



Geneva Alumni Council

Abridged Minutes of the Regular Meeting
August 20, 2011

Attendance

Council Members:

Wendy Allman ('91), President
Ted Kay ('71), Past President
Barry Davis ('75), Vice President
Trudi Dunlap ('99), Secretary
Janet Wise ('64)
Carolyn Mollenkopf ('62)
Tom Pyle ('09)
Katie Rhodes
Kelly DiFilippo ('09)
Mark Sampson ('93 DCP)
Bruce Backensto ('69), *ex officio* Trustee representative
Melanie Katip, *ex officio* Alumni Relations Representative

Absent with regrets:

Jody Raeford (MSOL'07)
Donna Vohar
Gwen Ward ('12), *ex officio* GCSU representative

Guests:

Ken Smith ('80), Geneva College President
Jeff Jones, Vice President for Institutional Advancement
Tom Stein, Director of Alumni Relations

Note: The following is the abridged version of the minutes approved via e-mail on November 12.

1. Welcome and introductions

Wendy called the meeting to order and asked each participant to introduce themselves.

2. Opening prayer

Barry opened in prayer.

3. Updates

A. President's Update

Ken Smith provided an update to the Council:

B. Board of Trustees' Update

Bruce provided an update on the Board of Trustees committee activities.

C. Institutional Advancement Update

Jeff provided an update on the Institutional Advancement department:

D. Alumni Relations Update

Melanie provided an update at the meeting on recent Alumni Relations activities and events.

E. Geneva College Student Union Update

No update was provided due to Homecoming.

4. Homecoming

- Awards: Carolyn recognized Wendy for earning the Distinguished Service Award for 2011.
- Alumni Association table: information collection cards will accompany the backpack giveaway.
- Volunteers: Wendy asked for volunteers to staff the table at Homecoming.

5. Alumni Council pool

- Wendy provided a list of alumni interested in serving on the Council. The group can use this list for new council positions as well as other volunteer opportunities.
- Due to Anne Harper's resignation, Janet Wise has agreed to chair the nominating committee. Tom and Melanie will update and add information to the website.
- As future Council members are solicited, Wendy reminded the group that the Council should represent alumni groups by year, program, etc.
- Prospective Council members will meet at the Council's area at Homecoming at 10:30 am.

6. Job descriptions

Wendy provided a copy of the draft Council job description for comments.

Motion: Barry moved to accept the job description; Tom seconded the motion, which passed unanimously.

7. Council committee summary

- Wendy provided a committee summary document for review. Changes were suggested, and Wendy will provide an updated document at the November meeting.
- Wendy also provided a list of suggested additional committees. Discussion about creating separately focused Communications and Engagement Committees ensued.
- Advancement and Engagement Committees need the most reinforcing work; the Nominating Committee has been going well so far.
- Wendy suggested that the November meeting include a breakout time to discuss committee responsibilities.
- Ted suggested that members submit suggestions to committee chairs in advance of the November meeting; suggestions should be sent to the chair with a copy via e-mail to Wendy.

Action item: Wendy asked Council members to think about the Advancement and Engagement Committees. The goal will be to have a finished product describing the committees for the web.

8. Alumni-Student Connection Program

- Alumni-Student Connection Program was re-named the Student-Alumni Connect program after some input from Cheryl Johnston, Director of Marketing & Public Relations.
- Tom Stein and Melanie Katip are working on getting information out to students.
- Wendy and Tom participated in a conference call with Rob Rostoni and Mike Loomis to discuss possible marketing avenues for students. A number of options are being considered such as advertising through announcements at chapel, an article in *The Cabinet*, "Cokes and Connections," etc.
- We have a good alumni base right now, so marketing to them will take a back seat.
- Wendy asked for someone from council to volunteer to take over the program from her. Katie Rhodes stepped up and Wendy will work with her to transition all the data and protocol. Wendy will also assist Katie until she is ready to take it on by herself.

9. Open forum

10. Adjournment

Wendy adjourned the meeting.