Ripon College Parents' Advisory Committee Meeting (PAC)

Meeting Highlights and Minutes
Saturday, February 22, 2014

Present:
Parents' Advisory Committee: Richard Krueger '80/P'14 (President), CJ & Diedre Skiba P'15 (V.P.-Admission), Kris & Rick Nogal P'14 (V.P.-Student Life), Nyla Anderson P'16, Pam Canon P'17, Kevin Dykstra '83/P'16/P'16, David & Kathryn Gableman P'16, Don Klingenberger & Kayt Conrad P'14, Judy Meisner P'16, Rita Peters P'16, Natalie Sondalle P'11/P'14, Terry & Penny Wegner P'14/P'16, Don Steiner P'17
College Administration/Staff: Amy Gerretsen '04 (Director of Alumni & Parent Relations), Nancy Hintz '82/P'10 (Director of the Annual Fund and 1851 Club), Zach Messitte (President), Wayne Webster (Vice President for Advancement), Meg Carne (Special Assistant to the President), Chris Ogle '80 (Vice President & Dean of Students), Eliza Stephenson '09 (Assistant Director of Admission), Sam Van Zeeland (Admission Counselor), Michele Wittler '76 (Registrar & Assistant Dean of Faculty), Kim Scanlon (Office Support for Alumni and Parent Relations)

I. Call to Order (8:18 a.m.)

A. **Meeting called to order by Mr. Krueger**
B. **Approval of fall 2013 Minutes**
C. **Self-introductions**

II. Business Meeting

A. **State of the College (Messitte)**

Prior to his report, President Messitte introduced Ms. Carne, his new special assistant.

Admission- The goal is 1500 applicants, predicting that Ripon will admit 1000-1150 resulting in a class of 265 students. Tuition and board is at the second lowest rate in the ACM which causes concern for the net tuition revenue. 37% of students are from out of state this year and the ACT scores remain steady. Strides have been made to help increase campus diversity including hiring an assistant director of multicultural recruitment and program development, and a bilingual admissions counselor.
Fundraising- In August it was announced that the Imagine Tomorrow campaign was at $40 million and the Board of Trustees has now extended the campaign goal to $60 million with the same timeline (completion date of June 2015). The focus of the campaign is increasing the endowment, since building the endowment is very critical to create and fund additional programming, professorships, and scholarships.
Student Life- Per national survey student satisfaction rating, Ripon College is in a good place. Student retention is at 86% and the 4 year graduation rate is high. In regards to academic affairs, the student/faculty ratio is 12:1. The total number of students is at 900. As student numbers grow, we will need to hire more faculty members. President Messitte did note that is has been difficult to retain faculty/staff/students of different ethnicities. Salaries are currently low for faculty and staff and as admission numbers grow- the salaries will need to increase.
Other interesting items include:

1. Speakers coming to visit our campus this semester include: Mayor Tom Barrett; Republican Governors Association Communications Director,

Gail Gitcho '01; and Regional Press Secretary for the Democratic Congressional Campaign Committee, Brandon Lorenz '02.

2. President Messitte will be team teaching with Diane Mockridge, Professor of History for the summer In Focus course. They will be spending 2-1/2 weeks on campus and in Rome.
3. The 2014 Commencement theme is "The New Media," which will explore the transformation of how we communicate and share information in the age of digital technology. Husband and wife, David Plotz and Hanna Rosin, both with the online magazine *Slate,* will deliver a joint Commencement address. A panel discussion on the topic of new media will take place from 10:30 to 11:30 a.m. on Sunday, May 18 and feature Plotz, Rosin and Mark Porubcansky '77, foreign editor of *The Los Angeles Times* newspaper.

B. Advancement & Imagine Tomorrow Campaign Report (Webster):

Webster again reminded the group about the progress of the Imagine Tomorrow campaign that President Messitte mentioned in his report. Campaign outcomes to date include: physical updates in Lane Library, Pickard Dining Room and Heritage Room, West Hall; wellness fair; new faculty positions; and 30 new endowed scholarship funds. The $60 million goal is as follows: $11 million will go towards the annual fund, $44 million to the endowment fund, and the remaining $5 million to the health/wellness center. The Office of Marketing and Communications has created a new virtual map that will appeal to the stealth applicants. New admission and alumni/parent pieces have been created. The aesthetics are changing and will be matching with the website. Don Klingenberger and Kayt Conrad P'14 will be working with Wayne as part of the Advancement team on the strategic planning process. President Messitte has published a couple of opinion pieces that have been picked up by notable news sites - which is helping with Ripon awareness nationwide.

The Board took a 10 minute break.

C. Staff Reports

Student Life (Ogle):

1. **National Survey**-Within six months of graduation, the Class of 2013 reported: 60 percent employed, 25 percent in graduate school, 11 percent student-teaching, and 4 percent are looking for work.
2. **Green initiatives-** Recycle Mania and replacing toilets in Tri-Dorms to use less water.
3. **Safety-** Posters with an emergency guide are being posted around campus. The leadership team had a table top exercise with all the emergency departments in the city of Ripon. The issue with the crosswalk from upper campus to Rodman has been made known to the city of Ripon. In the process of meeting with three different vendors to replace and upgrade the security keycard system.

4. **Food-** In-house monthly surveys available to the students resulted in the salad bar being moved to a more accessible area, an international menu on Fridays, and healthier, locally sourced choices.
5. **Career Development-** A Linked-In information session was recently offered on campus. A Milwaukee employment fair was also offered and the Alumni and Career Development Offices took a group of students to attend and network with alumni. Currently, internship opportunities and the Career Discovery Tour are also available for students.
6. **Other-** James Bland, the Assistant Director of Multicultural Recruitment and Program Development, and the residence hall directors are having a Social Justice retreat, where over 30 students are participating. MLK week was celebrated on campus in January, and a very active Black History Month occurred in February.

Admission (Stephenson):

1. **Applications-** Currently have 1407 applications and 45 deposits.
2. **Events-** Many events are coming up this spring. The office is open every Saturday and will be holding events on and off campus in the coming weeks. There are two Pickard Scholarship competitions. In January, winter warm-ups and financial aid information sessions were held for families. Yield receptions were held in February as an informal time for admitted students and their families to connect with faculty and current students on Sunday afternoons. Admission staff or alumni are attending as many college fairs as possible.
3. **Accepted Students Day-** There will be three events on campus in March and April.
4. **Other-** Campus visits are currently up in numbers. The Admission Office will be creating a Facebook page available for prospective parents to post questions and have discussions with current parents.

Annual Fund (Hintz):

1. The **Annual Fund** is currently at 67% for parent participation- the goal is to be at 100%. Half of the annual fund comes from smaller gifts. Every gift matters. It's crucial to have parent support.
2. **TFF Day** is continuing to educate students on the importance of giving back and the Annual Fund.
3. Parents of seniors should encourage their students to make a gift to their **Senior Class Gift**, participation matters.

D. Board Reports (Gerretsen)

Parent Social/Faculty Gathering (February 21): Very well attended again this semester.

Upcoming Events (Parent volunteer sign-ups will occur later this spring via email.)

- **Summer Orientation** (June 23-26)
- **Summer Send Off Events** (TBD) Events will be targeted to the following areas: Chicago, Minneapolis, Milwaukee, Madison and Fox Valley.
- **Athlete Move-In Day & First Year Move-In Day Family Welcome Receptions**

- (Fall Athletes-TBD. First Years- Saturday, August 23; 9 a.m.-1 p.m.)
- **Family Weekend & Homecoming** (September 26-27)
- **PAC/Alumni/Faculty-Staff Mixer** (Friday evening, September 26)
- **PAC Fall Meeting (with members of the Alumni Board)** (Saturday, September 27)

E. **Committee Reports**

Admission (Skiba): John Ingemann (Admission Counselor) will set up the parent Facebook page, and will ask the PAC to join and post updates on the page. Increasing the summer melt activities/outreach is important in keeping students interested in Ripon College. Personal touches are key.

Advancement (Conrad): The parent annual fund appeal letters will continue, putting challenges out to get the 100 percent participation and donors to give a little more. Kayt Conrad will work on an appeal letter to seniors about giving their first gift.

Student Life (Dykstra): The primary mission is to help with move-in day for the athletes and first year students. Need to review the 2014 combined family weekend and homecoming schedule.

F. 2014-15 Officer Elections

President- Mark & Penelope Greene P'15
Vice President, Admission- Dave & Kathryn Gableman P'16
Vice President, Advancement- CJ & Diedre Skiba P'15
Vice President, Student Life- Kevin Dykstra '83/P'16/P'16

G. Recognized PAC Members with Graduating Seniors/Retiring PAC Members

III. Lunch & Learn

Admission Volunteer Information Session

IV. Adjournment (1 p.m.)

Respectfully submitted,

Amy Gerretsen '04
Director of Alumni & Parent Relations
Executive Secretary, Parents' Advisory Committee