



BOARD OF DIRECTORS

ALUMNAE ENGAGEMENT COMMITTEE MINUTES

Thursday, September 15, 2011
11:30a.m. - 1:45 p.m.

Committee Members Present: Kathryn Wiedl Mettler '63 (chair), Linda Kawecki '79 (vice-chair) Cass Rydesky Connor '60, Phyllis Sullivan VanHersett '62, Nora Barry Fishcher '73, Priscilla Karle Pilon '86, Genevieve Morrill '98, Abby Van Vlerah '04, Genevieve Spittler '13(student). Rebecca Votto '93 (Ex-officio) was in attendance the second half of the meeting.

Committee Members Not Present: Liz Leeuw '12 (student), Kelly O'Shea Carney '85 joined us via teleconference

Guests: Kara O'Leary '89;

Committee Purpose: The Alumnae Engagement Committee plans, promotes and assists with implementing programs for alumnae focused on enriching alumnae social, intellectual, spiritual, leadership, and financial engagement with the College. The committee is comprised of the chair, vice chair, and other Board Members appointed by the President.

1. Welcome/Introductions

Kathryn called the meeting to order and asked everyone present to introduce themselves. Kathryn led the committee in a prayer taken from the book *Seven Sacred Pauses*.

2. Review of Current AE Programs

➤ Welcome Home

- Chair by Nora Barry Fisher and Phyllis VanHersett, the 2011 Welcome Home will take place September 17th at Dalloways
- Bellacapella will perform
- Coffee, juice, danish and scones will be available

- There will be sign in tables by class year
- Four dorms are participating in chili-cookoff (Sodexo is underwriting the the cost associated with the chili-off)
- Dawn Santamaria (who is not on the AE committee) will head up for 2013
- Welcome Home Commencement
 - 20 alums signed in at the May, 2011 event
 - Angeline Johnson '07 manned the table in 2011, but is unable to do so in 2012 due to other obligations during commencement
 - It was agreed that the Legacy Reception may be a better touchpoint for alumnae during commencement weekend, so there will be no Welcome Home table for 2012
- One Book One Saint Mary's
 - The One Book selection for 2011 is *Circling My Mother* by Mary Gordon. Mrs. Gordon was on campus earlier in the week to deliver the Christian Culture Lecture.
 - Online chats are planned for January 18, 2012 and April 18, 2012 (both 9pm Eastern)
 - There is a dedicated webpage on the college website for OBOSM, a Facebook Page and a Goodreads.com group for ongoing discussion
 - Professor Laura Ambrose recently taught the current selection in a class and will share her discussion materials with alumnae
 - Bookstore manager Mike Hicks has offered to display a poster promoting the book, and has also offered to help underwrite the program in the future with proceeds from sale of the OBOSM selection
 - The Task Force has a plan for presenting three books as a possible slate for the 2012-13 selection to the College Relations office for review by January 1, 2012.
- Spiritual Initiative
 - Advent reflection will incorporate the core value of community
 - A prayer card is being developed – Rebecca Votto will take this idea to the Board of Trustee Mission committee for approval
 - Lenten reflections will be focused on “service”
 - April will be designated as a “month of service” and clubs will be encouraged to promote and foster a spirit of service

3. Opportunities to Explore

- Leadership Initiative
 - It was brought to the committee's attention that there are alumnae who are leaders in their field who have ongoing relationships with Academic areas/Professors, but who are not otherwise engaged with the College
 - The committee discussed ways to identify and promote these alumnae and to engage them with the College

- It was suggested this committee should establish relationships with academic departments and reach out to these alumnae
- The Office of Alumnae Relations is beginning the process of working with the academic departments to gather this information, as a result of the strategic plan
- Stacy Jeffers is a great resource to the OAR as she shares information about the leaders as the academic departments often work through her to bring these alumnae leaders to campus
- This committee will follow up with the OAR on their efforts and offer support and resources as needed
- Facebook, Twitter and LinkedIn are avenues to feature our alumnae leaders as they are identified
- Genevieve and Priscilla will highlight examples of how to incorporate social networking to feature and connect with alumnae leaders
- New Road, No Rules
 - Discussion of the feasibility of attempting another NRNR program for 2013
 - Previous program was held in the summer over 3 days
 - Lack of registration (due to economy??) cancelled the program scheduled for July, 2008
 - Has the economy recovered enough to try again?
 - It was suggested that we consider a one day or ½ day program
 - Kara O’Leary recommends packaging NRNR as a pre-reunion event
 - As this would be for 2013, is there a tie-in with One Book, One Saint Mary’s? Perhaps an author talk/workshop?
 - We will continue to reflect on this and discuss in March
- Development Initiative
 - The Development Task Force reported what they discussed in their meeting earlier in the day
 - Only 3300 alumna have never given to the College (out of over 18,000)
 - Alumnae participation rate for Annual Fund is 31%
 - The Development Task Force indicated the Development office is asking our Board for recommendations on ways to encourage alumnae to give. Some suggestions were:
 - More promotion of the automated debit option
 - Include a check box on the Reunion registration form to give to the annual fund
 - Communicate more succinctly the importance of percentage of participation
 - Past Alumnae Board members have made a gift on behalf of the Board for major campaigns. Should we ask this Board to make a contribution to the capital campaign? The committee did not reach a consensus on this.