

Alumnae Engagement Committee
Minutes
Friday, March 25, 2011

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

Guests: Kara O'Leary, Genevieve Morrill

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.

Discussion of ARO Strategic Plan and Objectives:

- We sought to gain consensus if the Alumnae Engagement Committee wanted to pursue 2 separate Strategic Plans for ARO and the Alumnae Board, or if we want to create a shared Strategic Plan that meets the goals and objectives of both parties. We overwhelmingly decided to create a shared Strategic Plan.
- We sought to identify and determine if and how Alumnae Engagement current programming is in alignment with the Strategic Plan and what, if any, changes need to be added or deleted. The Committee felt that all of the current programming did indeed meet the goals and objectives of the Strategic Plan.
- The consensus among the Alumnae Engagement Committee was to insert language that would reflect the type of work to which our committee was committed. As such, we want to suggest the following edit to under Goal #1, **Objective A** of the Strategic Plan:
 1. Provide meaningful, lifelong opportunities for alumnae to engage and connect with Saint Mary's.
 1. *Design, support and implement programs for alumnae throughout their life cycle that focus on enriching alumnae' social, intellectual, spiritual and leadership engagement*

Social initiative

Current programming:

- Welcome Home for Graduation: Angeline
 - Approximate budget = \$70

- Table cloth for the table –Alumnae Relations Office offered to underwrite the cost of an Alumnae Association tablecloth that can be used for multiple alumnae events. Angeline to work with Kara.
- Welcome Home Tailgater: new planning committee
 - Dawn, Phyllis, Nora, Liz, Barb
 - Jingjing agreed to get together with Liz Leeuw to discuss Chili Cook-off details
- Facebook – managed and posted by Kara and Jessica
 - 3500 members (approx)
 - 2 – 5 posts/wk, Friday b/f noon with a picture and ending with a question
- LinkedIn – 1000 members: Kara and Stacie Jeffirs
- Twitter – only 100 members, still struggling with this medium

Future programming ideas:

- App for downloading pictures from Campus on the College server
- Day of Service – Sarah and Monica
 - Lenten community service
 - Fall when you turn the clocks back using the extra hour for service
 - Office of Civic Engagement
 - Engage students

Intellectual Initiative

- One Book, One Saint Mary's
 - 11 clubs engaged in the One Book program
 - Facebook group
 - Online book discussion
 - Polish theme night
 - Event on campus at Dalloway's with SB Club: 3 professors attended, 6 students, 6 alumnae
 - Dr. Billy leading a discussion at reunion
 - Courier will cover One Book at reunion
 - Observer is a supporter
 - Launch of new book under review
 - Going forward: Linda and Sarah lead the sub-committee. Lisa will stay involved as a retiring Board member
- Summer school online: Dawn will stay in communication with Kara

Spiritual Initiative

- Lenten Reflection
 - Numbers consistent with Advent Reflection in terms of open and click rate
 - Capture email addresses for those that have clicked through - Kara

- Hurdles:
 - Quality of the people and writing
 - Mary Sue's suggestion for future Advent/Lenten Reflections: Mary Schieber Oliphant '85 from Chicago: mrmvoliphant@msn.com
 - Herding the writers to meet deadlines
- Going forward: Kelly Carney oncoming Board member has expressed an interest in helping
 - designate a Saint Mary's prayer card – Christine
 - using other writings, artwork, to mix things up
 - spiritual retreats; including congregations from outside of the SMC community

Leadership Initiative

Purpose: *The Alumnae Engagement Leadership initiative promotes and encourages leadership and service at the College and field level, works as a catalyst for growth, development and networking opportunities for alumnae as well as cultivated future leadership for the College.*

Goals:

- Recognize alumnae leadership and service
 - Alumnae Profiles: Genevieve, Nora, Kathryn, Monica, Dawn
 - Courier – Kara; on hold
 - Renewed effort to build a stronger relationship with the Courier
 - Courier falls under Marketing and Communication
 - Club Connections - Sarah
 - LinkedIn – utilizing Stacie Jeffirs to highlight successful business alumnae
 - Alumnae profiles on the website – link via facebook
 - Action items: identifying alumnae via department chairs, alumnae board ideas for suggested alumnae to recommend via a topic/area – Humanistic Studies in honor of Bruno Schlessinger
- Provide growth and development opportunities for our alumnae
 - New Roads, No Rules concept – tabled for now; on the radar screen for Reunion 2013
 - Kathryn Mettler presented best practices, weaknesses and suggestions going forward
 - Best Practices:
 - Keynote speaker
 - Keynote speaker STAYED for the entire weekend as a participant; adding value
 - Alumnae presenters
 - Interactive sessions and discussions
 - Mix of class years participating over 50+
 - Small group sessions, times
 - Mixed topics of discussions
 - Opening dinner set the theme, keynote speaker was scheduled

- Weaknesses
 - Separate stand alone event (not with reunion, football game, etc)
 - Speakers looking for a stipend
 - Keynote was paid \$1000, travel and Inn
- Going forward
 - Pre-reunion event
 - Shorter timeframe

Development Initiative

Objective: *Build a stronger alliance with the Development Office to establish confidence and trust in our ability to effectively support their goals.*

Best Practices:

- Know the name of the Development person is that is assigned to your geographical area
- Meet your Development person while on campus to establish face-to-face recognition
- Extend an invitation to buy them coffee/lunch/dinner the next time they're in your geographical area
- Help to facilitate a relationship for your Development Officer in your geographical area
- Work with your Club leadership to help your Development person to identify prospective high profile alumnae who may not be on their radar screen
- Offer to make that initial introduction to prospective high profile alumnae – organize/host a gathering
- As an Alumnae Board member, cultivate your own relationship with prospective high profile alumnae together in a “non-ask” networking environment
- Be the College touch point away from campus for these alumnae – offering “value”, but leave the prospecting to the Development Office

ACTION ITEMS:

1. **Social Initiative:**
 - a. Welcome Home for Graduation: Angeline to work with ARO
 - b. Welcome Home Tailgater: Nora, Phyllis, Liz, Barb and Dawn to work with ARO
 - c. Day of Service: Sarah and Monica
 - i. Pick a date and put a plan together
2. **Intellectual:**
 - a. One Book, One Saint Mary's: Linda and Sarah to work to select a new book, roll-out and time table for second launch
3. **Spiritual:**
 - a. Prayer Card: Christine to work with Dawn to get this in place
4. **Leadership:**

- a. Alumnae Profile: Genevieve, Nora, Kathryn, Monica and Dawn
 - i. HUST alumnae to be highlighted in honor of Bruno Schlessinger: approach to this program to be determined by this team.
 - ii. The Alumnae Board at-large was asked to submit HUST candidates with a deadline of May 1, 2011.

5. Development:

- a. The Alumnae Board at-large was asked to contact their assigned Development Office to build stronger bonds between the Alumnae Board and the Development Office.