

Stewardship Task Force

Friday, January 23, 2009

9:00 AM – 1:00 PM

Westin Edina Galleria

Meeting #2 WEB Summary

Welcome and Introductions

Chair Paul Koch welcomed everyone to the meeting and asked each task force member to introduce himself/herself and share with the group his/her connection to Gustavus.

Review Stewardship Task Force Scope

Chair Paul Koch gave a brief overview of the Commission to keep the Task Force centered on the work at hand. The work of the eight Task Forces is to create recommendations for action and funding that the Board of Trustees will ultimately prioritize. An overarching goal is to increase engagement and sense of ownership in the strategic planning process.

Review Meeting Objectives and Timeline

The Stewardship Task Force will focus on the three strategic initiatives assigned to the group. Today's meeting will focus on Strategic Initiative 5.2 (engaging alumni).

Alumni Engagement Research and Background Information Presentation

Director of Alumni Relations Randall Stuckey '83 presented on alumni relations at Gustavus that included the findings of the Presidential Task Force on Alumni Relations which was submitted in August 2008.

Summary of Alumni Relations Task Force Report

- Involve alumni in the lives of prospective and current students
- Develop alumni facility/space on campus
- Evaluate communication to ensure it is most effective
- Develop more broad-based and varied alumni engagement opportunities
- Improve structures to support expanded alumni engagement, expand thinking on campus so that everyone views it as part of their jobs to support alumni relations and employ structures to maximize the engagement and make it effective and efficient to implement
- Transform alumni annual giving and improve messaging to assist in this effort

5.2 Strategic Initiative Topic Discussion

Framework for discussion was presented with areas identified that need discussion which could eventually result in recommendations.

Small Group Discussion

At each table, members were to move through the topics on the discussion framework while considering the following questions:

- How do we see Gustavus and alumni engagement in 2020?
- How do we go beyond tactical recommendations and think “big?”

Discussion Topics Framework

Gustavus Philosophy of Alumni Engagement

Campus Ethos to Involve Alumni

Engagement Opportunities for the Masses

Connecting Alumni with Prospective Students

Connecting Alumni with Prospective Parents

Connecting Alumni with Current Students

Connecting Alumni with Faculty

Creating Culture of Philanthropy

Engaging Alumni in Social/Reminiscing Focused Opportunities

Engaging in Alumni Growth and Development

Campus Physical Plant

Engaging Alumni Leadership

Wrap-up/Next Steps

At the beginning of the next meeting, we will review the compiled ideas from the alumni engagement discussion. Look for any gaps in ideas and move these ideas closer to recommendations.

The remainder of Meeting #3 will be focused on the endowment.