



Geneva Alumni Council

Abridged Minutes of the Regular Meeting
May 19, 2012

Attendance

Council Members:

Wendy Allman ('91), President
Ted Kay ('71), Past President
Barry Davis ('75), Vice President
Carolyn Mollenkopf ('62)
Tom Pyle ('09)
Katie Rhodes ('07)
Kelly DiFilippo ('09)
Donna Vohar ('83)
Bruce Backensto ('69), *ex officio* Trustee representative
Tom Stein ('86), Director of Alumni Relations

Absent with regrets:

Janet Wise ('64)
Mark Sampson ('93 DCP)
Trudi Dunlap ('99), Secretary
Melanie Katip, *ex officio* Alumni Relations Rep.
Gwen Ward ('12), *ex officio* GCSU representative

Guests:

Jeff Jones, VP of Institutional Advancement
Rob Rostoni, Director of Career Development
Adam Shaffer ('11)

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

1. Welcome and introductions

Wendy called the meeting to order.

2. Opening prayer

Barry Davis opened in prayer.

3. Career Development

Rob Rostoni, Director of Career Development came to discuss how his department could partner with alumni more to connect with one another and to connect with current students.

Areas of Focus:

1. Calling & Vocation – explore with students what this means through spirit-led conversations.
2. Professional Development – knowledge of what is going on in the industry of area of study, encouraging membership in national chapter membership groups
3. Career Development & Services – job fairs and job placement. Geneva mails an Employee Recruiting Guide to all HR alumni and there is a job/internship database called Geneva Job Link accessible by current students and alumni.

Alumni Council Support for Geneva Career Development:

Geneva alumni are this department's greatest asset as they understand the value of a Geneva education.

1. Alumni Council must be knowledgeable and engaged in Career Development.
2. Grow Student Connect program by better targeting alumni in certain disciplines to match with students, marketing the program to students and their parents that every Geneva student can be matched with an alumnus in his/her field of study and garner a 2-3 yr commitment by alumni to stick with the student they are matched with.

3. Promote Career Development to our networks of alumni.
4. Recruit alumni to help promote and participate in Career Development activities.
5. Tap alumni networks to recruit volunteers to provide student housing for internships

4. Updates

B. Board of Trustee's Update

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

- Looking to increase revenue from other sources to lessen dependency on tuition.
- A 5 person committee produced a white paper on the Reformed tradition.
- A by-laws re-writing committee has been formed.
- The Board policy manual is being updated.
- The college mission statement is being updated.

C. Institutional Advancement Update

Jeff provided an update on the IA department activities:

- Giving is about \$100K behind for the budget.
- Amount of people giving is up.
- Seeing a stable giving base.

D. Alumni Relations Update

Tom provided an update on recent Alumni Relations activities and events; he added the following to the report:

- Make sure all communications between council and other college parties go through Tom.
- A motion was made to adjust the Alumni Council meeting schedule from 4 meetings per year to three meetings a year (August, February, May). The motion was seconded and voted on. The motion carried. This schedule change will be implemented for the 2012-2013 council session.

E. Geneva College Student Union Update

No update was provided.

5. Alumni Relations Strategic Plan

Tom presented the updated Alumni Relations Strategic Plan and discussed:

Our Mission: The Alumni Relations Office exists to engage and enrich present and future Geneva College alumni in their lifelong relationship with the college.

Our Values

- Passion for Geneva
- Hearts of caring
- Minds for innovation
- Effectiveness in communication
- Future focus

Our Categories:

- Traditional Alumni
- Future Alumni
- Young Alumni
- Non-Traditional Alumni

Our Plans

ENGAGING

1. Alumni Engagement
2. Student Engagement

ENRICHING

1. Alumni Enrichment
2. Student Enrichment

Our Measures

1. Updating – percentage of alumni for whom we have valid email addresses.
Benchmark: 60% (1.1.12)
2. Joining – number of alumni in Geneva’s official social media groups.
Benchmarks: Facebook: 3,658 (1.1.12); LinkedIn: 1,000 (1.1.12)
3. Giving – alumni giving percentage and amount of alumni giving.
Benchmarks: 12% (2011-12 fiscal year); \$627,861 (2011-12 fiscal year – non-estate)
4. Participating – number of alumni and students taking part in the various enrichment and engagement activities.

6. Council Officers for 2012-2013

- Mark Sampson ('93 ADCP) was nominated and confirmed as Secretary/Historian.
- Katie Rhodes was nominated and confirmed as Vice President.

7. Founders’ Day

- The word “alumni” will be placed back into the event title.
- Hope to add more events to appeal to a larger group of alumni.
- Will continue to honor the 40th and 50th class reunions.

8. Alumni Council Committees

- Tom will email the council with the team descriptions/goals and pursue council members to rank their interest in each committee that they would like to serve on.
- Committees will be in place by the August 2012 meeting.

9. New Council Members

- Crystal Arrington ('86)
- Holly Magnuson ('02)
- Adam Shaffer ('11)
- GCSU Representative will be Christian Coleman the GCSU President

10. Homecoming 2012 Planning

- Geneva’s homecoming is scheduled for October 20, 2012.
- Alumni Council will have a table at the festivities with our new banner on display.
- Council agreed to do an alumni give-away. A window cling and license plate frame were suggested as possible items.

11. Adjournment and Next Meeting

Wendy adjourned the meeting. The next meeting will be held on Saturday, August 25.