The Alumnae Association Board of Directors  
March 19 – 21, 2015  
Minutes of the Spring Meeting

Present:  Kelly Walsh ’01, President; Annette H. Isom ’83, Vice President; Kelly Cook-Lewis ’97, Secretary; Janyce Dunkin Brengel ’78; Frances Broderick ’10; Lisa Maglio Brown ’78; Sarah K. Brown ’05; Kelly O’Shea Carney ’84; Jennifer Paluszak Hadden ’96; Kate Murray Harper ’89; Angeline Johnson ’07; Kristen Matha ’03; Kelly Ivcevich Noga ’92; Priscilla Karle Pilon ’86; Sandra A. VanGilder ’76; Kelly Konya ’15; Jennifer Vosters ’16

Absent:  Genevieve Morrill ’98; Katie Harrison ’04; Lauren Condon ’06

New Members Observing:  Kacey Horner Schmitt ’85; Katie Vincer Sears ’03; Caitlin Brodmerkel Krouse ’09

Staff Present:  Shari Rodriguez, Vice President of College Relations  
Kara O’Leary ’89, Director of Alumnae Relations  
Shay Jolly ’05, Assistant Director of Alumnae Relations  
Jamie Gillespie, Administrative Assistant

GENERAL SESSION I  
Friday, March 19, 2015

- Kelly Walsh ’01, Alumnae Association Board president, convened the meeting at 8:00am in Earley Rooms D, E & F, Lower Level of the Student Center and gave the prayer.
Ms. Walsh introduced the new members that were observing the meetings for the weekend: Kacey Horner Schmitt ’85, Katie Vincer Sears ’03 and Caitlin Brodmerkel Krouse ’09.

President’s Cabinet Members Panel
There were four members of the President’s Cabinet that spoke at the panel and each listed three goals within their divisions that the Alumnae Association Board members could help support:

- Shari Rodriguez, Vice President for College Relations:
  - Shari would like for each club to capture stories of their alumnae, possibly focusing on the older alumnae, and then share their stories at each of their Founders Day as “story telling” is a great way to capture alumnae interest.
  - Clubs are “hungry” for more events to host and/or participate in; Ms. Rodriguez would like to see Alumnae Clubs hosting a “month of service” – it was mentioned that something like this previously took place a few months ago and was called “Dress for Success”, which was a way for alumnae nationwide to give back.
    - Ms. Rodriguez suggested that our clubs host an event and only invite alumnae legacies, not the mothers, to put the focus more on the legacy directly regarding admissions.
  - Ms. Rodriguez asked that the Board members help promote alumnae offering internships.

- Karen Johnson, Vice President for Student Affairs:
  - Karen shared that a large goal of their division is to cut into the alcohol culture here on campus and to “deglamorize” it. She was proud to announce that they were down from 23 hospital transports last year to only two this year. Any help to work toward this goal would be appreciated.
  - Ms. Johnson is also working towards helping to provide “professional staff development” within her division, so she is looking for alumnae to provide/offer their professional help and experience and is willing to bring those alumnae to campus in hopes to save on cost, as opposed to sending her staff out to obtain this staff development.
  - The Office of Student Affairs makes it a point to send a College representative to funerals of parents or students and is always taking volunteers to have available in the future if need be.
  - Question from Jan Brengel: “Are you seeing a lot of depression with alcohol tied into it?”
    - A: Ms. Johnson answered that yes, they see a lot of depression related to alcohol, as well as anxiety. The Counselors are always full and trying to help as many women as they can.
Mona Bowe, Vice President for Enrollment Management:
- Mona stated that a big way for the Board members to help support their department is by signing up for Saint Mary’s Alumnae Recruitment Team (SMART).
- Ms. Bowe asked that the Board members continue to endorse young women’s applications.
- Very important to continue to work with Ms. Rodriguez and her team to raise money and increase scholarship funding.
- Question from Jan Brengel: “What exactly do you want from us?”
  - A: Ms. Bowe stated that she’d like the Board members to educate and encourage anyone in any way possible to give because there is still a large need of finances to those families that cannot afford it.
- Question from Kacey Schmitt: “Can we receive names of students that are applying in each of our cities so that we can host a party for them before they make their decision?”
  - A: Ms. Bowe said that Admissions would be happy to provide the Board members with lists of admitted students, but it would have to be the week before they plan on inviting the students as these lists are very fluid and change on a daily basis.

Judy Fean, Vice President for Mission:
- Judy asked that the Board members reflect on how they continue to spread the word of mission and the legacy of the Sisters and to work closely with other alumnae to tell the story of Saint Mary’s College.
- Awareness of women leaders in church.
- Ms. Fean asked the Board members to think about how the Mission Division can support them as alumnae.

College Relations Update – Shari Rodriguez
- Shari privately shared information regarding a documentary titled, “Hunting Ground”.
  - This is a documentary that discusses the problem of sexual assault on college campuses. It includes the stories of three Saint Mary’s students who were assaulted between 2005 and 2010, but not on the Saint Mary’s campus.
  - Saint Mary’s will be hosting a screening on campus of the documentary on April 9th with a panel discussion immediately following the event.
  - Question arose from Lisa Brown: “How much air time does Saint Mary’s have on the documentary?”
    - A: Ms. Rodriguez stated that there is twenty minutes of air time altogether referring to sexual allegations involving Notre Dame including the testimonials of Saint Mary’s College students.
Question arose from Sandy VanGilder: “Has Saint Mary’s or Notre Dame commented?”
  - A: Ms. Rodriguez, “no, Saint Mary’s has not commented. We do not comment on student cases.”

Question from Jan Brengel: “Will there be any communication to alumnae?”
  - A: Ms. Rodriguez answered that nothing has been said to the alumnae at this point, but there is a letter drafted and will be sent at the appropriate time.

Questions from Sarah Brown: “Will President Mooney be speaking to students at the screening? Has anyone reached out to the students in the documentary? And what is the policy when something happens to a Saint Mary’s student on Notre Dame’s campus?”
  - A: Ms. Rodriguez stated that President Mooney will be introducing the film and will be available for a Q&A after the discussion panel immediately following the screening on April 9th. Saint Mary’s has not reached out to the students that are in the documentary; however, Tom Seeberg reached out to us. He had some air time in the documentary, but all of his positive quotes in regards to Saint Mary’s were edited out of the film. The ND/SMC policy is that Saint Mary’s has 90 days to investigate an incident once it’s been reported. If an incident occurs to a Saint Mary’s student on the Notre Dame campus, BAVO Director, Connie Adams, will go with the student to report the incident and/or to the hospital. Saint Mary’s cannot put Notre Dame students through our disciplinary process.

Ms. Rodriguez passed out a Campaign handout as there wasn’t enough time to speak about it. Highlights from the handout:
  - The Faith Always Action Now Campaign secured $105 million in gifts & pledges – three times more than gifts raised in the Sesquicentennial Campaign.
  - $35 million for endowed scholarships, $30 million in capital support, $19 million in unrestricted giving, $14 million in donor designated expendable funds, $6 million in endowed projects, $1 million that remains to be designated by donors.
  - 16,622 donors; 10,997 alumnae donors; 50% Alumnae participation over the course of the Campaign; 5,473 new donors; out of the top 20 donors, 52% of them were alumnae.
  - Only $5.1 million was spent out of the $6.2 million that was allotted for the campaign expenses budget.
Admissions Update: Sarah Dvorak, Director of Admission

- Sarah announced that the goal for the Class of 2019 is about 70 more than were actually enrolled in the Class of 2018
  - Just over 380 students were enrolled this year and their goal for the Class of 2019 is 450.
- Ms. Dvorak stated that a goal in the Admission Office is to increase their yield and they hope to do so by reaching out to the student as soon as they’ve been admitted.
- The Admission Office has expedited the decision process by going nearly paperless. This has allowed counselors to review applications while they are on the road. As a result, it has sped up the admission review process and decisions can be mailed out earlier.
- Ms. Dvorak stated that they ramped up the recruitment process by: adding an additional Admission Counselor; increasing outreach by approximately 100 more high schools and 30 more college fairs; having a Chicago Regional representative; increasing international recruitment; and expanding SMART.
- SMART Commitment & Recommitment Campaigns: 582 alumnae members in 42 states, SMART members have covered 31 college fairs in the fall of 2014, a button has been created on the website, “connect with an alumna”, in order to connect directly with an alumna; and there is an admitted student calling campaign going on this spring to call all admitted students.
- Ms. Dvorak told the Alumnae Association Board members about new marketing tools that are being implemented: Hobsons Connect which is a communications program to students & parents; social media optimization; Yield microsite that states “12 reasons to come to Saint Mary’s”; and video chats to get students and parents questions answered live.
- As in the past, Ms. Dvorak asked that the Board members contact accepted students with a legacy mom or sister(s). As a reminder, the Admission Office will send the email to make it look like it came from a Board member, but the student will be able to reply directly back to that Board member. There is no follow up that needs to be done on the emails unless a student replies to it.
- Ms. Dvorak announced that they are right on with deposits compared to last year and 2013 and will probably yield at a higher rate. They already have 30 deposits from underrepresented groups. That is doubled from this time last year.

Melissa Fruscione, Associate Director of Graduate Admissions

- Melissa is a “one-woman recruiting team” for the new graduate programs and is trying to reach out to students at all angles.
- The graduate programs are co-ed and Ms. Fruscione is hopeful that more grad programs will be released down the road.
- Speech Pathology is starting this summer; their target class size is 20 students.
- Ms. Fruscione stated that she will use Hobsons Connect to track how successful marketing messages are.
• Not one Saint Mary’s undergraduate Nursing student has applied for the Doctor of Nurse Practitioner grad program, but that’s most likely because 100% of nursing students find a job immediately following graduation.
• There is an on-campus housing option for women in the graduate programs: Holy Cross or LeMans Hall will be available for their choice next year. Ms. Fruscione will help find men housing.

GENERAL SESSION II
Saturday, March 21, 2015

Approval of fall meeting minutes:
• Ms. Walsh called a motion for the approval of the Alumnae Association Board fall 2014 meeting minutes:
  - Kelly Cook-Lewis - motion
  - Annette Isom – seconded

Task Force Updates:
Success After Saint Mary’s – Sandy VanGilder:
• Sandy shared with the group that they’ve decided that ‘interview skills’ will be the topic for SAS in the Fall of 2015. They will do mock interviews for corporate jobs and grad school.
• Jill Moore Clouse ’99 has been confirmed to be the keynote speaker in the fall.
• It has been brought to the Task Force’s attention that students want more variety of alumnae so they will be reaching out to local alumnae in fields other than just legal and business.
• Students have also given their feedback to the Task Force that the SAS timing is unfortunate as it’s over their dinner hour. The time is changing now to a dinner from 5p-6:30p to “train” Board members with the SAS event following from 7p-9p with desserts or snacks during that time.
• Ms. VanGilder stated that they are working hard to maximize attendance by following through on previous event feedback.
• Ms. VanGilder shared that this Task Force has three “asks” of the Alumnae Association Board members: everyone’s participation at the event, volunteers to buy gift cards for the students as they were a big hit last fall, and the top two interviewing tips from each Board member to take to the students this fall.
Service & Spirituality – Jennifer Hadden:
- Jennifer asked that Advent/Lenten Reflections also be sent to current students as well as alumnae and current parents that already receive them.
- After reviewing the email blasts of Advent/Lenten Reflections, it seems to be a pattern that the first week of both are the highest “open” rates and then seem to drop off as the weeks go on. The “open” rates seem to be good but the “click through’s” are rather low.
- The process in asking people to write a reflection is cumbersome so the Task Force is adjusting the process to make it a bit more streamlined. Ms. Hadden will now be the point person reaching out to people to write reflections.
- Ms. Hadden announced that there is a “reflection series” in motion to go out for 10 weeks this summer.
- Ms. Hadden shared with the group that there were only 17 people registered for the Spirituality Retreat at the end of June and that we need 50 people registered by April 30th in order to go forward with the retreat.

One Book One Saint Mary’s – Sarah Brown:
- Sarah shared with the group that the “Big Stone Gap” movie is not coming out this year but they are still trying to reach Adriana Trigiani to participate.
- One Book will be doing a “Google hangout” for participation to then condense to a youtube video for those who were unable to participate in the initial “hangout” – which they hope will take place in April.
- Ms. Brown shared that they’re hoping that Ted Billy will come back to lead a talk at Reunion.
- Titles for their next book will be going to Kara O’Leary for review; then the titles will go out to all alumnae for their vote; the next book title will then be announced at Reunion.

Committee Updates:
Alumnae Engagement Committee – Kelly Cook-Lewis:
- Kelly shared with the group that Stephanie Burke, Asst. Director of Reunion Giving, and Melissa Jackson, Asst. Director of Annual Giving, spoke to their committee regarding the upcoming 24-hour Donor Challenge that’s taking place on April 23rd.
- Ms. Burke & Ms. Jackson asked for help from the Board members:
  - Post pictures with the keyword that is created for the challenge with the hashtag.
  - Social media ambassadors will be receiving more information from the Annual Fund Office within the next few weeks. Request for communication to your groups (via social media, phone calls, emails, texts, etc.) will be forthcoming.
  - Alumnae are being asked to write notes about their favorite Saint Mary’s memory, or to send a message of welcome to the Class of 2019. These note cards will be placed in the rooms of all first-year students.
Club Participation is encouraged in the Donor Challenge. Clubs will not be contacted until the Annual Fund Office officially announces the date.

- Frances Broderick mentioned that she has a friend that may be willing to teach a “Social Media 101” class at Reunion to educate those that are unfamiliar with social media use.
- Ms. Cook-Lewis stated that they’d like to have a panel at Reunion regarding “work/life balance” and have panelists from all different decades.

Board Selection & Awards Committee – Kelly Carney:
- Kelly shared that the BS&A Committee held a conference call to discuss the Alumnae Association Awards that will be presented at Reunion.
- Distinguished Alumna Award – the Board recommends Pamela Carey Batz ’70: motion by Kelly Cook-Lewis, Lisa Brown seconded the motion.
- Alumna Achievement Award – the Board recommends Dr. Anne Connolly ’80: motion by Sandy VanGilder, Jennifer Hadden seconded the motion.
- Humanitas Award – the Board recommends Cathy Hammel Frischkorn ’75: motion by Annette Isom, Jan Brengel seconded the motion.
- Outstanding Young Alumna Award – the Board recommends Janet Gay Horvath ’00: motion by Sarah Brown, Sandy VanGilder seconded the motion.
- Outstanding Senior Award – Kaitlyn Rabach: motion by Annette Isom, Priscilla Pilon seconded the motion.
  - Morgan Carroll was recommended as the alternate: motion by Sarah Brown, Annette Isom seconded the motion.
- Student Alumnae Board Representative – the Board recommended Megan Carswell: motion by Sarah Brown, Kelly Cook-Lewis seconded the motion.
- Ms. Carney announced that Lauren Condon resigned from the Board so they took to the alternate, Kelly Payne ’08, to see if she will accept the position.
- Voted on the following Board members that were up for a second term:
  - Kelly Walsh: motion by Annette Isom, Kelly Noga seconded the motion.
  - Jan Brengel: motion by Kelly Cook-Lewis, Kelly Carney seconded the motion.
  - Kate Harper: motion by Jan Brengel, Jennifer Hadden seconded the motion.
  - Kelly Cook-Lewis: motion by Jennifer Hadden, Annette Isom seconded the motion.
  - All four were re-elected for a second term.

Clubs & Resources Committee – Jan Brengel:
- Jan shared that the Committee discussed the content for the next Club Connections to go out.
- Ms. Brengel stated that the Committee focused on putting together roadmaps for two levels of Clubs: contact area & social club.
o Worked on contact area description, social club description and a club survey that would possibly be added to Our Avenue.

o Next steps: creating roadmap for going from social club to “full” club. Using the Club Handbook as a resource after club revitalization, or creation, is complete.

Student Alumnae Committee – Kate Harper:

• Kate shared that Heritage Week was a huge success this year with many events, the biggest event being a poetry reading of “Then & Now” where 60-70 students attended; because of this, the Committee suggests hosting a poetry reading like this during Reunion.
  o The Committee brainstormed how to connect alumnae to Heritage Week through social media.

• Ms. Harper shared that the Committee focused on how to get more alumnae to register for Our Avenue.
  o Ms. O’Leary suggested sending an email again to those alumnae that haven’t registered and then having the Board members follow up with their friends to register; hoping that word of mouth will assist in this case.
  o Kristen Matha suggested sending a targeted email to Alumnae Clubs so at next club events they could help their alumnae get registered.

• Restructuring the Student Alumnae Relations Committee was discussed so that they could become more like a Student Alumnae Association, building more opportunities for students and alumnae to engage.

Student Alumnae Relations Committee – Kelly Konya:

• Ms. Harper touched on most points.
• Kelly shared that the Committee would like to have some Board members sit in on their meeting next year.

Office of Alumnae Relations Update – Kara O’Leary:

• Kara shared with the group that 77% of our active clubs have done at least two events already this year.
• Ms. O’Leary & Shay Jolly, Asst. Director of Alumnae Relations, travelled for Founders’ Day and other events.
• Ms. O’Leary shared with the group that she is hosting a combined Alumnae Trip with Notre Dame for this November to the Holiday Markets. On this trip, alumnae will witness the unparalleled Yuletide traditions of three countries: Germany, Luxembourg & France.
• Reunion planning and registration is well underway; the affinity group this year is our “Staff Students”, which are those students that worked in the dining hall as well as attended classes full time.
A luncheon is being held for the Staff Students on Friday afternoon so that those that are also celebrating a Reunion year can attend their specific events during the weekend. President Mooney will be hosting this luncheon.

- Within our Admission collaborations, alumnae have helped cover 43 college fairs and 582 alumnae have registered for SMART.
- Ms. O’Leary shared that she set a goal for 2,000 people to register for iModules by the end of this fiscal year and we are up to 1,950 with 190 registered to be a mentor and 70 signed up to host students.
- In January, the registration went live to register for Reunion and the Spirituality Retreat; we’re no longer using eTapestry for registering.
- Ms. O’Leary announced that a quarterly newsletter has been implemented to go out called “The Bridge”.
- A Lifetime Giving page was added to iModules so that alumnae can personally look up their giving history.

**Review Action Items**

- Clubs & Resources Committee talking points to liaisons due by March 30th.
- Liaison reports due to Shay by April 17th.
- Alumnae Association Board meetings have been moved off of football weekends so the Welcome Home Tailgate will now be on September 19th.
- Ms. Walsh will be hosting a call with each Board member from now until July regarding each member’s commitment to the Board.

Ms. Walsh concluded the meeting at 3:30pm.