

**Gustavus Swedish Advisory Board  
Crown Council Report 2016**

**Members**

John Hasselberg - Chair  
Glenn Kranking – Campus  
Facilitator  
Elin Ahldén  
Mark Anderson  
Linnea Asp  
Chelsea Bowen  
Matthew Cadwell  
Chris Carlson

John Clemedtson  
Paul Cole  
Kristina DuBoulay  
Craig Engwall  
Jen Fox  
Kristina Fredrick  
Kristen Gray  
Amy Leval  
Lars Lofgren

Daniel Lundberg  
Henrik Nordstrom  
Julia Paraskova  
Elise Peters  
Magnus Ranstorp  
Jenn Stromberg  
Linda Wallenberg  
Rachel Willson-Boyels  
Aaron Zierdt

**Fall Meeting**

Fall meeting was focused on the College strategic plan discussion.

**Winter Meeting**

Utilizing Alumni and Friends in Sweden

When the Advisory Board was formed it seemed appropriate that there needed to be members in Sweden. The idea was that when John Hasselberg, Glenn Kranking, or Tom Young traveled to Sweden this group would gather to meet. The reality is that the group in Sweden has not been given clear direction or been empowered to do any specific task. The gatherings that have happened are sporadic and have been small and social in nature. The group is on the advisory board email alias, so they receive meeting minutes yet has been disconnected with the work of the advisory board in Minnesota.

The group discussed specific tasks that alumni, parents, and friends in Sweden could be empowered to do. It is not clear if they will remain as a formal part of the NAB or as separate volunteers.

Tasks where help is needed:

- Locating Gusties
- Identifying internship sites
- Coordinating friendship families for students studying in Sweden
- Staffing admission events
- Helping with Gustavus Wind Orchestra Tour in January 2018
- Helping with Semester in Sweden (spring semester, odd years)

Recruiting Prospective Students with Swedish Ties

The Admission Office does not have a staff member he can assign to work on these ideas given the other demands on their time.

The NAB discussed ways they could coordinate alumni to volunteer to help recruit future Gusties. Such as:

- Connecting with students attending Sjolunden Swedish camp
- Connecting high school students who were exchange students to Sweden
- Compiling a list and cost to put an ad in Swedish heritage magazines and newsletters
- Connecting with teens attending programs at ASI

**Out of Scandinavia**

Out of Scandinavia artist is Sofia Jannok will be on campus the first week of May. She is a Grammy-nominated singer and a Sami and indigenous people activist.

**Gustavus Ambassadors at American Swedish Institute**

- The Advancement Office staff are in the Gustavus suite at the American Swedish Institute most days during the week
- 2015 tried to coordinate 50 volunteers to staff the office to provide a welcoming presence, yet this proved to be difficult to manage
- Looking to hire temporary part-time employees to cover a shift on Saturday and Sunday that can create activities to draw in visitors
- This is on hold until the 2017 budget is approved based on enrollment figures for the fall