



Geneva Alumni Council

Abridged Minutes of the Regular Meeting August 22, 2015

Attendance

Council Members:

Katie Rhodes '07, President
Mark Sampson '93, Secretary
Lynn Dobi '82
Tiffany White '04
Kelly DeFilippo '09
Ted Kay '71
Bob Rak '70
Mark Cowley '87
Special Guest:
Jolynn Frey- Alumni Relations
Laura DePetro '07 - Alumni Relations
Bill Edgar - Interim President
Gretchen Edgar
Jeff Jones, VP of Institutional Advancement
Bruce Backensto '69, Board of Trustees Representative
Andrew Butterworth '16, GSCU President

Council Members:

Absent:
Holly Magnuson '02
Adam Shaffer '11 Vice-President
Carolyn Mollenkopf '62
Barry Davis '75

1. Opening Prayer and Introductions

Katie Rhodes opened in prayer.

Introductions of new and existing members. Special welcome to our new members Lynn Dobi and Tiffany White. Also a special welcome was extended to the Bill and Gretchen Edgar. Andrew Butterworth joins us from the GSCU.

2. Geneva College Student Union Update

Andrew Butterfield provided updates concerning various aspects of ministry at Geneva. He particularly noted the family atmosphere and the close relationships that students and faculty have.

Ted asked how the Alumni Counsel might better interact with the GSCU. Andrew noted that the group has not met for the year and he would seek to work with the GSCU to help boost awareness of the Alumni Association and build a working relationship. The GSCU meets weekly. Council members are encouraged to think of other ways of interacting and pass those along through the Alumni office.

3. Interim President's Update

Bill has been on campus for two months and is spending a great deal of time observing and meeting everyone he can.

There has been an intentional effort to hold tuition increases to a minimum that past three years. Bill

provided background on the typical structure of tuition plans and the flaws in that format, hence the need to keep tuition lower. Results of this move has the 2015 incoming class is above the four year average. In a declining pool of graduating high-schoolers, this is good news. Incoming transfer students are somewhat lower.

Geneva administration focus at this point is:

- Keep tuition low to drive attendance.
- Reduce organizational debt. Large bond will be paid off 9/21 freeing \$1.5 million to \$2 million annually. No new debt is planned.
- Sharpen Geneva's Christian identity.
- Strengthen liberal arts core with flexibility in changing student demands and economy.
- Add programs where applicable.

How can the Alumni Counsel aid the mission of the college?

- Provide networking for jobs and summer internships.
- Keep and develop friendships in graduating years.
- Continue to foster alumni giving.
- Develop mechanism for feedback from recent alumni.

4. Advancement Office Update – Jeff Jones

Giving

- Change in appeal process. Bill writing appeal as more of personal emphasis.
- Large estate gift early this year.
- Developing "micro" fundraising strategies.
- Donation of \$1 million to improve curb appeal.

3. Alumni Office Update

Jolynn provided an update on the Alumni Relations department:

- Please see the Alumni Update on the website for the latest happenings.
<https://www.geneva.edu/page/alumni>
- Calendar provided and available on line.
- Working to engage students earlier in their Geneva career via the Student Life office. First event will be a tailgate picnic on September 5, 5 to 7 pm. Alumni Council members encouraged to attend and build relationships. Contact Jolynn to sign up. We will sponsor ice-cream for this event at a cost of approximately \$250. Approved by unanimous vote. Laura checking with Bruster's to see if they can donate ice-cream.
- See travel schedule. If you know people in those areas (see attached sheet) please pass their contact information along to Jolynn so she can visit.
- Alumni Shirt will be available to order for about \$26 each.
- Send Off picnic

4. Homecoming

- Homecoming and Family weekend combined together.
- Movie on the lawn scheduled, weather permitting.
- Dr. Watt will kick-off the weekend with a presentation on Jerusalem.
- Alexander will be open for meals.

- Registration tent has been renamed 'Check In' tent.
- Homecoming T-shirt is available via pre-order online.
- Volunteers needed for check in table Saturday and alumni dessert on Friday evening.
- Council asked to sponsor movie on the lawn with rain option on campus (about \$525).
- Activities from 11:30 to 2:30. Class and affinity reunions scheduled at various times.
- Various class years having formal events.
- Check website for most current schedule of events.
- The Homecoming Football Game will be at 3:00 this year.
- Brunch is scheduled for 10 am.

6. Adjournment and Next Meeting

Katie adjourned the meeting in prayer. The next meeting will be April 2, 2016 @ 9:00 a.m. August 27, 2016 is tentatively set as an additional meeting.