GRINNELL COLLEGE

Alumni Council Meeting
Friday, March 1, 2013
1:30-4:30 p.m. JRC 209

Present: Lorrie Buchanan Alves ’73, Mary Brooner ’71, Alexia Brue ’95, James Decker ’75, Joan Vander Naald Egenes ’58, Catherine Gillis ’80, Susan Henken-Thielen ’80, Mark Henry ’05, David Holmberg ’81, William Ingram ’53, Nancy Schmulbach Maly ’61, Barbara Hunt Moore ’65, Theretha Nelson-Littlejohn ’70, Carter Newton ’77, Renee Bourgeois Parsons ’96, Jonathan Richardson ’10, Rania Mohamed Robb ’03, Pam Dryden Rogacki ’64, Saurabh Saraf ’05, Lara Szent-Gyorgyi ’89, W. Ed Senn ’79, Kirpal Singh ’97, Matthew Welch ’96

Absent: Carl Adkins ’59, Angela Onuwachi-Willig ’94, Sherman Willis ’01

Staff: Melanie Drake ’92, Jayn Bailey Chaney ’05, Jackie Aanes, Meg Jones Bair, Beth Halloran, Jim Howard, Bonnie Primley

Guests: Joe Bagnoli, Jim Reische, Raynard Kington

I. Welcome and material review - Matthew Welch ’96, President

II. Report on Board of Trustee decision on need-blind admission - Raynard Kington, President

- The Board
  - Approved a continuation of need-blind policies for Grinnell’s domestic students
  - Approved the implementation of concrete objectives that will ensure the College’s sustainable commitment to academic excellence and access at Grinnell

Board Resolution: Grinnell affirms its two closely paired commitments to need-blind admission and meeting 100% of demonstrated financial need for domestic students. We will conduct an annual assessment of endowment performance, philanthropic support, net tuition revenue, and cost structure. If we have not demonstrated significant progress toward resolving the structural imbalance in our operating budget by the fall of 2015, we will determine at that time whether to pursue more aggressive enrollment management strategies or become openly need-aware, effective with the entering class of 2017.

- Board retreat set for June

Council realizes the difficulty of the issue and commended the Board for their transparency during the entire process.

III. Enrollment - Joe Bagnoli, VP for Enrollment/Dean of Admission & Financial Aid

- In 2015, Revenues will be Insufficient to Cover Costs:
Costs have been cut over time, but inflationary effects of maintaining our excellent program create a structural challenge in our budget.
Endowment spending is not a viable solution.
Net Tuition revenue at Grinnell does not compare favorably with our peers.
Fundraising at Grinnell does not compare favorably to our peers.

- Grinnell’s Market Position:
  - Defined—the ability to enroll strong students who are willing to pay the full cost of attendance
  - Compared to our need-blind, meet 100% of need peers, Grinnell has a weak market position (2010).
  - There is a natural downward trend in percent of full-pay students as costs increase over time (fewer can pay the increased costs).

- Observations:
  - The students with strong academic credentials and family financial resources are primarily located in the 50% of students that went to higher ranking schools.
  - The Median income of students who enrolled elsewhere compared to the median income of those who came to Grinnell are: Carleton-$10,000 higher, Kenyon-$80,000 higher, Macalester-$12,000 higher; Oberlin-$22,000 higher, Smith-$40,000 higher.

- Strategies to increase net tuition revenue:
  - Loan Cap Adjustment
  - Expansion of Merit Aid Program
  - Increase in Iowa Students
  - Elimination of Scholarship Indexing
  - Increase in Early Decision
  - Increase International Students with lower Discount Rate
  - Early Action program
  - New Website and Videos

IV. Development - Beth Halloran, VP for Development & Alumni Relations and Jackie Aanes, Director of Operations, Development & Alumni Relations

- History and previous practice of the office prior to the board decision Grinnell’s fundraising has not compared favorably with peer schools.
- Changes and results the past 2 years. In the past people were encouraged to give unrestricted and not restricted gifts. Several restricted funds have now been established to encourage alumni participation. Example: Class scholarship funds have been created for milestone reunion classes. Class solicitors are asked to encourage class participation in these programs.
- Financial aid goal for the Development and Alumni Relations Office:
  - To acquire additional dollars and not re-appropriated giving. Come up with ways for people to give that will encourage them to become annual donors and want to increase their giving each year.
  - Find a path of fiscal sustainability.
• Gap funding to be determined each year. This is the difference between amount of money actually raised and the cost per student each year.
• Roles all leaders of the institution can play: Guide, Advocate, or Solicitor
• She challenged the Council to decide which role they would play

V. Communication - Jim Reische, Vice President for Communications

• Communication plan for the department:
  o Discussed where the department has been and what the future plans
  o They have expended their staff from 7 to 14 which is the benchmarked average for a Communications office at peer schools.
  o Sarah Anderson ’98 has been hired as director of internal communications and Dan Weeks ’80 editor of the Grinnell Magazine is interim editorial director.
  o There is an open search underway for a creative director and permanent editorial director.
  o They will be working more closely with other departments on campus to create a cohesive website which is more easily navigated by prospective students, alumni, parents and others who frequent the site.
  o Update on Website will be more detailed during the Communication Committee report.

• Opportunities they will need to deal with in the next few months with regard to campus and projects they undertake: Insufficient information, unsteady partnerships, emerging financial challenges

Dismissed at 5:00 p.m. for GRINNELLINK participation.
Present: Lorrie Buchanan Alves ’73, Mary Brooner ’71, Alexia Brue ’95, James Decker ’75, Joan Vander Naald Egenes ’58, Catherine Gillis ’80, Susan Henken-Thielen ’80, Mark Henry ’05, David Holmberg ’81, William Ingram ’53, Nancy Schmulbach Maly ’61, Barbara Hunt Moore ’65, Theretha Nelson-Littlejohn ’70, Carter Newton ’77, Renee Bourgeois Parsons ’96, Jonathan Richardson ’10, Rania Mohamed Robb ’03, Pam Dryden Rogacki ’64, Saurabh Saraf ’05, Lara Szent-Gyorgyi ’89, W. Ed Senn ’79, Kirpal Singh ’97, Matthew Welch ’96, Sherman Willis ’01

Absent: Carl Adkins ’59, Angela Onuwachi-Willig ’94,

Staff: Jayn Bailey Chaney ’05, Jackie Aanes, Meg Bair, Beth Halloran, Jim Howard, Bonnie Primley

Guests: Jim Reische

I. Student panel report on current student projects: SGA President, Colleen Osborne ’13, Student Philanthropy, Laura Zats ’13, SAA, Jennelle Nystrom ’14

II. Henry Rietz ’89, Heather Lobban-Viravong, Co-Chairs of the Council on Diversity and Inclusion
   ● Committee has been in effect for 1 year
   ● Their charges this year were to create a diversity policy and oversee the student initiative to make the College Mission statement gender neutral
   ● They asked the Alumni Council members to support proposed changes to the mission statement.

   Motion: We endorse the Committee on Diversity and Inclusion’s proposal that the College change its Mission Statement by replacing “educating young men and women” with “providing an education” in the sentence “The College pursues that mission by educating young men and women in the liberal arts through free inquiry and the open exchange of ideas” and by replacing “women and men” with the word “individuals” in the phrase “The College aims to graduate women and men who can think clearly, who can speak and write persuasively and even eloquently. Motion: Brooner, Second: Szent-Gyorgyi; Vote: Unanimous, Passed

III. Committee Reports
   A) Networks - Pam Rogacki, Chair
      ● Admission update – significant increase in interviews by GRASP Volunteers
Committee will assist in cleaning up the GRASP volunteer list by contacting interested volunteer to determine if they are still interested in volunteering.

CDO Update – Silicone Valley tour update will come later with Arlene Holmes and students who participated.

Networking seminar and upcoming industry tour in Chicago

B) Alumni Relations - Dave Holmberg/Rania Robb, Co-chairs

- Update on CA taskforce. They have been asked to reconvene and give thought to a volunteer mentor program and explore questions such as; the criteria for those participating in a mentor program, the expectations of the program and its goals.
- They are resuming the ‘volunteer spotlight’ to be posted on the website.
- They will be helping with a quarterly volunteer newsletter beginning with a June issue. There will be an Alumni Council Corner and have been charged with suggestions on how to use the AC space.
- Are penning thank you notes to all volunteers that helped with planning Reunion 2013
- Helping build momentum for Founders Day (June 10)

C) Communication - Sherman Willis, Chair

- The Committee reviewed the new website renovation project which is being done by the Office Communications and will continue to assist as they are asked.
- The new Loggia 2.0 project handled by the Office of Development and Alumni Relations and Promet will provide easier access and navigation via the main web site. The project will be launched in 2 Phases. Phase 1 will launch around Reunion time and Phase 2 in the fall of 2014. The Committee will be beta testers of the site and recommend ways to promote the site and receive feedback.
- Grinnell Magazine is creating the upcoming issue as a non-themed edition to encourage more alumni engagement and participation. The Committee will be reviewing Carleton’s web magazine to glean ideas.
- The Committee was asked to review the PF donor spotlight program proposal which it did. The Committee recommended a rewrite and reposition.
- Planning to meet and talk with the S&B editors to find best ways of sharing relevant information with Council
- Solicited Council for other issues that may be acted upon by the Communication Committee

D) Pioneer Fund/Development - Lara Szent-Gyorgyi/Ed Senn, Chair

- Steven Kent Challenge tabling this weekend. 46 students signed up to give gifts.
- Working on donor spotlight program expansion with Communication Committee and what role Council members can take.
- Proposed to develop more spotlights with the following structure
Reflection on their time at Grinnell College
How does the Grinnell experience affect their life?
Why do they support Grinnell College?
How does their support today help students tomorrow?

- Discussion of donor culture – was decided that this topic warranted further discussion at a future meeting
- Discussion on proposed committee change from PF/Development to Stewardship. The purpose of this committee would be to partner with the Director of Donor Relations to extend stewardship beyond the scope of the office staff and to focus on timely and personal recognition of significant giving, development of compelling impact/outcome items and crafting and administering programs that bolster other types of stewardship—specifically volunteer stewardship

Motion: Effective July 1, 2013, the Pioneer Fund/Development Committee redefined to become the Stewardship Committee. The new focus of the group would be exclusively on stewardship. Meg Bair will become the primary staff liaison to the committee. Motion: Senn, Second: Willis, Vote: Unanimous Motion: passed

Motion: To appoint Mary Brooner along with Nancy Maly to prepare necessary changes in wording to the By-laws to present to Council members in 2 weeks for electronic vote. Motion: Brooner, Second: Newton, Vote: Unanimous: Passed

E) Awards - Carter Newton, chair

- Gave special thank you to Marcia Grosenbach for her dedication and work in researching and preparing the award nominations and her support to the committee.

- Document was given to the Council outlining the Awards Committee, their process of selecting winners, and recommendations for moving forward. Question was raised about whether life trustees could or should be considered for alumni awards. It was decided that this was something that should be discussed at a future meeting. Suggestion was to create a “what makes a good nomination?” section and add it to the website as soon as possible. Suggested having a discussion of good nominations at next Spring Volunteer Weekend for Reunion Planners.

- Posthumous Awards discussion. The intent of the Awards program is to give them to living alumni. Attendance at Reunion is the only requirement with which the recipient must agree. If a recipient is either unwilling or unable to attend the Council has either chosen to give the award to an alternate or not give the award at all. Committee concurs that awards should be given to living alums that are willing/able to attend Reunion but also believe the Committee
should have the option of recommending posthumous recognition in special cases.

Motion: To accept the recommendation of the Alumni Awards Committee to present Alumni Awards posthumously in only the most rare occasions. Motion: Brooner, Second: Szent-Gyorgyi, Abstain: 4  Vote: Unanimous  Passed

- Self-nomination discussion. Under current practices, self-nomination is allowed. This may become problematic in the future because they do not reflect broad support of classmates and/or third parties which make the nomination a good/strong one. There was no strong consensus among the committee to continue or discontinue the practice of self-nominations so the Committee recommended taking no action on self-nominations at this point
- Senior Alumni Awards discussion. During Baccalaureate each year, a Senior Alumni Award is presented to a deserving graduating male and female student under the sponsorship of the Alumni Council. Each year students, faculty and staff are invited to nominate deserving students. Though the award is given under the sponsorship of the Alumni Council, the Council as a body has no formal action on the nominations. After discussion of solutions, the following motion was offered:

Motion: The Council affirms the creation of an alumni faculty/staff committee to select the Alumni Senior Award recipients, with Council members invited to participate on the committee. The chair of the Alumni Awards Committee is charged with the responsibility of soliciting interest among Alumni Council members and forwarding their names to the Alumni Relations Office. If no Council member is available, the committee will be empowered to go about its work. Motion: Brooner, Second: Singh Vote: Unanimous  Passed  Nancy Maly volunteered to serve this year.

- Committee Composition discussion. No action was taken. Recommendation was that the Executive Committee of the Council discuss the issue and possible recommendations.
- General suggestion that the Committee have a list of past award winners when determining new recipients.

Meeting adjourned at 12:00 for lunch
Alumni Council Meeting
Saturday, March 2
2-5 p.m.  JRC 209

Present:  Lorrie Buchanan Alves ’73, Mary Brooner ’71, Alexia Brue ’95, James Decker ’75, Joan Vander Naald Egenes ’58, Susan Henken-Thielen ’80, Mark Henry ’05, David Holmberg ’81, William Ingram ’53, Nancy Schmulbach Maly ’61, Barbara Hunt Moore ’65, Theretha Nelson-Littlejohn ’70, Carter Newton ’77, Renee Bourgeois Parsons ’96, Jonathan Richardson ’10, Rania Mohamed Robb ’03, Pam Dryden Rogacki ’64, Saurabh Saraf ’05, Lara Szent-Gyorgyi ’89, W. Ed Senn ’79, Kirpal Singh ’97, Matthew Welch ’96, Sherman Willis ’01

Absent:  Carl Adkins ’59, Angela Onuwachi-Willig ’94, Catherine Gillis ’80 (called away for family illness)

Staff:  Jayn Bailey Chaney ’05, Jackie Aanes, Meg Bair, Beth Halloran, Bonnie Primley

I.  Trustee Update – Atul Gupta ’88 presented his background before coming to the Board of Trustees and discussed his hopes for future partnership between Trustees and Council. He then entertained questions.

II.  Industry Tours – Arlene Holmes, Asst. Dir. of Alumni Relations and Career Development Programs, Adam Glassman ’13 and Katherine Ingersoll ’13
  •  Gave an overview and impressions of the Silicon Valley tour
  •  Announced that Chicago will be the location for the next student tour which will be themed around social service careers
  •  Entertained questions

III.  Website and Loggia 2.0 Update – Jim Reische, VP Communication and Jackie Aanes, Director of Operations
  •  Background review & evaluation of current Website
  •  Outlined priorities for the Grinnell.edu home page: prospective students, alumni, current students, faculty and staff.
  •  Site has been made ADA compliant.
  •  Timeline for launch was discussed with public launch in late spring.
  •  Loggia 2.0 history and milestones
    o  Professional partners with Promet Source and Limina AO
    o  Internal kick-off was January 3, 2013
o Is a two-phased project. Phase one deals with critical functionality and baseline, directory/profiles (easier search functions), Volunteers (group discussions and easy-access resources, events (event registration, calendaring and confirmations), groups, Alumni News (alumni focused and alumni generated content), and online giving (intuitive, streamlined, and secure).

o Phase two is the bells and whistles, digital Grinnell, enhanced geographical search features, history of giving and volunteering, and webinars/streaming videos.

o Phase 1 beta experience is planned for Reunion 2013

o Also incorporating alumni lifetime email

o There was discussion on whether or not to name the new project. Voting by a show of hands indicated Council preferred no name for the project.

IV. Membership – Nancy Maly, Chair

- Committee was given 3 charges: Look at the expectations for new Council members and review attendance policy, propose a slate of nominations for Council membership and manage the election process.

- Expectations for new Council members
  - Alumni Council members will be expected to be prudent when making travel decisions and arrangements. To the degree that they are able, Council members will be expected to cover their individual travel costs for meetings and will designate those expenses, in part or in full, as in kind contributions to the College. For those unable to contribute travel expenses, travel costs will be reimbursed. Lodging and meal expenses while in Grinnell are fully covered by the College for all Council members.

  - Alumni Council members will be expected to work on the business of the Council between meetings which will include serving on a committee, participating in conference calls, supporting local alumni activities whenever possible and other duties as assigned.

  - Alumni Council members will be expected to make an annual financial contribution to the College which will be designated for the Stephen K. Kent ’67 Memorial Senior Challenge unless otherwise indicated.

- By-Law review of sections 1 and 10 with reference to the attendance requirement. A proposed draft amendment was provided to members prior to the meeting.

RESOLUTION: The Alumni Council agrees to amend Section 1 and Section 10 of the Council’s bylaws with the text that follows, to better define membership expectations and monitoring and enforcement of those expectations:
Section 1. *Members of the Council:* The Alumni Council shall consist of 26 elected members of the Association. The President of the Student Government Association and the President of the Student Alumni Association of the College shall be members ex officio of the Council. Each year, at the Spring meeting of the Council, new Alumni members of the Council shall be elected by a majority vote of current members of the Council present and any members voting by absentee ballot as described in Section 8 of this Article V. The newly elected members' two-year terms shall begin following the Alumni Assembly occurring during Reunion Weekend. Each new member elected to a position on the Council shall serve for a period of two years, with no more than three terms to be served consecutively, except as specified in Section 2 of this Article V. All Council members are required to attend three full Council meetings within each two-year term. Upon prior request to the President of the Council, a member may be granted an excused absence, but only for urgent personal or family concerns. An excused absence may also be granted when travel conditions prevent a Council member from reaching Grinnell. Such excused absences, if granted, may allow a member to miss more than one full Council meeting in each two-year term. However, no Council member may miss more than two consecutive Council meetings, whether excused or not, during the member’s full term of service. A member who misses more than two consecutive Council meetings shall be removed from the Council. After completing the maximum of three consecutive two-year terms and leaving the Council, a member is eligible for election to additional terms once an interval of four years has passed since he/she last served as a member.

Section 10. *Removal of members:* A Council member missing more than one meeting during a two year term, without an excused absence, shall be automatically removed from the Council. A member missing more than two consecutive meetings shall be automatically removed from the Council regardless of whether an excused absence has been granted for one of the meetings. However, the member may appeal one’s removal according to the procedure set forth in this Section 10. A Council member may also be subject to a removal vote at the Executive Committee’s discretion. The Executive Committee must make its reasoning for any removal vote available to the Council at the regular meeting or fifteen days prior to a special meeting of the Council. Any Council member subject to removal shall also be given fifteen days’ notice in advance of the meeting by the chairperson of the Election and Membership Development Committee and may appeal the decision of the Executive Committee in writing to the chairperson of the Election and Membership Development Committee, who will bring the appeal to the Council. A two-thirds majority vote of Council members present is required to re-instate the Council member.
After deliberation the Committee offered comments for clarification.

- A member who will be unable to attend an on-campus meeting needs to give the Council president as much advance notice as possible preferably not less than two weeks. Excused absences (a pass which does not count as an absence) would include missing a meeting because of birth, death or illness of an immediate family member or some act that was out of the control of the member such as a cancelled flight.
- Given the importance of face to face interaction and dialogue, missing an on-campus meeting but attending telephonically is not an acceptable option.
- Committee noted that the existing bylaws state that attendance includes FULL meetings. It was determined that to arrive late and/or leave early requires advance notification or will be counted as an absence even though the member is at the meeting for some period of time.
- Because all members are expected to do committee work in between campus meetings, it would be inappropriate to substitute committee conference call attendance for on-campus attendance participation.
- Committee recommends going forward that attendance will be monitored at on-campus meetings and that Committee chairs will record attendance on conference calls which should be included in the year-end committee reports.

By-Law sections discussed will be re-worded and sent to Council within 2 weeks for their review and an electronic vote.

V. Elections – Nancy Maly, Chair

- Slate of nominees for Council membership was presented: Richard Raridon ’53, Cameo Carlson ’93, Peter Calvert ’79 and Bill Simmons ’58.

Motion to elect to membership the candidates as presented. Motion: Rogacki, Second: Newton, Vote: Unanimous Passed

- Members to be elected to continue for a second term: Alexia Brue ’95, Barbara Hunt Moore ’65, and Angela Onwuachi-Willig ’94. Those to continue for a third term: Susan Henken-Thielen ’80, Mark Henry ’08, Pamela Dryden Rogacki ’64

Motion to elect Council members for an additional term. Motion: Brooner, Second: Henry, 1 abstention, Vote: Majority Passed
• Committee assignments will be completed once new members have been confirmed. Nancy will email the assignments then each committee can chose a chair, and representatives to the Awards and Membership committees via conference call.

• Thank you was conveyed on behalf of the Council to those whose service is ending: Joan Vander Naald Egenes ’58, Renee Bourgeois Parsons ’96, William Ingram ’53, and Carter Newton ’77.

• President elect election was held. Candidates, Dave Holmberg ’81 and Sherman Willis ’01 each gave 2-3 minute speeches. Ballots were cast which included 2 absentees. Majority vote was reached. David Holmberg ’81 was elected president elect.

Meeting adjourned at 5:15 p.m.