

Metropolitan State University

Alumni Association Board Meeting

September 24, 2019, 4:15 – 6:00 p.m.

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

Board members attending: Steve Campos, Ron Edlund, Isaac Muhammad, Sam Mwangi, Lyna Nyamwaya, Scott Pilgram, Carmen Shields (via phone), Andrea Steen, Nancy Uden, Shanasha Whitson

Staff attendees: Ginny Arthur, Rita Dibble, Kristine Hansen, Noriko Ramberg, Emily Seddon

Carmen Shields convened the meeting at 4:21 p.m.

University president's report:

President Arthur shared the following updates:

- Audrey Bergengren, vice president for marketing, communication and recruitment, arrived on campus in July. The Admissions Office is now placed under her supervision; having admissions and marketing work in collaboration will help promote Metro State to prospective students in a more effective way.
- Enrollment updates for the fall semester
 - Our enrollment is down by 2.7% as compared to last fall. Metro State is seeing the national trend of reduced involvement in new admissions activities in higher education.
 - Enrollment in the Minnesota State system as a whole is down 2.9%. Many of the system's community colleges have been experiencing a decrease in enrollment for the last 3-4 years. St. Cloud State and Southwest State were hit hard with an 8-9% decrease.
 - In an effort to counter the trend of decreasing admissions enrollment, the university is working with a consultant from Ruffalo Noel Levitz, engaged in a one-year capacity-building and strategy process in order to sharpen and scale up our recruitment and retention work.
 - Regarding the racial and ethnic make-up of students, the university has reached an enrollment of 52% students of color.
- The university's upcoming 50th anniversary observance
 - Kristine Hansen is organizing the president's "50 Conversations" with alumni, community members and other constituents to help get some ideas to build excitement and engagement around this important anniversary, which happens in 2021.
 - A campus steering committee has also been formed to assist with the ideas coming from various constituents.
- The launch of the "Corporate Council"—currently comprised of six CEO-level advisors to the president—is planned in early October. It is a way to build recognition for the university and cultivate longer-term support and relationship.
- University's financial situation
 - The university's revenue consists of 59% tuition, and about 40% of the state allocation. We do not expect increases in state allocation in the near future.
 - Personnel's salary and benefits take up 77% of the FY20 budget. The university needs to keep revenue to stay relatively flat as the personnel cost goes up; therefore, it is important for us to continue increasing enrollment.

- The university concluded the strategic plan this summer and came out with the 6 strategic commitments under the plan and key performance indicators (KPIs). Please refer to the handout, *Building a Resilient, Student Ready University – Strategic Plan 2020-2024*, for details.

Officer elections:

The votes were cast via Survey Monkey, and the following candidates were elected by a unanimous vote:

- President – Carmen Shields
- Vice President – Ron Edlund
- Treasurer – Sandy Best

Budget report by Kristine Hansen:

- *Revenue*
 - The Alumni Association's budget allocation comes from the Foundation, commissions of sales from Liberty Mutual and Herff Jones, and registration fees from fee-based events.
 - Our projected income for FY20 is \$15,700. Any money not spent will roll back to the Foundation at the end of the fiscal year.
- *Expenses*
 - We have significantly budgeted for events this year, \$9,800, to accommodate the President's 50 conversations that are planned.
 - "Alumni cultivations" are typically postage cost for solicitations, etc.
 - The endowment for the Alumni Scholarship will pay out \$700 this year; therefore, \$1,300 from the Alumni Association will be supplemented for the \$2,000 awards.
 - "Donations/gifts/awards" are used for specific awards the Alumni Association sponsors, such as Student Leadership Awards, Art Purchase Award and Screenplay Award.
 - "Meetings" covers the board meeting as well as any meetings with potential prospective board members.
 - "Publications" covers the ad-hoc photography for *buzz* magazine.
 - "Unrelated Business Tax on Commissions" is the tax we need to pay on commission revenue.
 - "List Maintenance" covers the annual subscription for Survey Monkey.

Aside from the Foundation's budget for the Alumni Association, the State of Minnesota also allocates money to the Alumni Relations Office. These funds are typically used for the production and mailing of *buzz* magazine, promotional items for alumni, marketing piece for alumni such as Chinook Book, a coupon book for environmentally-conscious businesses, and Hansen's travel mileage for alumni-related meetings and her salary.

Committee assignments and meeting schedules:

- Events & Communications Committee – Steve Campos, Andrea Steen, Nancy Uden and Shanasha Whitson
- Nominations Committee – Ron Edlund (Chair), Sandy Best, Isaac Muhammad, Lyna Nyamwaya, Scott Pilgram and Sam Mwangi

First Events & Communication Committee meeting is on Oct. 2. The Nominations Committee meeting is forthcoming in the near future to select the 2019 Alumna/alumnus of the Year.

University Advancement presentation by Rita Dibble:

This is what University Advancement (U.A.) does:

*We build **relationships** to benefit the university community, which seeks **to remove all barriers** to higher education by reducing financial burdens and enhancing opportunities **for students, programs, and divisions.***

This is what Metro State University does:

We enable education for anyone who wants it. —Ginny Arthur, 2018

The U.A. audience is comprised of many constituencies, including alumni. This year, there are 40, 298 reachable alumni. Together, we have approximately a pool of 50,000 prospects.

FY19 results in fundraising efforts:

- The U.A. office raised \$780,000 in cash, and \$515,000 in legacy gifts and bequests.
- Total alumni donor count was 424 (out of 38,523 reachable alumni)
- Total faculty/staff giving was 141 donors, \$134,000.
- Increase in number of donors at the President's Circle Level (\$1,000+)
- 230 students received 285 awards, totaling \$297,571.

FY20 strategic objectives:

- Design and implement 50 Conversations initiative
- Raise \$1.2 million in gifts to all funds
- Acquire 475 alumni donors
- Increase giving from alumni employees
- Raise \$95,000 for the Metro Fund

Dibble thanked the board members for the 100% participation in the FY19 giving and suggested asking 3 alumni friends to give to Metropolitan State.

Mwangi suggested to Dibble to consider adding faith-based communities to the U.A. audience pool, and Nyamwaya suggested coming up with ideas of creating Metro State's presence in culturally-relevant community groups to be a part of the 50 Conversations.

Office update by Kristine Hansen:

- College of Individualized Studies Alumni Cruise was hosted by the Alumni Association on July 23.
- Campos and Pilgram volunteered to give out Metro State novelties at Saints ball game on July 29.
- Metro in Your Neighborhood-Menomonie was hosted on Aug. 13.
- Hansen requested that board members attend a training with Charlie Shepard, consultant, on how to make the most of connections at events. It was originally scheduled for Nov. 21, but it'll be rescheduled.
- The kick-off meeting for the 50 Conversations will be Oct. 2. Events & Communications Committee and two outside volunteers will participate to discuss and develop an outline.
- Century College/Metro State joint alumni gathering is Oct. 7, 5-8 p.m. at Clutch Brewing.
- President's Holiday Party is December 6, 5:30-7:30 p.m. at Vintage on Selby.

- Fall Student Poster Conference, December 4, 6-8:30 p.m., location TBA.

New Business by Emily Seddon:

- Emily Seddon, development director, sought volunteer board members to make “Thank you” phone calls to alumni donors who give more than \$500. Anyone interested should contact Hansen or Seddon.
- An emergency fund was recently created to assist students in emergency situations. It is called S.A.F.E. (Student Assistance For Emergency) Fund. The board members are encouraged to contribute to the S.A.F.E. Fund as well as the Metro Fund this fiscal year.

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

Respectfully submitted,
Noriko Ramberg, Office Coordinator