SVMAA Alumni Board Meeting 2/10/2023
Called to Order: 12:07pm

1. Attendance
   a. Board: Kristi Thorson, Holly Hovanec, Diane Larsen, Ty Vannieuwenhoven, Jennifer Lorenz
   b. Visitors: Carolyn Deegan, Chris Olson, Jeff Zuba, Tom Bach

2. New Business
   a. Approval of proposed alumni awards document – no objections. See attached for most recent edition.
   b. Accomplishments in 2022:
      i. Recruitment of more members, launching SVMAA and beginning branding
         1. As of January 31, we have over 380 members
      ii. Averaged increased alumni donation rate from 4.7% to 7.4% in 2022
         1. An expected alumni contribution rate is unknown
      iii. Need to decide upon best way to engage and communicate with membership regularly
         1. Medallions and logistics of donations are still being processed
         2. We do have SVM – hosted listservs for each class to utilize
         3. Consider engaging alumni membership on SVM social media
         4. Should we ask for volunteer point people in each class to spearhead communications and connectivity?
      iv. Recruitment of new members
         1. Do we continue on with current recruitment methods since membership is growing, especially after rebranding in 2022?
         2. Automatic enrollment of new graduates as a welcoming gesture should help to maintain involvement
         3. Individual engagement of each class by a point person involved with SVMAA on social media or via listserv, mentioning SVMAA at events or meetings, increase retiring membership involvement as well
         4. To remain financially involved – there is an option to give to SVMAA on a recurring basis too!
   v. Infrastructure Organization
1. Diane Larsen, Jennifer Lorenz, Holly Hovanec, Kathy Reilly comprise leadership
2. It was agreed upon that this organizational structure works for SVMAA for now.

vi. Question about Minutes:
1. It was written in the minutes that one of SVMAA’s goals is to ‘support the program’ – by increasing SVMAA membership to contribute back to SVM

vii. Outreach Effort Update
1. Do we need task forces for some of the other action items of SVMAA? Updates?
   a. Scholarship Programs: there has been interest from alumni in supporting scholarship
      i. Class of 1987 scholarship established a fund in their name, the $25,000 endowed fund will live on in perpetuity
      ii. Divine Service Animal scholarship is another example of a successful commitment to establishing scholarship
      iii. There are challenges to functionality and up front investments are required ($1,000), $25K required to endow the fund, and this process often takes passion and a time commitment from a point person
      iv. Heidi at SVM is the point person for scholarship launches.
   b. Alumni Store: there is continued interest
      i. Could the monies contribute to scholarship funds?
      ii. Items selection – some must be purchased in advance, is there up front $$ to provide?
      iii. Open storefront format – open during a set time period for purchase?
      iv. Kristi would be the primary contact for a store launch.
   c. Mentorship committee:
      i. Ceci Grinnis spoke with the group with ideas for a formal mentorship program launch
      ii. She had a meeting with students to assess interest in a mentorship program – this concept was well received
      iii. SVMAA members are encouraged to drum up participation and interest in establishing this program
iv. How do we create opportunities for people to provide shorter term support and expertise (without having to commit to a full school year commitment)

viii. SVMAA SOPs for newsletter and awards
1. Alumni awards coordinator wrote an SOP draft and shared this month
2. Newsletter SOP is in progress

ix. Newsletter Content
1. Early April 2023 – receive ideas by March 1, 2023
2. Please email any ideas or contributions
   a. Meet your members section?
   b. Ask members what content they would like to see published in the newsletters

3. Wrap Up
   a. We know who to contact at SVM to spearhead projects – please reach out to be a catalyst for projects
   b. Is there a capability for matching funding to motivate donors? Kristi reports that there is an opportunity for matching and that can be focused on and utilized in the future