

*Ripon College Alumni Association*  
*Minutes and Meeting Highlights-Page 1*  
*Spring Meeting, Friday-Saturday, March 30-31, 2012*

Presiding: Spaeth

Attending:

**Alumni Board:** Buss, Carlson, Cisar, Enright (student), Erdman (student), Ferris, Houston, Kitslaar, Laufenburg, Lenz, Lewandowski, McCullough, Padilla, Petersen, Tolan, Umhoefer (Alumni Trustee), Voigt, Wade, Waldvogel, Warmack, Zindar

**College Administration/Staff:** Seaman (Interim President); Ellis, Gallagher, Gerretsen, Hintz, Liethen, Malchow, McKenzie, Scanlon, Webster (Advancement); Wolfgram (Admission); Vaubel (Career Development); Tudor (student)

Absent: Balej, Breuer (student), Gillard, Hansen (Alumni Trustee), Kaounas (student), Kreofsky, Larson, Meier (Alumni Trustee), Miller

**A. Proceedings (Friday, 3/30/12)**

Spaeth welcomed everyone and opened the meeting with the singing of the Alma Mater at 7:50 a.m. Announcements followed.

**BOARD ACTION:** The Board approved the minutes from the fall 2011 meeting.

Alumni Board and staff members made self-introductions.

Margaret Wolfgram '03, a regional director of Admission, spoke about expanding the Alumni/Parent Admission Alliance (AAA) program to increase the amount of qualified pool of students and families. New or updated initiatives include:

- New name and logo for the AAA program by June 2012.
- Alumni Referrals- Margaret will be sending out a letter as a follow-up to alumni who make student referrals.
- College fair training- Development of a college fair training for alumni volunteers.
- Professional Letters- From alumni in a variety of career fields to students interested in a certain major.
- High School drop offs/counselor meetings-
- Communication- General and targeted messages to AAA volunteers. AAA information should also be included the monthly Ripon e-newsletters.

Vaubel presented a brief report about the Career Development office.

- More than 70 students interested in the virtual mentoring program.
- The faculty/staff career networking with the Alumni Board will take place later this afternoon.
- The Return of Investment alumni panel will take place during the fall 2012 Alumni Board meeting.

Gerretsen reviewed Commencement and Alumni Weekends.

*Ripon College Alumni Association*  
*Minutes and Meeting Highlights-Page 2*  
*Spring Meeting, Friday-Saturday, March 30-31, 2012*

- The Commencement theme is "Liberal Arts Colleges: Tradition & Change" and there will be two honorary degree recipients including Professor Emeritus Robert "Spud" Hannaford. At this time, the size of the graduating class is approximately 220.
- An Alumni Weekend volunteer sign-up sheet was routed.

Bryanne Tudor '12 gave a brief update about the Senior Class gift. Their participation rate is at 60.5% due in part to the VIP Party. The Senior Class Gift committee has mailed out a solicitation letter and is holding a raffle at the Cap and Gown Party later in the evening to further encourage gifts.

McKenzie presented an update about the Phonathon and Tuition Free Forward Day (TFF). It has been very successful this year, currently at the highest amount raised since the spring of 2008. The Phonathon will continue until April 12, 2012. TFF Day took place on January 27, 2012. He was very pleased with the student turnout. Students wrote 80 thank you cards and recorded 19 videos as thank yous to donors. Jerry Seaman's band also performed that evening and was a big draw.

Liethen discussed the Annual Fund. The number of donors has increased, but total funds are down compared to last year. However, many Phonathon pledges are still open. Webster also mentioned that \$7 million (restricted and unrestricted funds) should be in by June 2012. Gallagher gave a brief report about the chair challenge which will build Annual Fund participation hype and momentum, ultimately increasing the number of new donors. Annual Fund participation rate has increased (593 new donors) and the challenge has raised more than \$90,000 to date.

Wayne Webster offered a presentation on the capital campaign updates. He explained the *Imagine Tomorrow* campaign in more detail and provided a summary of the current progress and timeline. The public launch of the campaign will be announced in the 2012-2013 academic year and will conclude by June 2015. He went into greater detail about the leadership and public phases of the campaign. Webster also reviewed the impact of the campaign to date, the next steps, and what challenges may lie ahead.

The Alumni Board can help the capital campaign in the following ways:

1. Make a personal commitment at a level that you can afford.
2. Consider including Ripon in your estate plans.
3. Who do you know? What alumni are you in touch with who valued their Ripon education and are doing well? Help us identify and engage them – peer screening.
4. Possible service on a campaign committee.

Lisa Ellis, Director of Prospect Management and Research, instructed the Alumni Board members about the peer screening process. Following the instruction, Board members present completed their peer screening packets.

The Board took a 15 minute break.

Lewandowski asked the Board to review the updated operating procedures for any changes needed. There was a discussion in regards to the specific content and further information was discussed during committee time.

Kitslaar introduced the spring nominations memo.

**BOARD ACTION:** The Board approved three Alumni Association Senior Award recipients to be honored at the Awards Convocation on April 18.

**BOARD ACTION:** The Board approved the nominee list for Alumni Trustees and Alumni Board positions.

The Medal of Merit nominee has been approved by Interim President Seaman.

Wolfgram provided the AAA college fair training to Board members for their feedback and input.

The Board broke for lunch and committee meetings at Noon.

Optional afternoon activities included:

- "Accepted Student Days" Mixer was held at 3 p.m.
- A special presentation and reception for Jim Laufenburg '79, a significant sig award winner was held at 4:00 p.m.
- Alumni Board career networking with faculty & staff at 4:30 p.m.
- Class of 2012 Cap & Gown Party at 6:30 p.m.

#### **B. Proceedings (Saturday, 3/31/12)**

Standing Committees continued their meetings over breakfast.

Interim President Jerry Seaman gave the "State of the Ripon College". He spoke about how the 1990's were a tenuous time for Ripon College. However, the last decade has been positive for Ripon College- beautiful campus, and reaching many high goals (enrollment, endowment, academics, faculty/staff ratio, etc.). Seaman stated that Ripon College provides the total liberal arts experience, but of course there are ongoing challenges. Challenges include: international and national recruitment, and administration changes. Another challenge includes the capital improvements needed for the facilities (Storzer, Farr Hall, and Lane Library). There are also quite a few retirements and new hires annually.

**Alumni Trustee Report** -Umhoefer reported on several aspects of the February Board of Trustees meeting. One area of focus was Admission Office challenges including: demographics, strategies, requirements/needs for Ripon College, maximizing financial aid packages, constituent management software, and better use of resources/targeted focus.

He also discussed the Investment Committee (different fund opportunities, metrics – evaluating performance of the College) and Infrastructure Committee (needs, status, better understanding of technology, better allocation of all resources).

The Board took a five minute break.

### **C. Standing Committee Reports**

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

- Final updates of the Board Operating Procedures.
- Nomination process next steps.
- Internal communication, having a Board Facebook page in addition to the myRipon portal access.

**BOARD ACTION:** The Board approved the Operating Procedures.

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

- Return on Investment Panel
- Tuition Free Forward Day
- Virtual Mentoring
- Community Service

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

- Campaign and Peer Screening follow ups.
- 'Why I Give' Testimonials uses.
- Student Philanthropy, Young Alumni programming.
- Class Agents recognition.

**BOARD ACTION:** The Board approved being a part of the leadership phase by making commitments.

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

- None was brought up

### **E. Recognition of Retiring Board Members**

The following retiring members were recognized during the meeting: Ken Carlson '85, Amy DeKeyser Padilla '95, Kristen McCullough '04, Michael Enright '14, and Hannah Erdman '14.

**BOARD ACTION:** Adjournment was made at 11:50 a.m. after singing the Alma Mater.

Several members of the Board went to lunch in the Commons before departing campus.

*Ripon College Alumni Association  
Minutes and Meeting Highlights-Page 5  
Spring Meeting, Friday-Saturday, March 30-31, 2012*

Respectfully submitted,

Amy Gabriel Gerretsen '04  
Executive Secretary  
Ripon College Alumni Association