



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