

Presiding: Lewandowski

Attending:

Alumni Board: Buss, Carlson (Alumni Trustee), Cimaglio, Cisar, Fancher, Ferris, Goyert, Hands, Justic, Kay (student), Keller (student), Kern, Key, Konopacki, Larson, McNaughton, Petersen, Phillips, Prodoehl, Russo, Soich (student), Uezen, Wade, Woods, Zindar.

College Administration/Staff: Machacek (Admission); Messitte (President); Gerretsen, Hanson, Hintz, Liethen, Scanlon, Schroeder, Webster (Advancement).

Absent: Kitslaar, Ryberg (Alumni Trustee), Sanon (student), Timm (Alumni Trustee), Waldvogel-Leitner.

A. Proceedings (Friday, Sept. 26, 2014)

Board President Lewandowski welcomed everyone and opened the meeting with the singing of the Alma Mater at 8:00 a.m. Introductions and announcements followed.

BOARD ACTION: The Board approved the minutes from the spring 2014 meeting.

Ms. Gerretsen emailed out the following staff reports prior to the meetings: Commencement, Alumni Weekend, Family Weekend & Homecoming, Phonathon, Senior Class Gift, Tuition Free Forward Day, Annual Fund, Dean of Faculty, Enrollment, and Student Life. No further questions were asked or discussion made regarding these staff reports.

Mr. Webster, vice president for advancement, discussed the Ron Haefner case. Legal and civil steps have been taken and will continue to reimburse the College's losses. He also discussed the current "State of the College". Enrollment numbers are lower than expected (currently about 800 students), resulting in the need to cut \$1 million from the 2014-15 operating budget. Nine staff members were laid off July 1st, including closing the duplicating department, changing staffing in the career services department, and charging for student laundry. A curricular review has begun with the faculty for the first time for 13 years including discussion about how the current curriculum can be more appealing and/or interdisciplinary. Ripon is currently collaborating with Lawrence University on a Mellon Grant to help save money across the campus, particularly in areas like IT and business. The facilities, downtown and the curriculum are the three main reasons of why prospective students did not pick Ripon when surveyed by the Admission team.

Mr. Webster highlighted the latest outcomes due to the Imagine Tomorrow campaign:

- Four endowed faculty positions
 - Pieper Chair in Servant Leadership (new position)
 - Doreen '73 and David Chemerow Chair in Theatre (existing)
 - L. Leone Oyster 1919 Chair in Chemistry (existing)
 - Murray Professorship in Economics (existing)
- 31 new endowed scholarship funds
- Endowed funds for faculty and student development and research, career discovery tours, student health and well-being, athletics, presidential staff awards, and an annual memorial concert

- 27 temporarily restricted funds: multicultural student recruitment and retention, student travel, Center for Politics and the People
- Funding for new equipment from the Department of Energy for physics, biology, and psychology classrooms, and additional funds for the purchase of equipment for chemistry, physics, and music departments.
- Renovation of weight room and pool in Storzer and installation of sprinkling systems on competition and practice fields. Renovation of the Dahm Heritage Room, Pickard Dining Room (formerly Presidents' Dining Room), and Mihaly Family Room. Cosmetic upgrades to Lane Library and West Hall Museum, including new furniture.

Additionally, the Advancement team continues to increase engagement through alumni events both on and off campus, and Alumni Weekend, all of which have had tremendous growth since the start of the campaign. The Career Discovery Tours have been successful each semester. The Advancement development staff are currently receiving a 20 percent return of investment for Ripon College. In regards to the Storzer, the current field house is being used for varsity teams only and is not effective as a large event venue. Currently the Advancement team is working on a loan application with the USDA for the projected Storzer wellness facility upgrade project which is not ready to be publicly announced.

Ms. Machacek, vice president for enrollment, shared Admission Office initiatives with the Board. They have been busy laying a solid foundation for the upcoming years. Even with a record breaking number of applicants this year, only 211 first years from 10 different states are enrolled (below goal) along with 16 transfers (increase). They continue to maintain academic records with the incoming class. The ultimate goal is to have a large enough applicant pool to shape our student body, which requires strategic planning and time, but the goal is achievable.

Challenges facing Admission:

- Ripon's brand recognition needed to be elevated and increased nationwide.
- Competitive schools (such as UW) have tuition freezes
- Decreased staff in the Admission office.
- Ripon needs to decrease the discount rate.
- Students control the entire recruiting process, so keeping on top of technology and internet marketing that reaches parents and students is important. It is important to monitor Ripon's online information since most students are getting their information from the internet and it is unclear what they know once they finally do apply.

What Admissions has learned:

- They have tightened the funnels to get students to come visit.
- They need to see an influx in the upcoming applications.
- Joined Royal Company- an anonymous board member is funding this process which is working on building the pool of applicants and doing the analysis.
- Starting to contact more sophmores, juniors. They also are going more aggressively towards seniors.

- The goal is to start a wait list.

The Board took a 15 minute break.

Mr. Spaeth shared details on the 2015 Alumni Award (Distinguished Alumni Citation, Outstanding Young Alumni, and Athletic Hall of Fame) selection process and nominees.

BOARD ACTION: The Board approved the nominations of the Governance (Nominations) Committee for the Alumni Association Distinguished Alumni Citation and Outstanding Young Alumni Awards to be presented during Alumni Weekend 2015.

BOARD ACTION: The Board approved the nominations of the Athletic Hall of Fame Selection Committee for the following Hall of Fame awards to be presented during Alumni Weekend 2015.

Mr. Lewandowski reviewed the current committee structure. The following incoming chairs include: Sue Mijanovich Key '72 for Advancement and Brooke Tireman Konopacki '94 for Ripon Person. Gregg Petersen '78 will remain the chair for Governance. A new committee has been formed: Ad Hoc Career Services Committee and Dan McNaughton '86 will be the chair.

Mr. Petersen passed around the Alumni Board meeting survey to be filled out.

The Board adjourned at 10:43 a.m. to break out for a short committee meeting prior to the 8th Annual Alumni Speaker Series "Ripon's Return on Investment". Lunch and committee meetings followed in the Main Dining Room of Pickard Commons.

The Board reconvened at 3 p.m. Committee reports were shared with the full Board (full committee minutes are attached).

Advancement: Ms. Key reporting on behalf of outgoing committee chair, Buss.

- Career Discovery Tour funding (endowed and spendable) is at \$105k (\$45k is spendable and \$60k is endowed) from the board in the past 2 years from cash and pledges. The goal is to reach \$450k endowment.
- Suggested that a current board member write an ask letter for the Career Discovery Tour to solicit past board members.
- The Giving Tuesday email campaign was not a big success, but will continue this year with a few adjustments. .
- The committee loves the direction Tuition Free Forward Day is going, and is eager to help make this year's events a success with both students and current parents. They suggested to include a plug in the spring class letters.

Ripon Person: Ms. Konopacki, committee chair, reporting.

- The 8th Annual ROI Alumni Panel was reviewed and discussed in preparation for future planning of the event including format, time, location and topic.

- The 2015 Senior VIP Party will give the Board a chance to thank seniors and engage with them while plugging the Cap & Gown next spring.
- Recommended that a faculty member send out an email to invite and promote attendance for next spring's faculty/staff mixer.
- Encouraged the Board to look for people they know and to share names for the upcoming Career Discovery Tour and also for Career Day.
- Helping further develop the Admission Volunteer Program and support the Admission Office recruitment efforts is a priority for the entire Board. Two goals will be to increase the number of alumni referrals and alumni volunteers.
- Recommended that Admission professional letters be written by alumni with specialty careers to highlight the value of the Ripon education.
- Agreed to continue to participate in the networking game during the Cap & Gown next spring.

Governance: Mr. Petersen, committee chair, reporting.

- Preferred the staff reports to be emailed before the meeting, but would like more meeting time to review the award nominees. Recommended to review the nominee list during the "Old Business" section of the meeting.
- Recommended the Alumni Board Constitution be posted online instead of being published in the Ripon Magazine.
- Approved a constitution amendment related to how directors are reviewed for their second three year term, and decided some "housekeeping" will need to be done on the Constitution at the spring meeting.
- Administered and reviewed the meeting survey to help bring new members up to speed and increase member engagement.

Career Services: Mr. McNaughton, committee chair, reporting.

- Discussion focused on the new committee's potential role in working with the new Constituent Engagement & Career Services Office.
- Further areas of focus at the spring meeting include day Career Discovery Tours, introducing students to the Career Services Office, and engaging faculty in the career development process.
- Ms. Gerretsen will continue to collect data on how and why students are using the office and its programming to report back to the committee for further discussion.

B. Old Business

- Brief review of emailed staff reports.
- Board noted that they'd like an in person Annual Fund review at the spring meeting.

C. New Business

- Ms. Konopacki discussed Saturday's strategic "thinking" session that she will co-facilitate with Meg Carne, special assistant to the president and coordinator of the strategic planning process.

D. Adjournment

The Alumni Board adjourned at 4:00 p.m. after singing the Alma Mater. The Family Weekend & Homecoming Greek and Multicultural Alumni-Student Mixer was held at 4 p.m. in the PDR, Pickard Commons. The Homecoming Kick Off & 2015 Senior VIP Party followed at Roadhouse Pizza at 5:30 p.m.

E. Proceedings (Saturday, Sept. 27, 2014)

The Alumni Board and the Parents' Advisory Committee combined for Saturday's proceedings including:

- State of the College, Question & Answer – President Zach Messitte
 - Highlighting this pivotal time in Ripon's history, it is time to envision the College in 2024 and start repositioning now.
 - Area of focus include: Storzer renovation/focus on health and wellness, curriculum review (what sets Ripon apart), strategic thinking/development, recruitment, and several smaller initiatives.
- Strategic Planning Group Discussion - Konopacki, Carne
 - What is Ripon's identity? Areas of distinction?
 - What is the most important thing that Ripon needs to have happen to move ahead for the next 10 years?
 - Reminder- this discussion is ongoing.
- Concluding Remarks- Webster

The Family Weekend & Homecoming Picnic and Tailgate and rest of weekend's festivities followed after the meeting.

Respectfully submitted,

Amy Gerretsen '04
Director of Constituent Engagement
Alumni Association Executive Secretary