Mark Your Calendars! Next Meetings
Meetings generally run from 5 p.m. Friday through conclusion of dinner Saturday evening.

September 19-21, 2008—Alexandria, Virginia
Spring 2009—San Antonio
Fall 2009—Northfield
January 2010—San Diego
REUNION—June 17-20, 2010

Welcome and Overview

Evie Dolven and John Hamilton welcomed the group to the first meeting of the Class of 1960 Fiftieth Reunion Planning Team. Evie described the recruiting process for the committee that was designed to bring together many diverse components of the Class. Current geographical locations, student social groups, athletic teams, academic majors, professions, dormitory assignments, etc., have been represented to the best of our ability. The key at this meeting is to reconnect with each other and become comfortable working together as we seek to involve others later in the process.

One important task will be to engage classmates who are not on the 50th Reunion committee. Another task is to learn about Carleton today—to investigate what the College is doing now as it meets the needs of current students and faculty.

Goals and Common Philosophy

John added that the premise of the 50th Reunion process is to do something good—for our classmates and for Carleton. We have time to think creatively, to explore ideas. There is no one “right way” to approach our work, but rather a Class of ’60 way to do it. He suggested that the focus should be on the future, and that this is not a time to dwell on the past. Nostalgia is appropriate for some of our work, but looking ahead is more compelling.

Rene Fournier pointed out that the Carleton web page is a good starting point to learn more about Carleton today (www.carleton.edu). June Matthews recommends reading the Voice as a good way to remain in the loop.

Flo McBride expressed the hope that the emphasis can be on reconnecting with classmates as we develop our Class of ’60 Fiftieth Reunion gift fundraising. John and Evie agreed, and pointed to the goals listed in everyone’s packets:

1. To have a robust classmate attendance at the 50th Reunion
2. To make certain that everyone who attends has a great time
3. To raise a class gift for the College
The consensus of the group was that if the first two objectives are done well, then the fundraising will follow naturally. It would be misguided to place too much emphasis on the fundraising, although this is an important part of the overall process. It was observed that two-thirds of the group will be focused on attendance and the program, with one-third of the committee working on the Class gift. All three components are balanced in a way that the College has found successful over many years of working with 50th Reunions.

**Committee Resources**

The staff reviewed the 50th Reunion process with the group and spotlighted some of the resources in the committee notebooks. The pattern for meetings will take a similar form: gathering on Friday evening, work on Saturday, and travel when convenient on Sunday. Note: meeting expenses can be reimbursed or contributed to Carleton for the 50th Reunion gift. The primary concern is to reduce the financial impediments to attending meetings. Committee members may elect to stay extra days to sightsee or spend time together. If so, please fill out your RSVP form accordingly, and Carleton will make sure the hotel receives the information. The College cannot reimburse any expenses beyond the Friday to Sunday morning time frame, however. A copy of the expense policy is contained in the notebooks.

**Campus Update**

Mike Tompos from the staff told the group of three building projects under way on campus. The College is building two new residence halls this coming year that will add approximately 200 beds to campus. The goals for these facilities are to bring back to campus at least 100 of the nearly 200 students who live in privately-owned apartments in Northfield; and to reduce overcrowding in current dorms. Also, Carleton is in planning stages for the Arts Union, to be located in the former Northfield High School on the southern side of campus. This project will be built in phases, with Phase I intended for the year 2010. More news about these projects will be available at future meetings.

The group then split up and met in committee sessions for the middle part of the day. When the three committees were finished, everyone reconvened in an afternoon plenary session to hear committee reports and to discuss issues that arose during the day.

**Committee Reports**

**Publicity Committee—JoAnn King and Steve Cook, co-chairs**

**Discussion of the publicity committee's mission**

JoAnn and Steve welcomed the group and mentioned how pleased they were with the membership of the publicity committee. They then began a short discussion of the committee’s mission.

The committee identified several goals of the group:

1) To get a high percentage of classmates to come back for Reunion
2) To have everyone in the class feel welcomed, regardless of graduation status
3) To strengthen the bonds with the College
4) To support the efforts of the other committees
The publicity committee wants to make classmates feel involved. The group wants to reconnect with all class members and help them feel a connection with Carleton.

Memories brainstorming
The committee was asked to brainstorm any Carleton memories, with the hope that some general themes would emerge that would be useful when determining the logo and slogan, as well as future mailings. This exercise elicited a number of important people and places. Items that emerged multiple times include the Library, Beanies, the Arb, Sayles-Hill, Homecoming Bonfire, and Ytterboe, among others.

Logo/slogan discussion
The group had an extensive discussion about a specific logo and slogan for the reunion committee to use in mailings. The group wants to develop approaches that will resonate with many classmates and generate warm feelings for Carleton and the Class of 1960.

Many good ideas were generated, but the group eventually settled on a logo incorporating Sayles-Hill (or the library) and Beanies. The theme “Always a Part of Carleton…” will be tied into the logo. (Another slogan – “No Classmate Left Behind.”) Luke Hasskamp will work with the College’s Publications Office to develop a final design for the committee’s approval later this spring.

Classmate contacts
The group wants to get the date of the Reunion out there right away – June 17-20, 2010! The record attendance by a 50th reunion class is 48.7% of active members of the class. The unofficial attendance goal is 60% for ’60.

The committee will try to personally contact every member of the class, with a focus on those people who have never come back to a Reunion. All of the “outsiders” should be made to feel included. The committee would like to gather testimonials from those who have not come to a reunion until recently—why did they decide to come to Reunion?

Specific communications items
The group discussed a variety of specific items that it might like to include in its communications campaign. Those items include:

1) Website – The site will be up and running this summer. The content needs to be updated regularly so that the site remains dynamic.
2) Class newsletter – Two issues of a newsletter will be produced, modeled after the Voice of ’58 publication. A Reunion edition of the Carletonian will also be produced.
3) Letters – Committee stationery utilizing the class logo will be used.
4) Postcards – At least two are planned, one will use the convocation attendance slips design from 1950s.
5) Birthday cards – Personalized cards will be sent to all class members beginning in January 2009. Committee assignments will be made at the September ’08 meeting.
6) Groundhog’s Day card – A groundhog with a green beanie.
7) Emails – We have email addresses for just 65% of the class, so this should be used sparingly because it doesn’t reach everyone.
8) Phone calls – One of the most important pieces of this campaign. “Who would you like to see at Reunion?”
9) CDs / DVDs – Possibility.
10) Refrigerator magnets – A refrigerator magnet with the logo will be mailed in June ’08.
11) Post-it notes – with reunion dates and small logo.

The group elected to volunteer Mike Gartner’s writing skills for various publications in the future.
Communications timeline
The committee spent a good amount of time outlining the calendar of communications mailings over the next 2.5 years. We want to get the dates out soon, but we also do not want to overwhelm anyone with mail, especially this early in the process. The communications campaign will crescendo beginning in January 2010. We will also be sensitive to the needs of the gift and program committees and will coordinate our mailings with those considerations in mind.

See the complete timeline enclosed.

Program Committee—Gwen Mullen and John Zimbrick, co-chairs

The Class of ’60 program committee gathered for its first meeting with one main question in mind for discussion, namely what, personally, would make reunion a terrific occasion. Co-chair Gwen Mullen also set this up by asking committee members to think about what skills and experiences they had that they could share with the class at reunion or further, with Carleton students. The resulting discussion generated a long list of brainstorming ideas for future deliberation:

1) Meeting in groups by major with current faculty to learn what is going on in the discipline and perhaps what you can still contribute.
2) Early morning bird walk.
3) “It’s never too late to learn new things.”
4) Have a performance – theater – put on a production.
5) Make sure to have unscheduled time so that natural social connections can occur.
6) Create a chronology of what went on during our college years and what in the outside world – interspersing national and international news creating a “time table of history,” which could provoke memories, both good and bad.
7) Subject – what to do in retirement.
8) Use class talents for entertainment.
9) Create living history videos (10 min shorts to be taped at the reunion) so classmates can tell their stories.
10) Link the living history video project with the current oral history program that the College now maintains (10-15 person group interviews of 50th participants).
11) Somehow recognizing the many different achievements of class members. For example, an art show of classmate art or an authors’ display.
12) Look into recreating some of the musical student entertainment of our time. Could we bring back Pete Seger or the Kingston Trio, the Four Freshman, or Dave Brubeck? How about songs written by Henry Woodward for children?
13) Find classmates who have interesting hobbies or work (things they are currently doing) and ask them to share their experiences.
14) Subject – volunteering/volunteerism.
15) Pursuit of Purpose! – retirement with a purpose.
16) Subject – Practical uses of the Internet and the computer.
17) Complete a service project.
18) Golf tournament.
19) Ask faculty from our time to present (David Maitland – Against the Grain; Ian Barbour—Science and Religion; Bob Will – the economy).
20) Hold a “Burns Supper.”
21) Subject – the Near East (with President Oden?)

Page 4 of 6
In addition to the long brainstorming session on reunion ideas, the committee spent time putting together a rough outline of a survey to be sent to all Class of ’60 members. The emphasis of the survey is to gather new and additional ideas by giving the entire class a chance to chime in and have an opportunity to be a part of the 50th reunion process. Brent will take the rough outline, smooth it up a bit, and share it first with co-chairs Gwen and John, then with the whole program committee. The goal is to get the survey in the hands of classmates and have responses back so that the new items can be discussed at the fall ’08 meeting in Washington DC. Beyond the emphasis on gathering new ideas the survey will ask about interest levels in such areas as: informal gatherings; outdoor activities; personal growth sessions; class projects outside reunion; nostalgia activities among others.

Gift Committee—Margy Werling and David Ringrose, co-chairs

The gift committee reported that the 50th Reunion gift has received a head start because the College has been raising funds as part of Breaking Barriers, Creating Connections: the Campaign for Carleton. All gifts from classmates in the campaign also count for the 50th Reunion. To date, the 50th Reunion gift stands at approximately $5.3 million.

Alumni Annual Fund contributions from our 45th Reunion year forward count for the 50th Reunion gift. However, it is hoped that classmates will also consider a special once-in-a-lifetime commitment to Carleton in celebration of this milestone.

David and Margy stressed that new and different kinds of gifts are expected to compose the bulk of the 50th fundraising. The gift committee will be educating the class about estate commitments, gifts from retirement plan assets, gifts that pay the donors income for life before going to Carleton, and many other creative ways to make a difference at our alma mater.

Dan Rustad from the staff provided a brief overview of gift options for 50th Reunion alumni. These options are summarized on a handout (attached).

David told of his and Kathy’s plans to provide for Carleton from David’s 403(b) retirement plan. They have earmarked a portion of the TIAA-CREF account for Carleton, and the gift will be made only after they are both deceased. Thus, they have full access to and flexibility with their funds to cover any unforeseen contingencies. Later, Carleton will receive its portion based on a percentage formula, regardless of the amount of principal remaining in the account. The value that is recognized in the 50th Reunion gift is the value of that commitment today.

Margy shared her strategy for making an initial 50th Reunion gift of cash. This straightforward way of giving provided her with a tax deduction in a year when she could use some relief from income taxes.

David and Margy explained that the gift committee had taken assignments from among the larger group, with the goal of exploring various ways of making gifts and learning how to present this information to the rest of the class. As leaders in the 50th Reunion planning, the full committee’s participation early in the process will establish much-needed momentum—so everyone is encouraged to begin thinking about his or her own gift. A member of the gift committee will be calling to assist in this process.
Issues for Discussion

John Hamilton raised two topics of discussion that came up during the day’s discussions. Jim Rawcliffe asked for an explanation of why the costs in higher education were rising at rates greater than inflation; and John asked how the College raises money from corporate and foundation sources.

Mike Tompos observed that costs in higher education were fixed in many ways. In contrast to business where productivity is increased with automation or new manufacturing methods, colleges like Carleton maintain a teaching faculty that spends significant one-on-one time with students. The faculty-to-student ratio is 1:9. This is a very expensive process—one that is at the heart of a liberal arts environment. Students applying to Tier I liberal arts colleges expect to have significant interaction with fully qualified faculty—and our most significant budget component is for academic instruction, including faculty salaries and other expenses directly related to teaching.

Another major expense is financial aid for need-based scholarships. In the current academic year, Carleton is spending more than $24 million on scholarships. This component of the College’s finances is going up at a rate greater than tuition increases.

Also, in the years since the Class of ’60 was on campus, the demands for facilities and amenities have increased. Quality classrooms, study spaces, computer infrastructure, and living spaces are all needed to deliver the first-class residential liberal arts education that Carleton provides to its students.

Student services such as a fully-staffed wellness center, additions to the Dean of Students staff and programming, and Career Center staff and programming, have also added to the daily expenses of running the College. Recent government reporting requirements have necessitated additional staff to comply with regulations. Taken together, factors like these have added to the cost of higher education when compared with the overall economy.

However, the number one factor remains the College’s commitment to faculty interaction with students on a daily basis. And, much like in 1960, even students who pay the full freight of tuition and fees still receive an experience that costs much more than they pay. The full tuition and fees for a year—roughly $45,000 for academic 2007-08—covers about 60 percent of the actual cost of attending Carleton. The balance is made up of past donations (in the endowment) and current donations (annual fund and other sources).

As to the College’s fundraising from corporate and foundation sources, Carleton has a professionally-run office for this purpose. If a member of the Class of ’60 can gain entrée to a foundation or a corporate funding source, we will be glad to pursue the opportunity and to have any gift that results included in the 50th Reunion gift.

John and Evie adjourned the meeting, and the committee congregated for a group photo.