

Antioch Alumni Board Meeting Minutes - March 2014 Revised 3/10/14

FRIDAY, March 7, 2014

NOTE: TO DO LIST at the end of minutes, committee reports to be sent separately

Present: Mark Reynolds, Barrie Grennell, Joan Horn, Tim Klass, Paula Treichler, Allen Spalt, Karen Mulhauser, Jim Hobart, Gordon Fellman, Bernie Guyer, Larry Pearl, Charlotte Hallam, Roger Husbands, Laura Ellison, Tanya Mink, Jon Baker, Shelby Chestnut, Shannon Wood

Teleconference Participants: Barbara Esbin, Judi Church

Excused Absences Megan Rosenfeld, Sarah Buckingham, Matthew Baya, Glenda May, Deborah Warfield, Melanie Lawrence, Susan Mayer, J. Greg Williams. Ozz Oswald

Staff: Mark Roosevelt, Maureen Devine, Eric Miller, Brian Williams, Micah Canal, Jim Woerhle, Rick Kraince, Maria Rauch, Rebecca Fensler, Fred Kraus

Mark Reynolds gave us an update on the state of the college. We are in good shape, but we are not home free. Plans continue to be ambitious in order to reach sustainability. The Alumni Board needs to continue to reach out to alums for donations. Mark asked board members what they wish to accomplish this weekend.

GOALS:

Mulhauser - wants a clearer understanding of what chapters do, a discussion of virtual chapters and for the board to focus on co-ops in addition to fundraising.

Treichler - wants to talk about how to get '65 alums to the 2015 reunion and a TO DO List along with a time table attached to minutes.

Mink - wants a commitment from board members to make calls to alums

Baker - wants us to do what we say we will do, assemble missing policy, reach out to alums

Hobart - wants accountability and a TO DO List with names and dates

Klass- wants to know what kind of board we are, 3G (give, get or get out) or 3W (wealth, work or wisdom)

Chestnut - wants committee work plans by month with quarterly benchmarks, she notes that we are ambitious at meetings but then slack off

Husbands - wants to know that the board members support his HUB project to incubate new businesses, and wants a strategy of talking to alums

Mulhauser - points out that there is already a description of the board's purpose and it is not just financial. She recommends that we cultivate relationships before we ask.

Mink- wants to raise alumni participation

Reynolds - points out that there is a development staff already, that the Board of Trustees (BoT) asks that we help open doors. The BoT is working on better ways to fundraise.

Church - wants the board to work on concrete action steps, fundraising & communications

Esbin - wants telephone meetings to keep up momentum between meetings

CHAPTER UPDATE

Karen Mulhauser reports that the Chapter committee is working on the handbook and determining what they need.

REUNION COMMITTEE

Barrie Grennell commended the Reunion Committee for successfully determining award nominees with help from a survey that Sarah Buckingham set up with Survey Monkey.

NOMINATING COMMITTEE

Jim Hobart wants to know how nominees get to the table and is concerned that only 75 people voted in the last election.

DEVELOPMENT

Glenda May is having health problems and has had deaths in her family. Tanya and Maureen have taken over partial implementation of the plan that Glenda outlined last fall and that was approved by the board in October.

COMMUNICATIONS

Jon Baker stated that nothing happened with the plan to reach out to disaffected alums, because of a lack of participation.

OTHER NOTES:

Roger Husband described his HUB project as an incubator for small businesses.

Bernie Guyer advocated for an affinity chapter for science and medical alumni, since over 2,000 Antioch alums are doctors.

FUNDRAISING REPORT

Brian Williams, Vice President for Advancement gave a presentation showing a \$75 million dollar donation pyramid. He showed us the 5 year plan and pointed out that there is a lot to celebrate in the lower tiers, but not in the higher tiers.

College fundraising is usually a three legged stool with tuition, endowment and contributions. Since there is currently no tuition and our endowment is low, we are leaning heavily on fundraising. In this campaign we have raised \$25,860,485.

Brian brought sample fundraising brochures that feature current projects like the theater, the geothermal plant, the wellness center and a dorm. The brochures will include how much it will cost to complete these projects.

Fiscal Year 2013 alumni donor participation is 27.3%, which is up from single digits before closing. Approximately 10% of donors on non-alums.

ADMISSIONS REPORT

Micah Canal, Dean of Admissions and Jim Woerhle reported on admission trends at Antioch. The questions they set out to answer were:

Why do students come here?

Who are they?

What do they do? Are they satisfied?

68% of the Class of 2017 say they came to Antioch for the faculty, and 60% say they came because of the financial aid outreach.

Admission is working to change the former message from “Come to Antioch for the free tuition,” to “Come to Antioch because it is a small, private, academically rigorous college with co-ops.”

While retention for the first Antioch class is 63% from when they started, this year the 2015 class retained 89% of it's students and the 2016 class retained 88%.

For Fall of 2014 Antioch has received 4,847 inquiries and 1,077 applicants. Twenty early admissions students have been accepted.

Students are attracted to Antioch for the experiential learning, the one on one faculty access and the study abroad program (which is actually co-op abroad at this point).

Next year tuition will be \$30,000. Horace Mann Scholarships will cover 50% of that for all students and up to 90% for students with financial need.

GIVING TUESDAY

Maureen Devine reported that Giving Tuesday was a big success. Antioch student Hanna Craig did the graphic design for the campaign. \$25,915 was raised with coverage in newspapers, on Facebook and in tweets. There were nine competing organizations in the competition to win \$5,000. The event was so successful that in addition to awarding \$5,000 to Diversity Training and Resources it was decided to also give money to Food Forest for their expansion project and Speech and Debate to fund three tournaments. Maureen is already planning Giving Tuesday in 2014.

CO-OP UPDATE

Rick Kraince gave an update about co-op jobs. There are currently 64 Antioch students in co-op jobs. Next quarter 94 students will be going on co-op. Currently 89 students have already been placed. Rick said that they are hoping to place 11 students in other countries, 6 in Spanish speaking countries, 3 in French speaking countries and 2 in Japan. Rick says that Antioch currently has 300 job opportunities for students.

COMMITTEES MET: Chapters, Nominating, Communications

MARK ROOSEVELT STATE OF THE COLLEGE

Mark gave a brief report on the accreditation process. He says there is no reason for pessimism.

Mark told us that \$53 million dollars has been raised since Antioch re-opened. Additionally, there was a windfall of \$34 million from the ITT acquisition of YSI. This money was added to the Antioch College endowment . Unfortunately, the initial estimate that it would take between 30 and 35 million dollars to renovate the campus for a

sustainable level of 600 students was very low. Mark says the real figure is closer to 90-100 million dollars. Pressure is still on to raise money. With the current expansion plan, things should ease up in 2018 when there are more students and they are paying tuition. It is not possible for Antioch to be sustainable with only 275 students. Mark anticipates that there will be three or four hard years, before things ease up.

Mark says that the students are really eager for the Wellness Center to be completed. He spoke about how the Yellow Springs community is currently and will be integrated with Antioch College. The Wellness Center, the theater, the riding center, chapel, Glen and tennis courts are all places that will be shared by students and community members.

Mark also talked about ideas to integrate older citizens in the community.

Roger Husband recommended that alums create a mentoring network and help graduating students get jobs.

Mark spoke about efforts of the Board of Trustees to find donors. Do we know any billionaires? Jon Baker suggested that we approach alums that were alienated by the 1973 strike by admitting that the college was wrong, but showing that the college is doing better now. Another suggestion was to have the Antiochian feature an alienated alumni that has come back to Antioch. Mark Reynolds has written something recently about former negative feelings and where we are now.

COMMITTEES MET: Reunion, Development

SATURDAY, March 8, 2014

Present: Mark Reynolds, Barrie Grennell, Joan Horn, Tim Klass, Paula Treichler, Allen Spalt, Karen Mulhauser, Jim Hobart, Gordon Fellman, Bernie Guyer, Larry Pearl, Charlotte Hallam, Roger Husbands, Laura Ellison, Tanya Mink, Jon Baker, Shelby Chestnut, Shannon Wood

Teleconference Participants: Barbara Esbin, Judi Church

Excused Absences Megan Rosenfeld, Sarah Buckingham, Matthew Baya, Glenda May, Deborah Warfield, Melanie Lawrence, Susan Mayer, Ozz Oswald

Resigned: J.Greg Williams

Staff: Maureen Devine, Eric Miller, Brian Williams, Micah Canal, Maria Rauch, Rebecca Fensler, Fred Kraus

Update from Mark Reynolds.

J. Greg Williams resigned leaving the Vice President seat open.

Mark Reynolds pointed out that Mark Roosevelt has shown the alumni board trust and respect in being open with us.

Laura spoke about the positive relationship between the town and Antioch. New students have dinners at the home of Yellow Springs residents when they first arrive. There is collaboration on Yellow Springs Kids Playhouse which is a theater group that has been around for 20 years. Antioch students and staff and Yellow Springs residents benefit from the riding center and they look forward to the Wellness Center being

finished. Paula Treichler remarked that this was a big difference from her era as a student when some townies swiped information off of the bulletin boards to give to the FBI. Joan and Allen said that workers in the Wellness Center and in the Engineering building are happy to be working for the college and are proud of their work. There is some friction about the golf course, but the college recognizes this now and is addressing concerns.

Maureen reported that the Antioch Alumni Board has donated \$93,992 so far this fiscal year, approaching our this year's goal of \$100,000.

The college has an endowment of \$43 million dollars. The amount that has been borrowed against that is unknown.

Mark Reynolds' report on the BoT is that they are working on high potential donors and targeted outreach.

Bernie suggested that we try to have an interactive meeting with the BoT. Judi sees the BoT as supportive of the Alumni Board. Jon will meet with anyone who is actively working to help the college. Roger is concerned about having 50 people in a room with only two talking. Joan suggests a less formal setting, perhaps a dinner, to talk about coordinating fundraising efforts.

Alumni Board members that will work on getting '65 alums to the 2015 Reunion: Bernie, Karen, Tanya, Paula and Allen, who will talk to alums from '64, '65 and '66.

CHAPTERS COMMITTEE Report and Discussion

Karen explained that the Chapters Committee is working to create welcome packets for co-op students that include resources like alums that will provide temporary housing, lists of nonjudgemental doctors and lawyers, etc...

They will survey Chapter leaders to find out what they need and to share best practices for success in helping students. They want to develop a CAN DO list. Communications is a strong need. There are plans to have chapter leaders or teams come to reunion a day early to meet.

Karen also talked about succession planning, welcoming dinners for arriving co-op students and alums putting up students in their homes during co-op. Jon asked Karen to re-email the handbook to the board, which she did.

There is already the affinity group for Alumni of Courage. Bernie wants to develop a Science and Medicine Chapter. Allen talked about making short videos to let people know what is going on at Antioch. Roger discussed ways to create tools to deal with technical problems, possibly with a Technology Chapter, to help make a studio to Skype.

Karen said that there are 20 different chapters, but only 5 active ones. Chapters have varying levels of activity. Barrie points out that having too many rules might scare away leaders.

Roger suggested that "you start where you are."

Jon asked if there is a plan for large areas without chapters, i.e. Chicago, LA or Seattle?

Charlotte recommended that we start small, like Barrie, meet at a coffee shop, build relationships and go from there.

Shelby suggested that there be a balance between fundraising and fun. Karen reinforced the idea that the focus should be on fun - not meetings, but events.

Roger let us know that in San Francisco there will be a Div Dance on April 20th to build relationships.

Jon said that Chicago Chapter efforts go up and down and are currently down.

Maureen pointed out that NY is not organized.

Roger said that creating Chapters is like community organizing.

Laura offered to start up a once a month meeting at a coffee shop in Yellow Springs.

COMMUNICATIONS COMMITTEE Report and Discussion

There is a misunderstanding that the communications committee does not have any work to do. Mark Reynolds stated that the committee does have work to do to reach out to disaffected alums.

Jon said that it was Sarah who suggested the committee take on this task.

Jon created a plan. It was not pursued because only 4 people participated in the Committee meeting.

Jon's plan includes:

1. Identify three top reasons that Antioch alums are disaffected. For instance, the 1973 strike, governance issues and refusal to rehire tenured faculty after shutdown. Shelby extended this to include the students and staff at Antioch during the shut down who were not included in the reopening of Antioch). Write a short summary about these issues.
2. Talk to, or more importantly, listen to a small group of disaffected alums.
3. (Correction) Investigate the reconciliation process and determine if it can be applied in our situation. While validation is a component of the process, it's more than just that. Jon believes this third aspect of the proposal is critical -- reconciling divergent viewpoints without alienating the adherents of either side of the dispute. * (see attached plan after minutes)

Ways to implement this plan include writing articles for the Antiochian and the Independent. Mark will talk to Sarah about pursuing this plan. Gordon pointed out that even at Brandeis there are alums that don't donate and there was no crisis there. Bernie said that students may have felt betrayed by the University allowing the college to crumble. Mark stated that "everybody's Antioch is different, but in the end, it is the same Antioch." Paula said that there has been a lack of trust. Shannon pointed out that we are not trying to reach people who don't care about Antioch, which is different than people who feel their trust has not been respected. Joan mentioned Birenbaum as part of the trust problem. Jon said that his plan is not just about history, it is a targeted plan to reach out to people who are passionate about Antioch. Gordy stated that retention rate in the 50's was only 40%, so maybe 63% for the class of 2015 is not so bad. Brian pointed out that there were unanticipated problems with the first class being so small. Roger said that in 1973 people referred to the situation at Antioch as riots, not just a strike. He suggested that we don't say that we are "Saving Antioch" rather that we are "Creating Antioch." Jim Hobart describes the process as "Forgiveness, Reconciliation and Atonement." Mark compared our 27% alumni donation level to Ty Cobb's .366

batting average. Even Ty Cobb missed a lot. Focus on what we have achieved and not on what we have not accomplished.

REUNION COMMITTEE Report and Discussion

Paula said that the 2014 Reunion is under control. It would be good to contact medical and science folks since there is the Health and Wellness theme. She suggests that alumni board members sign up to help at reunion to take some of the burden off of the staff.

Volunteers for the Reunion are: Grennell, Hobart, Baker, Fellman, Pearl, Mulhauser, Guyer, Wood, Treichler, Klass, Elison, Horn, Mink and Hallam

Bernie pointed out that people need to know the schedule for the reunion, before they make travel plans. Benjamin H. Levi is the main speaker, which is fine. However, Ron Pollack, who is well known, will not speak until Sunday morning and people may need to leave later than they would otherwise plan in order to be able to hear him.

DEVELOPMENT COMMITTEE Report and Discussion

Glenda May is having health problems and has had deaths in her family. Tanya and Maureen have taken over partial implementation of the plan that Glenda outlined last fall and that was approved by the board in October. Eric Miller, the Annual Fund Associate Director, gave an update. The Development Committee scheduled a phone campaign for the afternoon. They are also contacting alums about putting Antioch in their will. There is evidence to show that 45% of people who are contacted by phone contribute to Antioch, compared to 39% who received a message on their phone and only 24% of people who are not contacted at all.

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|---|---------|
| Antioch Alumni Board to contact 450-600 alums at 2 meetings | = 1,000 |
| Antioch Alumni Board to contact 40 people apiece on their own | = 1,000 |
| Students to call | = 2,200 |
| TOTAL calls (50 % of Antioch alums) | = 4,200 |

Eric maintained that many alums are just busy and need to be reminded to donate to Antioch. Gordon asked Eric to remind us once a month about making our calls so we don't forget. Eric suggested that we don't talk about the past, but focus on the present accomplishments at Antioch.

NOMINATIONS COMMITTEE

Closed

The board approved a slate of 8 nominees for 4 slots on the Alumni Board.

LUNCH with current students: Hannah Craig, Nate Meehan, Rian Lawrence & Rachel Humphreys

TOUR OF THE THEATER

Roger lead a tour of the theater renovation which is going very well. The workshop theater has a new booth suspended from the ceiling. The sprung dance floor has been recycled from the maple floor that was removed from the gym. Walls have been painted, floors reinforced, doors refinished. It looks great.

REUNION COMMITTEE Nominations for Awards

Closed

The board approved a recipient and a runner up for the Horace Mann, Arthur Morgan, J. D. Dawson and Rebecca Rice Awards. A recipient and runner up was also approved for the Walter Anderson award, contingent on recommendation from the Alumni of Courage.

Approval of minutes deferred until Megan gets back.

Mark requested volunteers to memorialize the stoop. Tim, Shelby and Laura volunteered. There is time in the reunion schedule for this event on Saturday at 5:30pm, for either a half hour or an hour.

A date for the 2014 fall meeting is yet to be determined. There is a need for a new board vice president, now that Greg has resigned.

TO DO ACTION LIST

Make a TO DO list. Done

Fundraising phone calls after the board meeting. Done.

40 additional fundraising phone calls per board member, 10 per quarter.

Eric will send lists.

Every board member will try to bring one new person to reunion.

Mark will talk to the Board of Trustees about a joint collaboration.

Chapters will work on welcome packets for co-op students and the handbook.

The Communications Committee will revisit Jon's disaffected alum proposal.

Mark will check in regularly with committees regarding their progress.

Mark suggested a conference call before reunion rather than board meeting at reunion

Orientation for new board members at the reunion

Volunteers for the reunion. Done.

submitted by Shannon Wood

sitting in for Megan Rosenfeld, who we hope had a wonderful trip

March 8, 2014

Committee Reports to be submitted separately.

Postscripts from Karen:

Why doesn't anyone talk about community?

Do we see a need for an Executive Committee?

Do we want the new board orientation to be open to current board members? A dinner?

* Reaching out to Disaffected Alums

A proposal to address alumni alienated from Antioch College through a reconciliation process

The most active College alumni are from the mid-50s to mid-60s period of time. Support for the College drops off dramatically after that. The Alumni Board, and its Communication Committee, should take on the task of investigating the reasons for this and find ways to bring disaffected alums “back into the fold.”

Many believe that there are major issues from the past that still haunt the relationship between Antioch and its alums. This proposal is meant to address this problem by proposing a means of conflict resolution. Conflict resolution involves methods and processes used to facilitate the peaceful resolution of a dispute, including the active communication of information about conflicting beliefs, constructive use of diplomacy and creative peacebuilding.

It is suggested that a task force be established of Communication Committee members and other Alumni Board members interested in working on this proposal. Members of this task force should be broken down into three working groups, each charged with a particular task:

First Group - Investigate the three main issues alienating alums from Antioch. Develop short histories of each. While there are certainly more than three issues, we should limit our efforts to the main three so we can accomplish this task within our lifetimes.

Knowing the issues is important. After all, how many of us know what the 1973 strike was about, what the governance issues were a few years back or which faculty folks wanted rehired? This is not a dissertation, but a brief written account how folks became polarized around specific issues at Antioch.

Second Group – Using the list Maureen prepared of alums who have never given a dime to Antioch (one indication of disaffection) contact several in different decades to try and get some individual comments on these issues.

Third Group – Research the reconciliation process. South Africa is one example, though far greater in scope than our endeavor. There are others. Learn what’s involved and how we could use the process here.

Each group should take a couple months to work on their projects. A meeting or conference call should then be scheduled to try and put these three groups’ work into a cohesive plan.

While there is a myriad of issues, approaches, suggestions and ceremonies, we must be able to distill them into a focused approach to the problem. AB members are encouraged to read the AB’s report on the issue or rehiring the prior faculty. It analyzed a myriad of different “narratives” of the issues, analyzed them and then made a clear, focused recommendation.