

Antioch Alumni Board Minutes June 13,2014

Board Members Present: Mark Reynolds, Jilana Ordman, Charlotte Boyd, Hallam, David Vincent, Barrie Grennell, Gordie Fellman, Bernie Guyer, Tanya Mink, Deborah Warfield, Tim Klass, Paula Treichler, Barbara Esbin, Shannon Wood, Karen Mulhauser, Jim Hobart, Larry Pearl, Susan Mayer

Staff Present: Maureen Devine-Ahl, Eric Miller

Also Present: Kelly Chabot, Jude Demers, Joni Rabinowitz

Absent: Sarah Buckingham, Shelby Chestnut, Judi Church, Laura Ellison, Christelle Evans, Glenda Cox, Megan Rosenfeld, Allen Spalt

Mark Reynolds welcomed our new board members and asked them to introduce themselves. Jilana and David Vincent introduced themselves.

Eric Miller reported on the cold calling efforts of the Alumni Board. He said that the data was very interesting. Most board members called 10 people. Of those calls, 55% did not go through, 35-40% were bad numbers, 20% did not answer, 46% of the numbers were good, 28% of those received messages, and 20% of the phone calls resulted in conversations. Of the people that spoke with board members they broke down in thirds, one third was not interested, one third was interested but broke and one third was interested and might write a check or come to reunion in the future. Even though this is a small sample, Eric feels that we could increase the donor participation from 30% to 35% with cold calls.

Paula asked if it would be helpful to have a student research this information.

Susan & Eric suggested that callers could let disaffected alums know about chapter events or parties.

Jilana suggested that we invite alums to bowling rather than asking them for money in order to reconnect with alums.

Jim recommended that board members refer to the directory if they get a bad number, because the directory information is sometimes more current and it has additional information about alums.

Eric would like us to do phone calls at the October meeting because these phone calls have been very successful in the past. He will not schedule it for the last thing that we do, so that we will have a chance to say good bye. Eric, said that twice as many people gave when they got a phone call and that they gave more. Karen pointed out that it takes multiple contacts to get a donation. And Eric added that it could take twenty years from the first donation to a large gift.

Mark asked board members to contact him if they have committee preferences.

The commencement committee is still discussing what the 2015 commencement will look like. There will not be caps and gowns. There might be sashes. Mark Reynolds will speak.

Tim Klass proposed and the board approved a resolution to change the fall board meeting date so that it does not fall on Yom Kippur or Rosh Hashanah this year or in the future.

Mark and Maureen will set a new date.

Karen talked about expanding the work of Chapters on finding co-ops and supporting students. The DC Chapter continues to work on a Chapter Guide. Karen showed us a version of the guide which will include information about the area, restaurants, things to do, alums that will let you stay when you first hit town, etc...

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Jim Boyd and Barbara Esbin were elected as co-Vice Presidents.

Mark presented a thank you card to Maureen, who is moving. We all thanked her for her work. Karen also promised to give her a metro smart card for D.C. from us.

minutes by Shannon Wood, standing in for Megan Rosenfeld

ADDITIONAL NOTES:

Welcome to newly elected members: Christelle Evans, Tim Klass, Dr. Jilana Ordman, David Vincent

Thank you to outgoing members: Jon Baker, Matthew Baya, Barrie Grenell, Joan Horn, Roger Husbands, W. Andrew "Ozz" Oswald, Greg Williams, Melanie Lawrence

Also, thank you to Laura Ann Ellison who hosted an Alumni Board gathering at her home on Thursday evening. And thanks to Tim Klass who helped Laura prepare a feast for us.

The Antioch Alumni board meeting is now scheduled for October 10-11, 2014 which will coincide with the Antioch Trustees board meeting.