

Andover Alumni Council
Executive Committee Meeting
January 29, 2009

Minutes

The meeting was convened at about 10:00 a.m. in McKeen Room #1, Draper Hall, Abbot Campus. Several members participated by phone and webinar.

Attendees:

In person: Peter Hetzler, Debby Murphy, Ann Harris, Lisa Chioffi, Stephen Matloff, Abby Harris, Judy Turgeon, Dick Howe, Chris Auguste, Ron “Tak” Takvorian, David Parker, Al Blum, Les Callahan, Susan Donahue, Michael Schmertzler, Sid Smith, Peter Ramsey

On phone: Brian Elworthy, Jenny Savino, John Kane, Kate Kimball, Michael Marrus, Stefanie Scheer Young, Murrey Nelson, Ashley Foster

1. Call to Order, Welcome, and Introductions – Peter Hetzler called the meeting to order and welcomed participants, who introduced themselves around the table and on the phone.

2. Approval of Minutes of November 1, 2008 Meeting

Peter Hetzler proposed a clarifying amendment to the minutes in the last section, end of first paragraph. It should say:

“Peter Hetzler said that Alumni Council historically has not been involved in fundraising FOR ITS OWN PROGRAMS, (emphasis added) but maybe this is something we should consider.”

The minutes were approved, as amended.

3. Alumni Council Strategic Plan – update, approval, and plans for presentation to Trustees

Dick Howe noted that he had received a few suggestions regarding grammatical changes after the plan was distributed. Those will be incorporated. The final version will be posted on the Alumni Council website.

Peter Hetzler, Debby Murphy, Mike Ebner, Dick Howe and Steve Matloff will be presenting the plan to the Board of Trustees tomorrow. It does not require their approval.

John Kane suggested including the plan in the orientation packet for new members in the fall.

4. Governance Committee – Susan Donahue, Chair

- **Leaders’ Weekend Survey Results**

Susan Donahue presented the results of the survey conducted after the fall meeting (see Attachment 1, at end of these minutes). Many of the issues raised will be considered in the Governance Committee over the next several months.

- **Revised Survey Proposal**

Ashley Foster presented the results of a Governance subcommittee's work on surveys of Council members (Attachment 2). She responded to several questions and suggestions about methodology, including keeping surveys to 10-12 minutes max.

Steve Matloff said the subcommittee would distribute a sample survey so that people can see methodology in action and compare it to what was administered in fall. He said that the subcommittee (especially Ashley) are eager to help Alumni Affairs improve its surveying expertise.

- **Exit Interviews/survey for departing members**

Steve Matloff noted that the subcommittee would also be developing an exit survey for members leaving Alumni Council.

- **Nomination of New Council Members**

Susan Donahue noted that the Nominating Committee is in place, including herself (chair), Chris Auguste, Steve Matloff, Lisa Chioffi, John Kane, and Peter Hetzler (ex officio). She welcomed additional suggestions for nominees, noting the committee's shared use of a Google spreadsheet, with members noting results of calls. In response to a question, Susan noted that the final list would not be distributed in advance, but would be presented to the Executive Committee at its May meeting. She said that if there are more nominees than could be elected, some might be carried forward with priority for next year.

5. Spring Meeting Topics

Peter Hetzler reminded the meeting that Council's recent practice has been to feature the work of one or two committees at the Saturday morning Council meetings.

Debby Murphy said that she thought the interactivity/engagement of the fall meeting session was most successful. Susan Donahue noted that the survey results suggested that members are seeking both information and interactive exercises; also more dialogue around issues challenging the community.

Steve Matloff said that people want to be engaged intellectually. He asked: Was the input provided useful to the Academy? Debby Murphy responded that it was, using as an example the discussion around the school's policy on sustainability, which was subsequently incorporated into a plan that has since been adopted. Similarly, Council's input on Technology has been helpful and encouraged.

- **Multicultural Affairs Committee**

Chris Auguste and Sid Smith described recent discussions with CAMD Director Linda Carter Griffith and plans for the 40th anniversary of AF-LAT-AM. They suggested a program that would feature current students and how they make use of CAMD resources.

AGREED: plan a student presentation, perhaps as a breakfast panel.

- **Academy Finances (moved ahead in agenda)**

Debby Murphy said that the faculty has had several excellent presentations on the state of the Academy's financial affairs, including the state of the endowment by CFO Steve Carter (CFO), prospects for the upcoming campaign by Peter Ramsey (Development) and the progress of needs-blind admissions by Financial Aid Director Jim Ventre. Dick Howe noted that this suggestion was originally put forth by former member Bill Kummel, who outlined in detail a very comprehensive possible program.

Mike Marrus said that finances opens up entire other subjects and that it is important not to get sidetracked. John Kane said that members will want to hear something about finances, and that there should be an opportunity for questions and interaction. Michael Schmertzler said that every Head of School has sent a message and that it is important that any presentation to Council be consistent with Barbara Chase's message.

Lisa Chioffi noted that Jim Ventre's needs blind message is very uplifting.

AGREED: Definitely have some component of financial messaging included in the spring meetings.

- **CLAC -- Content Management (conversion of existing content, capture of new content and cataloging of all content)**

[See separate document attached "Andover Alumni Council-content-2009-01-29 introduction (V.2).pdf".]

David Parker said that the committee hopes to present to Council what the CLAC group has discovered about content currently being created and about historic content from the archives and other sources. We should consider how to share all of the great "stuff" on campus with parents, alumni, maybe the wider world. For example, the Class of '59 has located, scanned and shared much materials in advance of their 50th Reunion. The Academy could encourage this type of activity, basically enabling free labor to comb the historical content and put it into order and attach rich descriptors to it.

Steve Matloff said that content creates a means for an institution to keep in touch with its constituencies. Does Andover monitor blogs, Facebook, list-serves, etc.? (Answer: No.)

In response to Michael Schmertzler's question, Debby Murphy stated that the school videos programs in the Chapel and Kemper that are then stored in the A/V Center. She spoke about the complexities of permission from speakers, protecting the identity of students, and what content (if any) should be password protected.

Steve Matloff said that's the reason why content needs to be separated from distribution: if you don't have content, distribution is irrelevant.

Peter Ramsey described a recent meeting of school's top management team with Fishnet Security Systems. There will soon be a whole new level of compliance necessary in Massachusetts. The school might ask Fishnet for help in setting protocols to address archives.

Les Callahan noted that with regard to some old content, we may have lost our opportunity depending on the formats being used.

Debby Murphy described Ruth Quattlebaum's recent NYC presentation on "Digging in the Archives," containing about 50 slides of wonderful documents, images, other digital elements, etc. Ruth is going to take this on the road for the school after her retirement this spring. Alumni might help research best practices from other schools.

David Parker said that as we look at content, an important issue will definitely be access rights. What is the school's current policy? What is the current standard for rest of world? Is anyone on campus watching this?

Peter Ramsey said that with the help of consultants, the school is beginning to address all issues related to information availability. He said the consultants will address the issue of privacy, but that it's not their top priority.

Debby Murphy and Peter Hetzler suggested the importance of moving CLAC from an ad hoc committee to a permanent standing committee. A motion was passed to create a new standing committee on Communications & Technology, with a By-Laws amendment to be voted on by Alumni Council this spring.

6. Committee Updates

Admissions Reps: Mike Marrus reported that the committee has established good communications with new Senior Associate Dean Bill Leahy. Many more alumni interviews taking place this year.

Athletics: John Kane noted that there are few nominations this year for the Hall of Honor and that progress is being made on the Wall of Honor for the gym.

Young Alumni/Mentoring: Lisa Chioffi said that committee communications between meetings have been good. A special on-campus event is planned for March 5 with 10 alumni in the field of law and 10 students. A similar event is in the works on not-for-profit careers; the committee has also discussed the possibilities for establishing summer internships.

Regional Associations: Murrey Nelson indicated room for improvement of committee's inter-meeting communications.

Class secretaries/Web Editors: Stefanie Scheer Young reported that the committee is keeping in touch well and using the group's list-serve. They have several suggestions for possible candidates for Council for Secretaries & CLAC.

Multicultural affairs: Chris Auguste repeated that the 40th Anniversary of AfLatAm is focus.

Reunions/Special Events: Susan Donahue said that a sub-committee is being created to focus on reunions and that Broadening Horizons will be happening on April 4.

Non Sibi Day: Jenny Savino reported that the group is recruiting volunteers around the world. September 19, 2009 is the confirmed date, to be launched in March or April.

Annual Giving Board: Al Blum said there has been active communication, especially among the co-chairs and Ann Harris. Giving this year has been very good under circumstances – very encouraging.

President Hetzler announced that John Anderson (Head of College Counseling) has offered to come talk to Council about College Counseling. A possible topic for the fall meeting.

7. Adjournment

The meeting was adjourned.

Attachment 1.

ALUMNI COUNCIL MEETING SURVEY FALL, 2008

Of the 79 attendees, 32 members or 40.5% of the attendees responded- this is an excellent percentage.

Highlights:

- 1. More than 80% rated the logistics, quality and quantity of materials and overall impression of registration either above average or excellent.**
- 2. Overall committee meeting ratings fell in the above average to excellent categories.**
- 3. Alumni enjoy returning to the campus and interacting with each other, the faculty and students.**
- 4. There were several positive comments about Peter's leadership.**
- 5. Orientation, which is in its second year, seems to be a welcomed addition to the October council meeting as most new members find it very beneficial and informative.**
- 6. The new schedule for committee meetings met with favorable reviews as people could attend more than one meeting.**
- 7. The social events, Friday evening and the volunteer recognition luncheon, are very well received although in both cases there were some comments about logistics and content.**

Suggestions for Improvement:

- 1. The logistics and content ratings as well as the overall impression ratings for the Saturday morning meetings, both the plenary session and the alumni council meeting had the highest number of average responses and a greater number of individual comments- too long, too boring and too much process.**
- 2. People enjoyed the Friday evening reception and dinner but felt the speeches were too many and too long.**

- 3. There was more than one request that committee meetings be longer, since there was a feeling there wasn't enough time to get everything completed.**
- 4. The schedule for the council meeting continues to be a challenge as some people can not get to the school in time for the Friday meetings.**
- 5. Alumni would like more time and interaction with the students.**
- 6. Alumni want more opportunity for discussion and input on key issues facing the Academy.**
- 7. Some concern on follow through after the council meetings and overall impact of the council meetings.**
- 8. More than one suggestion that we try to cut back on the amount of paper used for registration and during the weekend.**

Attachment 2.

ALUMNI COUNCIL MEMBER SURVEYS

Background

A sub-committee of the Governance Committee was created to develop a sound method for ascertaining satisfaction of Council members and to receive suggestions for future improvements. The sub-committee took the following steps to create the proposed survey and implementation:

- Alumni Affairs created and administered an initial survey after the 2008 Leader's Weekend. The survey aimed to gather relevant information, and was a good starting point.
- The sub-committee met to discuss the relevant topics that needed to be included in the survey, and was informed on sound methodological and survey implementation practices from survey expert.
- An initial draft of an alternative survey based on the 2008 Leader's Weekend was created and circulated to the sub-committee for review.
- Final draft example of the survey was created for presentation to the Executive Committee.

Format

- Online Survey
- Vendor: Survey Monkey (no additional cost as Alumni Affairs has an account)
- Invitation to complete: Emails will be sent out with a link to the survey for people to complete. Reminder emails should be sent out a week later. Emails should include:
 - Brief introduction and overview of what the survey is about and what we are trying to gain from it
 - Note that all responses are completely anonymous (even though there is a place to enter contact information it is options)
- Results: Survey results are kept online via survey monkey. Results can be downloaded into Excel for analysis.
 - Overall results will be available to Alumni Affairs and the Executive Committee
 - Results from questions regarding specific sub-committees will be available to the sub-committee chairs
- Timing: Survey should be sent out directly following Alumni Council meetings or weekend to get best responses and response rate (want information to be fresh in minds, and people are more likely to complete with minimal lag time)
 - In order for surveys to be sent out in a timely fashion, they will need to be drafted and programmed ahead of time
 - To do this, need weekend schedule from Alumni Affairs ahead of time
 - Need buy-in on top priorities from:
 - Alumni Affairs
 - Executive Committee
 - Sub-Committee Chairs

Advantages of new format

- Only asked questions that pertain to you (cuts down on length per respondent)
- Consistency in question format
- Ability to track over time
- Ability to add or remove questions as topics become more or less relevant
- By getting buy-in from all stakeholders and only sending one survey, we avoid bombarding audience with too many surveys, which leads to lower response rates
- Shorter surveys should yield higher response rates
 - Can't fit everything into one survey – if it is too long, respondents will not complete

Looking Forward

- Create a separate survey for when members roll off Council (exit Survey) to determine satisfaction with the experience, solicit ideas for improvement and gauge interest in serving again in the future.