



## TLC Advisory Board Crown Council Report 2019



### Members

Neal Hagberg – Campus  
Facilitator  
Marcia Bach  
Becky Cantellano  
Laurie Erlandson  
Kevin Lungay  
Nicole LaVoi

Tom Mingo - Chair  
Mike Senescall  
Kula Shives  
Michael Sigel  
Mya Smith Dennis  
Bill Sternard  
Deb Sundal

Esther Tsai  
Bao Thao  
Song Thao  
Cindy Walz  
Stephanie Wilkinson

The group met two times this year.

The first meeting was a visioning session. It was a brief recap of what has happened at TLC over the last 7 years since the camp was gifted from the Wilkinsons to Gustavus. Then a discussion about what TLC will/should look like 5 years from now.

Topics discussed included:

- Size of summer camps
- Growth of camps beyond summer
- TLC message at camp
- TLC message/outreach beyond camp
- Tennis instruction (any modifications to current teachings)
- Diversity and inclusion
- Staff recruitment, training, retention
- Securing funding
- 3 crowns curriculum, leadership academy
- Succession plan

### New Assistant Director Position

Due to a staff transition with the departure of the assistant director there was opportunity to reimagine the staffing model. The discussion from the advisory board meeting helped shape a new full-time assistant director position to focus on tennis, staffing, and diversity and inclusion.

This position was filled by Mikinzee Salo.

The spring meeting was an opportunity for the advisory board to meet with Mikinzee and hear her vision for the program.

### Recruiting and Retaining Summer Staff

The majority of the spring meeting was brainstorming strategies for staff recruitment and retention in the era of college students being told they need an internship. Therefore, staff are now often staying 2 years. Ideally would like staff to stay 3 or 4 years (all of college)

The advisory board had many ideas related to:

- Job title and job description
- Creating a step-system of increased responsibility and skill acquisition for each returning year
- Re-framing the job as an internship
- More training on issues of diversity and inclusion
- Creating intentional networking, job shadowing, and mentorship opportunities for staff with adult campers (400 adult campers come through each summer and there are 40 college-age staff)
- Training on resume writing and interviewing to prepare staff to talk about their experience

## **40 Love Campaign**

The campaign honors the 40th anniversary of TLC and set out to raise funds over 40 months. TLC is \$3,776,027 (94%) to its \$4,000,000 goal for endowed scholarships, endowed court funds, and bubble replacement and remodel (started 2 1/2 years ago). Campaign ends February 2020. We are raising our goal to \$5,000,000.

40 Love Campaign Goal by February, 2020: \$4,000,000

1. Tennis & Life Endowed Scholarship Fund

Goal \$2.5 Million

Raised: \$2,165,404.91 (87% of goal)

2. Wilkinson Legacy Endowment for annual tennis court upkeep.

Goal \$1 Million

Raised: \$906,572. (91% of goal)

3. The Wilkinson Renovation Fund for bubble replacement and interior cosmetic remodel

Goal \$500,000

Raised: \$704,050 (141% of goal)

Total: \$3,776,027

94% of total goal

This does not include \$476,000 in indirect gifts raised as a result of the campaign.

We are now setting our sights on \$5,000,000 (not including indirect gifts)

\$400,000 more for bubble

\$100,000 for court endowment

\$700,000 for endowed scholarships