



SAINT JOHN'S UNIVERSITY ALUMNI ASSOCIATION BOARD OF DIRECTORS

Board Meeting Minutes

Friday, June 21, 2013 • SJU Quad 264 Centenary Room

EXECUTIVE SUMMARY

Board By-Laws will be submitted to all electronically in coming days for final approval and comments.

All new members need to sign & return the **Commitment Letter** to Adam Herbst's attention. Incoming Board Member orientation will happen in July (details TBA)

Many thanks to Brady & Connie DeVaan for joining us at our meeting! The Inaugural Kevin DeVaan Memorial Award recipient is Dick Howard of the Benedictine Way Committee.

Thank you to all Board Members who are rolling off or onto Ambassador positions!

Upcoming Events to Plan to Attend:

- Happy Hour at Excelsior Brewing Co. (4:30 - 8pm, July 18th)
- Move-In Day - (10 - 1pm, Thursday, August 22nd at SJU)
- Career Expo - (Nov. 6th @ CSB)
- Admissions Card Signing at Malone's Maple Grove (Nov. 21)

Welcome New Board Members:

Charlie Carr '03 - Has worked with Class Committee
Joe Housman '04 - was active with Young Alum Committee...Tax Accountant
Brian Kelly '99 - Fellows Chair for Class Committee
Alex Kofoed '07 - Aerotek
John Laliberte '74 - Retired from St. Paul Public Schools
Jim Miller '79 - American Family Insurance
Todd Mueller '74 - Sales & Marketing with Patterson Dental
John Reece '13 - Starting at Target in August
Andrew Salvato '08 - Telecommunications industry
John Spies '79 - Director at Ecolab, St. Paul
- *Please be in touch with Jim Platten to confirm your committee placement.*
Brian Kirchoff '00 - will be volunteering in the Ambassador role.

Expectations of new Members: SHOW UP at meetings & events, **WORK HARD** within your committee, **CONTRIBUTE** to the Annual Fund in any way that makes sense; and **HAVE FUN!**

Office of President for 2013-14:

Past President: Josh Otto; President: Jim Platten; President Elect: Eric Burggraff

Please see full minutes (below) for all meeting details.

FULL MINUTES

Reflection - *Dick Howard (broken collarbone and all!)*

Honoring diversity is important. We all worship one God.

- Heal the earth and each other.
- Be present for each other.
- Allow our differences to be our strength.

Meeting Opening - *Josh Otto*

(NOTE: conferencing technology will be employed at meetings to allow members to dial into meetings when not able to be at meetings in person.)

PASSING THE TORCH...

Welcome Jim Platten as President of the Alumni Association!

Wear the Walter Reger Pin & Red Coat with pride.

Josh Otto rolling to Past President Position

Thank you for your dedication and effort!

Eric Burggraff is our Incoming President Elect.

Thank You to Board Members who have served for three (or more!) years. All members are always welcome in Board activities.

A list of those rolling off the Board:

John Herbeck
Luke Hellier
Tim Lebens
Craig Maki
Jerry Schliep
Alex Siebenaler
Tom Sullivan
Pat Tennucci

David Rom - Rolling off as Past President (thanks for your efforts!) and will continue to be connection to Past Presidents

These gents will remain on as Board Ambassadors:

Neal (Doc) Olson
Mike Urbanos

Welcome New Board Members & President Elect Eric Burggraff

- *Jim Platten* (whose daughter is getting married tomorrow!)

- WELCOME & Thank You for your willingness to join the Board
- Will do a new Board Member Orientation in July
- With guidance of VP's/OOP, new Members will find the committee that is a good fit for them

Expectations of New Board Members:

- A) Come to Board Meetings
- B) Participate in a Committee
- C) Participate in Alumni Events - for example:
 - Move-In Day - (10 - 1pm, Thursday, August 22nd)
 - Senior Banquet - May
 - Johnnie Standup - Spring 2014
 - Career Expo - Wednesday, Nov. 6th @ CSB
 - Private College Job Fair Reception (Securian, St. Paul)
- D) Give to Annual Fund in any way you can

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John Spies `79 - Director at Ecolab, St. Paul

- Brian Kirchoff `00 - volunteering as a Board Ambassador
- One more new member might be joining - waiting for final confirmation

By-Laws / Commitment Letter / Board Slate - Jim Platten

- Hope that the By-Laws become a living/breathing document that is in-tune with efforts and more in-sync with CSB Alumnae. All documents are a work-in-progress. We will do electronic approval of the By-Laws in coming days with aims of having them all endorsed in July.
- Past Presidents continue to be engaged thanks to efforts of recent Presidents

Ambassador position is a new one in by-laws

- Opportunity for guys interested in "testing" the waters as a Board Member
- Opportunity for guys rolling off to continue to be involved as "non-voting" member

Committee Restructuring Going Forward

- 1) Benedictine Way - Dick Howard & Andrew Spaanem
- 2) Student Prep - Mike Koalska
- 3) Student Recruitment - Jeff Murphy
- 4) Resource Development & Classes - Jesse Stremcha
- 5) Alumni Connections - Todd Stoffel
 - a) Chapters & Clubs
 - b) Events & Communication
 - c) Young Alumni
 - d) Alumni Recognition

Board Secretary Position - NEW - Aaron Smith

All are encouraged to review and sign the newly crafted Commitment Letter

- Expectations for participation, giving, character as a representative of the University
- What the Board should give back to the Member
- Be aware of what's going on the Board and at the University
- New members should sign and submit their Letter to Adam Herbst who is gathering letters for the OOP

Kevin DeVaen Memorial Award

We all appreciated Kevin's spirit and mourn the loss of a great friend.

- Kevin's son Brady DeVaen & wife Connie DeVaen presented a plaque in honor of the Kevin DeVaen Memorial Award
- Memorial for Kevin DeVaen to be hanging on northwest wall in new Alumni Lounge - "It's about effort & attitude." - KDV - Timing for hanging of memorial TBA - with Connie and Brady providing input and Design Committee review/approval before producing/hanging.

Many members worthy of the award, but **Dick Howard selected by OOP as Inaugural Award Recipient** for his dedication, innovation guiding the Benedictine Way Committee.

College of Saint Benedict having their 100 Year Anniversary

Proclamation signed by Saint John's Alumni Board Members to be presented to College of Saint Benedict Alumnae Association - recognizing the achievements of CSB.

Committee Reports

Benedictine Way - *Dick Howard and Andrew Spaanem*

- Service Activities:
 - First Sunday of each month at Dorothy Day Center
 - People Serving People Clothing Drive at Fulton (aiming for twice/year) - transition people from homelessness to working world
 - Cohort Groups

(Benedictine Way Committee continued...)

- Retreats
- Building a fund for Benedictine-focused activities
- Recognizing special Benedictines - Fr. Don Talafous celebration to be held in the Fall
- Celebrating Benedictine Heritage - Trips to Italy and other speakers ahead

Student Preparation - Eric Burggraff & Mike Koalska

- A mentoring body for networking, helping them in preparation for career after SJU
- Network students with alumni
- Career Expo - Wednesday, Nov. 6th @ CSB
- Private College Job Fair Reception @ Securian in St. Paul in Spring, 2014
- Bring a Johnnie to Lunch - Committee to promote through Sexton Commons and Palaestra presence throughout the year
- International internship program in progress
- Look for August St. John's Magazine feature on success stories helped by alumni-student networking and preparation efforts
- Committee encouraged to connect with the McCarthy Center to review their mentorship program

Student Recruitment - Jeff Murphy

- Last year was tough, missed goal, but this year beat goal by 50+ students
- Had 5 separate fly-ins (300+ kids) brought in with greatest socio-economic diversity ever
- Next year to do a similar "drive-in" for local students
- Added full-time recruiters in Chicago & Los Angeles
- Football picked up (13) in-state all-stars and (10) out-state all-stars
- Committee & Admissions aiming to formally leverage alumni body - what can we be doing better as alumni?
 - Partnership with Admissions is key and improving but kind of in "holding pattern" (May 1 is their crunch time...looking to meet again soon.)
 - July & August Student Send-Offs - alumni can attend to help build relationships with students & parentslast year (10)...this year (4) - Denver Aug. 4...Rochester Aug. 7... Mike Fahey & Dan McDermot West Metro (date TBA)...Dallas
 - Card signings by alumni to accepted/prospective students - very powerful - has measurable impact (4 dates at Malone's in Maple Grove) ...Nov. 21...Dec. 19...Jan. 23...March 13 (6-9pm)

Resource & Development Committee - Luke Hellier & Jesse Stremcha

- June 19th - Give to SJU Day - \$2,500 matching gift - \$12,064 extra dollars raised that day (avg. \$173 gift)
- Social media reached out to "ambassadors"
- Board at 85% participation - 10 Members pledged but haven't given - deadline is June 30th. 6 Board Members haven't pledged or made a gift.
- Board Members are encouraged to have their pledges in by Dec. 31, 2013 to allow IA team to focus on other alumni
- Expectation is 100% participation by Board (goal of \$45,000 for Board)

(Resource Development Committee continued...)

- \$2.5M currently...\$2.8M goal...
- Fellows \$1.8M (+50 fellows this year)
- Alumni to reach out to first-time givers in July to thank them for their gifts...
- SJU does not do a "give to the max" day, CSB does. SJU will consider for future years.
- Give to the Max day is one day each year when many nonprofits in Minnesota encourage people to donate. It's highly publicized. There is a tremendous PR benefit to participating because it's a day when many Minnesotans give big gifts.
- THANK YOU to all for their generosity

Alumni Connections - *Todd Stoffel*

- Chapters (geographic) - Where you Live / Work / Play & Affinity Groups/Clubs - your interests (12-13 clubs currently)
- If you are interested, don't hesitate to start a new club or regional Chapter
- Go to SJUalum.com to find out more about how to start a Club
- July 18th Happy Hour at Excelsior Brewing Company (4:30pm start time) - challenge to see which class can bring most
- Aug. 2nd - Inaugural Football Alumni Golf @ Deer Run, Victoria
- Send-Offs - all are encouraged to join the Chanhassen West Metro Send-Off

Alumni & Friends Weekend THIS WEEKEND! Social tonight, OkeeDokee Brothers Concert tonight, Red Ride tomorrow, BBQ tomorrow evening & outdoor(?) mass night

Alumni Golf Event SOLD OUT

Secretary - *Aaron Smith*

Minutes to be emailed to all, plus to past board members and Past Presidents (in separate emails)

Young Alums - *Ryan Minnehan for Kevin Krueger*

- YAC = YOUNG ALUM "COMMUNITY"
- RED TALKS - "reflect, experience, develop" - successful event
- Budweiser Roof Deck for Twins game
- Another year of consistency - keep rolling out events
- Alumni should spread the word about YAC to current students

Alumni Recognition - *Jeff Starbird & Raj Chapalkar*

Jim Fry - Walter Reger Award winner - to be awarded at Homecoming Dinner

Alumni Achievement Awards to be awarded Saturday afternoon of Homecoming - looking for volunteers

New Member Activity

New Board Members met with committees to express their interest and learn more about activities. Committee VP's to reach out to OOP to request new Members for their committees.