

**Kenyon College Alumni Council Meeting  
February 24-25, 2017**

**Present:** Andie Asimes '13, Jamion Berry '97, Susie Bloom Hudgins '89 P'18, Jim Carr '62, Conor Dugan '15, Nancy Ellis '72, Frankie Gourrier Jr. '08, James Greenwood '02, David Hanson '87, Veronica Hauad '03, Jody Horak Tyrpak '91, Jack Killen '71, Julie Miller Vick '73 P'12 H'97, Melzetta Moody '05, Jen Neubauer '04, Win Sheffield '77, Rick Spinner '63, Cindy Thomas '84

**Absent:** Manjul Bhusal Sharma '16, Christian Martinez-Canchola '12, Chris Mitchell '91

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

**Guests:** Susan Apel '83 P'16, Erin Dowdy '01, Virginia Falzon '14, Hugh Resnick '91, Kristen Richardson '84

**Friday, February 24**

- President Jack Killen called the meeting to order at 9:00 a.m. and welcomed the group.
- Susie Hudgins moved that the fall meeting minutes be approved. The motion was seconded by Nancy Ellis and approved unanimously by the Council.
- Killen shared updates since last meeting
  - Alumni survey from a year ago is out
  - Council had a call with President Decatur and staff regarding the release of the Title IX report. Progress report will be provided at the next meeting.
  - Recommendations were given to the Board of Trustees for Alumni Trustee appointments.
  - Reminder that the fiscal year ends June 30 and Alumni Council has a 100 percent participation goal for the Kenyon Fund.
- Scott Baker gave Office of Alumni and Parent Engagement updates
  - Jen Gerken is leaving the office. Jill Shriver is returning to the office as Administrative Assistant.
  - Janet Marsden announced as the Associate Vice President for Communications
  - Active search for Dean of Career Development Office; Scott will share job description with Council
  - Reminder to wait for Council registration for Reunion Weekend
  - Volunteer experience survey being sent by office. Council was asked to provide

feedback.

- Killen gave an overview of the weekend schedule:
  - Alumni Council committee work
  - Symposium with President Decatur and KFEC
  - Student Panel
  - Lunch/Combined Session with Kenyon Fund Executive Committee
  - Awards Selections for Reunion
  - Alumni Council Executive Session
  - Senior Premiere Dinner
  - Strengthening Regional Associations
  - May meeting preparations
  
- Committee Breakout Sessions
  - Targeted Focus - Maureen Tobin joined as staff liaison
    - Committee would like firm direction from the CDO on how contributions can be made. Understands that this will come as new director gets settled.
    - Can we integrate with what KFEC is doing
    - Tobin advised that Committee can offer support by encouraging alumni to offer jobs and internships as well as small things like making Symplicity profile friendlier
    - Tobin gave insight into plans for Kenyon Compass. Offered advice on Kenyon Career Network:
      - students search first by city, then by career field/industry
      - friendly overtures go a long way with students
  - Regional Activity - Susie Hudgins led the meeting.
    - Committee discussed concept of Middle Path Where You Are; each region should do five standard events each year:
      - Middle Path Day (service project)
      - Summer Send Off for incoming students
      - Philander's Phebruary Phling
      - Career Development Event
      - Bellathon/Day of Giving
    - Phlat Philander was introduced and discussed
    - The committee had in depth conversation regarding access to alumni and parent data in the region; Susan Apel and Jim Carr agreed to draft a resolution requesting access to data, to be sent to President Decatur.
    - Regional budget requests were discussed and process for requests was reviewed.
    - Committee agreed that AC discussion of Regional Focus would serve as its report, yielding more time to targeted focus and communications committees.
  
  - Communications

- Briefing Book
  - Send your observation/comments to Rick by **March 10th.**
    1. Is it organized in a useable manner? Is anything left out that really should be in there? Are all the links working properly? Spelling, especially names? Grammar?
    2. Placeholder for the Buddy system and President's introductory letter. Buddy system should be spelled out.
    3. Scott to rewrite Alumni Director letter.
    4. Susie, Win: Any other material you want for your Committee?
    5. Cindy, Susie: Regional Association section has only the list, needs the other two categories spelled out.
    6. Missing material: Alumni Success Stories, the entire section on communication sources
    7. Other "Key Contacts?"
    8. Acronyms (and phrases, slang) are light.
    9. Executive Committee and APE: Responsibility and methodology for updating/changes need to be established and put in place.
- Portal of Communications
  - Further work to define features ongoing

*President Decatur presented A Look Inside: A Kenyon Symposium for all volunteers.*

*Student Panel moderated by Killen*

*Council broke for lunch with KFEC and alumni volunteers.*

- Awards Nominations
  - Killen explained the voting procedure and opened the floor for discussion.
  - Award nominations voted and recorded.

*Alumni Council Executive Session commenced at 4:15 p.m*

### **Saturday, February 25**

- Killen called the meeting to order at 9:00 a.m. with regional leaders joining. Introductions followed.
- Regional leaders shared best practices and a report of what's working for them individually. Regional budget discussion followed.
- Jim Carr motioned that a policy request be made for regional associations to

have access to contact information for alumni and parents in their regions. The motion was seconded by Win Sheffield.

Resolution:

“The Kenyon Alumni Council requests that the College provide the Regional Associations (RAs) with access to contact information (addresses, phone numbers, email addresses), maintained by the College and used by other alumni groups, for alumni and students’ parents in their region or state. The Associations need this information to effectively and efficiently support and promote their work and projects aimed at connecting alumni with the College and with each other. The Council also requested assistance in contacting contact current and incoming students (i.e. future alumni), for the same purpose.”

- Committee Reports
  - Regional Activity
    - Regions need more structure. Working on providing a Regional Steering Committee Structure
    - Post events and pictures on regional Facebook page
    - Use Phlat Philander to promote on social media
    - Would like to see all regions do at least 5 main events:
      - Summer Sendoff Picnic
      - Bell-a-thon
      - February Phling
      - Middle Path Day
      - Career Event
  - Targeted Focus
    - No new initiatives
    - Looking to new Dean of CDO for more focused initiatives/priorities
      - Alumni want to help who is in this position. That message needs to be conveyed.
    - Send example of friendly Symplicity message to all volunteers
  - Communications
    - Goals for the year
      - Briefing Book (“don’t let great be the enemy of good”). Book will be ready for use by May 1, per Rick Spinner and Alex Compton
      - Regional Association Communications - better use of Social Media and existing channels.
      - Portal of Communications with alumni
      - Define outline for communications
- May agenda items:
  - Hear from Bulletin editor
  - Class Agent presentation
  - hear from Admissions
  - more time with students
  - new Communications AVP
  - meet in fall with new CDO

- Debrief of Senior Premiere Dinner
  - beer was better
  - having bios was great
  - students were mostly women
  - prep event was a good thing
  - too many students on their phones
  - Gund Ballroom was a good location
  - student behavior was much improved
  
- Killen asks Council to be thinking about new Alumni Council members and submit nominations.

*Meeting adjourned at 12:00 p.m.*