

Randolph-Macon College
Parents Association Board of Directors

March 14, 2009
11:00 a.m. – 12:30 p.m.
Mullen Board Room
Peele Hall

11:05 a.m. Meeting Called to Order

Anne Nelson Morck

Anne Nelson Morck thanked all Parents Board members for being in attendance.

All attendees were then asked to silence their cell phones.

Anne Nelson Morck commented that we are looking forward to a special presentation this morning from Diane Lowder, Vice President of Advancement.

Before Diane's remarks, Anne Nelson took a moment to share with the Board her most recent Board of Trustees experience and some of the interesting information she gathered from her Board weekend in February.

Most of our time was spent reviewing a draft of the new strategic plan for the College; this plan has been in the works for over a year and the major themes addressed are:

- *enhancement of the living, learning and work environments*
- *slightly increasing the size of the college and improving the facilities*
- *continued emphasis on character development and leadership opportunities, and increasing our students competitive advantage in the career marketplace*

Much work has been done on the challenges and opportunities related to the authentic liberal arts education, and our hope is that the finished plan will highlight our uniqueness, increase our visibility and enhance our reputation in the larger educational arena.

She shared that Grant Azdell, Dean of Students, is assessing every program on campus related to Student Affairs, including SGA, community service organizations, residential life, and on-campus social activities; the purpose of the assessment is to review their viability and productivity.

Dean Azdell is assessing these programs through various surveys to determine which programs are accomplishing their goals and which are not. Some of the factors he is reviewing are attendance numbers and the overall level of satisfaction from the programs offered.

Anne Nelson also mentioned that the Chartwells contact is under review and that they are making adjustments based on feedback from students.

At this time, Diane mentioned that the College is negotiating the contract with Chartwells, but will look outside for additional bids that meet our needs, if necessary.

Frank Murphy shared with the Parents Board that all athletic teams had a GPA of 3.0 or higher during J-term. The Women's Swim team was recognized for having the highest cumulative GPA.

Anne Marie Lauranzon mentioned R-MC excellence ads have been released to the public and feature/highlight special R-MC accolades, including our professor of year, Kelly Lambert and the Women's Basketball ODAC Champs.

Anne Nelson Morck then asked Michelle Stewart to introduce guest speaker, Diane Lowder

11:30 a.m.

Michelle Stewart thanked, Anne Nelson and proceeded to introduce Diane Lowder.

Diane Lowder has served as Randolph-Macon's Vice President for College Advancement since February 2007. Diane earned her bachelor's degree in political science and her law degree from the University of Richmond. She started her career in the practice of law for nine years with the Richmond firm of McGuire Woods, where she concentrated in estate planning, estate administration and charitable giving.

In 1997, she began her career in higher education at University of Richmond, where she served as director of Planned Giving and interim director of Development. While at UR, contributions under her leadership increased by \$30 million in new planned gifts, and the university received an additional \$20 million in estate distributions.

Diane currently serves on a number of charitable and civic boards in the Richmond area, periodically teaches classes focused on charitable giving and taxation, and has consulted widely with charitable organizations in the greater Richmond area. She and her husband, Ted, have one son, Perry.

11:35 a.m.

Diane Lowder thanked the group for inviting her back and began to discuss the Master Plan Overview. Diane Lowder told the group that it had been a fruitful year. The College has completed its comprehensive master plan and now has a 15-20 year vision for the future.

Diane Lowder showed a sketch of the overview of what R-MC is projected to look like in 20 years. She explained that the initial focus will involve moving Smith Street to accommodate a shift of the athletic fields including Baseball, Tennis, Soccer, and Football. This will likely happen in the very near future. There will be a vote on the movement of Smith Street on May 21st. It is estimated that it will cost 10M to move the fields, but we can start construction at 5M; we currently have raised 3 ½M.

She also highlighted the plans to have a new dormitory built around the new football field. Fund raising for the new dorm is complete, and it is anticipated that the new dorm will open for seniors in 2011. The dorm is planned to have a suite style design with a kitchenette and independent living areas.

Renovation to Mary Branch was questioned. Diane stated that until we had the swing space for upperclassmen, all renovations would be cosmetic. Concern was expressed regarding the lack of electrical outlets.

Also planned in the near future, is an addition to the Library. The students have expressed a need for 24 hour study space, which this new addition, will provide. There will be 24 hour access with a swipe card; the space will also host a coffee kiosk and a smart class room for 30 students.

The renovations to the Science building is projected to cost approximately 30M. Currently there are three design options, which were shared with the Parents Board.

Also included in the immediate plans is a slight renovation to Estes Dining Hall and Macon Coffee.

Parking was questioned, and Diane Lowder explained that no changes will be made with these plans. We will not lose space, nor gain from the design plans.

She concluded her remarks by sharing that a gift has been made from an anonymous donor to purchase the house next door to the President's home. This home has been purchased and will soon become Randolph-Macon's new Alumni House.

12:05 p.m.

Michelle Stewart thanked Diane for her time and presentation and asked all Board members to please complete the enclosed questionnaire in their packets. She asked all Board members to return the form to Ellen Stack before departing the meeting. She then asked Frank Gunther to provide an update on the Parent Relations Committee.

Parent Relations Chair, Frank Gunther asked all Board members to save the date and add October 2-4, 2009 on their calendars for Family Weekend. He stated that the save-the-date postcard for Family Weekend was included in their folders and that they would be mailed in April to all R-MC families. Some highlights planned for Family Weekend 2009 are a Parent Question and Answer session, Parent Association tailgate, and numerous other activities. He also commented that the Parent Relations committee would be staffing the check in tables on the Saturday of Family Weekend.

Frank Murphy, Parents Fund Chair, then provided the Parents Fund update. He began his remarks by stating that the fund-raising goal for Parents this year was set at \$265,000 and currently they had raised \$50,000 from 162 parents. Frank stated that all parents have received

at least one solicitation letter and a call from RuffaloCody. All donors have received a personal, handwritten thank you note from one of the members of the Parents Fund Committee. Frank also brought to the attention of the Board that only 13 of the 31 Board members have made a gift or commitment thus far this year and reminded all that they have until June 30th to submit their gift. He encouraged the Parents Board to show their support of the College to the Trustees and the President by attaining 100% participation in support of the Parents Fund.

Admissions Committee Chairs, Renee and Ed Bolton provided a brief overview on the progress the Admissions Committee has made toward achieving their goals. Renee thanked all Board members for assisting the Admissions Committee in making admissions calls. To date they have reached a large number of accepted families. Another round of calls will be distributed soon. Renee encouraged everyone to make these calls in a timely manner once they receive their packets. Renee told the Board that since our last meeting, she had spoken with Grant Azdell regarding the admissions support group. Grant informed her that there were systems already in place to assist students who have difficulty adjusting to college life. She is going to write an article for the e-newsletter on this topic. Renee concluded her comments by encouraging participation in the upcoming accepted student events.

At this time, Claire mentioned the list of upcoming alumni area events that were included in everyone's packets. Claire encouraged parents to attend these events and asked that anyone interested in attending let Claire know so that she can provide them with additional information.

Communications Committee Chair, Claire Nolin provided an update on committee's progress. Conference calls have been a terrific way to stay connected with 100% of the subcommittee participating. Some projects that are currently underway are the Parents Board Recruitment Brochure. The brochure is designed to promote the Parents Board mission and encourage new members to join. Another project the Communications Committee has been focused on is the e-newsletter, which will be similar to Around the Fountain, but focused directly toward parents. Several articles have been written and anyone willing to submit an article is encouraged to do so. The first edition is scheduled to be sent in mid-May. The name of the Parents Newsletter will be "News from the Nest". The E2text message system is working well as demonstrated during the recent snow storm.

12:25 p.m. Calendar Items

Anne Nelson Morck mentioned upcoming dates where we would need Parents Board members present: the April 4th accepted students day and the April 25th Junior Open house. Anyone willing to assist with these events were encouraged to let Anne Nelson know.

Anne Nelson Morck thanked all for the wonderful reports. She reminded everyone to continue assisting the Admissions Committee by making their admissions calls. And lastly, each committee will meet via conference call two more times before the end of the year, so stay tuned for the dates and times of these calls.

She then invited those who were able, to walk over to the Brock Center to experience R-MC's Dance Marathon. This was Randolph-Macon's eight annual Dance Marathon, which is where R-MC students dance for 12 hours to raise money for the Children's Miracle Network-Richmond.

She concluded the meeting by thanking everyone for their time and their service to the Parents Board.