

WELLESLEY COLLEGE

ADMINISTRATIVE COUNCIL

ADMINISTRATIVE COUNCIL MEETING

Monday, April 2, 2012

Academic Council Room, GRH 4th Floor

11:00 a.m. – 12:00 p.m.

AGENDA:

1. Approval of Minutes from February 13, 2012
2. President's Report
3. Human Resources Report: Eloise McGaw, Asst. VP & Director of HR & Equal Opp.
4. CPPAC: Call for Vote on Community Connections Committee, Jennifer Thomas-Starck
5. 2012-2013 Administrative Council Committee Candidates: Kathy Sanger, Nominating Committee
6. Three-College Collaboration Update: Adele Wolfson, Director
7. Alumnae Association Update: Susan Challenger, Executive Director
8. LTS Drupal Update: Veronica Brandstrader
9. Diversity Committee Update: Jennifer Hughes

Q&A

Open Mic/Announcements

1) The meeting was convened at 11:00 a.m. by President Bottomly. The minutes of the February 13, 2012 meeting were approved as distributed.

2) President's Report

The President began the meeting by drawing our attention to Adele Wolfson (and to take the opportunity to embarrass her). Adele is stepping down as the Director of the Three-College Collaboration (with Babson and Olin Colleges), one of the few tasks she has that she doesn't want to step down from. The President wanted to thank her for the incredible work she's done as director. She has been instrumental in making things happen in this new initiative. Working with three college presidents on a new project is challenging, and there wasn't much structure. In spite of this, the three college collaboration was very successful, and able to accomplish much under Adele's leadership. One example the President highlighted was the Certificate Program in Sustainability, a new curricular opportunity for students. The collaboration also has provided annual workshops for faculty development, and a January term program for students. These programs will be supported by funding that Adele helped secure from the Mellon Foundation. These are not easy things to do. Adele had to make an argument about why the collaboration is unique and important in the 21st century, and draws upon on the different strengths of each college. Other successes that have resulted from the collaboration and Adele's work are that we now have easier access to services and resources across the three campuses, which makes all of our lives a little better. The President restated her thanks to Adele for all of the things she has done to make the collaboration a success, and for setting the stage for next director.



The President reminded us about a Memo she sent out last week regarding Wellesley 2025, the major campus renewal initiative that is underway. This is probably one of the most significant investments we've made in our buildings and landscapes since the early part of last century. The Board of Trustees will weigh in on various aspects of project and the President will keep us updated on details as they develop. The initiative gives us a sense of something exciting happening at Wellesley, and the President, senior leadership, working groups, the Board of Trustees, are all excited to see what we can do in the next 10-15 years to restore and re-imagine Wellesley's important role in the 21st century. She also let us know that a bond has been issued, so we now have some money to work on this ambitious and important project.

The annual Appropriations Board meeting with Trustees is coming up, and they will deliberate and vote on the annual budget. The President will share the details at our next meeting.

We have lots of friends and colleagues celebrating milestone anniversaries this year, and a reception will be held next week to honor these employees. The President how impressed she is with employee dedication, and how many have given a substantial part of their career to Wellesley College. The reception is a reminder of the value and importance of this dedication to Wellesley.

We all may have noticed the new Wellesley website that was unveiled recently. The President recognized Elizabeth Gildersleeve, Ravi Ravishanker and their teams for such effective collaboration across divisions to make this work. The amount of work going in to this project is huge, so it's good to appreciate it.

Finally, she ended her report with an update that Rangita de Silva-de Alwis would be unable to talk about the Women in Public Service Project Institute, which she is the Director of. She will be visiting us in May to talk about this project.

3) Human Resources Report: Eloise McGaw, Asst. VP & Director of HR & Equal Opp.

Eloise presented a brief HR report, and reminded us to read our HR Illuminators, the primary method HR uses to inform us of deadlines, dates, and general things going on. These will be mailed to us shortly, and she urged us to not throw it away but to read it. It will contain the holiday schedule, summer hours, and information on benefits.

She reminded us that we were sent a notification for Healthy You activities this spring and the year ahead, and noted who was eligible for these programs. To reiterate, the Healthy You programs are open to all employees (not just those enrolled in Wellesley's health plan). Everyone is eligible to enter to win the iPad, attend brown bag events, participate in "know your numbers" fairs, and biometric screenings. As a side note, these screenings may have saved a couple of lives last year, so she encourages us to attend these whether you are in the college health plan or not. These events are on April 17th and May 1st. If we are enrolled in the college health plan we can complete the questionnaire and will we receive a \$100 gift card. There is also a chance for any employee to shine on camera with the "Share Your Story" video promotion. This program invites employees to send in a video or written story about their efforts to maintain

a healthy lifestyle. It's not a competition, and everyone who participates will receive a \$25 gift card, even if it's not a very good video.

Following these "life" HR updates, Eloise gave us "work" updates. By the end of April, after the Trustees meeting, we will post information about our salary increase program for administrative staff. This is a merit-based program. As in the past, there will be a bonus component to program. Guidelines will be sent to department heads, and the resources will be available to you for review (including forms to document the conversation). Everyone is entitled to an annual review, so make sure to ask your department heads about it. Eloise reminded us to use HR as a resource, and they can help us prepare for these annual conversations. Two brown bag events on April 23rd and May 1st in the Library Lecture room, will focusing on preparing us for these reviews. They will be informal and will focus on having conversations and tailoring these to our needs.

Lastly, Eloise hoped we had a chance to get a free cup of coffee in celebration of the new Leadership Development Program at the college. She is grateful for our enthusiasm, and to Elizabeth Gildersleeve for her help with publicizing the event and encouraging their office to take risks (with the coffee cups). She was excited that people were excited. Those selected for the program will be announced next month.

Even though it's grey outside, spring is here. Before the next council meeting, we will be hearing about "spring into shape" events. She encouraged us to get out there and participate in these events and get to know each other.

4) CPPAC: Call for Vote on Community Connections Committee, Jennifer Thomas-Starck

Jennifer Thomas-Starck was not able to be at the meeting, so Eloise presented this agenda item. At our last meeting, a recommendation for this committee was brought up. CPPAC wants to improve efforts to build community at the college, and avoid having staff members become siloed in terms of the people we meet. The group recommended the formation of a "Community Connections Committee" to address this need (see previous meeting notes for details). A motion was presented to move this committee, which was passed. The by-laws will be amended to include this committee. Eloise ended by mentioning that this will be a great committee to be on.

5) 2012-2013 Administrative Council Committee Candidates: Kathy Sanger, Nominating Committee

Kathy Sanger presented a full slate for all Administrative Council Committees, which will be voted on May 16th. See the attached document for the full list.

6) Three-College Collaboration Update: Adele Wolfson, Director

Adele thanked the President for her kind words, and provided us with an update on the three-college collaboration with Babson and Olin colleges. She's very sorry to be stepping down, but she's happy that the partnership has been going so well. As background, Wellesley, Olin, and Babson Colleges decided to take advantage of their complementary missions and expertise to

develop programs that none of the colleges could do alone (in academics, administration, development, etc.).

The official Three-College Collaboration is two years old, although people on the administrative side have been meeting for years below the radar. Examples of collaborations that have been meeting regularly are library directors, career offices, admissions deans, risk management, HR, IS, summer camp/event planners, development/resources, and PR. If you are interested in getting involved, let your division heads know. Through the generosity of the three presidents and a Mellon Grant, they have been offering Innovation Grants (with money), which they hope to do every year. So far they have funded 12 projects and received lots of proposals. Three projects are on the administrative end. One project is the Global Student Leadership Consortium, which involves 40 students from a diversity of backgrounds and enhances their global competency skills. The project receive intercultural training, network, and go on field trips in Boston. Karen Pabon is the Wellesley contact. There are also a lot of projects and initiatives built around sustainability. The career offices are planning a sustainability career networking event that will bring alums from the three colleges to talk about their career paths in sustainability. Erin Sullivan is the contact for this project. Finally, the three libraries have put together the infrastructure to work on shared library platforms, sharing software and resources. These shared library resources will be important as the three-college collaboration moves forward (and is being tested with the sustainability program). Heather Woods is the Wellesley contact for this. In general, keep your eye out for the call for Innovation Grant Proposals in the fall.

Janice Yellin, professor of art history at Babson, will be new the new director. Adele is confident that things will continue to grow under this new leadership. They have also hired an administrative assistant (Nicole Hardery) to the three-college collaboration, who will start out working remotely for each campus. We should keep our eyes out for an email from her.

Adele invited us all to the next staff reception that will be held on Friday, May 11th from 2:30-5 PM, at Babson College, at Olin Hall, in the Wellesley Room. We can park in the night lot (in fact all staff can park on all three campuses with their own sticker).

7) Alumnae Association Update: Susan Challenger, Executive Director

Susan thanked Administrative Council for the opportunity to update us on the Alumnae Association and their programs.

What is our mission? To support the Institutional Priorities of the College by connecting alumnae to each other and the College. **Who are they?** 35,000 alums worldwide. The oldest alum is Kathryn Davis, '28, who just celebrated her 105th birthday with a party at the Palm Beach Wellesley College Club. **Where do we live?** Most alums (>90%) live in the US, though we have data challenges regarding those who may live abroad. Many alums live abroad and don't tell us (prefer to give us their US address). Of those who live abroad, the highest concentration is in the UK and Canada. **Ethnicity?** 70% Caucasian, 30% ALANA and international. International citizen breakdown. This will increase overtime given the changing composition of our student body.

The President has talked about how the Wellesley Alumnae Network is a strategic asset of the college. We have a very engaged alumnae body (there must be something in the water!) Alums care about the college long after graduation, and we have a high reunion attendance (~30% return each year). This figure is stunning to our peers, and we don't even have a football game!

The President received an email from Wellesley Alums before she left Yale, who forwarded her response on to their friends. Our alums have lots of opinions on everything (good news/bad news ha!). They volunteer generously with time, talent, and money, and offer support to students (prospective and current).

Wellesley is a common experience they share: friends, faculty, the beautiful campus. They make friends for life, and often talk about one or more faculty members who "changed her life."

WCAA goal is to continuously broaden and deepen alumnae engagement. We have strong partnerships in **Resources** (WCAA is like marketing, Resources is like sales). An alumnae who is engaged and interested is more likely to contribute financially. Partnering with **Admissions** is key, since alums take pride in helping the college attract students, and it gives clubs a key purpose. Finally, the **CWS** uses alums in many of their programs for students, and also offer career services to alums.

Alumnae Programs. *Wellesley Magazine.* This is a quarterly, award-winning publication with a staff of three, and is sent to every alum and faculty member. From a 2010 survey, results show that 80% of respondents read all or part of the magazine, and the most popular sections are class notes, alumnae profiles, and the Window on Wellesley (what it's like today for students). In terms of the way the magazine is received, 60% want print only, 31% want print and online, and 8% want online only. This didn't vary significantly across decades, so clearly they still want a physical hard copy magazine. We're not getting out of print business anytime soon. Reaching out to all alumnae is a tall order. While we have many prominent alumnae (Secretary Albright, etc) we also want to include articles that cut across a cross-section of alumnae interest and diversity. Examples: When life doesn't measure up/NPR correspondence. We received more letters to the editor than any other article in 15+ years. The concept was a Wellesley alum who wrote about how she was not measuring up to where she thought she would be struck a lot of cords. It was a great way to include those who didn't feel as included. They've also written articles on the observatory renovation, art restoration in Haiti, and the 40th anniversary of the founding of ETHOS.

Alums are segmented by age (class), geography (local clubs), and by shared interest groups (new!). We currently are working with 80 classes, and we work to help maintain and build new connections. We encourage mini reunions, defined as any time two or more alums get together and have fun. Many of these are held each year. Some are informal gatherings at a bar, and others are more planned out. Some classes do destination mini reunions: '62 in Paris; '57 to New Orleans for service and sight seeing; '58 had an afternoon tea at the alumnae achievement awards; '05 has mini reunions on May 5th.

Undergrads: orientation, memories night (alums from each decade comes to participate in

program, in tower court great hall, alums talk about what it was like when they were a student), lake day, step singing, Thanksgiving match program, senior lunch, etc.

We have 80 active clubs worldwide. The largest is the Boston club (4500), and the smallest is in Reading, PA (18). We also have 30 key alumna contacts where we don't have a formal club. Clubs represent 46 states, and over 35 countries (in Germany, for example, they are spread out but still very active). Students and alums can use the Alumnae database when they are traveling to country x to meet up with alums and make lifelong friends.

Club activities. *Events* include faculty speakers, other college speakers (the President, senior administrators, CWS, etc), book clubs (DC club is in its 35th year of book club), networking and social events. *Admission support* gives book awards (we purchase books given to juniors as promising applicants who may never have heard of Wellesley to get the name out. Many apply, some get accepted), prospective student events, interviews, yield events (once accepted, events with young alums trying to convince students that Wellesley is the place for them). Jen Desjarlais will say that many students apply because they met an alum who impressed them. This is a key driver for many clubs since they get to tangibly help the college. It's especially popular with young alums that can't give money yet, but still want to help out.

President Bottomly often travels to clubs around her regular work, and has visited 33 so far (lots to go), in 19 states, and Hong Kong, Tokyo, and London. At each event that the President attends we get double the attendance compared to a normal club event.

Shared interest groups. These are growing rapidly, primarily virtual, with some connections to local clubs, examples are ethnicity groups (alums of African descent events each march, Latina alum network, spectrum alums), professional interests (lawyers, medicine, entrepreneurs, military, careers with a conscience, etc), gatherings at reunion.

Events: Reunion. This is the largest multi day event held on campus during the Friday/Saturday/Sunday a week after commencement. This year it's the 2s and 7s: 15 classes, 3000 attendees (~2000 alums), 2 from 1932 (80th reunion). We have extensive programming: general and class-specific, provide meals and lodging, transportation, vendor management (linens, gold carts, band, balloons, flowers, caterers, etc). Campus partners are key to its success (dining services, grounds, custodial, campus police, motor pool, religious life, PERA faculty, resources). We use student staffing, which is win-win. We encourage students to take advantage of this since working reunion is one of the top 50 things to do before you graduate. Students and alums love meeting each other, and sometimes jobs/internships come out of interaction. Other significant events include the Alumnae achievement awards, senior lunch, and Alumnae leadership council.

Key to supporting alumnae: emails (by class, club), electronic newsletters, event management (including credit card payments), social media. We also have a project underway to evaluate technology requirements with Ravi. Susan finished her presentation by recognizing all of her staff in attendance.

8) LTS Drupal Update: Veronica Brandstrader

The new top pages went live last Thursday, and sort of looks like Wellesley College in HD. Veronica extended her thanks to partners in public affairs (Elizabeth Gildersleeve and company) who helped with the look, layout, and content help. Many folks in LTS helped with web development, server infrastructure (12 total), etc., and the library staff was also very involved. (Veronica learned this: if you're going to organize things, you want librarians.) They worked on this project for 6 months straight. In midst of this everyone remained flexible and cool headed.

The next update she presented was related to Drupal. Formerly we used the bluenog server, which we are happily moving away from, and are actively contacting folks to get content hosted in bluenog moved onto Drupal. We have ended our contract with the vendor supporting bluenog, and are looking forward to moving to something positive like Drupal. Public Affairs has already worked with departments to make sure the websites have good content. Folks already moved to Drupal already love it, and we love it! Want it the transition to happen asap. After we transfer the bluenog content, we will be reaching out to the departments who have content on the Charlotte (Wellesley.edu people). This server has content from as far back as 1993. LTS is offering training on Drupal, and you can find the times online or contact Veronica for more information.

Veronica showed us a quick demo of how easy Drupal is. Drupal is an open source content management tool that is developed, built and supported by the user community. Drupal runs on 3 servers (develop, test, production), compared to bluenog, which ran on 11 servers (a monster). Veronica says they used to spend lots of time on making small changes to this large number of servers, and the transition to Drupal relieves their time to do exciting new development work. It will help improve how up-to-date we are, and allow for more fun and exciting things to be incorporated into the website!

9) Diversity Committee Update: Jennifer Hughes

Jennifer gave us a brief update on the Diversity Committee of Administrative Council, and hoped to entice us to sign up next year. This was a rebuilding year for the committee, and involved meeting with lots of people to understand what they do and how it's related to what's going on on campus. They had many productive meetings, and are looking forward to future meetings to work on mission and vision statements. She extended an invitation to all current and past Diversity Committee members to participate in this process. Contact Jennifer for more information.

Announcements:

An announcement for the Pinanski Prize was made. This award is given out to three distinguished faculty members for excellent teaching. Anyone from the community can nominate a faculty member, and we will we all be receiving an email with a link to submit a nomination.