Shari Rodriguez

The Campaign Steering Committee is a very active working group composed of tri-chairs – Mary Burke, Sarah Earley, and Susan Rice. The Steering Committee's fall meeting is always on campus, the winter meeting this year was in New York City and the spring 2011 will be in Indianapolis, Indiana.

To-date the campaign has raised \$36 million - about 46% of the goal. Last year the college raised over \$22 million in gifts and pledges. The campaign will not go public until 75% of goal is reached. The norm used to be 50%, but given the economy it is better for the college to wait until 75% of goal is reached. Most of the money is endowed and is earning money and pledges are being paid off. Saint Mary's College has a high percentage of pledges fulfilled and only a 10% pledge unfulfillment rate. Do not want campaign fatigue so you postpone announcing the campaign to the public at a point where you can bring in the last amount of money, which tends to be smaller gifts. In order to avoid campaign fatigue, the public phase is announced last.

The Development operation has changed. In addition to adding staff, specific metrics have been developed. Major gift officers have specific goals that must be met. These goals include 20-24 visits a month; present a concrete number of proposals per month; and, visit new prospective major donors. The Annual Fund Office also has goals that relate to this as well.

Completed campaign projects are a \$2 million endowed professorship, \$1 million Summer Science Research Communities, and an endowed fund for a Communicative Disorders Project.

Scholarships are the biggest component of campaign at \$20 million. To-date, we have \$1.2 million for full tuition, \$300,000 for merit, \$3.6 million for need-based scholarships, and \$200,000 for study abroad scholarships.

The Campaign is in its Leadership Gift phase (gifts of \$100,000 and more). The length of this phase is from December 2008 through December 2011, but may have to be extended a few more months. Since June 2010, 24 proposals have been submitted.

College Relations has been working with the campaign consultants to develop an interactive campaign communications piece. Content and design layout are being finalized.

There have been changes in Development staffing. Heather Frey was promoted to Director of Annual Fund. In addition, she has added to her staff: Erin Heldstab, Asst. Director in charge of direct mail; Charmaine Torma, as Director of Reunion Giving; and Amy Dardinger, as Director of Phonathon. There is an offer pending for the Director of Corporate & Foundation Relations and a current search for two Major Gift Directors.

Shari Rodriguez asked the Alumnae Board to continue their annual support; to consider a campaign gift; to raise their level of involvement with alumnae in their area; to help identify alumnae & parents in their area who the College should be talking/working with; and, to understand alumnae connections in their area. This is a comprehensive campaign, which includes facility projects, endowment, projects, and Annual Fund. All major prospects are asked to give a special gift in addition to Annual Fund.

Donations so far have only been from individuals - no private foundations as of yet. The Alumnae Board expectation is to participate in the Annual Fund to the level of their individual maximum ability. The Board may like to raise money towards one specific goal. The Parents Council decided to fund a \$100,000 scholarship in addition to their own campaign and Annual Fund gift. A pledge is payable over a five year period.

Sister ML Gude, CSC will step down as VP for Mission June 1. Sister Veronique Wiedower, CSC will take over the position.

Shari Rodriguez encouraged the members to talk about raising scholarship dollars. Saint Mary's Carnegie classification is an honor. Saint Mary's had to show how the college is engaging and serving the community through civic and social engagements, classes, and athletics.

There was a request for more information to be given to the Board regarding major issues that happen on campus. Decision tree - look at who needs to know and why they need to know. Determined that students, faculty, and parents needed to know first/focused efforts there Saint Mary's College has information/programming on sexual violence on campus primarily for first years. New office on campus to support initiatives / programming regarding violence. Need better messaging between College and Board to show continuity with the college.

Admissions Update

Kristen McAndrew '94 is the current Director of Admission.

For 2011, there were a record number of applications, which resulted from the hard work of counselors. Applications are up (1419). Accepts are up (1160). Students are applying to more schools than in prior years.

Deposits are slightly up from last year (158) 14% ahead of previous year. If we stay on track with this pace, we'll make target. Admission is packaging student's financial aid as soon as they receive the student's information. Students are faxing in other financial offers to see if Saint Mary's College can match. The one challenge is the State of Indiana funding is lower for resident applicants than before due to funding cuts.

There are 11 deposited multicultural students. The Office of Admission will offer a special pre-orientation program this year for students of color. In addition, current multicultural students will reach out to prospective students.

Saint Mary's needs to keep its students academic quality. Looking at the middle 50% of students accepted at the college is 3.5-4.0 GPA; 1050-1250 SAT; 23-28 ACT. Thus far, have surpassed goal, but quality has remained consistent from previous years due to larger applicant pool to accept from.

Acceptance rate has stayed fairly consistent, which is keeping us in the same selectivity category. The seven Admission Counselors are traveling extensively. They have attended 336 fairs, 81 with alumnae help and visited almost 600 high schools.

There are 14 yield receptions scheduled, 11 of these are supported by alumnae. Faculty continue to make phone calls. Dr. Mooney's Welcome Video is personalized for each prospective student. The "I am Saint Mary's" is an interactive site for accepted student to connect with one another prior to arriving on campus.

Admission is asking the Alumnae Board to call students with legacy connections. This is a market that help is needed. Legacy students may not automatically come to Saint Mary's as in past years. Admission has found it is difficult to talk to people via the phone. Packets were given to the Board that include five to seven calls sheets listing students in respective area geographically or alumnae parent in/close to class year. Talking points and information sheets are included in packet. Return call sheets in envelope provided or scan and e-mail. Call sheets are due back to Admission by April 22.

The meeting was adjourned at 10:55 a.m.

General Session III – Committee Reports
March 26, 2011

Rebecca Votto reconvened the meeting at 11:20 a.m.

Board Selection and Awards Committee

Jill Moore Clouse thanked everyone on the committee and for reading candidate information from '60s. Meeting divided into sections- discussed projects, strategic plan, and award-candidate selection.

On Boarding Project working on since the fall. Vice Chair, Barbara Urrutia has put together a timeline for what communications need to go out, who needs to execute, and a guide for mentors. Barbara will take helm for leading/planning new member orientation for the fall. Linda Kawecki is reviewing the board binder to update and recommend changes, if any. A pilot will be rolled out with new board members in the fall.

Numbers 1 and 4 of the strategic plan are the most aligned. BSA (with Alumnae Relations) will work on communications regarding awards/award winners. Marketing for awards need to be improved to increase nominations. Next step includes a conference call to discuss some refinements and adjustments to review process of board candidates, what is included on the application, and marketing positions.

Three sophomores were interviewed for a voting member position. Chelsea Young '13 – Mishawaka, Indiana, Studio Art major Math/Italian minor was recommended. Jill made a motion and Lisa Price seconded the motion, all were in favor.

Catherine "Cass" Rydesky Connor '60, Atlanta, Georgia, teacher, real estate, leader in career field with extensive community involvement was recommended to serve a three year term beginning in 2011. Rebecca Votto made a motion, Barb Urrutia seconded the motion, all were in favor.

Distinguished Alumna Award: Sheila Conlin Brown '56, a Home Economics major, hospital consultant dietitian, Alumnae Board member, hostess for admission events, Madeleva Society Steering Committee, Sesquicentennial Campaign, nominated by 10 people. Sarah Brown made the motion, Liz Lacy seconded the motion, all were in favor.

Alumna Achievement Award: Patrice J. Tuohy '81, English, History, Theology major, managing editor of US Catholic magazine, nominated by 7 people. Barb Urrutia made the motion, Rebecca Votto seconded the motion, all were in favor.

Humanitas Award: Stephanie Snyder-Seliga '06, a philosophy major, AmeriCorps, builds garden to end hunger, edible landscapes, founded organization to implement

garden builds. Jill Moore Clouse made the motion, Phyllis Van Hersett seconded the motion, all were in favor.

No award will be offered for Outstanding Young Alumna Award.

Outstanding Senior: Emma Hoffman '11, a biology major, student trustee, mission commissioner on SGA, first year president, peer minister, recommended by Regina Wilson. Liz Lacy made the motion, Jingqiu seconded the motion, all were in favor.

Clubs and Resources

Liz Lacy moved to adopt the revised Standard Operating Procedures. Annette seconded the motion, all in favor.

The Committee decided to send out two Club Connections a year. Sarah Brown will lead this endeavor. The document will be going out in three weeks. Will be sent to club presidents and Alumnae Board members in hard copy and accessible on line.

The Liaison Toolkit was developed two-years ago and updated by Clubs and Resources, and will be handed over to Abby Van Vlerah, the secretary. Alumnae Board was asked to contact clubs as liaison. All would receive talking points within the next two weeks. Included will be a document that can be e-mailed to individuals as a communicative exercise than a report card. It is important that there be three touch points. There will be a three week time period from the time one receives the talking points.

The Committee had five Focus Groups – One of the focus groups is club programming, a project that was undertaken by Mary Sue Dunn Curry and Annette Isom to share ideas among clubs. Every six to eight weeks post to website a club program that is proven to work elsewhere with contact of the club member who put on the event. Please pass along information regarding club events, comments, questions, concerns, etc.

Kristen McAndrew and Mona Bowe from Admission presented to the committee how they can facilitate the ability to support the mission of the Admission Office. A committee point person will be appointed as the person Kristen would contact regarding club college fair/yard reception schedules. The Committee member will then contact board members with information of when and where alumnae are needed. Also, provide information any time the staff, faculty, and President/Cabinet are traveling to maintain presence.

It was agreed that one strategic plan be created for the ARO and the Association being the broad over arching goals and each entity implement with its own tactics. We suggest the strategic plan have a reference to support intellectual, spiritual, and professional lives of the alumnae in addition to just engagement. Suggested additions to be discussed offline should be shared with Kara to incorporate into the plan.

Alumnae Engagement – Dawn Santamaria

The Alumnae Engagement Committee felt there should be one strategic plan and not two separate plans. The Committee went through the purpose statement and identified certain projects and verified they were in alignment with proposed strategic plan.

The purpose statement covers five key focuses: social initiative, intellectual, spiritual, leadership, and development/financial ways to engage alum.

Social: A Welcome Home event is being planned during Commencement Saturday, May 21, to welcome new alumnae. Welcome Home Tailgater will be continued in the fall. Kara continues to be the driving force behind Facebook updates/promoting what Alumnae Board is doing and what is happening on campus. Have over 3,500 members on Facebook. Have 1000 women on LinkedIn. Have a SMC Twitter account.

Future Programming Ideas: Have an App to download pictures/screen savers as a way to engage. The Committee is considering hosting a Day of Service - coordinate across alum for a day/week of service - perhaps during Ash Wednesday or going into the holidays. Sarah and Monica to spearhead the team and will be forthcoming.

Intellectual: One Book will continue at Reunion and continues to be a strong program. A new book will be announced later in the year. Also, a Courier article in the fall issue will talk about the year long program. The summer school program is being launched and serves the intellectual component and fulfills one of our objectives.

Spiritual: The first Lenten Reflections was kicked off with two students. Response rate is on target with what was done with Advent Reflections in the fall and getting great readership. Upcoming: Christine Bodewes agreed to write a Saint Mary's College prayer card. Spiritual retreats happening this year with the 50-year class at Reunion.

Leadership: The Committee added to the purpose statement to promote service to the College and in the field, catalyst for networking opportunities and cultivate future leadership for the college. Alumnae Profile to highlight successful alumnae.

Development: It was encouraged that the Committee work with development officers to unearth high potential donors that may not be on radar screen, especially young alums who are up and coming.

Student Alumnae - Priscilla Pilon

Jingqiu Guan gave Student Government Association recap of events. Kimberly had a plan of her own and ideas for student alumnae engagement. Everything fits within the framework of the strategic plan.

The Thursday events were recapped and all were successful. Events like this will fit into the schedule moving forward. Club sports may be invited at the fall meeting. Senior event feedback was amazing and well run. Only about half of the RSVP's showed, but additional/non-RSVP came. Stall News needs updating, please respond to Kimberly with survey quotes/information. Polish theme dinner was well received and recognized.

General Discussion

Action Items:

- Talking Points for Liaison Calls will be posted
- Follow up with Sarah for Club Connections
- Chairs should provide notes on Strategic Plan to Alumnae Relations by April 4
- Legacy Admission Calls prior to Easter and posted for review
- Task Forces will be created for items that touch more than one committee. SAS, One Book, Committees will be reassigned, survey from Kim for Stall News
- Meeting Minutes should be posted and approved by April 8 and add to general meetings minutes
- Board minutes will be posted within a month
- Humanistic Studies candidates be given to Dawn by May 1

Christine Bodewes said the closing prayer.

Rebecca adjourned the meeting at 1p.m.