Minutes of the Knox College Alumni Council
Alumni Room, Old Main
Friday, October 16, 2015


Staff Present: Amanda Chavero, Jennifer Gallas, Anabel Menifee

1. Meeting Call to Order
   Chairman John Straus ’73 called the meeting to order at 1:15 p.m. and asked Council members to introduce themselves. A special welcome was given to Randy Strickland ’90 who is the new representative for BAN/BAAKC.

2. Minutes of the June 5, 2015 meeting were approved as read.
   John Heyer moved to approve the minutes as read. Tom Bazan seconded.

3. Report of Mock Interviews: Maurice Harris reported that there was perhaps a smaller turnout this year, and that there was a nice reception and social time following the interviews. Participants felt it gets better and better each year, and all agreed that the Alumni Hall location is better than CFA. Annabelle Menifee said that a new twist was added this year. The virtual interview was a success on this first launch. Gary Moses suggested drawing in alums of classes who are coming to Homecoming. Anabel confirmed that some interviewers were non-Council alumni, and that the process to expand the reach will continue to be developed.

4. Senior Outreach: Carol Brown noted that Council members who volunteered to contact seniors should have a list of students in their packet. The list may have additions and subtractions as the year goes along so an updated list will be provided at the beginning of winter term. Carol recommended sending messages before the end of fall term, and will follow up with information regarding the Career Impact Summit. Annabelle will also send some helpful hints and tips. John Straus reminded members to please let seniors know about the alumni council.

5. K-Box Project: Carol reported sad news about the My K-Box project. Box numbers for graduates of the 90’s and 00’s are in the database, but that information is not available for other eras. The Alumni Relations staff checked old directories stored in College Archives, paper biographical files in Development, and the mail room, but had no luck.

6. Knox Athletic Hall of Fame nominee: This past summer, the Hall of Fame Selection Committee and the Alumni Council were asked to accept Chuck Porter ’52 as an inductee into the Hall of Fame. Despite the decision occurring outside the normal nomination and selection time frame, the additional inductee was approved. This prompted questions about the need to adjust the by-laws to accommodate future exceptions. Valerie Blevins and Eric Langston proposed new by-law language to resolve concerns. Valerie read the proposed change to the by-law (D4 outlines a limit of up to three nominees each year, and up to one 50 Year nominee):

   Nominations received after the closing date may be considered by unanimous consent of the selection committee to evaluate the nominee. If the selection committee considers the nomination and votes to induct the nominee into the Hall of Fame, the selection committee must also obtain approval of the nominee by a two-thirds vote of the Alumni Council. This action may be taken electronically and does not require a face-to-face meeting.

Discussion followed.
John Heyer asked if the same change should be made to all awards. Concern about timing was raised as to the time of selection in relation to the timing of the award ceremony. John Heyer asked to add “must be extra-ordinary circumstances” for us to recommend a late appointment. Valerie and Eric will revise the language and send via email. Eric and Emily moved and seconded.

7. **Meeting with President Amott:** John Straus, Valerie Blevins, and Carol Brown met with President Amott in September. She asked how to engage more alumni. A list of committees was distributed for more active participation. Committees include Nominations, Career Development, Social Ambassador, and Alumni Engagement. Members were asked to submit the form with committee preferences ranked.  

**Career Development Committee:** Anabel said that members would be asked to reach out to companies and organizations and seek internship opportunities, and/or possible mini immersion terms. Offerings for students are based on career interest surveys, and Knox faculty help promote. Liz wondered if there are resources for students entering graduate school. Gary asked about the Alumni in Residence program. Alumni offer a week of time to present in the classroom and meet with students. Gary added that one way alumni can help is to provide housing while the student is working at the internship.  

**Mentor program:** Anabel reported increased numbers this year with 30 alumni mentors, and a few left to match with students. She is working through the commitment level of both parties, determining what the students’ needs are, and how mentors can help. Marty commented on mock interviews and careers, saying many students do not know what to do. Parents of alumni or current students could be a real asset. Amanda Chavero noted that she has developed a messaging platform for parents.

**Next Step program:** These are sessions or workshops for students – basic car maintenance, cooking classes as graduates move into apartments, nutrition, renters rights, dress for success, insurance options, budgets/finance, people skills, etc.  

**Social Ambassador Committee:** A way to get Knox communications out to more alumni, expand the reach of College Communications

**Alumni Engagement Committee:** What are the ways we can step up engagement? Carol pointed out that Council members are all involved for their own reasons—how do we get more alumni involved? Mary Myers Fasbender suggested that alumni could help by doing resume reviews and video interviews. Both are key to getting closer to an interview for employment. Randy Strickland suggested bringing opportunity to the doorstep, bring Knox to them. Alumni event organizers are needed off campus; this could be joined with fundraising. Use class networks based upon interests to hold events off or on campus. Liz Grana said alums want to feel they matter and are important – appeal to their ego through their personal successes. Write thank you notes to alumni who make contributions. Acknowledge and share alumni achievements with t-shirts or letters. Our efforts need to be more about personal interactions that acknowledge our bonds. Joe Moore said he is willing to call fellow alums about Chicago Knox Club events. Mary suggested Council members contact three additional alumni friends to plug in as needed. A laundry list of activities would be helpful. John Heyer noted that alumni fall into two groups – those who you can contact and get a yes, versus alumni who have low affinity. Diane Newell thinks alumni would love to take Preceptorial Classes online. Amanda Chavero suggested having an Alumni Council Tent for Homecoming next year.

8. **Change of Alumni Council Meeting Date:** Thought is to have the meeting sometime in May when more Administration is available – between late April and early May to fit the college and members’ schedules. The goal is to schedule a Saturday meeting with possible Friday event for seniors and additional Mock Interviews. Could the Council tie into Senior Challenge? What could we offer them if they participate (i.e. a mentor for them)?
9. The TRIO Achievement Program—Risa Lopez, Director of the TRIO Achievement Program
   Includes Upward Bound, Talent Search and Student Support Services (that is our Knox focus on outcomes and successes), a talent development program in essence. Knox has received nearly $7 M in Federal support. McNair Program has slightly different requirements than TRIO. 54% of new U.S. students are TRIO eligible. First year of new Spark Bridge Program.

10. Fullbridge Program Students: a skills based program to give our students an extra edge in the marketplace.

11. Report on Admissions—Paul Steenis ’85, Vice President for Enrollment and Dean of Admission
   - Doubled the number of international students in the last 10 years.
   - Very diverse class since admission trends began in 1971
   - Started using common application almost 40 years ago.
   - Admission nationwide is very competitive market. Shifts in student demographics are of note too—much more diverse, shifts in family income, first generation college attendees, need vs. net tuition revenue (increased by $10,000 since 2011)
   - Fed and State support has decreased (Perkins Loan Program phasing out), discount rate has gone up (now at 64% rate of financial aid).
   - Trends in numbers of high schools grads since 2011 have dropped off—lowering the number of student graduates available for us to recruit.
   - Demographic trends ---we follow by ethnicity & Hispanic and Black students have nearly doubled
   - Our classes represent national demographics extremely well

Strategic Marketing: Guiding Principles & New Messaging
   - Real world experience
   - Engage Students with Can Do Spirit
   - Open-minded, diverse community
   - Strong Academics: Programs offered (majors/minors available)
   - Galesburg and Chicago connections
   - Publications, websites, advertising, & changed campus visit experience

The meeting was adjourned at 4:10 p.m.

Mary Myers Fasbender ’71
Alumni Council Secretary