



ADVANCEMENT COMMITTEE MEETING

May 1, 2025 | 9:15 AM to 10:00 AM | Tate 131, Liberty Street

Committee members in attendance: Beth Meredith '97, Vice Chair, Erica Brown '93, Leslie Gambee P'13 P'14, Jonathan Hayes '94, Jean Johnson, P'15, Charlie Mosteller '81, Bill Penney '89, Richard Salmons P '11, P'24, Tanner Crunelle '20, '24, Kady Preston '14

Committee members unable to attend: Eric Cox '93, Chair, Todd Abedon, Craig Eney P'15, Nic Glover '05, Robert Lukey, Laura Ricciardelli P'11, Cynthia Thompson, Chloe Tonney '84, Jamilla Harper '08, Susan Luna-Hazlewood '13, Victoria Thompson '15

EXECUTIVE DIRECTOR: Dan Frezza

LIAISON: Laurie Soenen

STAFF: Laney Friedman '12, JR Barnhart, Leah Barron, Leigh McAlpin, Trish Priest

AGENDA:

Vice Chair Beth Meredith '97 called the meeting to order at 9:15am. She welcomed the group, reminded everyone of the mission of the committee, noted that the meeting notice had been posted, and confirmed quorum.

Vice Chair Meredith asked for approval of the minutes and received approval of the minutes at 9:17 am. She then welcomed Tanner Crunelle, Communication Working Group lead.

COMMUNICATION

Working Group lead, Tanner Crunelle has led the committee's communication efforts for the past two years. He reviewed what has been done to improve committee communications.

1. We have a monthly e-newsletter to committee members highlighting exciting news from campus.

2. The Committee was asked to take a greater role in social media by connecting with colleagues and the Foundation Board and to share these good news stories coming from the monthly e-newsletter.
3. We've had 2 sessions led by fellow Victoria Thompson to train board members on how to use social media to their advantage and how and when to post stories and spread good news about the College.
4. Finally, led by fellow Kady Preston, we will have a local gathering on June 6th so that board members can connect with each other outside of the board cycle meetings. She will be sending out an announcement soon.

ADMISSIONS WORKING GROUP

Trish Priest, Dean of Admissions, shared how the fall class is beginning to shake out. Since May 1st was the deadline, we should have more information and data around the incoming class in the next month. Currently it looks like it will be about 60% out of state and 40% in state students.

We also reviewed Geographic Trends of Interest and while we have done very little recruiting in the Midwest, it is an emerging market. This will be an area of intentional focus next year. We also heard about the new Counselor Advisory Board. This advisory board gathers colleagues on the high school side that support students and help to put colleges on students lists and are very important partners for colleges. These board members will provide valid and important insight on everything from website to communications and they will be here in June.

COLLABORATION WORKING GROUP

Working group lead Beth Meredith shared that we will launch our inaugural Volunteer Leadership Summit on Friday, May 2, 2025. The purpose was to bring our volunteers to campus and encourage engagement, education, and galvanize Cougar Nation.

Close to 175 Volunteers and campus partners plan to attend the event. Thank you to Peggy Cieslikowski who led the planning efforts on the summit.



STUDENT SUCCESS WORKING GROUP

Vice Chair, Beth Meredith updated the committee on the Career Center Internship Award recipients. Students were asked to complete a brief survey on their mentoring experience. Jim Allison, Executive Director of the Career Center and Kristin Wichman, Associate Director for Experiential Learning will be sure to share the results once they have been received.

Anecdotally, the students Ms. Wichman has spoken with have all reported having positive experiences with their mentors and expressed gratitude for their time and career guidance.

1967 LEGACY MENTORING WORKING GROUP

Vice Chair, Beth Meredith shared good news with the committee that three of our 1967 Legacy Scholars were recognized at the Student Achievement, Involvement and Leadership (S.A.I.L.) Awards: David Byrd (Scholar of the Year); Jalen Newell (Fraternity Man of the Year); and Madison Meeks (Ted Stern Cup).

In addition, May graduation will include the inaugural class of 1967 Scholars and Ambassadors. I am confident that these graduates will continue to enrich the College and its students as they continue to be high achievers in their professions and communities.

NEW BUSINESS

Vice Chair Meredith then asked if there was any new business. Board Chair Sauls asked that the committee take a look at the Student Made Store and to champion this alongside Provost Austin.

ADJOURNMENT

Vice Chair Meredith then asked for a motion to adjourn. Motion was approved. Meeting adjourned in due course at 10:00am.