



Geneva Alumni Council

Abridged Minutes of the Regular Meeting
August 25, 2012

Attendance

Council Members:

Barry Davis ('75) President
Katie Rhodes ('07), Vice President
Mark Sampson ('93), Secretary
Carolyn Mollenkopf ('62)
Tom Pyle ('09)
Crystal Arrington ('86) by phone
Kelly DiFilippo ('09)
Wendy Allman ('91),
Ted Kay ('71), Past President
Holly Magnuson ('02)

Council Members:

Adam Shaffer ('11)
Christian Coleman ('13), GCSU President
Tom Stein, Director of Alumni Relations

Guests:

Ken Smith, President
Jeff Jones, VP of Institutional Advancement
Mike Loomis, Dean of Student Development
Lamont Downs – The Academy
Kathy Downs – The Academy

Note: The following are the draft minutes to be approved via e-mail.

1. Welcome and introductions

Barry called the meeting to order.

2. Opening prayer

Tom Stein opened in prayer.

3. President's Update

Ken Smith, Geneva President came to update the Alumni Council on various happenings at Geneva.

- Ken has been on the road quite a bit this summer and now has visited all 50 states.
- Geneva finished in the black for the year even though enrollment was below target. Excellent management of budgets and spending played a significant role in this.
- Geneva is recognized as a strong financial organization that doesn't need to borrow money to cover expenses in traditional non-revenue seasons.
- Ken provided an update on Synod's realignment of the two boards and the benefits to come from this streamlining.
- The By-law revision is in a blended committee currently with a plan to have a recommendation available for the Trustees in January 2013. Feedback was gleaned from on-line surveys sent to various constituencies of the Geneva family.
- The federal lawsuit continues with little activity at this point. There is another deadline for updates in mid-November. Ken provided a concise history for those less familiar with the

scenario.

- The potential of a Shell cracking facility in the region presents some unique opportunities for the college to serve the community. A group of faculty, staff, and trustees are meeting to explore these opportunities. Geneva would like to be a place for all sides of the debate to meet and discuss the topic. The development of this industry could present some interesting options for engineering students and faculty.
- Center for Urban Biblical Studies (CUTS) in Philadelphia is ending a 30 year alignment with Geneva to affiliate with Lancaster Bible College to capitalize on LBC's multiple accreditations which more adequately fit the needs of CUTS students.

4. Updates

Board of Trustees

Ken provided an update on the Board of Trustees committee activities:

- Geneva has never had a contract for the president which is not in keeping other institutions. This is underway and plans will be finalized and presented to the Trustees at the October meeting.

Institutional Advancement Update

Jeff provided an update on the IA department activities:

- Jeff gave thanks to the Council for their efforts.
- Giving this summer is ahead of plan.
- Geneva received a \$200,000 grant to study enrollment process and how aid is distributed.
- Jeff discussed planned giving and the important role that it plays in the financial life of the college. There was an excellent discussion of the Heritage Society (a group of those who have indicated that they are remembering Geneva in their estate plan).
- Jack White, a board member of World Magazine, has played a role in attracting World Magazine to hold their board meeting in the area and host a subscriber event on campus. This is set around the same time as Homecoming, so it creates a few challenges logistically.
- Melanie's departure has resulted in the division of her work into administrative duties and special events. Others in the department have stepped up to absorb the additional work.
- Ken gave great praise for IA's excellent work and rejoiced in having a fully staffed IA department for the first time in his tenure as President.
- The IA department benefited from the visit of an Alumni Relations consultant who provided excellent insight into the Geneva family. Wendy, Katie, and Mark joined Tom and Jeff for a time of sharing of thoughts and ideas about the college.
- Jeff is celebrating the beginning of his third year at Geneva.
- Mike Loomis, Dean of Students, provided an excellent update on Geneva Across America, the fund raiser for student scholarships via a cross-country bicycle expedition. The Council will take into consideration a proposal to use some of the budget to sponsor this event.

Alumni Relations Update

Tom provided an update on recent Alumni Relations activities and events. Please see the pre-meeting information for a detailed review of activities since the last Council meeting. Tom noted that he has been having some excellent face to face time with many alumni. There was also a great value in being at the RP International Conference in July, meeting many alumni.

There was a discussion around plaques (commemorating war heroes of Geneva) historically displayed in Memorial Hall. These were removed some time ago during a remodeling project and never returned to

their prior places. There was strong sentiment by many in the room to rectify this situation in a more permanent manner.

Geneva College Student Union Update

Christian provided an update on the happenings at the GCSU.

- Working several different ideas to make an outdoor basketball court and expand the courtyard in front of Skye to have a more usable area for recreation and outdoor gathering.
- Pleased with the positive impact of the elimination of the trays in the dining hall which has reduced food waste and water usage.

5. The Academy

Lamont Downs presented information on this new and exciting multi-ethnic leadership program at Geneva. This joint effort with CCO and Degrees of Change that is aimed at assisting Geneva students to make a positive difference in the world by:

- Developing leadership skills
- Building community with fellow students
- Creating a guiding vision
- Enhancing college success tools.

More information is available at www.geneva.edu/academy

6. Council Membership News

- The resignation of Donna Vohar was accepted with regret.

7. Founders' Day

There was a good discussion around the concept of Founder's Day and its purpose.

- In keeping with the practices of several other colleges and recognizing the busyness of the lives of alumni, it is thought that this event should be rolled into Commencement with a focus on those graduating 50+ years ago. Those graduating sooner than this mark will be included in events at Homecoming.
- Discussion revolved around finding a way to honor the graduating classes of 50 years or more during commencement by having them march in or be involved somehow with the ceremony, such as moving tassels or greeting graduates.

8. Alumni Council Committees

- Tom provided four teams for the Council, distributed in the pre-meeting notes. Please note your team and select a leader.
- Teams are to set up meetings/conference calls prior to the next Council meeting in February. Please let Tom know when you are scheduling meetings as he may attend physically or virtually where and when possible.

9. RP International Conference – Carolyn Mollenkopf

Carolyn, also known as the T-Shirt lady, gave a spirited report on Geneva events at the RP International Conference, a gathering of over 2000 current students, alumni and potential future alumni.

- Over three hundred attended an alumni breakfast and received an update from President Smith.
- Oldest Geneva T-Shirt contest was popular.
- Frequent comments from alums about the need to ring the bell when a sports team is victorious.
- Discussion around the fact that many do not know the words to the alma mater.

10. Homecoming 2012 Planning

- Geneva's homecoming is scheduled for October 20, 2012.
- Council agreed to do an alumni give-away, a cell phone lounge.
- Tom will circulate an email to sign up Council members for staffing the Alumni Council table.
- There was discussion around the need for a more formal way of identifying Council members such as a specific shirt or name tag.
- Adam suggested tattooing which was only lukewarmly received.
- Tom will look at shirt options and email the group with further ideas.
- There was some discussion around a give-away for current students to familiarize them with the Alumni Association. Tom will check with Amy Eichenlaub on the possibility of this.

11. Adjournment and Next Meeting

Barry adjourned the meeting. The next meeting will be held on Saturday, February 23, 2013.