

## Kenyon College Alumni Council Homecoming Meeting

September 18, 2015

**Present:** Chris Mitchell '91, Jack Killen '71, Susan Berger '85, Jim Carr '62, Edwin Sheffield '77, Christian Martinez-Canchola '12, Nadine Fabish '86, Becky Hoyt '99, Melzetta Moody '05, Nancy Ellis '72, Cindy Sternberg Thomas '84, Frankie Gourrier '08, Conor Dugan '15, Julia Miller Vick '73, Rick Spinner '63, Susie Bloom Hudgins '89

**Absent:** Coco Pichon Battle '97, Becko Reblitz-Richardson '00

**Staff:** Scott R. Baker '94, Alex Compton, Heidi McCrory

**Guests:** Steve Martin, Ashleigh Zarley, Sean Decatur, Meridith Harper Bonham '92  
Scott Layson

### Friday, May 18

1. President Chris Mitchell called the meeting to order at 9:40 and welcomed new and returning members. Introductions followed and Mitchell thanked all for being present and gave an overview of the meeting agenda:
2. Chris Mitchell moved that the spring meeting minutes be approved. The motion was seconded by Conor Dugan and Nadine Fabish, then approved unanimously by the Council.
  - a. Approve gap in note-taking: #5
3. Expectations and Requests of Alumni Council Members
  - a. Members permitted to miss one meeting of the year, encouraged to attend all. Full and respectful participation expected.
  - b. Strongly request participation in Kenyon fund, with a goal of 100% participation, although amount of giving not specified. Susan Berger suggested making a pledge, which does not have to be paid until June 30.
4. Update on College Relations with Heidi McCrory
  - a. Campaign launched July 1st.
  - b. Kenyon Campaign History Powerpoint
    - i. "We Are Kenyon" campaign breakdown (2011): surpassed goal of \$230 million, raised \$240 million.
  - c. Bulk of campaign focused on endowment, so much relies on tuition.
  - d. Campaign overview: preparation, leadership, quiet, and public phase.
  - e. Set name for campaign at later date.
  - f. 5-6 years, use bicentennial date later on.
  - g. 50% participation from parents

- h. Work harder at planned giving, bigger volunteer base needed.
  - i. Heidi clarifies, endow financial aide and scholarships as well as faculty support, less than 15% from endowment for tuition, the rest directly from operating budget.
  - j. As of July 14th endowment at 214, small leadership briefings across the country
5. Review findings of Grenzebach, Glier & Associates
    - a. Based on one-on-one interviews conducted by GG&A, February meeting to look at results/preliminary goal, etc.,
    - b. Recommendations:
      - i. Institutional capacity defined: total private support inconsistent, keep staff & resources from campaign, build operation that's about Kenyon and support for Kenyon, not about the campaign itself.
      - ii. Raise awareness and integrate alumni faces throughout campus.
      - iii. Benchmarking our operations against peers'.
      - iv. Adding 8-10 staff positions in next 18-24 months.
  6. Changes in Office of Alumni and Parent Engagement
    - a. Name change from Office of Alumni and Parent Programs
    - b. Change of titles and responsibilities
  7. Discussion with Kenyon President Sean Decatur
    - a. Mitchell welcomed President Sean Decatur.
    - b. Sean thanked council for previous and future work.
    - c. New tool being developed: Kenyon Compass
      - i. Partnership among Kenyon, LBIS, and Pragya Systems
      - ii. Connect and integrate all on-campus resources, single access point
      - iii. Accessible to current students, alumni, and prospective students feedback from prototype
    - d. Introduce Steve Martin (LBIS) and Ashleigh Zarley
      - i. Search-based tool
      - ii. What resources: courses and curriculum, information on opportunities in different fields  
Berger asks about CDO info/ internships
      - iii. Learning stream, save searches to use later, pre-searches ready to use
      - iv. YouTube video on how-to-use
      - v. Organize website as advisors want them to see it, pre-planning, catalogue & course schedule relationship
      - vi. Most sought-after courses, alumni contacts in specific fields, possible advisors, edit/personalize stream, ?

*Council broke at 12:13 and reconvened at 1:19*

8. Meredith Harper Bonham '92, *Vice President for Student Affairs*.
  - a. Overview of Division of Student Affairs: Everything that supports and enriches the student experience outside of the classroom.
  - b. Initiatives to show connection between academic and extracurricular.
  - c. Overview of departments within Student Affairs as well as staff included in organization: committed to ensuring the health, safety and wellness of student body.
  - d. Initiatives for 2015-2016: Organizational alignment, Partnership with Academic Affairs, Committee on the First-Year Experience, Athletics, Student conduct
  - e. Kenyon 2020 Priorities
  
9. President Chris Mitchell led conversation on defining Council's institutional mission.
  - a. How to achieve goal of connecting alumni to the college
    - i. Berger noted that leadership transitions make strategic planning difficult, Rick Spinner suggested making a list of priorities that transcends presidency.
    - ii. Baker suggested amplifying messages, events, and news that happen at Kenyon, 2020 objectives: i.e. making Kenyon affordable and accessible, building community.
    - iii. Jim Carr discussed trailing graduates after Kenyon.
    - iv. Discussion on the Council's responsibility and scope.
    - v. Edwin Sheffield suggested that each person in committee take on a specific task of interest and report back to council.
    - vi. Baker urged better defining the Council's relationship with other volunteer groups.
    - vii. Miller Vick urged more transparency to show community what the Council does.
    - viii. Baker discussed the ability to do regional events given growing class size and increased modes of communication
    - ix. Thomas suggested sending a survey asking alumni what they care about.
  
10. Nomination of Alumni Trustees, led by Chris Mitchell

*Council broke at 4:40*

### **Saturday, September 19th**

11. President Chris Mitchell called the meeting to order at 9:10, and reviewed the day's agenda.

12. Scott Baker gave an update on affinity reunions and events for this year, including:
  - i. Pride Weekend
  - ii. Crozier Center 30th Anniversary
  - iii. Koke's 50th anniversary concert to coincide with reunion
  - iv. Career-focused events for young alumni to break down 'silos'
    1. Put together cross-campus group to connect different groups on campus, learn more about relationships
    2. Bring students into office, physical space, before they are alumni.
  - v. Parent engagement: Parent Advisory Council meeting and Family Weekend
  - vi. Travel: another trip to Cuba this year, very successful in the past.
  
13. Switchboard Update with Scott Baker
  - a. Already 1,000 people on Switchboard, all members of the Kenyon family are going to be on Switchboard, and now we're going to start including 'friends' of Kenyon as well.
  - b. Not a place for complex dialogue and debate.
  - c. Post should be limited to 'actionable items'
  - d. It's important not to post on behalf of others.
  - e. Encourage students to start at the CDO for career asks & offers
  - f. Not a place to promote your business although one-time events are permitted.
  
14. Regional Association Update with Alex Compton
  - a. LCF Schedule First Semester, planning for second semester:
    - i. Boston, San Francisco, New York, Columbus
    - ii. Great interest in starting activities in Richmond: October 24th event
  - b. Buckeye Building
  - c. Partnering with CDO to do career networking event
  - d. Berger suggested doing outreach to Regional Association chairs again, as well as another Middle Path Day.

*Council broke at 10:24 and reconvened at 10:34*

15. Mitchell introduces Scott Layson and turns over to him.
  - a. Changes in CDO Office
    - i. Main focus is students; faculty, parents and alumni 'wrap-around' groups
    - ii. No longer under Dean of Students, but rather Provost Office
    - iii. All student employment offers must be posted through the CDO system.
    - iv. Goal is to move from collaboration to integration.
  - b. Career development is a huge part of Kenyon 2020.

- c. How well the CDO is reaching the diversity population.
- d. On-campus recruiting: 85% of recruiters who came on campus hired students last year.
- e. Kenyon Internship Challenge: A Kenyon Works Initiative.

16. Preparations for February

- a. Division of regions among council members: assign obvious choices, then assign outside of the Council.
- b. Senior Dinner
- c. Awards nominations process
- d. Suggestions for February meeting:
  - i. Baker indicated that a portion of the Saturday morning meeting in February be devoted to the visiting regional presidents.
  - ii. Moody suggests revisiting the institutional mission conversation.
  - iii. Baker suggests swapping out the student panel for a faculty panel.
  - iv. Hudgins suggests doing multiple meals with students.
  - v. Hudgins and Dugan volunteered to create a document to cover information gaps for new members.

*Baker thanked all for attendance and the Council adjourned at 12:08 pm.*