

Knox College Alumni Council Spring Meeting
Agenda Friday, April 16, 2021

Tom Bazan, Elizabeth Bazan, John Sauter, Bill McVey, Valerie Blevens, Maya Moody, Robin Butler, Marty Glickman, Scott Calhoun, Katheryn Mahaffey, John Straus, John Heyer, Cindy Wilson, Steve Walton, Ann Feldman Perille, Jeff Gipson, Tim Schmeling, Maurice Harris, Pac Pobric, Paige Lowe, Joe Moore, Julie Scannell, Pamela Hernandez, Mike Gilbert, Anjali Pattanayak, Doug Hill, Christine Winick, Eric Langston

Sarah Byrd, Eric Johnson, Jennifer Gallas, Megan Clayton, Crew Keller

1:30 p.m. Welcome and Approval of Fall Minutes

Marty Glickman, Chair

Motion to approve minutes, John Heyer 1st, Paige Lowe 2nd Motion passes

1:35 p.m. Committee Reports

Prospective Student Engagement Committee — Joe Moore, Chair

- 76 students have been recommended by Alumni since Jan 1, 14 have made a deposit. Alumni Engagement sent follow up to alumni who made recommendations and encouraged them to follow up.
- 141 alumni volunteered to write notes to students. In the future, plan to focus on more recent alumni to write these notes.
- 134 Knox in a Box contents sent out to educators for use in promotions
- 35 alumni participated in Spring and Fall receptions. Alumni participated in panel discussions as well.
- Ask and expert webpage features 4 alumni selected by Alumni Engagement in professions most cited by prospective students in production.
- Admissions is using virtual Q&A's and other virtual means for recruitment. Admissions is open since July for visits. Work is more labor intensive in order to maintain distancing. In person admitted students days on Saturdays. Have also been doing video tours as requested for those who cannot visit in person.
- 137 deposits as of last week. Some extensions have been given as an increase in deposits was seen after deadlines for other schools have passed.
- Senior staff are still determining requirements for attendance in the fall regarding COVID and vaccinations.
- Strategies for future
 - Admissions is not getting information from standardized testing companies due to COVID disruptions, so referrals from alumni will be key
 - Expand panels
 - Alumni volunteer to have coffee chats with prospective students or parents of prospective students.
 - Identifying alumni who have high school age students and reaching out to promote Knox.

Campus Engagement Committee — Sam Jarvis and Tim Schmeling, Co-Chairs Alumni

- Knoxplorations pilot program - Partnered 10 alumni with students for an unpaid, project-based externship. Successful and working on how to continue the program for the future with regard to both mentors and students.
- Alumni mentoring program with TRIO - 8 alumni paired with 8 students for the pilot program. Next steps - better define mentor for students to relieve stress and provide expectations. Increase check-ins with mentors to provide support. Most participants found it beneficial.
- Career quotes - have been going live.
- Career bridge update - designed to give students the tools and info they need to apply for jobs. Going to a hybrid option in the next stage, may be opportunities to volunteer with that program. An email should have been received by Scott Crawford regarding opportunities.
- Senior Challenge 2021 - Raising funds for an emergency fund for students. Committee looking for ways to support the senior class in this.

Engagement Committee — John Heyer, Chair

- Have a new staff liaison coming on board next week: Levi Morgan '08
- Discussed how to integrate alumni moving into a new Knox Club area so that the Club can reach out directly before adding them to the email list.
- Discussed how to keep track of email after graduation (if they change from their edu)
- Discussed a memento to be given to the classes of '20 and '21 in recognition of the times. Perhaps a keychain noting it is a gift from Alumni Council. Could be distributed at commencement at Homecoming.

Awards Committee — Tom Bazan, Chair

- Call for nominations to the council, continue to put them forward.
- Looking for ways that the council could encourage more nominations. May be able to do this through the Knox Clubs. Encourage nominations to be fully fleshed out, clear communication re: qualifications, etc.
- Please submit ideas to Tom Bazan as to how the committee could make the process easier and more clear.
- Knox Service Award nominees - 14 nominated. Selected 3:
 - David Bates '78 - class correspondent for 20 years. 30-year reunion committee, Knox Steering Committee 2003-05. Returned to campus to speak to pre-law students. Active in Houston Knox Club. (has moved to CO)
 - Howell "Chip" Evans '68 - 50 year reunion chair. Long-time admin of class Facebook page. Class agent and class leadership team. Continues to serve beyond the 50th reunion.
 - James Folley '78 - led business intensive seminar. Mentor in Knox Start-up Term for over 90 students. Panelist for Knox Fullbridge Program. Keynote speaker for Knox business club.

John Straus makes motion to approve, John Heyer 2nd. Motion passes.

Continued discussion for Awards:

- John Straus pointed out that the College can share background if there is someone you want to nominate. The nomination form is straight forward.

- Question: How long does someone remain in the pool? Do you have to have 3 winners?
A: Nomination stays in pool for 3 years. There is a period during which they have to be out of the pool before being re-nominated. 3 is the maximum number of awards. Same for Alumni Achievement and Young Alumni Achievement is up to 1.
- Bill: Committee noted that there is a difference in the quality of nominations. Some are short and not clear. Others were more clearly familiar with a nominations process in general.

2:15 p.m. Power of Experience Student Presentations

Caitlin Edelmuth `21 - Senior Class President, Senior Challenge Committee

- Shadowed veterinarians this past summer. Bio major with hope to go to veterinary school after a year off.
- Funds supported housing, travel, etc.
- Assisted 4 veterinarians - surgeries, housecalls, and hands-on experiences that helped cement decision to go into the field. Better understanding of the requirements of the job.
- Provided experience as a vet tech and built on previous experiences. Made more confidence in going into the field.

Joey Dorgan `21 - Soccer team, President of Free Health Club, Vice President of Student Advisory Committee

- Bio major, business and management minor.
- Pre-health program at the University of Iowa a few years ago provided a connection with a behavioral health professional. Connected with him for a research project.
- Funds used for travel and housing.
- Shadowed a behavior analyst. Researched connection between how parenting affects children with ASD. Will continue the research next fall in post-bac.

Questions and Discussion

- Ann Feldman Perille suggested that students participate in a panel to encourage new students to take advantage of this. Christine Winick agrees that it could be a selling point for prospective students and parents.
- Marty Glickman asked how the Alumni Council can better engage new alumni.
 - Phone call to discuss what's next for them and sharing advice.
- John Strauss - what kinds of activities would you be interested in coming to?
 - Anything in person. Group gatherings on campus with current students. Does require students to step out of comfort zone to introduce.

2:45 p.m. Progress Update on New Alumni Engagement Priorities and Knox Proud Day 2021

Sarah Byrd, Executive Director of Alumni Engagement and Annual Giving

- First year or two focus on three areas:
- Career
 - Enhanced networking/mentoring through KNect
 - Alumni/student networking events

- Professional residence programs
- Mentoring for TRIO
- *Forever Fire* series with Athletics
- Handshake platform for job seeking and sharing
- Mock Interviews
- *Live @Knox* series
- *KnoXplorations*
- Admission - these are newer programs than career
 - Recommend a student appeals
 - Note writing projects for deposited and admitted students
 - Knox in a Box for alumni educators
 - In-person virtual admitted student receptions
 - Gifts for legacy prospects visiting campus
 - Valerie Blevins pointed out that a donor recently mentioned that they wished Knox had reached out to their child.
 - Alumni Engagement and other departments could share information better in order to make sure that information is shared. This has been a starting point.
 - Ask and Expert webpage
- Students and Young Alumni - start with students in order to reach young alumni before they graduate
 - "Welcome" email to Class of 2019 from Alumni Engagement
 - New student move-in day - tent with swag and popsicles
 - Breakfast with Blaze on first day of classes - donuts and photos with Blaze
 - Birthday emails to current students
 - Video messages from alumni to Class of 2020
 - Solicitations focused more on engagement - Who is Ready to Meet This Moment? Webpage - trying to overcome the perception that Alumni Engagement only asks for money
 - Young Alumni focus group
- Metrics since 2019
 - 455 alumni connected with current student
 - 1641 participants in virtual events
 - 500 alumni volunteered with admissions
 - 2343 unique participants in engagement programming in last FY
- Next:
 - Expanding involvement with Admission - alumni have expressed interest
 - Growing campus presence with students
 - Continue virtual events - have given more opportunity for participation
 - More affinity based programming - have gotten good responses to this

Questions:

- How are we measuring success?
 - Plans are coming for this.
- Virtual events with donation box - has there been increased giving?

- Yes, it has been very successful. The form for registration has a giving option.

Knox Proud Day

- Goal is 2867 donors in 24(+) hours - Represents every student who has earned a degree during Teresa's tenure.
- What can you do?
 - Host/attend event
 - Be a social media and otherwise advocate
 - Make a gift
- Involving students and KClub in the push as well.

3:00 p.m. BREAK

3:15p.m. Proposed Amendment to Bylaws Knox Clubs

Ad Hoc Committee

- There is no clear path to create/define Knox Clubs
- Committee considered purpose, how they are formed, what is required for operation, what are the benefits of clubs
- By-laws change:
 - Section D in Article 2 to state that all active Knox Clubs are invited to send a representative to the Alumni Council
 - Clarify that all clubs are required to hold at least one event each year. - provides expectations as well as opportunity for college to connect with alumni
- Policies and procedures clarifications for Alumni Engagement staff
 - Began document to explain what Knox clubs are and how they are formed and maintained
- Survey to be emailed out for insight on ideas discussed by committee coming in next few days:
 - What are the benefits of Knox Club?
 - What do club members want from the college?
- Part of the mission of the Council should be to provide leadership development assistance to avoid Clubs of 1.
- Representation on Alumni Council: Each Knox Club is invited to designate a member to represent
 - John Heyer motion to approve as proposed. Ann 2nd. Motion carries.
- Operation: Knox Clubs should hold at least one annual meeting - Change to: "It is expected that Knox Clubs hold at least one
 - John Heyer motion to approve as proposed. Valerie Blevins 2nd. Motion carries

3:30 p.m. Homecoming 2021 — Update and Discussion

Sarah Byrd, Alumni Engagement Staff, All

- Plan face-to-face reunion planned at this point, while keeping unknowns in mind as well as the opportunity to capitalize on connections on virtual platforms who can't return to campus. Looking for input on what that might look like.

- Sent surveys to reunion classes from last and this year.
 - Most people fell in the middle on feeling safety of coming back to campus.
 - How important is it for you to be back on campus to celebrate your reunion: 4 out of 5 with 5 being very important
 - What events do you want to see on campus? - class gathering/dinner is most important overall
- What is it about the Knox Homecoming weekend that gives you the feeling that it was an awesome weekend and I can't wait to come back?
 - Interaction with other alumni.
 - Classes (could be virtual)
 - Seeing classmates
 - Virtual events may not inspire the same level of commitment as on-campus
 - Be sure to communicate what is open in Galesburg.
 - Importance of details like food, etc? - Not generally what people come for, but probably important to have more details for reunion classes to get people to come back.
 - Gathering is the importance

4:00 p.m. College Update

President Amott

- Alumni influenced her decision to come here and she has greatly enjoyed interacting with them as president.
- One challenge of her presidency has been the legacy left by the financial crisis. It has been eased by alumni.
- Glad she was able to serve this year.
- Homecoming - in-person connections are important, but we must also find a way to encourage engagement with those who cannot physically travel.
- Vaccine requirement - Loath to require a vaccine when it is still on emergency approval without approval of legal council and other schools doing likewise. International students could be provided with the vaccine and quarantined. Continued testing is required. The State may require it for congregation situations.

4:25 p.m. Wrap-Up

Marty Glickman, Chair

- Welcome Maurice Harris as incoming chair, and Tom Bazan as vice Chair and Joe Moore as Secretary.
- Thank Elizabeth Bazan and Eric Langston who are leaving the Council.
- Thank Sarah, Eric and Carol Brown.