

Executive Summary Minutes
Summer Meeting of the Board of Directors of the National Association of Wabash Men
Friday July 17th, 2020
Virtual Zoom Meeting

After committee meetings, the general convening of the National Association of Wabash Men Board of Directors was called to order by President Marc Nichols via a Zoom Meeting.

MEETING ATTENDANCE

Friday July 17, 2020

Officers: President Marc Nichols, Vice President Kip Chase, Recorder Jeremy Wentzel

Directors & Ex Officio Members: Past President Rob Shook, Taz Ahmed, Emmanuel Aouad, Mike Berry, Wayne Hentrup, Ryan Mills, Joe Trebley, Jesse James, Herm Haffner, John Kerezy, Garrard McClendon, Tony Unfried, Ken Farris, Jennifer Abbott, Laura Wysocki, Jim Hawksworth, Steve Hoffman, Mike Warren, Chris Carpenter, Cleo Washington, Ben Robinson, Student Representative Dane Smith, Friend of the College Bill Kirst

Nichols welcomed the board and discussed the purpose the NAWM's first virtual meeting. Nichols welcomed Jennifer Abbott and how Laura Wysocki will be our new faculty representative. The board thanked Jennifer Abbott's service. Wysocki introduced herself and her excitement to be part of the board.

Dane Smith is coming onboard as student representative, and the board thanked CJ Landrum's service

President Nichols spent time going through the agenda.

Steve Hoffman – Alumni & Parent Relations Update

Events on campus are obviously changing due to the onset of COVID-19. An alumni and parent relations working group has been established to look at events and engagement. Taz Ahmed and Mike Berry both will be representing the NAWM on the task force.

Giant Steps is still ongoing. Hoffman stressed the importance of doing non-traditional events to continue the momentum of Giant Steps, even during the pandemic.

Advancement Update – Dean Michelle Janssen

The college broke records on the number of gifts given in the fiscal year. \$25M was given to the annual fund this year.

43% alumni giving – that number did not rise this year, but it remained consistent

Update & Introduction from the 17th President of Wabash College – Scott Feller

The student return to campus in the fall will look very different than today. President Feller shared slides that showed the following changes:

- Classrooms will be socially distant – 6 feet between chairs
- Protocols for those who are sick
- There is a quarantine space on campus for students
- Masks will be required in all public spaces
- Public health signage throughout campus

All GLCA colleges are following a common set of virus spread mitigation practices. Wabash will have classes up until Thanksgiving, and the semester will conclude at that point. President Feller reiterated his commitment to a residential college environment at Wabash.

Feller overviewed campus staff and faculty that would be taking on special roles this fall to coordinate public health initiatives and tasks. There will be student CARE team members who will coordinate an on-the-ground team of ~45 students who will disseminate the best practices among the campus.

Feller provide an overview of the use cases in which students evaluate and react to an infection with COVID. Test kits have been reviewed and will be a significant part of the strategy to address cases this fall. There will be a health app which will help students assess their symptoms. The college is also aware of the ethics involved in their decision making and is taking that seriously.

Athletics are a priority for the college – they are driving toward having an athletics season which consider the health and well-being of students. It is possible that the fall may not facilitate a season we've been used to before, and Wabash will only compete with institutions that have the same commitment to health and safety.

Marc Nichols asked about how the NAWM should communicate to alumni how they should visit campus. President Feller requested that alumni visit the campus less frequently and in different ways than before. Feller recommended “no drop ins”. In effect, don't come back to campus unless you are invited via a formal college medium (staff, faculty, administration). This will be difficult, but it will help the college reduce unnecessary contact on campus.

Wabash.edu/covid is a resource where alumni can be pointed to.

President Feller spoke to Admissions briefly. Admissions staff will likely not be traveling to high schools to recruit students.

The college, now more than ever needs the alumni to help recruit students and encourage them to visit Wabash College.

Past President Shook asked about cross contamination amongst cleaning staff and other dining campus partners. Feller noted that having global partners in Sodexo and Bon Appetit has helped the college. Those partners have significant protocols and manuals for implementing best practices.

President Nichols thanked President Feller for his time.

Nominating Committee Update – Kip Chase

Vice President Chase welcomed the group and discussed the strategy behind the nominations committee's work. The board reviewed and approved recommendations for the following awards.

The NAWM reviewed the Frank W Misch Alumni Distinguished Service Award candidate recommendations from the Nominating Committee.

The NAWM reviewed the Frederick J. Urbaska Civic Service Award candidate recommendations from the Nominating Committee.

The NAWM reviewed the Clarence A. Jackson Distinguished Career Achievement Award candidate recommendations from the Nominating Committee.

The NAWM reviewed the Jeremy R. Wright Young Alumnus Distinguished Service Award candidate recommendations from the Nominating Committee.

The NAWM reviewed the candidate recommendations for Honorary Alumnus from the Nominating Committee.

The NAWM reviewed the Admissions & Career Services fellows candidate recommendations from the from the Career Services & Admissions departments.

Investment Engagement Committee – Joe Trebley

Joe gave the NAWM an update on the Advancement numbers with regard to the Giant Steps campaign and the annual fund. The committee will be taking on additional responsibility with communications & marketing.

Affinity & Engagement Committee – Jim Hawksworth

Hawksworth gave an update on the continued work on an alumni mentor's program. The program has not progressed very far, but it is on the committee's agenda.

Academic & Life Planning Committee – Emmanuel Aouad

Aouad discussed how many of the committee's activities were dependent on the college's decisions around the Fall semester. The information has now been made available, and the committee will adapt accordingly.

Tony Unfried

Unfried discussed the Wabash Day planning. At this point in time, the committee plans to cancel Wabash day to ensure safety during the pandemic. President Nichols asked if Wabash Day could be repackaged in a different form. Unfried believes the committee could look at a new idea during the pandemic. At this point in time, the committee will reevaluate Wabash Day at the Winter meeting to assess a Spring 2021 Wabash Day.

Strategic Planning Afternoon Session

President Nichols kicked off the afternoon session. The goal was to take this unique time and circumstance to hold a session on strategic planning.

Friend of the College Bill Kirst set the stage for the discussion and talked about what we are experiencing in the midst of this pandemic.

The NAWM was broken up into breakout groups, and reported back at the end of the session

The board broke up into group, where recorders were assigned to each group.

Strategic Session Debrief

Michelle Janssen asked the group how the advancement office may overcome any concern or confusion among the alumni body on visiting campus. The board provided feedback.

Nichols asked Bill Kirst what he has seen with his engagement with Johns Hopkins University's alumni association. Kirst discussed JHU's digital engagement strategy and how the pandemic has greatly accelerated it.

Nichols proposed the board discuss the reorganization of the Investment Engagement Committee to evolve into a focus on Communications & Digital.

The board discussed a need to use data to understand the stakeholders in the alumni body and what they need.

Mike Berry discussed salesforce.org as a potential solution for segmenting stakeholders within a CRM.

Wrap up

President Nichols thanked Jennifer for her contributions to the board. The board thanked Bill Kirst for all of his contributions for the day

President Nichols concluded the meeting.

Meeting adjourned.