

Metropolitan State University
Alumni Association Board Meeting

June 23, 2020, 4:45 – 6:00 p.m.

Via Zoom

Board members attending: Sandy Best, Steve Campos, Ron Edlund, Lyna Nyamwaya, Scott Pilgram, Carmen Shields, Andrea Steen, Nancy Uden

Guest: Lucky Lee

Staff attendees: Virginia Arthur, Carrie Carroll, Kristine Hansen, Majed Mohammed, Emily Seddon, Noriko Ramberg

Carmen Shields convened the meeting at 4:50 p.m. The Alumni Board members, guests and staff introduced themselves to the group.

Marketing and enrollment update by Carrie Carroll, executive director of marketing and enrollment:
Update on the strategic enrollment management plan

- Integrated marketing and enrollment approach has been instrumental in growing enrollment, visibility to the public, and better communications. Under the direction of Audrey Bergengren, v.p. of marketing, communication and recruitment, the development of the strategic enrollment management plan is underway.
- With the feedback and survey conducted among the campus community in the spring, Ruffalo Noel Levitz, our consultants, reviewed and presented the strategic plan to the president and the President's Executive Council for their review. We hope to roll out the plan by the end of July.
- Tactics and approaches used to share Metro's stories and recruit students will be through the means of online digital ads, email, radio, direct mail, outdoor ads, local publications—in the order of focus.
- Their department is rigorously reaching out to current and prospective students by means of video messages and Zoom since the start of the pandemic. Every other Tuesday, they have a "Meet Metro" information session by Zoom as well as offering school/program-specific Zoom sessions targeting specific students/prospects.
- The "Metro 100" session will be launched in two weeks. It is a virtual and free session, targeting individuals most impacted by the pandemic setting the goal to transition to Metro State as degree-seeking students.
- Their department is able to assist the possible transfer students from Century College, MCTC and Saint Paul College with the 21 Power of YOU scholarship awards (\$750 each). It is also receiving 13 Workforce Development Scholarship awards from the State of Minnesota (\$2,500 each) to assist students continuing their education.
- Despite the pandemic, the summer enrollment this year is 7% above last year when the term started thanks to all-campus efforts of reaching out to students. For the fall semester, the enrollment is down 14% from last year as of today, but we still have two months to get students registered to eliminate the gap with the new initiatives.

Fundraising update by Emily Seddon:

- The Foundation Office exceeded all giving goals in FY20. Below is the money raised as of 5/31/20:

Metrics	FY19	FY20	FY20 Goals
Total fundraising (Cash)	\$719,976	\$1,757,194*	\$1.2 million
Total Metro Fund (Portion of total fundraising that is unrestricted)	\$83,047	\$96,224	\$95,000
Total Alumni Donors	315	497	475

**Includes an estate gift totaling \$441,546*

- We will achieve over 500 alumni donors by the end of the fiscal year.
- A couple of direct mail were sent to targeted alumni during the pandemic and uprising this spring. Alumni response to the SAFE Fund was accepted fairly well during this difficult time.
- In addition to offering emergency assistance for the students in need, the SAFE Fund served as an indispensable resource to assist students who were not eligible to receive the Cares Act federal funding, such as international students and those who have uncertain immigration statuses.
- SAFE Fund update as of 6-18-2020 (Information obtained from John Schwingler, Foundation accountant, after the board meeting)
 - Contributions from individuals \$22,372.15
 - Transfer from Metro Fund \$60,000.00
 - Transfer from other temporary restricted funds \$39,080.59
 - Total revenue \$121,452.74

 - Scholarship awarded as of 6-18-20 \$88,073.81
 - Balance \$33,378.93
- The Foundation Office will continue to raise funds for the SAFE Fund in FY21 and beyond.
- George Floyd Memorial Scholarship for Racial and Social Justice was established with the generosity of an alumna, and the Foundation Board has agreed to match the gift to start the endowment. The first scholarship is expected to be awarded this fall.

University update by president Arthur:

- The university received the Cares Act fund of \$5.2 million total—half of that was designated to go to students to help with their needs as a result of Covid-19.
- Most of the \$2.6 million was distributed to all the students, except the ineligible students; it was a three-tier distribution based on their financial aid filings.
- \$250,000 was put aside into an emergency fund which students could apply. We found that the needs were greater than the available funds.
- The other half of the Cares Act fund was meant for reimbursing the university for costs related to the transition of courses into an online format.

- Spring commencement was initially postponed to August 15, but due to safety and the current situation, the university now made the decision for a virtual ceremony. Graduates will receive a box full of graduation-related swag.
- The summer session was offered only through online courses. The university offered \$15 per credit reduction in tuition. Summer enrollment exceeded expectations and up 7% from last year.
- Fall semester courses will be 75% online or synchronous learning, 25% will be a “hybrid mode”, which includes some in-person instruction. All the hybrid learning will be conducted within the CDC guidelines to ensure student/faculty safety.
- We have seen an increase in the usage of our student services since they moved to remote services by Zoom, and the appointments are being kept more diligently by students.
- The university offered \$25 per credit reduction in student tuition for the fall semester to promote fall enrollment.
- 50th anniversary planning update—The celebration taskforce will be formed in the fall and will start planning the 50th anniversary celebration in FY22 (September 2021-August 2022).
- As a part of the strategic planning work in the upcoming academic year, the university will be undertaking a tuition and fees study to reexamine the fee structure to serve the needs of students.

Approval of notes from March 31 meeting:

Motion to approve the notes moved by Ronald Edlund, seconded by Carmen Shields, and the motion passed by a unanimous vote.

Financial Report by Kristine Hansen:

- *Income*
 - As of 5-31-2020, 91% of projected income has been received.
- *Expense*
 - Ninety-one percent of the total allotted expense budget has been spent to-date.
 - Due to the cancellation of planned spring events and meetings, much of the funding for events and meetings had not been expended as planned.
 - Alumni Cultivation was handled by Seddon this year, so the allotment was not used.
 - We made an award of \$2,500 to a student from the Alumni Association Scholarship.
 - Donation/Awards was slightly over-budget due to a number of ties to the Student Leadership Awards.
 - Publication allotment was not used for a photographer this year.
 - The unused \$3,000 will roll back to the Foundation.

Update on the President’s 50 Conversations:

- Thirty-five conversations have been completed in FY20 with more than 250 participants.
- Over 1,300 ideas are collected on how to proceed with the 50th anniversary celebration.

New Business:

- FY21 Alumni Association budget
 - FY21 budget is \$12,000, compared to \$15,700 in FY20, in light of the Foundation’s conservative fund management and the unpredictable commission revenue under the current economic and social situation.

- Expenses for events will be considerably lower in FY21.
- Board membership
 - We hope to grow the membership up to 18 members from the current 9 (8 after Shields leaves).
 - Current board members will be asked to assist with interviews and doing prospecting among the list of past outstanding students.
 - Majed Mohammed, graduate student worker, will highlight current board members on social media. We hope that the stories from the board generate interest and draw some interest in board membership.
- A tentative board social gathering for the Foundation Board and Alumni Board is August 6.
- “Metro Blue Alumni” logo t-shirt is available; all board members will be given one.

Hansen adjourned the meeting at 6:13 p.m.

Respectfully submitted,
Noriko Ramberg, Office Coordinator