*Presiding:* Spaeth

*Attending:* **Alumni Board:** Allen (student), Buss, Crombie (student), Erdman (student), Ferris, Houston, Key, Kitslaar, Konopacki, Lenz, Lewandowski, McNaughton, Petersen, Prodoehl, Santiago (student), Tolan, Voigt, Wade, Waldvogel-Leitner, Zindar.

**College Administration/Staff:** Anderson, Gerretsen, Hintz, Liethen, Scanlon, Webster (Advancement); Messitte (President); Schroeder (student); Vaubel (Career Development); Wolfgram (Admission).

*Absent:* Balej, Cisar, Kreofsky, Laufenburg, Warmack; Meier, Ryberg, Umhoefer (Alumni Trustees).

**A. Proceedings (Friday, 4/5/13)**

Spaeth welcomed everyone and opened the meeting with the singing of the Alma Mater at 8:05 a.m. Announcements followed.

**BOARD ACTION:** The Board approved the minutes from the Fall 2012 meeting.

President Messitte addressed the Board by going over, “Ripon 2023”, a working paper that addresses some big topics in Ripon's future including:

* Admissions
* Academic Affairs
* Advancement
* Student Affairs
* Finance Budget

President Messitte went over the current status of all these areas, and set goals for Ripon in the year 2023. He prepared this paper for the Board of Trustees.

Margaret Wolfgram '03, Regional Director of Admission- Twin Cities, spoke on behalf of the Office of Admission. She reported that it was the second of three Accepted Student Day (28 students from 14 states) on campus. They have received 1285 applications (which breaks the previous record) and 120 deposits. She spoke about the Admission Volunteer Program and how appreciative they are of the Alumni Board’s involvement. Ripon College will be represented by Gregg Petersen '78 at an upcoming college fair in Washington D.C. She also mentioned that Joe Tolan '81 is helping out with a college fair in St. Louis. Professional letters, where alumni are writing letters to prospective students who are interested in a certain major/career path, are going out next week. Wolfgram spoke about how Admissions is utilizing a new initiative- Parent to Parent Calling- where current parents are speaking to prospective parents about their student's experience at Ripon College. They are trying to best match up similar student interest areas and/or extra-curriculars. If the prospective parents don't get to speak directly with a parent, then the parent volunteer sends out a postcard follow up.

Wayne Webster gave an update of the Imagine Tomorrow campaign which went public of February 1st at $35 million, which includes documented gifts, pledges and verbal agreements. He is hoping to reach the $50 million goal before June 2015. There are 20 new Partners in the Legacy this year, and gift officers have made almost 500 visits year to date. Webster and President Messitte have also spent a lot of time on the road making visits. This fiscal year there are at least 24 new 1851 Club members. A spring 1851 Club encouragement letter was recently mailed out to several reunion years. The Annual Fund continues to run ahead. There have been 17 new scholarships created during the Imagine Tomorrow campaign. 56 events have been help this year compared to 34 last year at this time with more than 1750 people at events this year (including inauguration). Webster also went over personnel changes in the Advancement office. Eric Gallagher '06 left his position as Associate Director of the Annual Fund. Therefore, Nancy Hintz '82 is now the Director of the Annual Fund and 1851 Club and Amy Gerretsen '04 is now the Director of Alumni & Parent Relations. Verbal offers are out to the new Assistant Director of the Annual Fund, and the Development Associate for Major and Planned Giving positions.

Melissa Anderson '02, Executive Director of Marketing & Communications, spoke about the challenges for the College and the work ahead for her team. She spoke about the key focus is the marketing communication between the Advancement and Alumni Office. She also mentioned the updated *Ripon Magazine*, and how it's important to focus on the new industry trends and the relationship between marketing/branding and engaging prospective students and families. Anderson spoke about the increased digital focus for Ripon College (social media, videos, etc.). Her team also continues to work on increased PR and pushing out College news more consistently and regularly. Recently, Ripon College has been in the *St. Paul Pioneer Press*, *Chicago Sun Times*, and *Milwaukee Journal Sentinel*). A new initiative called A+ Athletes features student athletes who shine in and out of the classroom. The three areas of focus for A+ Athletes are: read more stories, become a Friend of Athletics, and/or become a Red Hawk (apply to attend). Digital signage will be added to The Pub and Commons to push out more messages about events around campus, share social media posts, and highlight special visitors on campus. Other new additions to campus will be campus map kiosks and a new Pub awning.

The Board took a 15 minute break.

Tom Vaubel '79 and Amy Gerretsen '04 gave an update on the Career Discovery Tour that was held in Chicago over spring break. 22 students applied for 12 student spots. A short video was shown and two students, Danna Yu ’13 and Vance Lekvin ’13, shared their experiences and answered questions. The response was very positive and the students thanked the Alumni Board for their initiative and leadership to fund the Career Discovery Tour. Suggestions for the trip include a focus on smaller entrepreneurs and was to offer this trip to juniors preparing for internships their senior year. Gerretsen will share the trip’s wrap-up notes with the Board. The next Career Discovery Tour will take place to Washington D.C. during fall break with 6-7 alumni hosts and an alumni networking event will be held as well. The Board was asked if they would be willing to make a fully funded long-term commitment to the Career Discovery Tour initiative. An anonymous Alumni Board member is funding $35,000 ($7,000 per year for five years) towards endowing the fund. It was suggested that the Board reach out to past Alumni Board members for their financial support with a goal of $100,000 for the Alumni Board Career Development fund.

Lori Schroeder '13 gave an update on the Phonathon and Tuition Free Forward Day. There are 33 student callers for the spring Phonathon and have raised $172,000. The computer system and automatic dialing is working properly and students are processing credit card gifts right away (144 credit card gifts this year compared to 90 last year). A total of 348 hours has been spent on the phone. For future year, calling pools will be segmented so that students are calling alumni of the same interest groups (ex. majors, extracurricular activities). Schroeder also gave an update on the 2nd annual Tuition Free Forward Day (TFF). It’s a celebration and also an education event designed to make students aware of the fact that gifts to the College help keep their education affordable. Gift tag signs go up a week before the events and TFF was heavily marketed to students on Facebook and Twitter. There were two events- a thank you writing lunch which featured free cupcakes and promoted for the next night’s event at Roadhouse. Free pizza, t-shirts, and Barbara Drive CD's (Dean Jerry Seaman’s band) were handed out. Barbara Drive performed later that evening, Rally was in attendance, and students were encouraged to live Tweet at the event. 350 students attended with positive feedback. Schroeder thought that more students understood TFF this year.

Gerretsen ‘04 reviewed the Commencement and Alumni Weekend schedules, and updated the Board on the Senior Class Gift. The Commencement theme is "Data & Decisions" and features two honorary degree recipients, Nate Silver and Steven Brams. Gerretsen passed around an Alumni Weekend volunteer sheet for Board members to sign up to help out. Alumni Weekend brochures are being mailed out this week to reunion years only and all the information is also posted online. We are having 10 reunions on campus this year. The Senior Class Gift report was shared.

Amanda Liethen '07 shared the Annual Fund reports. The number of donors is decreasing, but the gift amounts are increasing. One challenge this year was with the Fall Phonathon computer/phone system glitches which may have impacted the amount of donors.

Andrew Kitslaar '06 introduced the spring nominations memo on behalf of the Governance Committee.

**BOARD ACTION:** The Board approved two Alumni Association Senior Award recipients to be honored at the Awards Convocation on April 17th.

**BOARD ACTION:** The Board approved the nominee list for Alumni Trustee and Alumni Board members.

Spaeth '04 introduced Board officer elections, beginning with the President nominees. Andrew Kitslaar '06 asked to be removed from the slate. Rick Lewandowski '75, Gregg Petersen '78 and Kathy Wade '88 all spoke from the floor concerning their interest. Discussion was called for, in which, Lewandowski, Petersen and Wade left the room during discussion, voting followed.

**BOARD ACTION:** Lewandowski was elected the new Alumni Board President.

Spaeth next introduced the elections for Vice President. Craig Ferris '65 and Joe Tolan '81 asked to be removed from the slate. Michelle Buss '95, Andrew Kitslaar '06, Dan McNaughton '86, and Kathy Wade '88 all spoke concerning their interest. Buss, Kitslaar, McNaughton and Wade left the room during discussion, voting followed.

**BOARD ACTION:** Kitslaar was re-elected the Alumni Board Vice-President.

The Board adjourned at 11:45 a.m. to lunch and committee meetings in the Main Dining Room of Pickard Commons.

A faculty & staff career networking event with the Alumni Board was held at 4:30 p.m. in the Joyce Lounge of Pickard Commons, followed by the 2013 Cap & Gown Party in Great Hall.

**B. Proceedings (Saturday, 4/6/13)**

Standing Committee meetings continued over breakfast in the Main Dinning Room.

Webster gave a brief Trustee report in absence of the Alumni Trustee members. He included an update on Storzer including Julie Johnson's new position, full time Athletic Director (no longer coaching).

**C. Standing Committee Reports**

**(NOTE:** Full minutes/meeting notes from all committees are attached.**)**

Michelle Buss '95 **(Advancement Committee)**

* Career Discovery Tour fund/endowment- Set a goal of $15,000 in pledges committed by 2015 (to make $50,000), solicitation will include present and past board members. Current Alumni Board members will be asked to continue to support the Annual Fund, Cap & Gown Party, Senior Class Gift match, and the Career Development (among others areas of personal preference).
* Another campaign peer screening was suggested if the Board members would commit to picking at least five names that they would be willing to reach out by phone or letter. Ripon College would help with getting materials ready.
* Tuition Free Forward Day went much better this year and the committee wants to continue keeping the students educated and also getting faculty more involved. It was suggested adding a message during commencement to getting the word out to parents to make a gift and "pay it forward." Parents should also be aware of TFF Day- a mailing was suggested to send out to parents around the TFF time.
* The Senior Class Gift reached 70% at the Cap & Gown Party last night- there were 20 new donors. The next solicitation by the Senior Class Gift Committee will be door to door- with a goal of 80%. If seniors give $50- it will get them in the 1851 Club and they will be invited to the 1851 Club Reception during Alumni Weekend.
* Class Agents are still needed for the Classes of 1956, 1963, and 1986. Dan McNaughton ‘86 has agreed to be the Class Agent for 1986.

Kathy Wade '88 **(Ripon Person Committee)**

* ROI panel theme- this year's theme is "Work World Entry"- the goal is to find a panel of alums to see how they entered the workforce- through internship, shadowing, graduate school, self starter, networking, research internship, etc. Wade '88 will put out a request via email.
* Alumni Engagement- Focus on ways alumni can give back non-financial, focusing on 14 items. Wade '88 is working with Liethen '07 for next e-newsletter (i.e. wear booster wear and add a link to the bookstore website).
* Cap & Gown Party update- over 120 students attended. Suggestion made to send Alumni Board bios to faculty as well as the seniors. Vaubel '79 asked for feedback on the faculty/staff social being in the lower level of the Commons. Most enjoyed the event and noticed that more faculty attended. Some complaints were that the open space made it difficult to tell who was coming and going, and there was not any meat available on the buffet. Vaubel also mentioned that he put in a 13 for 2013 proposal for all seniors to get business cards.
* Working with Wolfgram '03 on getting more letters out to perspective students- Wade will send out a list to Alumni Board on the Admission Volunteer Program- looking for five more alumni to work with the pilot programs.
* Wade also mentioned to engage more with alumni who designate their children in the legacy.

Rick Lewandowski '75 **(Governance Committee)**

* Lewandowski addressed the concern of increasing nomination information and candidates pool for awards and Board members. An online form was suggested for nominations.

**D. General Discussion/New Business/Old Business**

No further old business was discussed.

New Business-

* A pledge card will need to be created for the Alumni Board donations.
* Bill Neill '67 brought up a proposal for a Columbarium to be built on the College grounds. He is asking for the Alumni Board's endorsement of the idea to present to the Trustee Board for approval. Discussion followed.

**BOARD ACTION:** The Alumni Board endorsed the concept (9-7 vote) of the columbarium project for future discussion by the Board of Trustees.

Dick Bennett '65 (Athletic Hall of Fame member, Distinguished Alumni Citation recipient) will be recognized at the NCAA Final Four Men’s basketball tournament in Atlanta. He will receive $10,000 from Chick Filet for a charity of his choice. Bennett has chosen to make his gift to Ripon College, specifically the Weiske/Gillespie Fund for Athletics (helping meet the goal of $25,000 before June 30 for the Hopp Challenge).

**BOARD ACTION:** The Alumni Association Board of Directors unanimously adopted a resolution recognizing and thanking Richard A. Bennett, Class of 1965, for directing the Chick Filet gift to the Ripon College Weiske/Gillespie Fund for Athletics, and to thank him for his ongoing commitment to and support of Ripon College and Ripon College Athletics.

**E. Recognition of Retiring Board Members**

The following retiring members were recognized: Dante Houston '01, Andy Voigt '97, Raymond Allen '15, Kyle Crombie '14, Hannah Erdman '14, and Daniela Santiago '15.

Those not in attendance were also recognized: Ron Balej '53, Laura Kreofsky '91, Matt Umhoefer '95, and Sophia Kaounas '14.

**BOARD ACTION:** Adjournment was made at 11:26 a.m. after singing the Alma Mater.

Respectfully submitted,

Amy Gerretsen '04

Alumni Board of Directors Executive Secretary

Director of Alumni Relations