

Minutes of Alumni/ae Board Meeting
McCormick Conference Room, Saint John's Prep
11/1/2008 • 9:00 a.m. - 12 p.m.

Present: Chris Schellinger '87, Wendy Hulsebus '90, Ken Gutzwiller '56, Bob Mahowald '95, Marty Stone '78, Donn Thurk '56, Brenda Brown, Timo Backous, OSB

1) Call to Order/Opening Prayer/Introductions

The meeting began at 9:15 a.m. with Timo leading the group in prayer.

2) Approval of minutes from last meeting

Ken moved to accept the minutes from 9/13/2008, Bob seconded, minutes were approved as written.

3) Report from Headmaster, Timo Backous, OSB

Timo reported that the Finance Committee is looking at the potential effects of the economy and are preparing various scenarios if the enrollment drops over the next few years. The international money markets may have an impact, e.g. Korean Won value is 30-50% of the US dollar. However inquiries are up and recruiting efforts such as Discovery Day have attracted record number of interested students, so it seems like people are hesitant to cut their personal budgets when it comes to tuition (as national studies have indicated). We need to recruit 51 seventh graders for 2009-10, as there is an imbalance between the grades, which max out at 80. The faculty is moving the International Baccalaureate program forward, which will make the school more attractive to international students. There is also a greater focus on retention; ensuring that students are having a positive experience at Prep. The board suggested that we should promote more heavily that students can get through a lot of college here and save money.

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

Past Events

In the last quarter, we have held the Prep Classic, the David Hrdlicka '50 POW Flag Dedication, Gasthaus, Collegeville Colors and the National Alumni/ae Tour. Upcoming Events include the Legacy Dinner on November 15, Christmas in Chicago on December 5 and Christmas at Saint John's on December 28.

Communication

I have sent out the *Periodic Prep* on the third week of the month, with additional emails as things pop up. We are moving the mailing schedule for *Prep Life* to November, February, May, August because the previous timing puts a lot of pressure around the Holidays and Reunion. The November edition is at the printer this weekend and should be mailed the first week in November. The new Web site is up and running and I have added a lot of new pages and photos and keep it up to date.

Development

I am sending out the Annual Appeal on November 13 and hope to see another great response! I am also working on a new Breakfast Event on May 7- Partnering with Prep & New Giving Circle—Prep Partners—which will raise unrestricted funds via a multi-year pledge. I will need people to be willing to be Table Captains and I hope the board will be active with this new idea. I am also working with a SJU student to create a 7-minute video for the Breakfast and I will need some input for which stories to feature.

Activities

Virtual Trophy Case & Actual Trophy Case: photos are on the Web site and I am working with a donor for a trophy case, which would be in the transitional hallway before you take a right into the boy's dorm tunnel. Senior Photo Composites/Framing: Wendy has created beautiful composites for the years 2005-2008 as a single digital image, they are at the framers and I hope to have the composites and trophy case up by Christmas at Saint John's. I have gotten a great response from the Alumni/ae Display Case and the Alumni/ae PowerPoint on the flat screen. I have also joined the Forum of Executive Women and the Chamber Business Book Club.

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 the January & future meetings:

	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										
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										
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										

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.

This work group should revisit the 1998 survey for questions and to compare how we’ve acted on the last survey results. Tom Murtha did a great deal of work on the 98 survey and could possibly help us again.

Potential questions:

What does the alumni/ae want the board to do?

What is the need out there? Events? Information? Connector to the school/regents/alumni/ae?

Measure Reunion satisfaction- many changes since 1998.

Two questions: What do they want us to do?

What are you willing to do/participate in, etc.?

Once the questions are developed, we will design metrics.

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.

We need to use resources like Facebook & continue to send e-news and update the Web site. There was some discussion on generational use of technology to stay connected; group concluded that we

need to make sure all forms of communication are used since the alumni/ae's ages are wide-ranging. The group also discussed "virtual board members" or those alumni/ae who are "subject matter experts" and could help on a work group or with a specific task like texting, Facebook or Prep Life, etc.; and would "meet" via email and phone, and would not necessarily need to physically attend board meetings. We would reach a larger number of alumni/ae – and be able to tap into their skills. We should also check out available technology (at SJU?) for videoconferencing.

Work Group → "chair" is a member of the alumni/ae board, keeps the group moving and reports back to the board → "board members at large" are members of the board, but assigned to a work group or a specific task and do not need to physically attend the quarterly Alumni/ae Board meetings.

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.

The group reviewed some examples of alumni/ae magazines which Ken and Bob brought and Brenda passed out the third draft of the November *Prep Life* (which is at the printer). It would be good to include some questions about *Prep Life* in the survey. The group felt that the Editorial Board was a good way to go- this group would establish standards and measure the magazine against those standards and create publication plans for future issues. It was suggested that everything around *Prep Life* be put on the table and examined- even the name of the magazine- content, columns, etc.

9) PARTICIPATION - Events: By 2011, there will be a 100% increase in attendance of Alumni/ae Board Events.

Another question for the survey: how far would you go to travel to an event or Stand-up?
We should continue to go out to where the alumni/ae are to continue to connect them. There was good exchange about the Omaha and Sonoma Stand-ups.

There seem to be three types of events that the Work Group should analyze:

<u>Fundraiser</u>	<u>Alumni/ae (not a fundraiser)</u>	<u>Friendraiser (not a majority of alum or \$)</u>
Gasthaus	Reunion Weekend	Collegetown Colors
Prep Classic	Christmas at Saint John's	
Ask Breakfast	Legacy Dinner	
	Stand-ups: local and national	
	Career Mentoring Day	

10) PARTICIPATION - Board: By 2011, the Board will have ten consistently active members and five consistently active members at large.

We need to increase participation by those who can't physically make the quarterly Board meetings- consider changing the time to weekday and late afternoon/evening (3-6 p.m.).

We need to add "members at large" or subject matter experts- people who would like to either head up an event or be a part of one of the strategic plan work groups.

Brenda will put out information about the work groups and members at large in the next Periodic Prep.

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.

We need to make sure the faculty is engaged in the mission of forming alumni/ae and every involved in events. It should be a part of the culture and the job description that the faculty and staff are key to alumni/ae formation. As we have long-standing faculty and staff retire and we bring on new faculty and staff—how can we ensure that the new faculty is as involved as the old faculty is/was? The alumni/ae love seeing faculty and staff, but need to get to know the new ones. If you are an alumni/ae who doesn't have a child or grandchild currently enrolled, you probably don't know the new faculty/staff. Also—we need to communicate to the faculty that the alumni/ae can be used as a resource- they could come and give "real world" presentations about current events (i.e. financial crisis) or have other talents to share.

12) INVESTMENT: Board Support: By 2011, 100% of the Alumni/ae Board will support SJP with a financially meaningful gift.

There was a clarification discussion around "financially meaningful gift." The way it is worded, it could be interpreted to mean that the gift is substantial—it was intended that the gift is meaningful to the person. Although the focus of the alumni/ae board is to promote communication and participation, we hope that

those relationships result in a willingness to financially support the school. The board provides leadership by making their own gift that is meaningful to them.

13) At 11:55 a.m. Ken motioned to adjourn the meeting, Marty seconded, all agreed.

14) **Next Meeting:** Saturday, January 10, 2009 from 9-12 noon in the TWIN CITIES, location TBD.

Board members are strongly encouraged to attend upcoming events:

November 15 - (Saturday) The Legacy Dinner

December 4 - Milwaukee, WI

December 5 - Christmas in Chicago. Connect with friends and meet Abbot John Klassen '67 and Headmaster, Fr. Timo Backous. Hosted by Tom Murtha '69 and Katherine McCauley '99

December 11 - The Loeber Luncheon; U Club, Saint Paul

December 28 - Christmas at Saint John's from 7-10 p.m. in the Boys' Dorm (St. Michael Hall)

March 8 and/or 9, 2009- Southern California

March 9-15, 2009 - Phoenix, AZ

June 26-27, 2009 - Reunion Weekend