



# Geneva ALUMNI ASSOCIATION

## Geneva Alumni Council

Abridged Minutes of the Regular Meeting  
June 4, 2011

For use on web.

---

### Attendance

#### Council Members:

Wendy Allman ('91), President  
Ted Kay ('71), Past President  
Trudi Dunlap ('99), Secretary  
Bruce Backensto ('69), *ex officio* Trustee representative  
Melanie Katip, *ex officio* Alumni Relations Representative  
Carolyn Mollenkopf ('62)

#### Absent with regrets:

Barry Davis ('75), Vice President  
Jeff Barnes (ADCP '01, MSOL '07)  
Anne Harper ('81)  
Tom Pyle ('09)  
Jody Raeford (MSOL '07)  
Gwen Ward ('12), *ex officio* GCSU representative  
Janet Wise ('64)

#### Guests:

Ken Smith ('80), Geneva College President  
Jeff Jones, Vice President for Institutional Advancement  
Larry Griffith, Executive Vice President  
Mark Sampson ('93 DCP)

### 1. Welcome, introductions, and devotions

Wendy called the meeting to order. Bruce opened in prayer.

Guests joining the Council meeting were:

- Larry Griffith, College Executive Vice President
- Mark Sampson ('93 DCP)

### 2. Introduction of Larry Griffith

Larry serves as an Executive Vice President overseeing Institutional Advancement, Operations and Human Resources, the Controller's office, and Enrollment.

### 3. Updates

#### A. President's Update

Ken Smith provided an update to the Council:

- The College's performance is "good" with a large incoming class and a good commencement.
- Progress continues on his work with the trustees, corporators, administration, and faculty.

#### B. Board of Trustee's Update

Bruce provided an update on the restructuring of the Board of Trustees, which will bring the board from 31 to 21 members.

- He reported that now 11 trustees will be appointed by the Reformed Presbyterian denomination, with six of 11 also serving on the Board of Corporators, which has been reduced to 13 members.
- The Board of Trustees will have three standing committees (business and finance, education,

and people and governance) and have established two other committees for the endowment and employee benefits.

- These changes are being made to provide the Board of Trustees with a greater voice in the direction of the college.

#### **C. Institutional Advancement Update**

Jeff provided an update on the Institutional Advancement department update.

#### **D. Alumni Relations Update**

Melanie provided an update at the meeting.

#### **E. Geneva College Student Union Update**

Gwen provided an update at the meeting. She will serve as the GCSU representative for 2011-2012.

### **4. Meet-and-Greet: Council Candidates**

Wendy introduced Mark Sampson to the GAC.

- Mark has a degree in Human Resources earned through the Geneva DCP program in 1993.
- He is currently in the development area for the Reformed Presbyterian Theological Seminary in Pittsburgh.

### **5. Committee Updates**

- **Advancement Committee:** Carolyn reported that she will be holding a teleconference soon to discuss recognition levels for donors. She will also discuss ideas on incentives for donors, with examples from Towson College. She expects to get things rolling shortly after Tom starts.
- **Nominating Committee:** Wendy reported that the list of Life G candidates was provided to Ken Smith; the committee also selected the winners of the Alumni Prize and were soliciting nominations for the Distinguished Service Award.
- **Engagement Committee:** Jody was not at the meeting; Wendy will contact him for an update.

### **6. Homecoming Planning**

The group discussed plans for Homecoming 2011.

- Table placement was good; an extra table will be needed for giveaway items.
- Giveaways will be drawstring bags with the Geneva Alumni logo. (Melanie to provide price estimates.)
- Stay in Touch cards will be used again.
- A banner with the Geneva Alumni logo would be useful.
- Refreshments to draw traffic would also be helpful.

### **7. Discussion of Council Candidates**

### **8. Alumni Council Business**

#### **A. Council terms and open positions**

- Wendy and the group reviewed the current council roster and assigned terms to each position:

**Four positions with term dates: June 2009 to May 2012**

- Ted Kay
- Janet Wise
- Carolyn Mollenkopf
- Trudi Dunlap

**Four positions with term dates: June 2010 to May 2013**

- Barry Davis
- Wendy Allman
- Jody Raeford
- Tom Pyle

**Four positions with term dates: June 2011 to May 2014**

- To be filled via July ballot.

**B. Ballot**

Wendy to work with Melanie to prepare a ballot based on interest from candidates met at recent meetings.

**C. Job description**

Wendy shared a draft of an “Alumni Council Member Job Description” with the group for discussion. The group agreed that the job description was a good idea.

**D. Finances**

The group discussed the value of providing giveaway items at Homecoming and an interest in generating revenue for the council that would fund these giveaway items.

**Action item: Trudi to investigate affinity program options that would return a royalty or other revenue to the College for the council to use on giveaway items.**

**9. Alumni Association Events**

**10. Adjournment**

Wendy adjourned the meeting.