Annual Meeting of the Board of Directors  
Friday Oct. 17, 2014  
Meeting Minutes

Directors present: Jennifer Albrecht ‘98, Deb Stewart Bowman ’74, Sheila Kruse Boyce ’85, Andy Briscoe ’96, Dan Carney ’14, Peg Sellen Dana ’73, Tim DeLong ’69, Colin DeVaughan ’94, Jerry Gale ’74, Christine Hamon ’03, Johna Gaffke Hedden ’93, Patty Helland ’86, Fred Holtz ’86, Michelle Krezek ’85, Matt Lang ’96, Amy Luitjens ’01, Isaiah McGee ’01, Dick McKeen ’55, Nicole Potter ’14, Eileen Quigley, Erica Osmundson Reimers ’98, Hattie Wagner ’12, Tim Wynes ’83

Directors absent: Mark Dohnalek ’82, Paul Hutchison ’87, Derek Johnson ’04, Tashia Pierce ’11, Mo Walsh ’13

Staff present: Alyse Eggebrecht, Dustin Ross, Lisa White, Pam Gerard, RJ Holmes-Leopold, Colleen Murphy, Macie Anderson ’8

Opening Business

1. Call to order and approval of Spring 2014 minutes—motion to approve by Michelle Krezek. Second by Amy Luitjens. Approved.
2. Announcement of Spring 2015 meeting date—joint meeting date with Board of Trustees, May 1-2. Approved at April 2014 meeting. Anticipate a joint meeting every 2-3 years. The May 2015 meeting will be Friday-Saturday.

College Updates

1. Admission Update—Colleen Murphy, VP for Enrollment & Dean of Admission
   a. Colleen shared some of the new marketing materials with the board. Class of 2018 highlights: Enrollment 294, shortfall primarily in transfer and international students. Strong enrollment in Chicago and Colorado. Cornell decreased the discount rate and net revenue was the highest it has been in 7 years.

   Strategy for 2015 includes more focus on Iowa, Chicago, and Colorado, as well as the southwest and northwest coast. These are the areas where Cornell sees the greatest potential. The focus on Iowa relates to current statistics, which say that students are most interested in colleges 100-150 miles from home. The college will soon announce an Iowa grant to help in Iowa recruitment. Cornell has also begun hosting an Iowa high school counselor breakfast. The college is developing articulation agreements with Kirkwood Community College and Des Moines Area Community College, which will improve transfer numbers.

   Alumni play a major role in recruitment. Admission would like to see more alumni assistance with college fairs, hosting regional yield events, and opening doors for visits with high school guidance counselors. Admission is working closely with AEAG to identify alumni volunteers.

2. Career Engagement Update—RJ Holmes-Leopold, Director of Career & Civic Engagement
   a. RJ shared details of the Career Engagement Center Open House presentation for students which outlines the value of a Cornell education as well as the ways the Centers can assist students with achieving their goals. CEC emphasizes the importance of skills for the job
market: critical thinking, problem solving, intercultural knowledge, ethical behavior, capacity for learning and growth. The CEC prepares Cornell students for success by combining a solid educational foundation with experiential learning and intentional professional development. The CEC helps students define and articulate their skills. CEC programming is intended to guide students from freshman through senior year and beyond graduation.

3. Alumni & College Advancement Update—Pam Gerard, VP for Alumni & College Advancement
   a. Pam shared Fiscal Year 14 highlights: the Annual Fund exceeded its goal of raising $1.9 million. Fundraising for phases I and II of the Ash Park renovations has been completed, which includes new turf, new lights, and renovated baseball field. The BOT raised $10 million to renovate first-year residence halls Pauley, Rorem, Dows, and Tarr. The college hired a grant writer, who will be looking at state grants and corporate support opportunities; and a staff person to run the Phone-a-thon in-house.

   The Office of Alumni & College Advancement division continues to prepare for the next capital campaign. The college is currently embarking on a campaign readiness study to determine whether a campaign of $125 million is feasible. The West Science Center renovation project is projected at $50 Million.

Connecting with your Cornell: myCornell and Social Media

1. Macie Anderson, Assistant Director, Engagement Marketing and Fred Holtz ’86
   Macie Anderson led the Alumni Board through best practices for promoting engagement with Cornell through social media, including the use of hashtags #HomeOnTheHilltop and #ColorItPurple. AEAG just completed a redesign of myCornell, which is now mobile-friendly. Alumni Board members went through an exercise of finding information on myCornell and was able to provide feedback on website content.

Committee break-out sessions

Luncheon and President’s Update

1. President Jonathan Brand provided a college update and Board of Trustee Chair John McGrane ’73 provided a Trustee update. Fred Holtz welcomed class agents to the luncheon.

Committee Reports

1. Board Development/Awards Committee Report (Appendix A)
   The Board Development committee announced the slate of award nominees for 2015. Judy Hesler Jorgensen ’60 for Distinguished Achievement Award pending approval from the President’s Office; Ann Ruby Hemken ’54, Andrea Herrera ’85, and Robert McLennan ’65 for Leadership & Service Awards; David Lienemann ’05 for the Young Alumni Achievement Award; and Professor Carol Lacy-Salazar, Professor Alfrieta Monagan, and Robin Reid for Honorary Alumni status. Motion to approve by Jennifer Albrecht, second by Isaiah McGee. Approved.

   Prior to the committee meeting, Isaiah McGee renewed his membership for a second term. 2014 Class Agents Dan Carney and Nicole Potter will join the 2015 cohort.

   Discussed follow-up items from the Spring 2014 meeting, including board mentors for the incoming cohort, inviting past presidents to all or some of the fall meetings, and articulating a framework for
board recruitment decisions. All of this will follow the committee into the Spring 2015 meeting.

2. Reunions/Homecoming Committee Report (Appendix B)
The Reunions and Homecoming committee reviewed the reunion planning process and received informal feedback from reunion volunteers. The committee discussed improvements and came up with recommendations for volunteer feedback, outreach timeline, mentor process, and outreach follow-up. The committee also defined the role of the Alumni Board in the training and recognition of a reunion volunteer.

3. Regional Engagement Committee Report (Appendix C)
The Regional Engagement committee received a progress report on regional club activity to date and those who have attended regional events provided some feedback. Ideas for further promoting Event in a Box were brainstormed. The committee determined that it will contact regional club volunteers and compile a list of best practices for successful regional events.

New Business
1. Announcement of President-elect
Andy Briscoe ’96 was announced as the next president-elect. He will serve as president-elect in 2015, then will begin his 2-year term as president in 2016.

2. Election of Directors
The Board Development Committee recommended the following slate of nominees: For second term: Isaiah McGee ’01. For first term: Beth Knickerbocker ’89, John Gilliland ’89, Mary Elliott ’98, Becky Brown ’75, Andrew Buchmeyer ’86, and Julie Bryant ’88. Should any of the slate of 6 decline the invitation, alternates include Mark Weston ’74 and Karen Bahnick ’62. Motion to approve slate of nominees by Fred Holtz, second by Dick McKeen. Approved.

3. Recognition of outgoing directors
Fred thanked outgoing directors Tim DeLong, Mark Dohnalek, Sheila Kruse Boyce, Tashia Pierce, Eileen Quigley, and Tim Wynes for their service on the board.

4. Spring 2014 secretary
Fred asked for volunteers to take minutes for the Spring 2015 Alumni Board meeting. Hattie Wagner volunteered.

Meeting Adjournment
Motion to adjourn by Isaiah McGee, second by Johna Hedden. Meeting was adjourned at 2:45 p.m.
1. Reviewed Alumni Board nominations and advanced a slate for Board consideration
   Before the meeting, the committee reviewed the profiles of each of the nominees and narrowed down the list of 18 individuals to 3 they wanted see on the final slate of nominees. The committee voted to advance a slate of 6 nominees and 2 alternates in the event one of the initial 6 nominees declined the invitation. That list includes Beth Knickerbocker ’89, John Gilliland ’89, Mary Elliott ’98, Becky Brown ’75, Andrew Buchmeyer ’86, and Julie Bryant ’88. The alternates are Mark Weston ’74 and Karen Bahnick ’62.

   The committee agreed that those who were chosen as alternates will be given first consideration for the 2016 cohort.

   Prior to the committee meeting, Isaiah McGee renewed his membership for a second term. 2014 Class Agents Dan Carney and Nicole Potter will join the 2015 cohort. Andy Briscoe announced he had been appointed to the role of president-elect. Jonna Hedden will assume the role of committee chair.

2. Reviewed Alumni Awards nominations and advanced a slate for Board consideration
   Before the meeting, the committee reviewed the profiles of each of the nominees. During the meeting, the committee approved Judy Hesler Jorgensen ’60 for Distinguished Achievement Award pending approval from the President’s Office; Ann Ruby Hemken ’54, Andrea Herrera ’85, and Robert McLennan ’65 for Leadership & Service Awards; David Lienemann ’05 for the Young Alumni Achievement Award; and Carol Lacy-Salazar, Alfrieta Monagan, and Robin Reid for Honorary Alumni status.

3. Discussed Board representation among young alumni and students
   The committee had a robust conversation regarding the current process and whether enhancements could be made to the current process before amending or replacing it. Alyse will work to develop a process for recruiting the incoming Class Agent that will allow the Committee some interaction with qualified candidates prior to their appointment to Class Agent and Alumni Board.

4. Other items
   Discussed follow-up items from the Spring 2014 meeting, including board mentors for the incoming cohort, inviting past presidents to all or some of the Fall meetings, and articulating a framework for board recruitment decisions. All of this was tabled and will follow the committee into the Spring 2015 meeting.
Appendix B
Reunions/Homecoming Committee Minutes
October 17, 2014

1. Committee signed Thank You cards for reunion volunteers
2. Review of reunion planning process and feedback from volunteers (Alyse)
   a. There is currently no formal survey or method of feedback from reunion volunteers. All feedback received was through staff liaisons.
   b. Some committee members had mentions it would be beneficial to have a mentor or a contact from the previous year. There is currently no formal mentor process for reunion chairs or committee members.
   c. Some committee members, especially 5th-20th reunion, felt they were calling classmates too early and that most of their classmates were not going to plan so far ahead. Many commented it was odd to call them in May and June when registration did not open until August 1.
3. Improvements discussion
   a. Volunteer feedback-There is currently no formal reunion volunteer feedback. Additional questions in the Homecoming/Family Weekend survey will go out to reunion volunteers. If possible this will work similar to the registration page where before you start the survey you answer whether you attended a reunion or not. From there additional questions will be added to your survey.
   b. Mentor process- Discussed possible options for mentor process for reunion committees. The committee decided the most productive way to utilize previous committee members as mentors was to connect the previous chair with the current chair from the beginning. The chairs are then able to connect on a as needed basis.
   c. Outreach timeline- After hearing feedback from other reunion volunteers, Deb explained her classmates enjoyed hearing from her as early as they did. She also added that she sent a letter to the before reaching out to them and that was also received well. The committee came to the conclusion that different communication strategies and timelines will work better for each reunion. It will be the job of the staff liaison to work with each committee to define the best method of outreach.
   d. Outreach follow-up- The committee discussed the method reunion volunteers send feedback to their staff liaison after making calls. The current method and excel spreadsheet used for follow-up is confusing. The committee discussed many different options from having volunteers access their list and give responses through dropbox, google docs, myCornell, and through an emailed excel. Using some of these methods requires more training than others which can cause even more confusion for reunion volunteers. The committee decided to work with and improve the method we are currently using (emailed excel spreadsheet). It is the job of the staff liaison to work with the committee to decide how they receive the excel and share information (email or google docs).
4. Define how Alumni Board supports/mentors reunion volunteers
   a. Signing thank you cards and sending some kind of Cornell swag.
   b. AB will fill in as mentor role if the previous committee chair is unable to connect with the current committee chair.
5. Affinity Groups- Tabled
Appendix C
Regional Engagement Committee Minutes
October 17, 2014

1. Regional Club updates (Lisa)
   a. Progress report
      i. We are tracking both actual volunteers and those who have indicated interest but have not yet attended a meeting. The volunteer count includes Chicago, Denver, Des Moines, Twin Cities, and Washington D.C. There are another approximately 100 interested volunteers.
      ii. The Kick-off events in Denver and the Twin Cities were extremely successful. Of particular note was the number of young alumni in attendance. Numbers can be attributed to volunteer efforts. Chicago events continue to be a challenge and both the mini course and summer picnic were cancelled due to low registration numbers. New (and more) volunteers must be identified and the club will reconvene this winter in an effort to revitalize.
      iii. Summer send-offs were very successful. This is the first year in a long time that send-offs were hosted in Denver and the Twin Cities (one was held in Chicago, as well). Excellent efforts by the hosts as well as advertising on the student Facebook app helped attendance.
      iv. Welcome to the city events, coordinated by the Young Alumni Advisory Committee, were held in Cedar Rapids, Chicago, Denver, and the Twin Cities. Good start for the welcome events, which are new. The Cedar Rapids event will change next year, as the joint event was not as appealing to our alumni as to the area colleges.

   b. Feedback from committee members who have attended
      i. Chicago: recommended focus groups with those who responded to the survey to get feedback on how to proceed with Chicago. Also recommended looking at the guest list from the Dec. 2013 Chicago event to identify potential committee members. Another suggestion was to involved Jonathan Brand in events as a carrot for increasing attendance.
      ii. Summer Send-offs: need to identify more current students to attend and field questions from the incoming students. Matt Lang verbally invited 2014 attendees to attend in 2015. We can look at that guest list for Chicago, Twin Cities, and Denver to help identify students for 2015. The question and answer portion of the Twin Cities event was very successful and recommended for smaller groups. If it is a large group, AEAG could provide some starter sample questions (FAQ) for the host to get the discussion going.

2. Future event/implementation schedule
   a. Planning meetings were held early this fall in Des Moines and Washington DC and have upcoming kick-off events (Des Moines Nov. 6, Washington DC Nov. 13). Chicago, Denver, and the Twin Cities will all be planning winter or spring educational events, featuring either faculty or alumni.

   In addition, the Office of Alumni Engagement & Annual Giving is beginning to plan Signature events for the winter of 2015 in our major markets. Cornell's Signature
Events series is open to donors who have made a gift in the past five years. With programming featuring President Brand, college leadership, and faculty, these events give guests the opportunity to participate in in-depth conversations about the issues facing Cornell College and its plans for the future. For donors who were included in the fall strategic plan briefings, these events will provide a logical progression toward campaign readiness; for other attendees, this will be the first opportunity to hear from the president, college leadership, and faculty.

Event locations may include Cedar Rapids, Chicago, Denver, Des Moines, Phoenix, Twin Cities, and Washington D.C.

b. Event in a Box
   i. Ways to promote: push out to class Facebook pages
   ii. Event in a Box ideas: other livestreamed events (lectures, classrooms, concerts); or gather around other events as Cornellians

c. Next steps (Eileen)
   i. Define role of regional engagement committee in regional clubs--The committee agreed that they need more training on the regional club program before they can serve as meaningful mentors. Instead, they would like to work with current regional club members to develop a list of best practices. Not yet assigned.
   ii. Discuss Young Alumni Advisory Committee role, intersection with Regional Engagement Committee. How can we leverage resources?--tabled
   iii. Regional volunteer feedback process--tabled
   iv. Regional volunteer recognition plan--tabled
   v. Announcement of new REC chair--Christine Hamon has agreed to be the next Regional Engagement Committee Chair. Lisa thanked Eileen Quigley for her service as committee chair.