

**ALUMNAE ASSOCIATION BOARD OF DIRECTORS**  
**Alumnae Engagement Committee Notes**  
**Thursday, September 9, 2010**  
**8:30am – 10:30am**  
**Student Center – General Session Room (D, E, F)**

**Committee Members:** Dawn Santamaria (Chair), Christine Bodewes (Vice Chair), Phyllis Van Hersett, Nora Barry Fischer, Kathryn Mettler, Monica Stallworth-Kolimas, Mary Sue Curry, Rebecca Votto Bennett, Lisa Maxbauer Price, Sarah Brown, Angeline Johnson, Jingjing Guan, Elizabeth Leeuw

**Absent:** Christine Bodewes (Vice Chair)

**Guests:** Sr. Kathleen Dolphin – Director of Center for Spirituality, Michelle Egan – Associate Director of Center of Spirituality, Jan Druyvesteyn – Assistant VP for Development, Libby Gray – Director of Development,

**Unassigned Directors in Attendance:** Linda Kawecky, Kara O’Leary, Barbara Wolfston Urrutia, Jill Moore Clouse, Annette H. Isom

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

**Meeting Notes**

**Opening Prayer** – Sr. Kathleen Dolphin read a prayer from *Seven Sacred Pauses*

**Welcome & Introduction** - Dawn

**Presentations:**

**Sr Kathleen Dolphin and Michelle Egan** – Center for Spirituality – Shared with us their thoughts as to how the Alumnae Association can engage with the initiatives of Center for Spirituality:

- Center for Spirituality wants to act as a resource for Alumnae Engagement
- Advent/Lenten prayer series participant
- Center for Spirituality to share speakers that come through the Saint Mary’s community
- Madeleva lecture series is online
- New Voices – an on-campus seminar series featuring rising young theology scholars
- “Spiritrising” – a discussion group focused on feminist theory and spirituality
- Suggested spiritual reading list
- “Real Life” – 4 session dinner discussion groups for current students that focus on the “whole” being and balance. Alumnae could participate in those discussion sessions.

**Jan Druyvesteyn and Libby Gray** – Development Office – As a Committee, we concurred afterwards that although we didn't learn anything new from Jan and Libby, it gave us an opportunity to get to know each of them better and gave them the opportunity to get to know us as Board members. In summary, they shared their thoughts as to how the Alumnae Board can continue to support development initiatives.

- Currently, we are at 30% of our goal, \$23.6 million, during the quiet phase of the campaign
- January 2012 will start the “open” phase of the new campaign
- Development Initiatives/vehicles of successful fund raising:
  - Annual Fund
    - Madeleva Society (\$1000+)
    - Direct mail and phonathon
    - Reunion Gift Campaigns
  - Major Gift Program (\$25K over 5 years)
    - Gift officers make 80 – 100 visits a month across the country
    - Bring alumnae back to campus
    - ID key alumnae with strong connections to the College and with potential to give
    - Find opportunities for alumnae to be engaged with the College
- Alumnae and the Alumnae Board support development via:
  - College fairs
  - Alumnae endorsed applications
  - Yield receptions
  - Send offs
  - Care packages
  - Scholarship events
  - Founder's Day events
  - Community service
  - Networking opportunities for fellow alumnae
  - Lenten reflections
  - Welcome Home
  - Financial support for scholarships
  - Generate new ideas for alumnae engagement, ie Lenten reflections
  - Host alumnae/donor events in your region
  - Lead Development Office to potential donors – is this something that the Development Office should be asking us for people
  - Volunteer to serve on your reunion campaign
  - Give back to the College financially

**Talking Points:**

1. Dawn discussed her desire to establish our fall meeting as a launch for new ideas and concepts to be developed over the coming year. Hence, our invitation of the Center of Spirituality and Development Office to present their initiatives and alumnae engagement ideas to our

Committee , building stronger relationships between the Alumnae Association and their offices and to brainstorm about partnership opportunities to engage alumnae in the future.

2. Purpose Statement – We discussed and approved of incorporating language that reflects our successful involvement with Spirituality and Leadership programming with alumnae to date by adding these two focuses to the Alumnae Engagement Purpose Statement. The new Purpose Statement would read:

*The Purpose of 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.*

3. We discussed that since many new ideas for engaging alumnae come through this committee, we need to develop criteria for considering new engagement opportunities to determine appropriate placement of the proposed program/concept:
  - In order to consider a program/concept for Alumnae Engagement, it must fall under one of the alumnae enrichment focuses of social, intellectual, spiritual, leadership and /or financial engagement.
  - We must determine what, if any, other committees are potentially impacted by this program. Buy-in from that/those committees must be obtained to move the program forward through Alumnae Engagement, ie *One Book, One Saint Mary's*.
  - Program leader needs to complete a Program Proposal for submission to Alumnae Engagement Committee for approval.
  - Any costs for implementing the new program/concept must be estimated and presented as part of the Program Proposal.
  - Once approved by Alumnae Engagement, the Executive Committee will determine funding allocation for the new program.

**We broke down the remaining portion of our meeting tackling various programs and concepts by the “enrichment focus” areas specified in our Purpose Statement: social, intellectual, financial, spiritual and leadership. Afterwards, committee members selected their preferred focus upon which to work.**

### **Social**

**Welcome Home** – Nora, Phyllis, Jingjing, Barbara and Dawn

- Final details were discussed with regards to our Welcome Home event on Saturday, Sept 11<sup>th</sup> at Dalloway's:
  - 9:15am – all Alumnae Engagement Committee members to arrive Dalloway's for set-up
  - 9:30am – chili and other food to arrive
  - 9:45am - Other Board members to arrive for meet and greet; name tags please
  - 11:00am – Bella Cappella to perform
- **Welcome Home for Graduation** – Angeline, South Bend Club
  - Angeline attended Graduation in the spring and noted that several alumnae were on campus with no specified area to gather and collect names of fellow alumnae who were in town for the festivities. She has suggested a Welcome Home for Graduation establishing a hospitality area with alumnae sign-in to be provided during Graduation Weekend. Possible refreshments to be provided given the overall program proposal and approval.
  - The Committee felt that this was an excellent opportunity to work with the South Bend Club.

- Approach former board members who live near South Bend to help with the event
- Angeline will submit a Program Proposal to get the ball rolling.

**Affinity Groups** – Kathryn, Angeline – soft issue

- Kathryn Metter provided us with successful strategies for engaging Staffers at Reunion '10 that we can learn from and take forward as we seek to engage other affinity groups:
  - Alumnae Relations Office
    - ID the affinity group
    - ID those that are part of the Affinity group, ie Courier solicitation for alumnae to identify themselves to the ARO/Committee
    - Survey affinity group to determine “what” events they would like to do during reunion
    - Provide history of affinity group
    - Group photo
    - Listed as a group in program to provide recognition
  - ID Affinity Committee – 2- 3 persons with vested interest
    - Initial point of contact is via email chains
    - Follow-up phone calls to engage on a more personal basis
  - Recognition from the College senior staff members carried significant weight, ie Dr. Mooney and Shari Rodriguez
- Kara identified that student athletes will be recognized in Reunion 2011
  - Annette Isom (not a committee member) was inducted into Saint Mary’s Hall of Fame in 2006 as track and field athlete and volunteered to work with Kara to engage former athlete participation.
- Angeline: Multicultural/Diverse alumnae – although we do not have anything immediately planned, Angeline will continue to cultivate this affinity group for increased engagement and future programming.

**Social Networking via Technology:** Lisa, Angeline, Sarah, Liz Leeuw and Priscilla (not a committee member, but an avid twitter'er)

- Twitter – recognized as a growing avenue to engage professional alumnae
- Facebook – an active vehicle for Alumnae that we want to continue to build
- Linked-In – active; Kara and Stacie Jeffers utilize this network for the College
- Belle Network – not as active and under utilized
- Social Media Student Internship - Liz Leeuw : Liz volunteered to assist Alumnae Relations Office to support the College and Alumnae Board social networking initiatives.

**Former Board Members** – Rebecca – although a soft item, Rebecca will continue to find avenues to engage former Board members.

**Intellectual**

**One Book, One Saint Mary’s** – Lisa, Sarah, Jingjing

- Shared project with Alumnae Engagement, Student Alumnae and Clubs and Resources. Lisa Maxbauer Price, Barb Urrutia and Liz Lacy are the other Committee representatives on this project.
- We unveiled the title of the selected book: *History of Love* by Nicole Krauss
- Various programs to support this exciting initiative to be developed over the coming months.

- Although this program is already in full swing, Lisa will submit a Program Proposal for this program to establish program history, ongoing development and costs.

### **Financial**

#### **Regional Alumnae Initiatives to support Development – Dawn**

During the “silent” phase of the campaign, we felt it was important to take advantage of this time to build relationships between the Alumnae Engagement Committee and the Development Office. At this point in time, we recognize that the Development Office protects their lists of qualified prospects and does not actively seek the Alumnae Board’s specific support outside of their expressed, and approved, vehicles of engagement mentioned in their presentation; alumnae engagement activities which they readily appreciate, support and encourage. Part of our alumnae engagement strategy is to add value, build trust and faith in our ability in the eyes of the Development Office as we gear up for the “open” phase of the campaign. To this end, we asked our committee members to reach out to our respective Development Officer’s given their geographic focus to build your own relationship and to let them know that you’re available to assist in whatever way they may allow.

### **Spiritual:** Center for Spirituality, Rebecca, Sarah, Christine, Sara Kohler, Phyllis

- Continue to build a relationship with the Center for Spirituality
- **Advent Reflections** – we have been discussing the addition of an Advent Reflection Series and decided to move forward. All agreed that Christine’s leadership in this focus area will be sorely missed, but we are excited to have a new team in place to keep these alumnae engagement programs moving forward.
  - Rebecca will take the lead and discussed utilizing Sr. Madeleva ‘s Christmas poems as a contribution.
- **Lenten Reflections** –in the Spring, the same team will work to produce a Lenten Reflection series.
- Rebecca to submit a Program Proposal for both Reflection series to establish program history, ongoing development and costs.

### **Leadership** - Dawn, Mary Sue, Nora, Kathryn, Rebecca, Monica

Alumnae Leadership was defined as developing future leaders for the Clubs and Board as well as providing continued leadership development and networking opportunities for our executive/professional alumnae. Dawn discussed the regional success of working with the ND Women and Saint Mary’s Connect initiative in the New York Tri-State area this past spring. As part of the Leadership Committee for that event, she described how both Alumnae Leadership teams came together with a common goal of attracting their respective executive/professional Saint Mary’s and Notre Dame Alumnae to this networking event at the NBC Building in NYC. The event identified many alumnae from both schools that have typically not responded to previous events. The turnout and feedback was overwhelming with a clear indication that more of the same opportunities are desired.

The Alumnae Engagement Committee decided to pursue two avenues to explore future Leadership programming opportunities:

- Alumnae Leadership Development – Dawn, Mary Sue, Sarah

- Pursuing the relationship of the ND Women and Saint Mary's partnership and/or concepts and the opportunities it can provide.
- Exploring Leadership Development opportunities to engage more executive/professional alumnae
- Alumnae Profiles – Rebecca, Kathryn
  - Identifying successful alumnae and sharing their stories with alumnae to put a face on success after a Saint Mary's education.
- GOLD program – after months of discussion and research, with Mary Sue leading the charge, the committee has decided to table the GOLD concept.

**Goals, Action items and 2010/11 Alumnae Engagement Programming:**

**Goals:**

- Linda's goals for the Board as they apply to the Alumnae Engagement Committee:
  - Be more effective and efficient
  - Create more Board awareness and visibility
- Dawn's goals for Alumnae Engagement:
  - Seek to inspire others
  - Relationship build and find avenues to partner with the Alumnae Relations Office, Center for Spirituality, Development Office, Career Counseling Center and each other to increase alumnae engagement.
  - Continue to be a conduit for new engagement ideas
  - Streamline engagement programming to appropriate committees
  - Share engagement programming opportunities with other committees; cross-pollinate!

**Action items:**

- Program Proposals and/or summaries are due from:
  - Dawn: *Welcome Home Tailgater*
  - Lisa: *One Book, One Saint Mary's*
  - Angeline: *Welcome Home for Graduation*
  - Rebecca: *Advent Reflections and Lenten Reflections*
- Social Engagement:
  - *Welcome Home for Graduation*: After obtaining approval for the project, Angeline will reach out to the South Bend club to seek buy-in and possible support for the program to be held Graduation Weekend.
  - Liz Leeuw to contact Alumnae Relations Office to begin work on enhancing and bringing more active interaction to our alumnae via Facebook and Twitter. Liz will work closely with Lisa, Angeline, Sarah, Priscilla and Kara's office to continue to forge a path for the Alumnae Association in the technical arena of social networking.
- Intellectual:
  - *One Book, One Saint Mary's* – Lisa to continue to work with her sub-committee and communicate with Clubs and Resources and Student Alumnae as to how to partner on the various programs to support this initiative.
- Financial:
  - Dawn will continue to delicately move forward with our strategy of building relationships with the Development Office to support their current strategy during the "silent" phase of the campaign as we gear up for the "open" phase of the campaign in January 2012.
- Spiritual:

- With Rebecca taking the lead through Advent Reflections, establishing a solid team of continued support of the Center for Spirituality, Phyllis, Christine and Sara Kohler.
- Identify other Center for Spirituality initiatives that this Committee wants to get behind.
  
- Leadership:
  - There is a partnership initiative in motion with ND Women Connect and the Saint Mary's New Jersey Alumnae Club to establish a leadership conference in the NYC/NJ area; with no specific date in mind. Kathryn Mettler has expressed a desire to put the "New Roads, New Rules" format on the road. There is synergy here that we believe we can work towards. Our Alumnae Engagement team of Dawn, Mary Sue, Nora, Kathryn, Rebecca and Monica will further discuss this initiative to see if we can put some meat on the bones.

**2010/11 Programming Summary for Alumnae Engagement:**

- Welcome Home Tailgater
- One Book, One Saint Mary's
- Advent Reflection Series
- Lenten Reflection Series
- Welcome Home for Graduation