



ALUMNI ASSOCIATION BOARD OF DIRECTORS
Annual Meeting
Friday, October 15, 2010
Allan Ruter '76, Presiding

Attending:

Jennifer Albrecht '98, Deborah Stewart Bowman '74, Anna-Doretta Dilley Riley '90, Mark Dohnalek '82, Mary Elliott '98, Jeffrey Flug '10, Jerry Gale '74, Corrie Root Grummon '70, Kathryn Falb Gutz '57, Andrea Herrera '85, Mj Huebner '88, Derek Johnson '04, Molly Klokkenga '08, Sheila Kruse-Boyce '85, Jan Lansing-Murphy '83, Michael Mudlaff '88, Lisa Naaktgeboren '90, Lynn Ross Cope '87, Allan Ruter '76, Robyn Schwab '08, John Yeager '74

Absent:

Andrea Herrera '85, Mark Hudson '99, Matt Pilger '09, Linda Spies Schilling '69, Tim Wynes '83

Staff:

Kristi Columbus '96, Director of Development; Sharon Grice, Senior Associate Director of Admissions; John Harp, Vice President for Students Affairs; RJ Holmes '99, Director of Career Engagement Center; Jamie Kelly, Media Relations Director; Krista Kronstein, Assistant Director of Residence Life; Lisa White, Director of Alumni; Peter Wilch, Vice President for Alumni and College Advancement; Chris Wiltgen, Associate Dean of Students/Director of Residence Life

Trustees:

John Smith '71, Chair

Meeting called to order by Allan Ruter, President. Allan thanked everyone for coming and then introduced Peter Wilch '94, Vice President for Alumni and College Advancement.

I. Approval of Nominating Committee's slate

The Nominating Committee's slate was presented for discussion and approval. Presented for a first three-year term as director (2011-2013) were Kanasha Lee Baynard '94 – Boulder, CO, and Lee Schmudde '72 – Celebration, FL. Presented for a second three-year term as director (2011-2013) were Kathryn Falb Gutz '57, Andrea Herrera '85, Michael Mudlaff '88 and Mary Jo (Mj) Huebner '88. Presented for an open term as director (2010-2012) was Deborah Stewart Bowman '74 of Monticello, IA. Presented for confirmation as director (2010-2012) was newest Class Agent Jeffrey Flug '10 of Fairfield, IA. Motion to approve by Jennifer Albrecht '98, seconded by Michael Mudlaff '88. Slate of nominees was approved unanimously.

II. Announcement of 2011 Spring Meeting date

President Ruter suggested April 29, 2011 as the date for the spring meeting and the members were in agreement.

III. Approval of the April 23, 2010 minutes

Motion to approve by Lisa Naaktgeboren '90, seconded by Sheila Kruse Boyce '85. Minutes were approved unanimously.

IV. Greetings from John Smith '71, Chair of the Board of Trustees

John Smith '71, Chair of the Board of Trustees, reported that the search committee for our new president is moving forward. It is a closed search in that those involved in the process are the President's Council members, key faculty members, and two students along with the search firm that has been hired. The committee has narrowed the search to eight candidates who will be interviewed in Chicago and from there, that group will be narrowed to three candidates. Interviews will be conducted and Mr. Smith says the goal is to make an announcement of Cornell's new president before Christmas.

Mr. Smith is excited for the announcement of the campaign finish at Saturday evening's dinner. He reported that there were 23 gifts of \$1M or more; 50% of all alumni made a gift, and all Alumni Board members made a gift. He went on to state that Cornell is in a perpetual fundraising mode: 1) The Commons goal has continued to go up from the original plan. A total of \$13M has been raised, which is still short of the total amount needed; 2) King Chapel is close to being funded; 3) The President's House absolutely has to be redone and fund raising is in process; 4) Planning is already in process for a West Science Center campaign.

Mr. Smith was happy to report that we continue to recruit good strong candidates for the Board of Trustees. Frances Kao '85 is an attorney with Skadden, Arps, Slate, Meagher & Flom in Chicago and will be welcomed at next weekend's Board of Trustees Meeting.

V. Reports of Standing Committees

ENROLLMENT AND CAREER DEVELOPMENT COMMITTEE JAN LANSING MURPHY '83, CHAIR

Sharon Grice reported that thus far 20 college fairs have been scheduled for 2010-2011. She plans to distribute college fair locations that are not being covered by alumni to see if Board Members have any suggestions. A copy of the CARE manual was provided to all members. Sheila Kruse Boyce '85 has represented Cornell at a college fair and she emphasized what a great experience it is. Sheila suggested that after working at a college fair that it would be a good idea for the local "representative" to be the contact with the student.



In January two or three names of top prospective students who have already applied will be sent to each Board member. Admissions will provide a script; however, each Board member will be asked to send a personalized, hand written note to the student. Board members will provide their own note cards and postage.

And then in March, Board members will be sent three to five names of top admitted students and for emailing. Again, a script will be provided. The plan is to match a Board member with a student who has similar characteristics. Board members discussed that it would be a good idea to start with a personal card and then email the student often, to “talk in their language.” Board members thought it would be helpful to know which colleges we are competing with and Sharon said she can share that with Board members.

Important statistics to know about the Class of 2014: average GPA 3.5, average ACT 26.5, total enrolled 384, 23% students of color and 5% international students, 16% students from Iowa, 41 states and 8 foreign countries represented. Top five majors are biology/biochemistry, economics and business, psychology, English, and education. One Course At A Time continues to be the #1 selling point.

Next, RJ Holmes '99 gave a presentation on Cornell's new Career Engagement Center. Its goal is to create innovative and purposeful career development experiences that prepares students to apply their liberal arts education to the world of work. Alumni can support students' career journeys when they think of or learn about opportunities that could benefit a college student and “Think Cornell”; examples include opportunities for networking, internships, and jobs during or after graduation from Cornell.

Alumni can directly help students in two ways: 1) Join the alumni volunteer list to learn about opportunities to help a Cornell student explore career options; 2) Refer individuals to the Career Engagement Center who might be a good networking, internship, or employer partner. Online forms to volunteer and to make a referral are available on the alumni section of the Career Engagement Center website:
www.cornellcollege.edu/career-engagement.

COMMUNICATIONS AND PROMOTIONS COMMITTEE
LYNN ROSS COPE '87, CHAIR

Purple Pennant Project: The best photos will run in the Cornell Report and all the photos will appear on Facebook. Both of these venues, as well as the Alumni website, will promote the project.



The Alumni Office has contracted with Publishing Concepts (PCI) to produce a printed alumni directory. The last alumni directory was distributed in 2002.

We are now back to three issues a year of the *Cornell Report*. The magazine will now be in a smaller size (8x10 inches) with perfect binding (similar to *National Geographic*). We participated in a national college magazine survey sponsored by CASE which allowed us to find out what Cornellians like or not about the magazine. Some of the big-picture trends were as follows: Nearly two-thirds of respondents get all or most of their information about Cornell from the *Cornell Report*. Eighty-one percent of our respondents read every issue. People still prefer the hard copy.

Lynn introduced Jamie Kelly, Media Relations Director, and Jamie then spoke briefly about trends and practices related to social networks. The use of Facebook is a new way of communicating. The Cornell College Facebook page has become a thriving community with nearly 3,500 members. Twitter is different from Facebook in that we have nearly 1,000 followers and only about 40 are Cornell alumni; however, several are current students as well. The college just launched a page on Foursquare which is a location-based social network. Foursquare users “check in” to locations and that information is shared with their friends and the general public depending on their privacy settings.

Jamie also reported that The News Center has been revamped so that it still looks like a Cornell College page, but it is much easier to navigate than the old version. The new version focuses on photography and videos. It also makes upcoming college events more prominent.

Lynn presented the following Alumni award nominations: Distinguished Achievement – Lois Hetland ’75; Leadership & Service - Robert Engel ’55, Lee Swanson ’60, and Bob Pierce ’75; Young Alumnus - Barron Bremner ’96; Honorary Alumni – Interim President Jim Brown and 25-year College Advancement staff members Lora Baltes, Denise Hanna-Bennett and Sheri Hotz. The committee cast an e-vote to present Professor Bob Black the honorary alumni status later this fall at his retirement event. His health has deteriorated and the college announced his retirement this fall; he is unable to attend the Friday Homecoming luncheon. For the spring: Ed Sauter and Jim Baty of Sauter-Baty Associates (architects), Mount Vernon, who partnered with Cornell on the renovation of Scott Alumni Center and the renovation/expansion of McWethy Hall.



**ALUMNI AND COLLEGE ADVANCEMENT COMMITTEE
TIM WYNES '83, CHAIR**

Kristi Columbus '96, Director of Development, reported on recent staff additions within the division: Liz Bowman Feist '05, Associate Director of Development (remote); Ben Brannaman, Assistant Director of Development; Barney Conroy, Associate Director of Development. She hopes to make an announcement soon regarding the new Annual Fund Director. Plans are to hire another Assistant Director of Development this fiscal year.

Kristi reported that the final “Extraordinary Opportunities” campaign total will be announced at the Saturday evening dinner. She did share that there were 8,338 donors to the campaign with 57% alumni participation. A campaign impact publication has been inserted in all registration packets with information about the campaign.

She also reported on the 2010 Annual Fund results. We finished at \$1.96M with 3,190 donors—98% of the goal. She expressed a special thank you to the Alumni Board for leading by example with 100% participation in the Annual Fund. The 2011 Annual Fund goal is \$2M. The phonathon, a driving force of the Annual Fund, is in full swing for the fall with a new manager from RuffaloCODY. Alumni Board members appreciate that we use our own students for the phonathon.

Kristi reported that the Presidents Society level has been changed from \$1,500 to \$2,000 for fiscal year 2011. An electronic survey was sent to Presidents Society members and that survey indicated the members were very supportive of the change. The decision was made by the Board of Trustees after several months of discussion, and a recent letter was sent from John Smith announcing the change. The Young Presidents Society was formed to honor recent graduates with total annual giving of \$100 for each year following graduation and alumni are eligible for this society during their first ten years post graduation. However, a step-up plan may need to be considered.

Next, Lisa White, Director of Alumni, reported that there were three inaugural C'YA networking events in collaboration with the Career Engagement Center in August in Iowa City, Chicago, and Milwaukee with an average attendance of 20.

She also reported that the transition of responsibility for the class agent program to Advancement Programs Coordinator Minda Davison has gone smoothly. Class letters were scheduled to be mailed between September 15-October 15 with priority given to reunion classes.

She also reported that Cornell has contracted with PCI to publish a new alumni directory. PCI will begin contacting alumni in early 2011 and directory will be published late summer/early fall 2011.

VI. Alumni Office Update

Lisa White, Director of Alumni, reported that several area alumni gatherings have been held since the spring Alumni Board Meeting. Please check the website for that list of events; and also please note the upcoming events. Go to the home page, click on Alumni, then click on the Alumni Association link.

The Bookstore survey was completed with more than 1,000 responses last summer. Highly desired items included t-shirts and hooded sweatshirts in the colors purple and gray. Lisa shared the survey results with the bookstore manager, who has taken steps to make extra purchases in time for homecoming.

Lisa reminded everyone about the reception this afternoon in Scott Alumni Center from 4-6 p.m. She also reminded Board members that Convocation will be held on Saturday at the Mount Vernon United Methodist Church on First Street due to the King Chapel renovations. She also invited everyone to attend the dedication on Saturday of the Lowell Lange '50 Conference Room in the Scott Alumni Center.

VII. Luncheon Program: Presentation of awards and “Issues of the Day”

Immediately following lunch, President Ruter presented honorary alumni status to Lora Baltes, Denise Hanna-Bennett, and Sheri Hotz of the Alumni and Advancement Division staff, as well as to Interim President James Brown, who in his “Issues of the Day” presentation highlighted the impact of and future plans for the “Extraordinary Opportunities” campaign as well as other campus news.

VIII. Presentation on Residential Life and “Positioning the College”

John Harp, Vice President for Student Affairs; Chris Wiltgen, Associate Dean of Students/Director of Residence Life; and Krista Kronstein, Assistant Director of Residence Life presented an extended briefing, with Power Point slides and opportunity for Q & A, on residential life at Cornell and its relation to ongoing strategies to position Cornell for future growth.

Their presentation emphasized that Cornell College endeavors to develop a climate in its residence halls where students grow and mature to the full extent of their abilities. Living and interacting with students from diverse backgrounds and cultures provides residents with a challenging opportunity to learn about new lifestyles and philosophies. Residence halls are



a terrific place for building leadership skills. Leadership opportunities include Living and Learning Communities, IDEA Institute (focus on first and second year students), Hall Councils (National Residence Hall Honorary top 1% of students), and Peer Leadership Roles.

IX. Recognition of departing Board members

President Ruter extended a special thank you to Corrie Root Grummon '70, Robyn Schwab '08, and John Yeager '74 for their dedicated service as directors.

X. Adjournment

At 3 p.m. the meeting was adjourned so that those Board members who also serve as Class Agents could attend a meeting with Minda Davison, Advancement Programs Coordinator.

Respectfully submitted by Sheri Hotz, secretary *pro tem*