

COMMITTEE ON ALUMNI RELATIONS

November 20, 2013

4:30 – 5:30 p.m.

Board Room - Blow Memorial Hall

Lynn M. Dillon, Chair
Leigh A. Pence, Vice Chair

- I. Opening Remarks – Ms. Dillon
- II. Approval of Minutes – September 25, 2013
- III. Report from Executive Vice President Karen R. Cottrell
- IV. Report on Alumni Engagement and Enrichment – Director of Alumni Engagement Kelly S. Holdcraft
- V. Discussion
- VI. Adjourn

COMMITTEE ON ALUMNI RELATIONS

MINUTES – SEPTEMBER 25, 2013

MINUTES
Committee on Alumni Relations
September 25, 2013
Board Room - Blow Memorial Hall

Attendees: Lynn M. Dillon, Chair; Leigh A. Pence, Vice Chair; DeRonda M. Short. Others present: Faculty representative William J. Hausman; Matthew T. Lambert, Barbara C. Joynes, Brian W. Whitson, Sandra J. Wilms and other College staff.

Chair Lynn Dillon called the meeting to order at 5:00 p.m., welcomed those present and briefly reviewed the agenda. Noting that this was the first meeting of Alumni Relations as a standing committee, Ms. Dillon advised that there were no committee minutes to approve this time.

Executive Vice President Karen Cottrell provided a brief overview of the Alumni Association, its organization and mission, then introduced Alumni Association President Barbara Joynes.

Ms. Joynes introduced Glenn Crafford, a member of the Alumni Association Board, and provided a brief overview of board governance. She discussed the new election procedures recently adopted and announced the 2014 recipients of the Alumni Medallion: Jim Comey, Gary LeClair and Joyce Shields. A brief discussion ensued.

Noting that Director of Alumni Events Carol Dyke was on a trip to Cuba, Ms. Cottrell reviewed several upcoming alumni events, and provided an update on plans for Homecoming, noting the increased focus was on engaging all alumni.

Director of Alumni Engagement Kelly Holdcraft, discussed her area of responsibility as it relates to alumni chapters and active regions, as well as regional alumni events planned and coordinated with the Office of Development.

Director of Communications Mitch Vandervorst discussed the various forms of alumni communications.

Director of Business Development Cindy Gillman discussed the various methods by which the Alumni Association raises funds via affinity partnerships and preferred business partnerships, and marketed their programs. Ms. Gillman noted that her area of responsibility also included the Alumni House rental program, the Gift Shop and the Memorial Garden, as well as the fundraising auctions, which this year will be held in Washington, DC in March.

Director of Business and Budget Management Elaine Campbell provided a summary budget overview.

Assistant Vice President for Operations John Kane reported on the alumni database, focusing on current practices and methods as well as current and comparative rates with select peers.

Following a brief discussion, and there being no further business, the Committee adjourned at 6:00 p.m.