

Metro State University
Alumni Association Board Meeting

January 28, 2025, 5:30-7:00 p.m.
<https://minnstate.zoom.us/j/98538928998>

Members attended: Matt Christenson, Jim Houston, Matt Moe, Bryan Newman, Scott Pilgram, Ryan Ringwelski, Shanasha Whitson, Amanda Wong

Members not attending: Deidra Isaac, Eric Rios, Darrell Young

Staff attendees: Kristine Hansen, Will Ruckel, Josh Windham, Noriko Ramberg

Ryan Ringwelski convened the meeting at 5:31 p.m. As an icebreaker, the participants shared the skills and qualities that they would advise to students if they were to seek their professions.

Consent Agenda:

No questions were raised on the committee notes that were emailed prior to the meeting.

Advocacy Committee Updates:

Amanda Wong encouraged the members to attend Friday's Breakfast at the Capitol and to be an advocate for Metro State/Minnesota State by sending an email to their elected officials.

Membership Committee Updates:

Scott Pilgram reported that the committee will start listening sessions for committee recruitment in February. The committee would like to have at least 3 new board members this year. Pilgram also sought referrals from the meeting participants

Week of Service/Commencement Expo:

- Week of Service—the last week of March, March 24-29
 - Josh Windham and the Week of Service committee will be collecting personal hygiene items.
- Blood drive—March 25
- Spring Fest—March 26
- Commencement Expo—March 29

Windham will forward a volunteer sign-up link to board members for the events above.

Foundation Board meeting update by Matt Moe:

- The financials for the Foundation Board are positive. They are up about \$900,000 year over year due to the strong stock performance over the past 9 months.
- The custodian of the investment funds will be transitioned to Wells Fargo in a month.
- There are 13 table hosts thus far for the Rise to Shine, which is a fundraising breakfast that will be hosted by the Foundation Board on April 24. Board members invite their circle of friends and colleagues to extend Metro State's capacity in fundraising.
- Kristine Hansen gave an update on alumni relations and probed ways to improve the engagement in collaboration with the Foundation Board.
- President Arthur gave an update on the strategic plan for the university from 2025-2029. She stressed the importance of being a regional leader in quality, accessible education to Minnesotans.
- Moe suggested to Ringwelski and Hansen to look into utilizing the board/committee meeting grid that the Foundation Board uses—for better visibility of the board schedule.

Alumni Board Strategic Planning

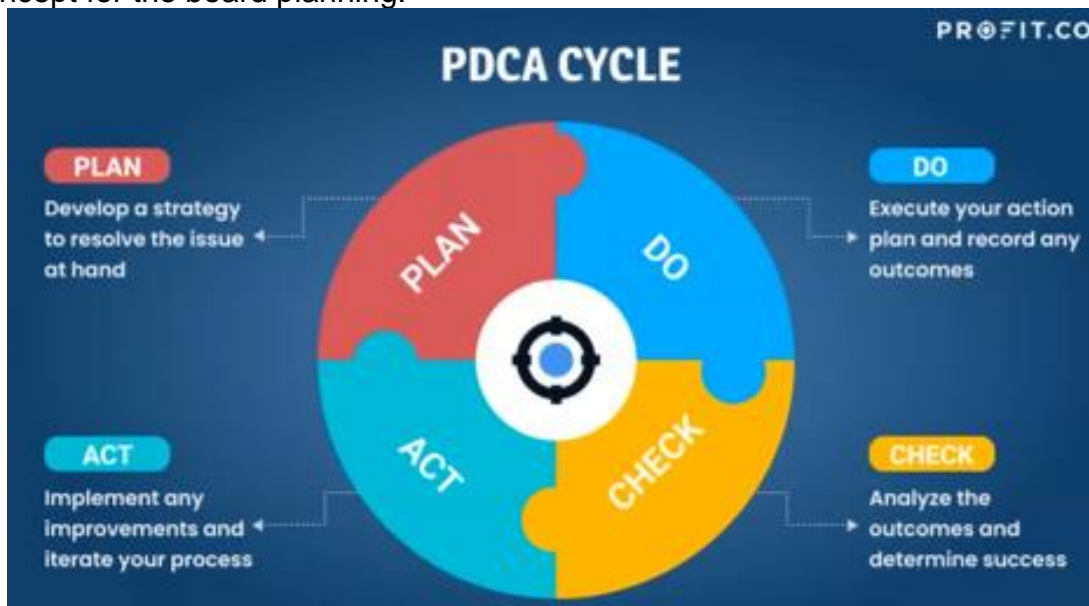
Moe explained the need to establish the board version's strategic planning to align with the university's plan and how the Alumni Board supports the new university's planning. For the Board, the three key pillars for the strategic planning are:

- establishing actionable goals to increase alumni engagement to 5% by calendar year 2030
- identifying a signature, alumni-led engagement initiative
- establishing clear timelines and roles and identifying the resources needed to achieve those objectives

Alumni engagement is defined as:

- volunteering
- communication
- event attendance
- giving

Amanda Wong went over the goal setting tactics that the Board discussed at the retreat in September and introduced the concept of PDCA Cycle. She suggested that the Board follow this organic concept for the board planning.



This is the suggested timeline for the Board to achieve the goal:



Hansen divided the attendees in two discussion groups to brainstorm some ideas that the members feel they could execute and come out with specific measurable actions, initiatives and timelines over the next 5 years.

Feedback from the discussion groups:

- Use Alumni Board members to feed content to *buzz* magazine—such as highlighting members
- Offer multiple ways of making gifts to Metro State—cash app such as Venmo, Zelle and Apple Pay
- Find a way to encourage donations for an incentive—a cause that would stir up some desire to be involved and/or to give
- Have a Tiktok channel run by student volunteers
- Use Commencement Expo to potentially vet some of the board's ideas
- Market a scholarship or a program fund by providing financial support to an event to raise awareness and action on behalf of alumni
- Possibility of an annual gala, alumni nights at sporting events, or kid-friendly events
- Hosting a master's forum or educational series for alumni for fee and designate the profit to a certain cause
- Give swag to encourage engagements, involvement, or donations
- Find out what the motivating factors are for our alumni to give or to be involved
- Reach out to current students while they are still students—how can we prep them to be alumni and subsequent expectations?

Next steps:

- Hansen will send a survey next week so that the board members can rank these ideas and prioritize for execution.
- At the March board meeting, the Board will decide which action can be executed based on the survey.

Other business:

- The March meeting will be in-person only at the Management Education Center. Logistic information will be forthcoming as it gets closer to the meeting date.
- Ringwelski acknowledged the work that Wong invested in the introduction of PDCA Cycle. He also acknowledged the extra work that Moe invested in the board's strategic planning.
- Ringwelski encouraged the Board to refer any qualified and interested alum for the possible committee membership and board membership to Scott Pilgram and Josh Windham.
- Ringwelski encouraged the Board to sign up to volunteer at the Commencement Expo and the Week of Service when Windham sends out the registration link.
- Moe, Hansen and Ringwelski will discuss the creation of event/meeting grid at one of their bi-weekly meetings and follow up.

The meeting adjourned at 6:48 p.m.

Respectfully submitted,
Noriko Ramberg, Office Coordinator