



**Alumni Association Council Meeting Minutes
March 12, 2005**

Present: Present: Elena Bernal '94, Jim Bowhay '81, Del Coolidge '64, Barry Huff '73, Mike Ison '93, Rob Killion '90, Dean Lerner '74, Judy Mahle Lutter '61, Avram Machtiger '74, Ellen McDonald '81, Marilyn Musser '74, Dorothy Smardack Palmer '62, Sam Perlman '90, Sarah Purcell '92, Kino Ruth '79, Samir Sashikant '00, Kartik Sheth '93, M. Leslie Stearns '87, Anne Stein '84, Jack Swenson '61, Lisa van Sand '85, Kit Wall '77, Mark Henry '04, Rebecca Miller '04

Absent: Andy Ono '55, Gretchen Osterhoff Thomson '62

Staff: Todd L. Redding, Severin Roberts, Cindy Velline, Janet Muckler, Bonnie Primley

Guests: Wayne Moyer, Chair of the Faculty, Dee Fairchild, Athletic Director, Tom Crady, Vice President for Student Services, Deyo Johnson '07, incoming SAA president, Jonathan Wright '05, SAA member

I. Welcome

Kit Wall welcomed council for the weekend.

II. Approval of Minutes from September 2004 meeting

A motion was made, seconded, and passed to approve the minutes of March 13, 2004 as submitted.

III. Council President's Report

Wall recapped the February Trustee meeting: The new athletic facility is on track. The gym has been named Darby to keep the name alive. Rosenfield Center construction has begun and the expansion of the science building has been approved. Naming opportunities are still available in science building in the Rosenfield Center as well as others.

The strategic plan was discussed. If you would like a hard copy of the strategic plan booklet printed contact Todd L. Reding.

Board remains serious about diversity and is moving forward with it by encouraging the hiring of additional minority faculty. Another topic discussed in relation to diversity was social justice/social gospel. Trustees are making sure that a statement reflecting the college view is included in the strategic plan.

A tuition increase was approved. Approximately 200 students held a rally outside the Old Glove Factory during the meeting in protest the increase. Though the

vote passed, trustees indicated they will more carefully consider increases in the future and examine all angles of concern.

Marilyn Musser will attend the April meeting as president of the Alumni Association Council.

Wall shared thank you notes she received. Eleanor Coats '46 expressed her appreciation for the Alumni Award she received during Reunion 2004. Annie Perng '04 who received the Senior Award at Commencement sent a nice letter thanking the council and telling how much the award means to her. Bob Austin '54 wrote a letter to his reunion class last year. He shared it with the development committee at the trustee meeting. The committee is trying to figure out what makes people give back to Grinnell. Wall encouraged the Council members to read the letter that relays the message of why he gives back to Grinnell very well. She encouraged council members to write letters to their classmates regarding their experiences on council.

IV. Alumni Relations and Development Update – Todd L. Reding, Vice President for Alumni Relations and Development

Capital giving priorities: Athletic complex is at a little over \$7M. Rosenfield Center is a go. Reding gave a recap of all goals for the building projects and where we stand currently. A goal of \$9M needed to be raised for science center before the board would approve the project. Board approved construction of the second phase of the center. We are currently at 60% of our fund raising goal for science.

Program Update: Ruffalo Cody was hired to do this years Phonathon. They have been in business for 15 years. They developed a program where a person comes in and does a Phonathon using our students. Results have been incredible. Phonathon will be done by March 25. Final results will be calculated and an evaluation done before deciding whether or not to continue with them.

Reding introduced Severin Roberts the new director of the Pioneer Fund. She comes from UNI with lots of previous experience

Two consultants from Datatel have been hired to evaluate office processes in doing things in Benefactor. Constant Contact has been hired to administer online giving via credit cards.

Staffing: We've been through a few transitions. Last summer we began looking at our organizational structure to see if it was the best it could be. Some structural changes were made and we received some resignations. There was a need for more attention to major gift events and more individual attention spent on these donors so Meg was moved into this position. Reding said the staff have worked hard and credited them the job they have done. He handed out a new office organization chart and discussed the class committee program. The new assistant

director of Alumni Relations and Pioneer Fund will work with non-reunion class committees much in the same way Cindy Velline works with reunion class committees.

Questions asked by Members:

Cost of Ruffalo Cody? (\$50,000 paying for manager for 7 weeks, 12 laptops, use of their software, daily reports, email responses and student training. We did not increase our budget but cut out some higher end mailings.)

Total fund raising goal for the buildings is about 40M from alumni. This is an important fact for alumni to know that most of the money is coming from the capital fund and the endowment.

Expand on the reason for class committees and increase in volunteers. (This came about by interviews and discussions with other colleges. Their volunteer groups were bigger. We asked our selves what can we take back to Grinnell? We came up with the best strategy that class committees would be he best format to get people involved.)

With respect to regional planning groups? What direction we are going? (After a director is hired we will move forward with the idea of increasing regional planning committees. Cindy is the point person in that area right now and has been working on a couple of the major tier cities but we just don't have the staffing to address this area in an adequate way right now. It is foremost on our minds.)

Has Grinnell decided not to have large mega campaign for mass building and stay with the smaller building-by-building campaigns? (There has been discussion about that. We have to be ready for a major campaign and when I got here we were not internally ready for a campaign. Since then we've been asking ourselves when would we be ready. In our office we've been preparing ourselves for a campaign if it comes up in the future. Ultimately the board of trustees has to be ready and to be able to provide 40% of the funds for a campaign and until they are ready to do that, we as a college are not ready. In order to move forward we've embarked on smaller projects.)

It was mentioned that Datatel is coming in to evaluate processes and procedures, is that campus wide? (No just our office. Other offices have already been done.)

Is there only one campus wide system? (Yes.)

In talking about volunteers how are you connecting the admission/other staff volunteers. (By good communication with other campus offices that deal with volunteers. We also maintain good relationships with volunteers. There has not been conversation about how the Grasp volunteers will fit into the class committees yet but I anticipate that it will. They are being invited back this year

to Volunteer Weekend after not participating for a couple of years.)

**V. SGA Report – Mark Henry '05, President,
Rebecca Miller '05, Vice President**

Henry congratulated Council on being a great group. Noted that Andy Grimm left the college to take a position at a hospital in Cedar Rapids. He is doing well.

Tuition protest: Students protested the trustee board meeting which was very well received by the trustees. There is a committee set up to look into future tuition increases. There have been some hate issues on campus with inappropriate signs drawn on dorm walls and posters. SGA organized a march on campus and through town with 200-300 people involved. From this a committee has been formed to discuss ways to discourage these hate issues from happening. A group of students will be going to the high school to talk to students about life and what it means to be in college and some of the responsibilities that go along with graduating from high school.

Miller reported that talking is in progress about instituting coed/co-gender housing. As it is now you can unofficially live with anyone but SGA is supporting the idea of making it an option for those who would like. Not all students want participate in coed/co-gender housing but feel it should be an option if students want.

SGA is also talking with administration and faculty about buffer days prior to finals. This would give students a couple of days before finals to relax and would serve as a much needed stress reliever. Students are asking faculty for their support

Miller announced that the College is sponsoring a large concert. Cake will be performing on April 29 - everyone is welcome.

Henry reported that the Campus bikes program has not been highly successful because of the cost of repairs. SGA is trying to hire students to repair them.

**VI. SAA Report – Rebecca Miller '05, President
Crissie Wood '05, Vice President**

Miller reported that Student Alumni Association recruitment efforts are working and membership is growing. They have sponsored student chats with alumni council, campus study breaks, and the star trek movie series, etc. A large event they are sponsoring in conjunction with admission weekend on April 14 is a "Student Groups Throughout History" panel. Another project done again is a senior memory book. Sr. Challenge Committee has been working very hard to involve students in making a gift to the college. Participation is currently at 43% and is anticipated to reach much higher by the end of the year.

VII. Faculty Update – Wayne Moyer, Chair of the Faculty

Discussed the expanding knowledge initiative. Interdisciplinary teaching has been incorporated into the Strategic plan. Faculty committee that worked and is still working is dedicated to establish a basic structure. Recommendations:

1. Establish an office of interdisciplinary studies as a central resource for faculty who want to teach this way. Primary focus is to support advancement of interdisciplinary studies. Where and how big would this office be is still a question? Probably near the dean of the college.
2. Establish 3 professorships in interdisciplinary studies. There are already 3-faculty members who are interested in doing interdisciplinary studies science, humanities, and social studies.
3. Establish a sophomore retreat. This would help get the sophomores together, have a couple of speakers come in to discuss the majors and liberal arts education and get them thinking about the future.

Expanding the faculty: Faculty has not increased in comparison to students. It is recommended that faculty hired will enhance interdisciplinary teaching. Maybe be able to release some of the faculty already here and wanting to do interdisciplinary teaching. There is talk of hiring up to fifteen new faculty members. They also want to include more Maps projects.

VIII. Sports Update – Dee Fairchild, Athletic Director

ESPN Game Update: Discussed the facility and having the ESPN game in Darby that was a great success. All games were originally scheduled to be played in Marshalltown. The College rented a wood floor so the teams were able to practice. It is thought that the alumni events held on ESPN night were great. Some consider them the best alumni events ever. It tied alums together all over the country at one time. Approximately 500 students participate in athletics each year even though there is no recruiting or advertising for athletes

Fairchild showed renditions and a description of new athletic complex. She then answered any questions members asked regarding the new complex.

IX. Student Affairs Update – Tom Crady, Vice President for Student Services

Admission: Applications are up to 4,000. Student profiles are the highest ever. International students have doubled. Discussed the fact that 2 students have died in car accidents in the past months and that counseling is being made available to students on a more regular basis.

Student Affairs and Administration is talking about gender-neutral and coed housing. They are also addressing the hate crime events on campus. They are

working hard to find out what happened and find ways to make sure it doesn't happen again. Student Affairs supported the SGA sponsored march to show that the campus is against hate crimes. They also held an open forum on the subject. Since more students are asking for substance free housing discussions are also being held regarding the possibility of offering additional space that is substance free. Currently there is one hall that is substance free. The housing committee has recommended that Lazier Hall also be substance free. Options on are currently on the table with a decision to be made soon.

Mental Wellness Taskforce Update: After the last suicides Student Affairs began looking at the climate on campuses. What they found is students coming to campuses all over with more problems. They noticed that trend at Grinnell as well. They have conducted surveys and research and submitted recommendations to the president things that could be done to enhance the mental wellness of students. Many of the recommendations submitted have been incorporated and are working well. There is good communication going on all over campus evaluating and encouraging mental wellness and stress relief.

Council broke for lunch at 12:15 pm

Council reconvened at 2:15 pm

X. Career Development Committee Report – Lisa van Sand, Chair

Avram Machtiger will finalize the boilerplate statement to be used in publications by April 1. The goal of this statement is to spread the word that the Career Development Office supports alumni as well as students. We have a unique ability to provide a service to alums and not ask for anything in return.

Lisa reported that the committee will continue to find ways of asking alums to participate in internships.

Grinnellink will transition to this committee.

Lisa van Sand will remain chair.

A formal report of committee activity was included with materials distributed prior to the meeting.

XI. Development Committee Report – Del Coolidge, Chair

Coolidge reported that the Sr. Challenge is currently at 43% participation. Kent Challenge: Only two committee members have not yet given a gift. Please do so soon. The future direction of the development committee is yet unknown as Severin Roberts is new to the Office of Alumni Relations and Development. There will be conferences with her once she is acclimated to determine goals and direction.

Council members asked for an analysis of Sr. Challenge giving. How much the Council has gifted and how much has actually been used each year. Todd will provide this information.

Coolidge suggested that in their conversations with people, council members emphasize that the college is very receptive to restricted giving. The feeling is that this will increase donors to the college, as people will give to specific areas of interest rather than a 'blanket' gift.

Coolidge will remain chair.

A formal report of committee activity was included with materials distributed prior to the meeting.

XII. Public Relations – Anne Stein, Chair

Jim Bowhay reported that the committee has been discussing setting up online chats. Currently planning four per year. The trick will be to advertise them well. Mickey Munley, Vice President of Communication and Events attended their meeting and suggested ways to promote online chats. One suggestion was to put tear out cards in the Grinnell Magazine. They are exploring possible topics. It would be a great way for alums to participate and find out what is going on at the college. Chats are currently done with Office of Admission and have been successful. Cost is minimal. A practice session is being planned. If committee members have any discussion topics or know any alums, staff or faculty who would be interested in doing a chat contact Kartik Sheth.

Kartik Sheth has been elected chair.

A formal report of committee activity was included with materials distributed prior to the meeting.

XIII. Reunion and Awards Committee Report – Mike Ison, Chair

Ison presented a slate of Alumni Award nominations. Via power point, Ison presented each recipient's background and reason for selection then asked for vote. Judy Lutter indicated the committee would like to get a better sense of whom the people are not just what they've done. The committee will look at sending names out to council for more information during the selection process.

“A motion was made and seconded to approve the slate of nominees and alternates as submitted.”

Discussion ensued regarding one of the alternate candidates. A friendly amendment was made to remove the candidate in question from the slate and accept it without that candidate. Objection was made to the amendment and discussion continued. No further action was taken. Question was called, seconded and voted upon. Motion passed 23/1 by voice vote to accept

nominations as submitted.

Ison gave an overview of the Reunion Recommendation report that was sent to council earlier and asked if there were any questions. Being none he stated that the report was given to the Alumni Relations staff for consideration and implementation of areas they deem can be incorporated into the Reunion program.

Ison will remain chair.

A formal report of committee activity was included with materials distributed prior to the meeting.

XIV. Volunteers Committee Report – Sarah Purcell, Chair

The committee developed a fundraising letter that was sent to all volunteers encouraging them to participate in the Pioneer Fund so when the office plans their marketing strategies they can say that 100% of the volunteers have participated. To date 70% of the volunteers have sent in a gift. The committee will do some additional calculations to see how many gifts are received in the spring. Committee members will be calling volunteers to solicit funds. They continue working on reactions to the volunteer reimbursement policy.

The committee will be considering a policy of firing a volunteer if they opt not to participate in the Pioneer Fund with a monetary gift of some type. The committee is considering making an ask for money from the volunteers at volunteer weekend.

Either Sarah Purcell or Kino Ruth will be chair.

XV. Technology Committee Report – Mike Ison, Chair

Ison thanked Tor Hough '87 for his time and resources in helping put together the survey. He went over the committee goals and presented an overview of the final report: Ison introduced a motion to the Council as follows:

“That the Council accept the Report on the Technology Needs of the Grinnell College Alumni Community as its official stance of the technology needs of the college’s alumni.”

The motion was seconded and passed by voice vote.

Ison suggested that a 2-3 page executive summary be created for general use and have the background documentation available for those who wish to review all documentation.

Ison also suggest that the ad hoc committee be reconvened in 2 years to review

the status of recommendations made in this report and help them move forward if need be.

XVI. Election Committee Report– Ken Varnum, Chair

Varnum indicated that nominations were received for the position of president elect for the 2005/2006-year. One candidate submitted a letter of intent, which was forwarded to the Council prior to this meeting for review. Varnum introduced a motion as follows:

“That the Alumni Association Council unanimously elects Mike Ison as president elect for the 2005/2006 year.”

The motion was seconded and a vote called. The motion passed unanimously.

Varnum stated there are nine members of the Council whose first terms are ending this year. After consulting each member, they all agreed, if approved, they would accept an additional term on the Council. Kartik Sheth introduced a motion as follows:

“That the Alumni Association Council approve for second terms the following council members: Mike Ison, Sarah Purcell, Sam Perlman, Jack Swenson, Leslie Stearns, Dean Lerner, Ellen McDonald, Gretchen Thomson and Andy Ono.”

The motion was seconded and vote called. The motion passed unanimously.

Discussion was held regarding the process by which the council runs the election. Currently there are two committees that conduct an election process; the new member development committee and the election committee. A proposal is being prepared that combines the two committees into one committee that encompasses both soliciting candidates for president elect and selection of new council members. A proposal will be presented in September for vote.

There was a suggestion to change the floor nomination deadline from 24 hours prior to the Council meeting to 5:00 pm the night prior to the election at the council meeting. No discussion was held.

A question was posed as to why more members were not interested in moving into the president elect position? Varnum asked the council members the question and asked council members to email him their responses.

Sam Perlman volunteered to take the lead in organizing orientation for new council member at the September meeting.

XVII. Report of New Member Development – Marilyn Musser, Chair

Musser handed out bios for the alumni recommended to fill the open position on the council and two alternates. She reviewed the process followed to interview and select candidates and entertained questions. Ison introduced a motion as follows:

“Resolved, that the Alumni Association Council elect Jeffrey Kohlman ’66 to fill the open council position and that Caryn Tatelli’92 and John Strauss ’80 be accepted as alternates.”

Motion was seconded and vote called. Motion passed unanimously.

A motion was made, seconded and passed to approve the standing committees for the 2005/2006-year adding the new member to the Volunteers Committee.

The fall meeting is scheduled for Sept 9-11, 2005. Wall asked for comments on having Council meet in conjunction with Volunteer Weekend. After some discussion it was decided to have the council meeting on different weekend. Todd Reding will check out the college calendar and send possible meeting dates to the executive committee for final scheduling.

At the last trustee meeting some of the trustees asked if it would be possible to attend the Alumni Association Council meeting. They would like to begin building

a connection to the Council and keep in touch with issues discussed and actions taken. Some trustees will be attending the fall meeting. Wall then called for a moment of silence to remember William Lazier a very dedicated trustee who passed away in December.

Wall thanked Mark Henry ’05 and Rebecca Miller ’05, SGA members for their service and representation on the Council. She thanked Ken Varnum ’89 for his years of service on the Council and presented him with an appreciation gift.

Meeting adjourned 5:25 pm