

Class and Fellows Chairs Call Agenda

Date: Wednesday, August 15th, 2012

1. Information and updates.
 - a. Michael reviewed the last Chairs Call.
 - i. Went over year end information and got an admissions update from Matt Beirne – Director of Admissions.
 1. **Enrollment and retention were stable.**
 2. **Changing demographics in the Midwest.**
 3. **More diversity in the student body.**
 - b. Raj provided campus updates.
 - i. Current events and topics.
 1. **President Michael Hemesath is on campus and has been meeting with departments. He met with the Institutional Advancement staff on Friday, August 10th.**
 2. **There will be Presidential receptions held around the country introducing and welcoming Mike. The Inaugural Ceremony will be held at the Abbey Church on Saturday, October 20th at 2:00 p.m. All are welcome to attend. Invitations will be going out in the mail soon.**
 3. **Fall athletes are back on campus.**
 4. **Move-In Day is on Sunday, August 26th. Saint John's will be providing all students with Benedictine Hospitality through their "1 trip" model. With the help of alumni volunteers, students and their families will be provided enough hands to make one trip with their belongings from their car to their dorm room or apartment. We are looking forward to having students back on campus.**
 - c. Michael provided a Year End Annual Fund review.
 - i. Annual Fund overview
 1. **\$2.79 million – 3rd largest in history.**
We have an Annual Fund participation rate of 25% from alumni. There is room for growth, especially with our strong alumni network. Carlton currently leads the nation with a 50% Annual Fund participation rate.

2. 6,716 donors – Down, but we retained more gifts than in FY11.

The Alumni Board reached their goal of 100% participation in giving to the Annual Fund.

3. \$2.06 million Fellows Society dollar's – Down \$94,000.

In FY12, we had 12 new Fellows donors; however, we were down a total of 36 Fellows donors from FY11. We did recover 45 past Fellows donors that did not give at the Fellows level in FY11.

4. Peer institutions are mostly seeing similar trends

- ii. Ryan gave an update on Young Alumni class years.

With our young alumni (1-10 years out) in FY12, we experienced a year of progress in both donors and dollars. We had 43 more donors and raised \$8,100 more in FY12 versus FY11. This growth can be attributed to increased activity by the young alumni class committees, fellows and class chairs.

1. **Class committee sizes have grown to 6-12 people per class.**
2. **Held 15 events in FY12.**
3. **Conducted 4 class call nights.**
4. **Completed 11 peer written solicitation letters.**

- iii. Raj gave an update on Reunion class years.

1. **Congratulations to the class of 1962 (special thanks to Bob Christensen, Bob Praus, and Bill Schubert). They raised a class reunion gift record of \$71,056 to the Annual Fund in FY12.**
2. **Congratulations to the class of 1977. They raised a class reunion gift record of \$660,135 in FY12. This total included both Annual Fund unrestricted gifts and restricted gifts.**
3. **Congratulations to the class of 1972 (special thanks to Buck Dopp). They have reached a total of 42% participation rate of giving to the Annual Fund.**

4. Reunion class volunteers are now focusing on attendance numbers and calling their classmates to secure their registrations. www.sjureunion.com
- iv. Raj asked Buck Dopp to share his practices and ideas towards reaching such a high class participation rate. Buck attributed their class success to a strong class committee group of 19 people, which includes numerous Fellows donors.
 1. They have a class committee conference call once every quarter.
 2. They created a Microsoft Outlook email group distribution list. This is an easy way to share information, ideas, and pictures quickly to a large group of people. This is a good way to keep alumni and volunteers engaged and up-to-date with information about class members and Saint John's.
 3. They created a Facebook page, Twitter, and Linked In accounts for the class.
 4. They are always working to build comrade, teamwork, and goal setting within their class.
- v. Raj reminded all Class and Fellows Chairs to register for Homecoming.
- vi. Questions.
- vii. Michael provided year to date Annual Fund information. \$67,000 has been raised so far this year. Total number of donors is at 458. We are 117 donors over last year's pace. We have 16 Fellows donors.
- viii. Trends.

It is too early to tell, but it is a good sign that our donors are up 34%.

2. Guest speaker – Associate VP for Institutional Advancement - John Young.

a. Topic – Campaign status and facilities update.

1. During the last campaign, “One Generation to the Next”, we raised 168 million over a 7-year period. Br. Dietrich, Dan Whalen, and Joe Mucha provided great leadership during this campaign.
2. July 1, 2008 we began the quiet phase of our current campaign. In October 2008, Dan Whalen served as interim president. In the Fall of 2008, the country experienced a severe recession which caused the evolution of a new plan for the capital campaign.
3. In May 2011, the consultant group Bentz Whaley Flessner reviewed the campaign and delivered a feasibility report. They recommended engaging in an 8 year campaign with a working goal of 160 million due to the current economic environment.
4. Phase 1 with the Athletic facilities has begun. We believe these updates will help gain strong enrollment in the future.
 - Ground has been broken for the new baseball field, soccer field, and tennis courts.
 - Turf has been replaced and lights added to Clemens Stadium
 - New Bleachers have been installed in the Sexton Arena.
 - Baskets have been replaced in the McNeely Spectrum.
5. Currently, SJU combined enrollment is at approximately 1,820 students, which is a shy of our target number. First year enrollment is at 455, which is about 25-30 students bellow our target number.
6. Currently, CSB combined enrollment is at approximately 2,050 students, which is at their target number.

b. Questions.

1. Question from Denny Schleper: Are major donors that give restricted gifts recognized as Fellows donors since their gifts are not designated to the Annual Fund? In the Annual Report,

our donors are always listed by gift level, regardless of their gift designations.

2. Question from Denny Schleper: How will the corporate restructure change the overall outlook on Saint John's and the monastic community? Having the monastic community available to Saint John's is a great strength; however, it could be perceived as a weakness or challenge. Overall, the corporate restructure will provide true governance responsibilities for the Saint John's Board of Trustees, which will allow the monastery to increase its focus on the Catholic Benedictine nature of the student experience, through the faculty resident program, men's spirituality groups, campus ministry and more.

3. Michael discussed I.A. focus and resources for volunteers.

a. Strategy.

- i. We plan to increase personal visitations. Have more one on one or small group visits.
- ii. We are expanding the parent and current student programming. Charlie Welsh will be taking on this new role. He is looking at forming a parent committee.
- iii. Michael and Jim will be working on increasing non-reunion class activity.
- iv. We are currently gathering information from lost donors through a second lost donor survey.
- v. We will be working on increasing segmentation of messaging.
- vi. We will be testing the effectiveness of our Annual Fund messaging.
- vii. We will be encouraging upgrades in giving and sustained gifts.
 - 58% of donors stay at the same amount each year.
 - Emphasizing becoming a Johnnie Sustainer through automated giving plans.
- viii. We will be working to provide better direct support and resources to our class and Fellows volunteers.

b. Raj emphasized the use of the Volunteer Portal this quarter.

c. Jim provided resources and suggested actions to gauge interest within your class during non-reunion years.

- ix. Access the portal and contact your assigned classmates.
 - 1. Thank them for their gift.
 - 2. Send in contact reports so staff is aware when someone has been contacted.
 - x. Review/create class goals and consider some sort of activity.
 - 1. On campus.
For example, the class of 1993 celebrated one big 40th birthday party in Flyntown.
 - 2. Join an existing SJU event.
 - 3. Do your own event.
For example, you could organize a Happy Hour or Golf Event that coincides with an event that brings your classmates back to campus.
 - xi. Continue to develop your class committee.
- d. Questions.

4. Ryan shared upcoming alumni events.

- a. 8/24: Hockey Alumni Golf in Monticello
- b. 8/26: Move-in Day
- c. 8/27: Pete and Tony's Golf Scramble in Albany
- d. 9/5: Central Minnesota Presidents Reception in Sartell
- e. 9/6: Twin Cities President's Reception at Interlachen CC
- f. 9/14: Johnnie Soccer against Carleton hosted by President Michael Hemesath Under the Lights
- g. 9/15: Johnnie-Tommie football game
- h. 9/28: Homecoming weekend

5. Michael wrapped up the call.

- a. New opportunities and exciting times.
- b. Next call date November 14th 11:30 a.m.
- c. Topic - TBD