

Minutes of Alumni/ae Board Meeting  
McCormick Conference Room, Saint John's Prep  
1/17/2009 • 9:00 a.m. - 12 p.m.

Your World Awaits

**Present:** Doug Asquith '06, Wendy Hulsebus '90, Bob Mahowald '95, Rich Mies '76, Henry Padgett '69, Tony Randall '84, Chris Schellinger '87, Brenda Brown, Timo Backous, OSB

**1) Call to Order/Opening Prayer/Introductions**

The meeting began at 9:10 a.m. with Timo leading the group in prayer.

**2) Approval of minutes from last meeting**

Wendy moved to accept the minutes from 11/1/2008, Doug seconded, minutes were approved as written.

**3) Report from Headmaster, Timo Backous, OSB**

Pleased to report that six new students (mostly residential) started the second semester, which balanced out the six that discontinued, this is a good indication that since we remained stable, that we may not be as negatively affected by the economic downturn. Admissions is aggressively marketing to new sources, including parish Prep priests and asking parents to become Ambassadors for the school. The loss in the endowment due to the stock market has hit the school hard, leaving us short about \$416,000. We are in the process of right-sizing our student/faculty ratio from approximately 8:1 to 14:1 and we will be adding a 6<sup>th</sup> grade (one-room schoolhouse model) for the 2009-10 school year. We may need to cancel the Heroes of the World presentation as we are \$170k short of the costs involved to bring George HW Bush to the Prep School, also Pres. Bush's health is a concern. Faculty is still moving the International Baccalaureate forward, hoping to offer it in 2011.

**4) Report from Director of Development & Alumni/ae Relations, Brenda Brown**

Past Events

In the last quarter, we have held the Legacy Dinner on November 15, Christmas in Chicago on December 5 and Christmas at Saint John's on December 28. We are considering asking people to pay for the Legacy Dinner, to discourage no-shows and to help cover costs; the Board felt we should include language about donation suggested as a first step. Chicago event was tremendous- beautifully hosted and enjoyed by 30 guests. Christmas at Saint John's ranks as one of the most successful- 103 people attended and we ran out of beer at 8:30! Upcoming events include the DC Standup, Heroes of the World Event, Partners with Prep Breakfast and Reunion Weekend.

Communication

Periodic Prep continues to improve and is well received. We also began sending out funeral notices for interested classes and holiday greetings via email. The Web site continues to be enhanced.

Development

The Annual Appeal raised \$80,000, the goal was \$98,000. We need at least seven more Table Captains for the Partners with Prep Breakfast Event.

**5) Update the Involvement Worksheet- pass around & please complete at the meeting**

Those board members who were unable to attend the meeting, please let Brenda know what work group and/or task you would be willing to help with; these groups will meet "virtually" via email and phone calls, so ALL board members can participate. One member from each work group should present their group's progress at future meetings.

*(see next page for Involvement Worksheet)*

	Prep Life writer	Prep Life Editorial Board	Branding Work Group	Technology Work Group	Prep Life Work Group	Events Work Group	Faculty/Staff Work Group	Collegeville Colors volunteer	Gasthaus volunteer	Host a Stand- Up
Chris Schellinger '87	X		X		X		X			
Wendy Hulsebus '90			X	X					X	
Douglas Asquith '06				X						
Emily Bergen '08										
Jackie Burns '84										
Peter Dwyer '69										
John S. Dwyer '07										
Beth Flynn '05										
Kenneth Gutzwiller '56	X	X			X					X
Abbot John Klassen, OSB, '67										
Joe Kurr '91										
Soren Lagaard '05										
Marin A. Lagaard '06										
Bob Mahowald '95			X	X				X	X	
Rich Mies '76	X				X					
Joe Ostendorf '99										
Henry Padgett '69										
Tony Randall '84						X				
Tyler Stone '08										
Marty Stone '78	X									
Paul Sullivan '04										
Donn Thurk '56										
Morgan Zirbes Novak '07										

***Brenda reiterated that she is a member of ALL of the Work Groups and will work with each of the groups to make sure everyone has the resources they need to get their tasks accomplished. We are looking for the Alumni/ae Association Board Member Chair to call the group together (including Brenda), keep the group focused and make sure the group stays on task to complete the goal(s).***

**6) COMMUNICATION - Branding: By 2011, three times as many alumni/ae as now can tell us what the Board is/does and the Alumni/ae Board's profile is as high as the Board of Regent's.**

The survey (via Survey Monkey) will be prepared and sent out before Reunion Weekend. We will also set up a "kiosk" on a laptop, so Reunion attendees can respond to the survey at Reunion. One of the main questions should revolve around "what is the value of you being a Prep alum?" Those answers will help us to brand the Alumni/ae Association and make sure we are responding to alum's perceived value. This group will also create a three-panel informational display to be used at Reunion and all alumni/ae events to promote the Alumni/ae Association.

**7) COMMUNICATION - Technology: By 2011, we will use state of the art, consistent, user-friendly tools to communicate with alumni/ae to ensure a deep sense of community.**

This group will investigate podcasting/video and using a Web cam at the Reunion and other events, so alumni/ae who can not make it to an event can still be a part of the event. An example of pod/video casting would be taping presentations to students by visiting authors, etc. and then posting that on the Web site for alumni/ae to benefit from the presentation. We will also look at having a laptop with a Web cam at Reunion for classes to visit with classmates who could not attend (via Skype or another free service). We will also investigate using technology to be more able to hear the alumni/ae voice on current issues facing the school. We need to also make sure we have a solid information-sharing policy, especially as we explore technology like Facebook and an online alumni/ae directory.

**8) COMMUNICATION - Prep Life: By 2011, Prep Life will be a must-read, award-winning, high quality publication that highlights both current and past students and news.**

We are pulling together an Editorial Board for the May issue and Ken has gotten a few requests from alumni/ae to join the Editorial Board. Chris has met with Margaret Arnold and she would also be interested to serve on the Editorial Board.

- 9) **PARTICIPATION - Events: By 2011, there will be a 100% increase in attendance of Alumni/ae Board Events.**  
This group will be working on recommending the list of events that should be overseen by the Alumni/ae Board, in conjunction with staff and will define the responsibilities, people needed, etc. for those events. Henry suggested that we give more heft to the Armor of Light nomination process and ask each board member to prepare information to share about the nominee- so all are presented with the same amount of information and can be fairly assessed.
- 10) **PARTICIPATION - Board: By 2011, the Board will have ten consistently active members and five consistently active members at large.**  
We are continuing to promote the "at large" designation by filling the Work Groups.
- 11) **PARTICIPATION - Faculty/Staff: By 2011, through valuable mutual experience/resource utilization, we will double the number of faculty & staff involved in alumni/ae events.**  
Brenda let the faculty know that alumni/ae were ready and willing to be topical speakers and Amanda Hammen asked for an Iraq War vet to speak to her Austrian American History class. Brenda sent out a request in the Periodic Prep for alumni/ae to come and speak and she received many leads, including Bob Mahowald who spoke to the class and enjoyed it. Amanda thanked Brenda over and over and said Bob and the others added so much to the class. Brenda also received a request from Kris Fremo for a professional photographer and Brenda was able to find an alum to come and speak to Kris' class.
- 12) **INVESTMENT: Board Support: By 2011, 100% of the Alumni/ae Board will support SJP with a financial gift that is meaningful to their own personal situation.**  
Seven of the 26 members of the board or 27% of the Alumni/ae Board have made an Annual Fund financial gift to the Prep School in the current fiscal year (July 1, 2008 through June 30, 2009).
- 13) **ARMOUR OF LIGHT AWARD:** Henry Padgett and Brenda will document/update the Armor of Light nomination/awarding process. The awardee will be informed in August to keep the excitement up, but allow them to invite friends/family to the November event. A timeline will work back from August and a *Prep Life* article on the winner will be featured in the November issue. Brenda will write an article for the May issue which explains the award, its history and call for nominations. Brenda will also call for nominations in upcoming *Periodic Prep* e-newsletters.
- 14) At 11:55 a.m. Chris motioned to adjourn the meeting, all agreed and headed down to the Refectory for lunch.
- 15) **Next Meeting:** Saturday, March 21, 2009 from 9-12 noon in the TWIN CITIES, location TBD.

***Per Chris' request, a To-Do list will now be added at the end of the minutes:***

- All – identify one person to join as an Member at Large to join a Work Group (Brenda will give you an Olde Johnny Ale sweatshirt if you get at least one person to join!)
- Bob- lead the technology group in getting a Web cam for Reunion and investigate Pod/videocasting
- Wendy- lead the branding group in developing a survey for review in March
- Henry- work on a *Prep Life* article on his cemetery purchase and will serve as the Armor of Light chair
- Chris- will meet with faculty he is identifying
- Rich- will write a *Prep Life* article about Fr. Jim and join the Editorial Board & will write the Armor of Light article for August
- Tony- will pull the Events group together—will ask those on the board with a Reunion to join the Work Group (Burns, Dwyer, Ostendorf, Padgett & Sullivan).
- Doug- will join the Technology Work Group and especially offer Facebook insight
- Ken- hold the first Editorial Board meeting, continue to find suitable awards to apply for
- Brenda- make the Melkites are on the Ask Event video; mail marketing stuff to alumni/ae board asking them to promote the school; investigate Armor of Light process & list of nominees and give to Henry.

***Board members are strongly encouraged to attend upcoming events:***

February 21, 2009 Washington DC Stand-up  
 March 8-9, 2009- Southern California Stand-up  
 March 9-15, 2009 - Phoenix, AZ Stand-up  
 April 3, 2009 – Alumni/ae Career Mentoring Day  
 May 7, 2009 – Partners with Prep Breakfast Event  
 June 26-27, 2009 - Reunion Weekend