



ALUMNI ASSOCIATION BOARD OF DIRECTORS
Semi-annual Meeting
Friday, April 29, 2011
Allan Ruter '76, Presiding

Attending: Allan Ruter '76 – President, Sheila Kruse-Boyce '85, – President-Elect, Jennifer Albrecht '98, Kanasha Lee Baynard '94, Deb Stewart Bowman '74, Peg Sellen Dana '73, Mark Dohnalek '82, Mary Elliott '98, Jeffrey Flug '10, Jerry Gale '74, Kathryn Falb Gutz '57, Andrea Herrera '85, Mark Hudson '99, MJ Huebner '88, Derek Johnson '04, Molly Klokkenga '08, Dick McKeen '55, Jan Lansing Murphy '83, Matt Pilger '09, Lynn Ross Cope '87, Anna-Doretta Dilley Riley '90, Linda Spies Schilling '69, Dan Wilson '66 , Tim Wynes '83

Absent: Lee Schmutde '72, Michael Mudlaff '88

Staff: Jim Brown, Interim President of the College; Lisa White, Director of Alumni; Jackie Stewart, Alumni Programs Coordinator; Peter Wilch, Vice President for Alumni and College Advancement; Kristi Webster Columbus '96, Director of Development; Dustin Ross, Annual Fund Director; Minda Davison, Advancement Programs Coordinator; Dee Ann Rexroat, Director of College Communications; Jamie Kelly, Media Relations Director; Sharon Grice, Senior Associate Director of Admissions; RJ Holmes-Leopold '99, Director of Career Engagement Programs; Joe Dieker, Dean of the College; Chris Carlson, Special Assistant to the President

Meeting called to order by Allan Ruter. Allan thanked everyone for coming.

1. Approval of the October 15, 2010 minutes

It was noted that Dan Wilson was not listed as attending the Fall meeting and needed to be added to the October 15, 2010 minutes as being in attendance.

- Motion to approve by Sheila Kruse Boyce '85, seconded by Andrea Herrera '85. Approved on voice vote.

2. Report of Nomination Committee and Election of Directors

Dick McKeen '55 and Peg Sellen Dana '73 were nominated to the Board of Directors.

- Motion to approve by Jennifer Albrecht, seconded by Mary Elliott. Approved on voice vote.

At this time the Board recognized and welcomed Kanasha Lee Baynard '94, Dick, and Peg to their first meeting. In addition, an announcement was made that Michael Mudlaff resigned his position on the

Board. During the summer months, the Nominating Committee will work to identify and recruit six new directors—one to be seated at the fall 2011 meeting, five to be seated at the spring 2012 meeting—and will also determine the President-elect. This slate will be presented to the Alumni Board for approval at the annual fall meeting on October 14. Allan announced that the Alumni Board’s fall 2011 meeting will include President-elect Jonathan Brand in attendance. The spring 2012 meeting is scheduled for Friday, April 20, in order to coincide with the inauguration of President Brand.

As he began the roll call, Allan asked each Alumni Board member to give a two- to three-sentence update. The updates ranged from new job . . . traveling abroad. . . personal highlights. . . live in mother-in-law. . . some somber moments in life. . .

3. Update from Office of Alumni

Lisa White, Director of Alumni, announced these upcoming Alumni events:

- November 11, 2011 - Twin Cities @ University Club of St. Paul
- October 14-16, 2011 - Cornell Homecoming 2011
- September 21, 2011 - Washington D.C. @ City Club of Washington at Columbia Square
- September 9, 2011 - Chicago @ Sunset Ridge Country Club
- August 25, 2011 - C'YA Young Alumni Networking Event @ Red's Alehouse, North Liberty, IA
- August 18, 2011 - C'YA Young Alumni Networking Event @ Poag Mahone's, Chicago
- August 16, 2011 - Greater Cornell @ Cedar Ridge Winery
- August 11, 2011 - C'YA Young Alumni Networking Event @ Lodo's Bar & Grill in Denver
- August 4, 2011 - C'YA Young Alumni Networking Event @ The Muddy Pig in St. Paul
- July 13, 2011 - Chicago, CCCC @ Grant Park Music Festival, Millennium Park for "Broadway Rocks"
- June 12, 2011 - Denver @ Loukone Brother's Reservoir at Lake Valley Golf Club
- May 11, 2011 - Cornell College Club of Chicago Lunch and Learn @ The ACM Chicago Programs Office

Lisa gave a brief update on the progress of the Alumni Directory. At the time of the meeting nearly 3,200 Alumni had responded to the request to update their information. The project is scheduled to be completed in April of 2012. Lisa also gave an overview of the Alumni website and the Board of Directors portal.

4. Update on 8-term calendar proposal:

Presented by Jim Brown, Interim President; Chris Carlson, Special Assistant to the President; and Joe Dieker, Dean of the College.

- a. **Benefits of the 8 term calendar (Jim Brown):**
 - Less taxing on students and staff because the year won't be as long
 - Better opportunities for internships and summer jobs
 - Faculty will have more professional time
 - Staff will have more summer hours to complete back-logged work load
 - More time to complete brick and mortar projects
 - Better use of energy across campus
 - Fewer drop/adds (This is a culture that needs to be improved upon)

- Cost-savings in food plan/water/electric
- Enrollment growth without having to increase the number of faculty

b. Adjustments to be made through Academic Affairs (Joe Diecker):

- Summer sessions
- Online courses
- Addition of adjunct credits
- Off campus travel in the summer
- Catalog update

c. Comparisons with other peer institutions (Chris Carlson):

- Cornell's calendar year is on average 25 days longer than other institutions
- 32 credit hours to graduate is consistent with other institutions.
- Students will no longer have a built-in vacation block. Other institutions do not offer this because it is not cost effective.
- The college has been experiencing a high volume of drop/adds. Cornell had 120 students with illnesses, 246 with the 15 day drop in the 2009-10 calendar year. Compare this to Colorado College on the 8 term plan which has a higher enrollment and only a 3-day drop period had a combination of drops of only 74 students.
- There would be fewer double majors. Nationally there has been a downward trend in double majors.

5. Reports of Standing Committees

a. ENROLLMENT AND CAREER DEVELOPMENT:

Jan Lansing Murphy, Chair reported on behalf of the Committee.

Jan had Sharon Grice report on the status of the Class of 2015. At this time the numbers are looking strong with a wide range of ethnicity and strong scores. RJ Holmes-Leopold reported on the Career Engagement Center principals along with many of the programs that have been created to help students.

b. COMMUNICATION AND PROMOTIONS:

Lynn Ross Cope, Chair reported on behalf of the Committee.

The following individuals will be presented with honorary alumni status at the Spring 2011 Board of Directors Luncheon: Ed Sauter and Jim Baty from Sauter Baty Associates.

This fall the following awards will be given out to Alumni: Distinguished Achievement, John Smith '71; Leadership and Service Award, David Korslund '76, Dan Brennan '81, and Tamra Toussaint '86; Young Alumni Award Mikelle Wortman '10; Honorary Alumni Jonathan Brand, and Rachelle LaBarge.

Jamie Kelly gave an update on social media. At this time there are over 3600 facebook fans on Cornell's page. Communications is working on integrating a marketing plan as we prepare for the arrival of President Brand.

c. ALUMNI AND COLLEGE ADVANCEMENT:

Tim Wynes, Chair reported on behalf of the Committee.

Kristi Columbus reported on post-campaign projects.

- The Thomas Commons
- King Chapel
- Garner President's House
- Ash Park renovation
- McLennan Center in Chicago

Dustin Ross provided the Annual Fund report.

Senior Challenge 2011

Coordinator: Ariel Glasman '11

Sponsor: Jeff Winter '07

- Number of pledges through 4/25: 70 (*26% of the class*)
- Total number of pledges for SC 2010, 2009, 2008, respectively: 67, 68, 57
- Total pledged, including challenge funds: \$23,856.20
- Total pledged, including challenge funds, for SC 2010, 2009, 2008: \$22,202.50; \$26,452.00; \$32,434.64

Tuition Ends Day—a week-long celebration to educate the campus community about the importance of philanthropy for Cornell. Tuition Ends Day activities occurred April 4-8 or 83% through the academic year, to showcase the point in the year when tuition runs out—at least figuratively—and gifts to the college take over. Tuition Ends Day was celebrated during lunch on Friday, April 8.

- Cornell donors featured: 4
- Number of gift tags and purple bows placed on buildings throughout campus: 13
- Thank You postcards signed by students: 250

Phonathon

- Total phone dials: 109,019
 - Conversations the students had: 6,216
 - Total gifts pledged on the phone: 2,837
- Total amount raised through Phonathon: \$500,285.50

Minda Davison reported on the Class Agent Program.

In the winter of 2011, Advancement staff conducted a survey of more than 6,000 Cornell alumni to define attitudes of Cornell's current Class Agent program. The survey yielded 1,040 responses. Some of the key findings include:

- 57% read their class letter right away and 32% set it aside to read when they have time. In total, 89% of respondents read their class letter soon after receiving it.
- 70% of respondents look forward to receiving their class letter, and 65% feel that their class agent writes engaging and informative letters.

- 82% consider news and updates from their classmates to be the most valuable part of the class letter.
- 68% consider news and updates from Cornell to be a valuable part of the class letter.
- 57% of respondents do not submit news and updates for their class letter. The main reasons being they don't know how/don't feel like they have news worth sharing, forget to submit news, have submitted updates in the past that were never printed.
 - 85.6% of respondents want to see more Alumni news and updates in their class letter.
 - 35.4% receive their class letter electronically, and of that group 97% prefer receiving it in this format.

LUNCH

6. Issues of the Day:

- a. Interim President Jim Brown spoke about his year as Cornell's President. He was honored to be able to fill this position for the college.
- b. Allan Ruter presented Jim Baty and Ed Sauter with Honorary Alumnus status.

7. Initiatives Tour

The Board split into committees and toured the three centers:

- a. The Berry Center for Economics and Public Policy (Director Jamie Waldron)
- b. The Career Engagement Center (Director RJ Holmes-Leopold)
- c. The Dimensions Center for Science and Culture of Healthcare (Director Julie Barnes).

8. New Business

The Board met at the Paul K. Scott Alumni Center at Rood House to discuss the inauguration and homecoming.

- a. Lisa and Dee Ann presented the plan for inauguration, scheduled for April 21, 2012, and first year alumni events, introducing President Brand to the greater alumni community.
- b. Lisa introduced plans to involve alumni in a vetting process, including surveys and focus groups, to help determine what changes should be made to homecoming schedule and offerings. It was determined by Lisa and Vice President for Alumni & College Advancement Peter Wilch that no major overhauls to the homecoming structure should occur until President Brand arrives, so that he has a chance to see it in its current format and can provide input. Some Board members expressed their concern with delaying changes. Others recommended ideas for new programs. There is an interest by many to increase the Alumni Board's presence at homecoming by having the Board staff an event, such as a beverage tent at Ash Park. With potential changes in the future, the nature, scope, and schedule of homecoming events will continue to be an important issue for the Alumni Board.

9. **Meeting Adjourned**, 4:45 p.m. Motion by Andrea Herrera '85, seconded by Dan Wilson '66. Motion approved unanimously.

Respectfully submitted,
Jackie Stewart, Alumni Programs Coordinator