

ALUMNAE ASSOCIATION OF MILLS COLLEGE  
Board of Governor's Meeting  
October 17, 2012  
6:30 – 9:00 PM  
Reinhardt Alumnae House

I. INTRODUCTION

President Linda Jacquez-Fissori called the meeting to order at 6:30 PM. She welcomed returning Board of Governor's members as well as two new members, Merritt Richmond and Bianca D'Allesandro. She also introduced new AAMC staff member and Office Assistant, Lesli MacNeil.

Those in attendance and constituting a quorum were:

President: Linda Jacquez-Fissori

Vice-Presidents: Michelle Balovich and Jennifer King

Treasurer: Lucy Do (by telephone)

Board Members: Cynthia Guevara, Diane Ketelle, Marge Nicholson, Viji Nakka-Cammauf, Darice Balabanis, Bianca D'Allesandro, Rina Faletti, Merritt Richmond, Lilly Sahagun, Rita Stuckey, Rebecca Freeman.

Alumna Trustee: Diana Odermatt

Senior Director of Alumnae Relations: Laura Gobbi

Absent: Gayle Rothrock and Julia Almanzan

The meeting started with an ice-breaker exercise facilitated by Marge Nicholson. It was a way for the members of the board to get to know each other a little better. Members were asked to write on an index card their name, class year and major, why were they on the Board of Governor's, what special skills did they bring to the board, how would they like to use those skills this year on the board. Cards were then passed two to the left and the recipient introduced their board member based on the information on the cards. Marge is to prepare a hardcopy of the results and e-mail to all participants. President Jacquez-Fissori thanked Marge for using this unique way of introducing board members and their special skills to one another.

II. BOARD MINUTES FROM MAY 9, 2012 MEETING

Jennifer King moved that the minutes from May 9<sup>th</sup> be approved, Rina Faletti seconded.

Cynthia Guevara pointed out a typographical error on page 3, section d, in the spelling of Kimberly Jackson's name; correct spelling of first name is Kymberly. Minutes as corrected approved unanimously.

III. REPORT BY MILLS PRESIDENT ALECIA DECOUDREAU

President Decoudreaux started by remarking this has been a busy year already. The energy level and excitement are high. She thanked Viji Nakka-Cammauf and Linda Jacquez-Fissori for all their help on the reunion planning committee. Decoudreaux had gotten good feedback from the Golden Girls about their reunion experience. She thanked Jennifer King and Cynthia Guevara for their work on the Alumnae Awards Committee. She also thanked Michelle Balovich for chairing the Educational Outreach panel discussion. Decoudreaux was sorry to have missed the Salsa, Salsa, Salsa reception and dance lesson and again thanked Cynthia Guevara for organizing it. She thanked Lucy Do, Chairman of the Travel Committee for her efforts and was looking forward to the cruise on the waterways of Russia next spring.

Decoudreaux reported there are 339 students enrolled in the freshman class; she is excited about the size of the class because more students mean more revenue. There had been a large graduating class and the next two classes were uncharacteristically small so enrollment is always a concern. The energy of the new students is contagious and is a positive for the campus in general. The college did not meet its enrollment target for the graduate students but did manage to reduce the deficit by \$600K, the total deficit is around \$3M. Enrollment is an important factor in addressing the deficit and Decoudreaux has hired Brian O’Roarke as Vice-President of Enrollment Management. O’Roarke has learned Mills data and issues quickly.

The Strategic Planning Process with consultant Susan Pearce continues, the process will expand and there will be a plan presented to the Board of Governor’s at the May 2013 meeting. There will be work groups to investigate issues that surfaced in the survey, they will be small groups to reach out and get input. There is much concern about Social Justice and exactly what it means for Mills. This is our chance to create our future. There is a time-line for the Strategic Plan and only so much of an opportunity to demonstrate the value we provide. Decoudreaux was concerned about student and faculty participation in the process. The status of the Strategic Plan will be updated on the website so that its progress can be viewed. Board of Governor’s asked to do what they can to get Alumnae and others to participate. A Steering Committee will be announced and Alumnae will receive updates.

President Decoudreaux outlined her 8 personal goals for the next year:

1. Complete the Strategic Plan process and present a viable plan.
2. Complete a 5-year financial plan, balance the budget and reduce dependence on the endowment, Mills is taking 7% a year from principal, goal is between 5-5.5%
3. Explore and implement revenue generating opportunities. Key factor is enrollment but what other new programs could we do? Joint MBA and Masters in Public Policy an idea. Look at the campus as a way to generate income.
4. Advancement. Trustee Lovett’s donated \$150K for a faculty development fund named after Stanford Greer the provost. The senior class is determined to reach 100% contribution participation; prior class had 42% participation.
5. Look at course scheduling and utilization of time and space. Evenings, weekends and summers are slow time on campus; could the space be used in some other way?
6. Audit curricular technological use. Look at technology and how it can help us work smarter. Put the curriculum on line and use class time better.
7. Change the campus culture. Develop a culture of trust. Decoudreaux believes in transparency, there is too much time wasted on speculation and rumor. Define your terms so that nothing is left to interpretation.
8. Complete cabinet searches. Provost is leaving at end of academic year. Mills will need a new Provost and Vice-President of Student Life. At present an interim Dean is handing the assignment.

Decoudreaux took questions from the floor.

Is there a plan to cut the nursing program? At this time there is no plan to cut the nursing program, no reason to believe the program will sunset. Doesn’t know what the Strategic Plan will show but nursing not on the radar at this time.

What is the view of graduate students in the culture at Mills and what should the Graduate Committee do to advise them? Mills needs to grow both the undergraduate

and graduate programs. Make the 4 + 1 programs more integrated. Marketing is important to grow enrollment and getting a Masters at the 5<sup>th</sup> year in a seamless transition would integrate the undergraduate and graduate students who have been separate for so many years. It's one Mills. Look at campus activities that can be applied to both groups of students.

How are you bringing Mills closer to the Oakland community? Decoudreaux has joined a focus group on civic engagement. She is becoming more involved in the Oakland Community through Oakland Dialogue which meets quarterly. Better education and public policy, but what else? The need to connect with Oakland came out strongly in the surveys. Potentially relationships with Oakland will develop into relationships with other states and International students.

IV. REPORTS – Hardcopies of most of the report materials had been sent to board members in advance of the meeting.

Alumnae Relations Report by Laura Gobbi: Gobbi discussed the 10 goals of the Alumnae Relations Office and how there were certain non-negotiable outcomes (NNOs) that interfaced with the AAMC; specifically NNOs 2 and 5, as set forth in her materials. NNO 2 is Volunteer Programs and Support that will involve networking panels featuring alumnae in different careers. The first panel in non-profit management happened on October 3<sup>rd</sup>. Alumnae Relations will partner with Office of Admissions to strengthen recruitment, yield and retention of incoming students. NNO5 is titled Regional Fieldwork and will focus on top tier areas to showcase faculty and academic programs that support FY13 fundraising priorities. NNO 1 is titled Alumnae Engagement Initiative to draw from President Decoudreaux's query, "How do you want to participate in the College's future?" Gobbi also informed the board that Allison Marin is filling in for Katja Geldolf while Katja is on maternity leave and that Elizabeth Coyle has left to take a job at the Lindsay Wildlife Museum. Gobbi handed out a current organizational chart of the Office of Alumnae Relations.

Linda Jacquez-Fissori then presented her President's Report, previously sent in hard copy. Jacquez-Fissori felt one great accomplishment was hiring an Office Assistant to free up her time and give her a sense of relief so that she could focus on her goals. The AAMC Board minutes are now on the AAMC website. Jacquez-Fissori found a tremendous response to her e-mail solicitation for the Office Assistant position and feels that reaching out to alumnae in an electronic manner is more effective than a mailing. Jacquez-Fissori's major goal is to bring the AAMC by-laws up to date to allow use of technology. She will be working to synthesize the goals established at last year's retreat. She wants to begin to delegate these goals to appropriate committees for action and if board members want to move to a new committee please let the current chair know and contact the new chair as well.

Lucy Do gave the Treasurer's Report via teleconference, materials had been provided in advance. Merchandise sales were better than expected, no longer need to do an annual audit as annual budget less than \$2M, obtained a Seller's Permit through State of California and now we must collect and remit sales tax to the State. Proposed budget caused some discussion about travel expense for the AAMC President. We also need to build a reserve to replace aging equipment and there was discussion about purchasing a microwave and some reception equipment like carafes for coffee and water dispensers rather than renting from

Bon Appetit. There was also a suggestion that each committee have a line-item in the budget so they know their operating budget. Moved by Jennifer King that budget be updated and reviewed again for December 12<sup>th</sup> meeting and necessary changes made for that meeting. Passed unanimously, budget approval delayed until December 12<sup>th</sup>.

Resource Development by Jennifer King: King presented three fundraising proposals beginning with a photograph of a T-shirt imprinted with a magnolia flower that is currently sold by Barnard College. Resource Development would like permission to proceed to purchase art so that Mills can produce a similar T-shirt imprinted with eucalyptus leaves. King felt the cost would be around \$450 for the artwork. The second proposal by Resource Development was a dance party with a Caribbean or Latin Nights theme. King felt the committee could get Juan Gil to teach Latin dance lessons for an hour before the party. The proposed cost of tickets would be \$35. The dance party would be held in June 2013. The third proposal by Resource Development was to use prints of Mills Hall and Orchard Meadow to create note cards for sale in sets of 6 or 8. Approval requested to proceed with plans to print the note cards. Action items were split into two motions. Motion made by Rina Faletti to approve the three plans. Motion seconded by Merritt Richmond. Vote taken, one abstention, motion passed. Motion made by Michelle Balovich to authorize \$450 for the artwork. Seconded by Diane Ketelle, motion passed unanimously.

As time was running short Jacquez-Fissori took the item regarding the selection of the Executive Committee out of order. Nominations were taken, Executive Committee needed to have 3 board members and one Alumnae Trustee members in addition to the President, Vice-Presidents and Treasurer. Nominations were: Cynthia Guevara, Marge Nicholson, Rina Faletti, Viji Nakka-Cammauf, Diane Ketelle and Diana Odermatt as trustee member. Voting by ballot resulted in Marge Nicholson and Viji Nakka-Cammauf selected as board members and Diana Odermatt as trustee member.

ASMC Report by Rebecca Freeman: Report submitted in hardcopy in advance of meeting. Freeman reported the fall elections for ASMC Board had good turnout and many candidates. The ASMC has full class councils and is planning traditional events and a leadership retreat. They are setting down roots and documenting history. Mills commuter students are having issues with shuttle service. The computer labs are another big issue, are they really being removed from the residence halls? The ASMC theme for this year is With All for All.

Trustees Report by Diana Odermatt: Odermatt reported on the recent trustee retreat she attended on campus. It was three days of intense and involved meetings. Not a sit-back-and-listen meeting, one that kept the trustees engaged. Focus was on the Strategic Plan and the trustees spent most of an afternoon with the consultant, Susan Pearce. They were introduced to Brian O'Roarke, Vice-President of Enrollment. Odermatt reported she is on three committees within the Board of Trustees; Advancement, Enrollment and Financial Aid, and Student Life. The trustees hope to have more student interaction in the future and need to be more connected with Oakland. There will be new donor clubs, stewardships and a trustee phone-a-thon. The trustees will be calling upon alumnae to do outreach for a wider approach across the US and abroad.

Nominating Committee by Diane Ketelle: Report submitted in hardcopy in advance of meeting. Ketelle reported the Nominating Committee is hard at work as they have a

number of positions to fill. There is a need for 1 Alumnae Trustee, New AAMC President, 1 AAMC Vice-President, 3 members to the Board of Governor's. The committee is trying to do lots of networking and Kettle reminded board members that we are all really part of the Nominating Committee, all input is useful. Kettle clarified that the Vice-President positions are not part of a formal process; the candidates are vetted and selected.

Travel Committee by Cynthia Guevara: There is an event on November 3, 2013 at Ruby Hill Winery. The price will be \$20 for recent grads, \$25 for Alumnae and guests. Meet at 2:15 at their tasting room, take a shuttle for a tour of the winery and end with sipping port out of chocolate cups in their tasting room. There is room for 14 participants.

November 27<sup>th</sup> there will be a celebration for graduating students sponsored by Alumnae Student Relations.

November 5<sup>th</sup> graduate committee.

As time was running out, Jacquez-Fissori made a few last minute announcements before adjourning the meeting at 9:15 PM. She asked board members to review their roles and responsibilities in their binders. She mentioned that now is the time to move between committees and that all board members are expected to participate on committees.

Jacquez-Fissori will be establishing a list of the committees and their members.