

Metropolitan State University
Alumni Association Board Meeting

January 28, 2020, 4:15 – 6:00 p.m.

Saint Paul Room, New Main, Metropolitan State University Saint Paul Campus

Board members attending: Sandy Best, Ron Edlund, Sam Mwangi (by phone), Lyna Nyamwaya, Scott Pilgram, Carmen Shields (via phone), Andrea Steen, Nancy Uden

Staff attendees: Rita Dibble, Kristine Hansen, Noriko Ramberg

Carmen Shields convened the meeting at 4:23 p.m.

Approval of notes from Sept. 24 meeting:

Motion to approve the notes moved by Ron Edlund, seconded by Andrea Steen, and the motion passed by a unanimous vote.

Financial Report:

Sandy Best reminded the board that we are half way through the fiscal year.

- *Income*
 - Sixty-seven percent of the budget has been received to-date.
 - There is no concern on receiving the projected income from commissions and event registration in the second half of the fiscal year.
- *Expense*
 - Forty-seven percent of the total allotted expense budget has been spent to-date.
 - The majority of the event expenses are from the President's 50 conversations.
 - Other event expenses include the book reading by Alan Lessik '88, a diversity and inclusion event, Sen. Sandy Pappas' legislative workshop, an Alcohol and Drug Counseling alumni event, a MAPL UMD alumni event, support for the School of Urban Education's celebration event, support for Grad Expo, and College of Individualized Studies' River Boat event in the summer.
 - Alumni Scholarship funding of \$1,300 has been transferred to the Foundation.
 - Donations/gifts/awards expenses are jackets and polos for the Alumni Board.
 - Unrelated Business Tax (UBT) on commissions is a new expense. The budget for UBT for this year was underestimated; we plan to allocate \$300 to the budget for the next year and forward.
 - There is no concern on spending the rest of the projected expenses in the second half of the fiscal year.
 - If there are any unspent budgeted expenses at the end of the fiscal year, any remainder will roll over to the Foundation.

University Advancement report by Rita Dibble:

Dibble shared the following updates:

- As of 12-31-2019, the University Advancement (UA) raised over \$1.2 million.

Metrics	FY19	FY20 to-date	FY20 goals
Total fundraising (cash)	\$307,879	\$1,230,450*	\$1.2 million
Total Metro Fund	\$37,071	\$66,019	\$95,000
Total Alumni Donors	180	388	475

**Includes an estate gift from a recently deceased alumnus totaling \$441,546*

Fiscal year	# of individual Major Donors
FY17	54
FY18	90
FY19	101

**Major Donors are people who give above President's Circle level (\$1,000) annually and/or sustaining donors*

- The legacy gift of \$441,546 given this year is not repeatable. The UA office's goal is still \$1.2 million without counting the legacy gift.
- We diligently work toward increasing the number of Major Donors by having one-to-one conversations with prospects.
- Other fundraising efforts to meet the goal are:
 - Targeted direct mail solicitation
We personalize the letters for each targeted group (i.e. last year's donors who haven't given, recent year's donors who haven't given, former donors who haven't given in recent years, recent grads, etc.) We follow up with unresponsive people by student calls.
 - Quarterly Legacy Bulletin mailing
We introduce and inform the targeted constituents about planned giving.
 - Email solicitation appeals
 - Faculty/staff giving
Our goal for faculty/staff donor count was 150. To-date, we reached the goal and have 155. As for the monetary goal, it is \$128,200; to-date, we have reached \$119,474. This year, we are focusing on the giving by employees who are also Metro State alumni, and the number of such donors has substantially increased thus far.
- Dibble reiterated the importance of the Alumni Board's engagement, for they are the voices of Metro State—alumni voices resonate with the audience much more than persuasion by non-alumni. She shared Aristotle's three modes of persuasion to the Board in order to deliver the most credible message and compelling stories about Metro State to a broader audience:
 - Ethos (credibility)
 - Logos (reason/logic)
 - Pathos(emotion)

Aristotle also quoted, "Persuasion is a form of demonstration"; people are fully persuaded when things are demonstrated to them.
- Dibble sought suggestions from the Board for leads to prospective donors and partnerships.

- Audrey Bergengren, newly appointed vice president for Marketing, Communication and Recruitment, is working on the plan to capture alumni voices for the usage in Metro State's marketing efforts.
- The Foundation's scholarship celebration this year is Saturday, April 4, 8 a.m., Great Hall, New Main. The invitation was enclosed in the meeting packet for the Board. The President's Outstanding Student Reception is also scheduled on the same day and location after the scholarship celebration. Board members will receive an invitation from the President's Office.

Updates on 50 Conversations by Kristine Hansen:

- To-date, we had 25 conversations, and 271 people attended. Our goal is to have 500 people attend by the end of the 50th Conversation.
- Hansen asks 3 main questions to the participants:
 - Who should be included in the celebration?
 - What unique elements of Metro State should be celebrated?
 - How should we celebrate?
- The usual feedback from the participants on who to include in the celebration are community faculty, East Side neighborhood and first-generation students, of course in addition to students, resident faculty, staff, alumni and retired employees.
- The recurring themes to the celebratory elements:
 - diversity of our students, alumni, faculty and staff
 - focus on inventing in learning
 - campus locations, past and present
 - post-traditional learners
- The feedback on how we should celebrate:
 - expanded Fall Fest
 - academic projects
 - joint events with community college partners
 - fundraising events
- Hansen sought assistance from the Board on ideas for the titles of the 50 Conversations to avoid the monotony. Some suggestions and ideas are:
 - piggybacking a conversation following Breakfast at the Capitol on Feb. 28
 - piggybacking a conversation at the spring veterans' event in April
 - holding a conversation in Plymouth and surrounding area where Nancy Uden resides
 - holding a conversation for veterans at the 133rd Airlift Wing where Best works
 - finding "anchor alums" to host conversations at their companies
 - holding a conversation at the Two MarketPointe building in Bloomington, where Uden and Scott Pilgram could possibly facilitate a gathering for employees of Great Clips and CBRE
 - holding a conversation in Maple Grove where Pilgram resides
 - inviting Admissions personnel to conversations when prospective students are interested in attending
 - holding a conversation in the Saint Paul downtown skyway
 - holding a conversation at Century College where Steen works
 - holding a conversation at the outside events planned in the Twin Cities venues and making a presence to their audience

- titling the conversation as “Conversations in Your Neighborhood” or “Coffee with the President – Conversation about Metro’s 50th Celebration” to soften the expectation and entice the interest
- holding a conversation at a faith-based venue
- holding a conversation at People of Color Career Fair on April 21 at the Minneapolis Convention Center
- extending an invitation to veterans from the Brooklyn Park Rotary meetings for April veterans event

New Business:

- Edlund recommended a prospective board member, Lucky Lee '16 and made a motion to approve Lee’s membership. It was seconded by Best, and the motion passed by a unanimous vote. He will be invited to our future FY20 board meetings to get acclimated to the Board before his term starts in FY21.
- Best recommended and made a motion to approve Larry Collette '99 and Kjersten Jaeb '11 for the finalists for the Alum of the Year Award. It was seconded by Edlund, and the motion passed by a unanimous vote. They will be interviewed in-person by Nomination Committee members.
- The other two finalists will be encouraged to be more involved with Metro State in the form of volunteer work including service on committee and boards.
- We did not have any nominations for the Emerging Alum of the Year Award this year.
- Reminder to turn in the Board Matrix to Hansen
- Reminder for the Breakfast at the Capitol event on Friday, February 28, 8:30-10 a.m. at the Minnesota State Capitol, L’Etoile du Nord Vault Room

Shields adjourned the meeting at 5:46 p.m.

Respectfully submitted,
Noriko Ramberg, Office Coordinator