

Presentation/Discussion Endowed Scholarships/125th Campaign– Beth Kramer

- Beth Kramer, Chief Development Officer & Vice-President of Advancement attended the meeting to talk about Alumnae Association’s potentially endowed scholarship program and the impact of financial aid

Cost of Attendance

- 2021-22 Academic Year
 - \$58,954 total expenses for a typical full-time undergraduate resident student who is a non-nursing major.
- 2022-23 Academic Year
 - \$60,578 total expenses for a typical full-time undergraduate student who is a non-nursing major.

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Average UG Financial Aid Package

- Close to 100% of our students receive some form of financial assistance
- Average total aid package offered to our students ranges between \$30,000 - \$38,000
- Greater than 70% of Simmons students take out loans in order to remain at Simmons
- The average debt for recent graduates exceeded \$36,000

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Financial Aid Snapshot - FY19-22

\$42-51 MILLION DOLLAR YEARLY OPERATING BURDEN



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Simmons Endowed Scholarships

Established during MEW

- 57 Funds
- Total Giving: \$12,897,062

Established since MEW

- 34 Funds
- Total Giving: \$8,508,874

Giving to Funds Established Pre-MEW (since FY08):

- Total Giving: \$8,656,946

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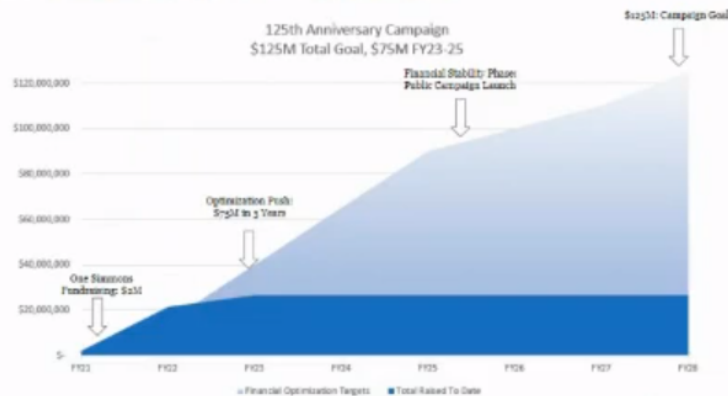
Giving By Constituent Type Through 3/23 - \$5,945,552

| Donor Type | FY22 Giving | FY23 Giving |
|---------------------|---------------------|--------------------|
| Trustee | \$6,450,499 | \$291,411 |
| Former Trustees | \$813,539 | \$1,459,509 |
| UG Alum | \$1,336,299 | \$1,092,312 |
| GR Alum | \$202,436 | \$262,602 |
| Online Alum | \$315 | \$70 |
| Parents | \$39,740 | \$24,655 |
| Faculty/Staff | \$3,637 | \$8,850 |
| Foundations | \$167,475 | \$1,029,524 |
| Family Foundations | \$30,020 | \$130,000 |
| Corporations | \$44,060 | \$45,125 |
| Other Individuals | \$705,537 | \$150,837 |
| Other Organizations | \$243,390 | \$110,523 |
| Bequests Realized | \$6,687,292 | \$1,340,134 |
| GRAND TOTAL | \$17,256,395 | \$5,945,552 |

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Fundraising To Date From July 1, 2021



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125 New Endowed Scholarship Funds

In soliciting new endowed funds, we will be pursuing a new pricing model reflecting a new strategy: a combined current use element to provide immediate impact with an endowment component to provide future financial security.

New Endowed Scholarship Model:

- \$125,000 total
 - \$100,000 for the endowment
 - \$25,000 for current use

New Endowed Scholarships for Nursing

- \$300,000 total
 - \$250,000 for the endowment
 - \$50,000 for current use



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Simmons University
FOUNDED FOR EQUALITY.
BUILT FOR NOW.

The Campaign for
SIMMONS
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- Simmons graduates from Class of 1940s/50s/60s are historically the big donors
- 70% of Simmons students take loans to attend Simmons. All Simmons students get some kind of a scholarship.
- Simmons endowment runs between \$210 - \$220million dollars range
- Simmons administration and its Board of Trustees have been dedicatedly working on leveraging the Simmons 125th Anniversary to launch the next big campaign after The Making Education Work campaign to help achieve Simmons' next fundraising goals
- The campaign will be tied with the future direction and vision of the university. It will also bring the Simmons Learning and Living Center. The theme will be centered around Boston
- Simmons is at a juncture where they need to fundraise \$75million dollars in the next 3 years
- Simmons wants to build a community of alums that still feel connected to Simmons as part of their life long journey. They want alums to be informed ambassadors to raise the Simmons flag and talk about their Simmons experience wherever they go
- We have a meeting scheduled for April 20th with Renique and Beth to discuss the future of reunion at Simmons
- Beth also shared the theme for this fundraising effort. The theme will be "Founded for Equality, Built for Now". This theme will be rolling out starting July 1, 2023
- The school and planning committee are trying to figure out how to invite back alums from 1940s/50s to help them re-connect with the school and make them inspired to give back
- The minimum amount for the endowment scholarship is \$125,000
- Simmons provides a commitment to an incoming student that they will help provide funds for a student throughout their undergraduate career. Therefore, Simmons does not further add financial aid later in the year and the endowment will be used for that initial commitment that is provided to students before they begin their undergraduate career at Simmons
- Some of Simmons funds have been restricted for a long time as they were collected to fund a specific program that did not either pick up or is still under- utilized so Beth suggested to think about the usage of endowment scholarship to be as broad as possible so it can be utilized in the area of greatest need
- A package for a student is roughly around \$30k-\$38k annually
- 65% of university endowment is donor restricted where they have specified on the usage of those funds
- Beth mentioned that the university is evolving and they want alums to be very much involved and informed in this process and they wonder if reunions are actually acting as a way to help alums connect back with the school and be motivated to give back
- The administration wants alums to come back to campus when the campus is alive and active
- The June reunion might not be an opportunity for Simmons administration to allow connecting alums with the university as the campus is dead, so they are re-thinking if reunion is worth doing over summer time.

Reports/Discussion


Student Outreach - Maddie Gretzky

- The 50 Days to Graduation event is scheduled for 3/28/2023 at the Simmons campus.
- Alumnae Association will be sponsoring food and beverages for the event and paid for 150 people catering order
- 90 people RSVPd for the event.
- The event has a networking component where students and alums will be mingling, there will be tables around LKP talking about grad school opportunities, REEF center etc. and there will be a raffle in the end

Student Representatives

Megan Watras/Beatrice

- Megan Watras, President of SGA Executive Board presented during this session
- This year SGA and Class Council is working together to figure out the association and purpose of Class Council including deeper relationship with Alumnae Association
- There is a bigger need for connecting Simmons Alumnae Association with class councils



Why is Class Council unique?

- Throughout the year...
 - Continuing Simmons traditions
 - Creating traditions
 - May Day, Oktoberfest/Halloween, Winter Wonderland, and senior activities
- We collaborate with...
 - Advancement, Alumnae/i and the Career Education Center



Class Council Stipends

Freshman Class: \$100/semester = \$200/year
Sophomore Class: \$250/semester = \$500/year
Junior Class: \$250/semester = \$500/year
Senior Class: \$500/semester = \$1,000/year

Note the increasing pay structure. This is in respect to the workload for each class. We feel that the Senior Class has, by far, the heaviest workload, and should be compensated accordingly, the roles and responsibilities that are currently in place are listed below to reflect the proposed payment structure.

Each Class will have 4 paid positions:
President, Vice President, Treasurer, and Secretary/DE&I

$(\$200/\text{year} * 4) + (\$500/\text{year} * 4) + (\$500/\text{year} * 4) + (\$1,000/\text{year} * 4) = \$8,800$

- All branches of SGA are paid positions except Class council executive board positions
- The proposal was brought to Alumnae Association to help fund a stipend for class council positions

Why is there a need for funding for Class Council?

- Decrease in interest in students running for Class Council positions
 - Class Councils are the only branch of SGA currently unpaid
 - Increase in other branches of SGA which are paid
- Increase in workload of Class Councils and is comparable to the work of Senators within the SGA
- Due to this...

We are proposing that Class Councils become a paid position not only to compensate the individuals who work tirelessly on behalf of the Simmons community but to also promote more involvement on a Class Council level.

- There is lack of interest from student body to get involved with class council and part of it is due to lack of compensation with class council positions
- Class council positions involve equal or more amount of work than any other student organization leadership or SGA senate positions

Current hours


Freshman Class: ~1-2 hours per week
Sophomore Class: ~4-6 hours per week
Junior Class: ~5-7 hours per week
Senior Class: ~8-10 hours per week

Note that these times increase around events.

Ex. The sophomore class will spend 10-20 hours per week around May Day.


This time includes planning events, providing outreach to other orgs and offices on campus, making budgets, running the Instagram page, and more.

- The students extended a proposal to include additional activities as part of their responsibilities if Alumnae Association approves the supply of stipend for class council positions
- Each class council presented ideas on engagement with the Simmons Alumnae Association as per the need of their class at that point of time. See slides below:



Class of 2023

- President and Vice President will attend all AAEB Meetings
 - Present the AAEB with updates and work to make collaborative events
- DEI Chair will work with [AAEB's](#) DEI Representative to create DEI centered events, as well as include the DE&I AAEB Committee in all SGA DE&I efforts
 - SGA Collective Meetings, Class Council DE&I efforts throughout the year, and strategic partnership events to foster community and inclusion
- 50 Day Countdown event through an Alumnae/i Networking event
 - Excites current seniors about
 - Encourages G.O.L.D Alumane/i return back to campus in a celebratory and mentorship manner
- Permanent collaborative events and initiatives
 - Service events , celebratory events honoring Alumnae, fundraisers for Alumnae in need



Class of 2024

- Mentorship program: prepare for senior year activities and post-grad activities
 - Strengthen the Alumnae/i connection to Simmons
 - Tight-knit, cross-generational connections
 - Mentor current Simmons students
 - Help Junior Class Council(s) prepare for Senior Year with the AAEB
- The Future Workshop
 - collaborating with the Career Education Center and the AAEB
 - Prepare students for grad school applications, future job endeavors, and other post-grad activities
 - CEC: workshopping LinkedIn profiles, professional headshots, resume building
 - AAEB: insight on senior year–how it may pan out and tips on post-grad life
 - Networking event as well
- The Class President will attend all AAEB meetings.



Class of 2025

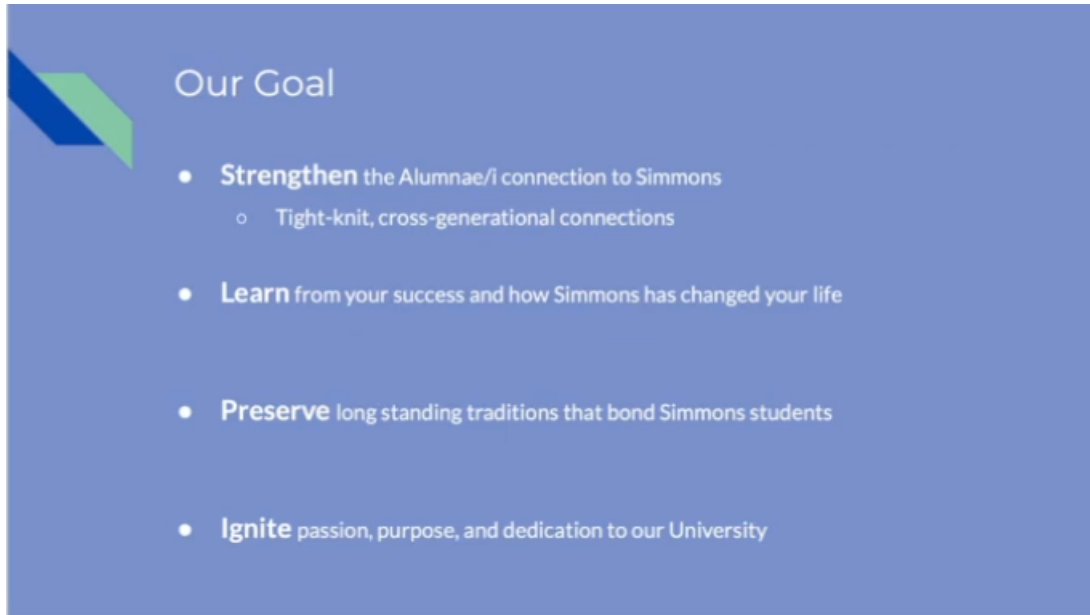
- May Day celebration
 - AAEB members; speak, network, and fundraise
 - Simmons tradition
- Mentorship program
 - Resume building, networking
 - Solidifying networks and relationships
- Honor Simmons' long standing tradition of being at the forefront of change
 - Choose an issue related to Women's Rights; fundraise, spread awareness
 - Example; an issue selected is Women's financial literacy. The Sophomore Class and AAEB would then organize a set of events surrounding financial education, personal budgeting, how to get out of a financially unsafe situation at home, etc., open to all students and Alumnae/i.
- The Class President will attend all AAEB meetings.



Class of 2026

The freshman class is excited to bring Alumnae/i into our community as leaders, advisors, and as comforting predecessors.

- Picnic in the Past
 - Held on the Residential or Academic Quad
 - Environment to speak on their experiences, learned lessons, and other pearls of wisdom for the incoming class
 - Connects the AAEB to the newest class, easing incoming students' worries and instating Simmons' history and values.
 - Make orientation even more welcoming and sentimental
- The Class President will attend all AAEB meetings.



- Maddie was in support of this proposal as it is a great idea to connect Simmons students who would be involved deeply with the Simmons Alumnae Association
- The students clarified this was a pilot program proposal to see how it goes, figure out what does not work well and make changes accordingly to the proposal in the future
- Bobbi was in approval of this proposal as it helps AAEB connect better with the students
- Barbara asked if SGA's advisor was on-board with the proposal and would help administer the distribution of the funds
- Theresa pointed out that the board should consider the longevity of this proposal

Intern Update

Kat McCully

- Kat has been focusing on building social media accounts for the Alumnae/i Association on TikTok, Instagram, LinkedIn and Facebook
- Kat posted updates from the Simmons Leadership Conference on the Alumnae Association's instagram account

Treasurer

Barbara Campbell

- Barbara was working hard to remove all of Simmons Alumnae Association's funds from SVB account post the bank's public news about shutting down. Barbara was carefully working to ensure we are able to appropriately retrieve our funds and transfer them to TD Bank.
- Barbara has been able to set up an account with TD Bank and waiting for funds of \$8737.21 to be moved from SVB
- TD Bank has \$10,000.00 pending clearance;
- Vanguard has \$137,069.22 so the cash on hand = \$155,806.43

Alum Outreach

Kelly O'Connell

- Beyond Balanced Pitch event, Strengthening the Shark Tank - Marketing materials are almost ready to be rolled out.
- Goal is to hold the event on November 17, 2023 on International Entrepreneurship Day. The UN will also be supporting this event

- LKP will be booked for this event and will be hosted on Simmons campus
- Targeting around 200 attendees for the event and will be focused on inviting future entrepreneurs, existing alums, graduates of women centric industries and related industry professionals
- Industry professionals will be charged for the event ticket to help offset the cost of food.
- Food will be catered by Aramark
- Agenda is below:

| |
|--|
| 8:30 - 9:00 Registration & Networking (Coffee and Pastry) |
| 9:00 -9:15 Welcome Remarks |
| 9:15 - 9:45 Keynote Simmons Startup Founder Story |
| 9:45 -10:00 Networking Exercise Elevator Pitch Practice |
| 10:00 - 10:45 VC/ Investor Panel (AMA) |
| 10:45 - 11:00 Break |
| 11:00-11:50 Expert Roundtables |
| 12:00-1:00 Networking Lunch |
| 1:00 - 1:45 Live Pitch Competition Finals |
| 1:45 - 2:00 Closing Remarks |

- Kelly is working with Simmons University to be one of the sponsors for this event so they can be included front and center in the marketing.
- Kelly is also looking for additional sponsors for the event

Co-Presidents

- **AAEB Strategic Action Planning Goals 1-4**
 - **Notecard writing**
 - The board individually wrote letters welcoming 10 incoming students to Simmons. Those notecards were written on Simmons cards sent by the Admissions Office to individual board members home address
 - **Arrive and Thrive**
 - The event was successful and well attended despite bad weather in LA.
 - The age range of alumnae attending the event was broad
 - A volunteer Lashae Hawkins was recruited to work with the board on the Simmons Tuesday Teas and be a podcast host
 - 3 virtual teas have been planned by the committee with 1st event being in April 2023
 - **Hillel Hybrid Evening Theatre**
 - Event hosted with Simmons Hillel and Alumnae Association : Hybrid Evening of Theatre: Remembrance of Things Present

- The event will be about hearing empowering stories of Jewish strength from the children and grandchildren of the Holocaust survivors featuring distinguished alumna, Olivia Cohen-Cutler '75, HD'00
 - The event will be hosted the Jewish Heritage Museum in NYC and virtually
 - Alumnae Association picked 5 raffle alum winners for tickets on Simmons Leadership Conference
 - **Simmons Black Alumnae Symposium**
 - Event will be hosted in end of April
 - Incredible event for black alums to get together
 - Has been a long standing tradition of Simmons black alums
 - Budget historically has been pretty sizable but this year the budget has been tough due to limited allocation and resources
 - Gina Patterson reached out to Karen to ask if the Simmons Alumnae/i Association would be interested in help supporting the Black Alumnae/i Symposium
 - The request is to give \$5000 to the Black Alumnae Symposium which will be used to fund some of the events for the Symposium
 - A small group will meet separately to decide on the funding decision. Small group will be led by Gina and include Barbara, Clare and Theresa
- **Annual Meeting**
 - 2023 Annual meeting will be on 5/20/2023 to end the 2022 Academic Year for the Simmons Alumnae/i Association
 - Annual meeting includes voting for any new positions and any changes to the by-laws which should be presented to the alumnae community present during the meeting
 - Reason historically annual meeting was done during reunion weekend so to include large group of alums as possible
 - It has been historically challenging to get lot of alums to attend the meeting so if paired with reunion weekend, we used to get higher alum participation
 - Since this year's annual meeting will not have awards (no representation for Director of Awards on the board at this time), we will be celebrating milestone classes - 1993, 2003, 2013, 1983, 1973 etc.
 - A corporate award will be given to Liberty Mutual being our major source of funding and also engaging their DEI board representative with the Simmons Alumnae/i Association
 - Annual meeting planning committee was formed - Priyal, Theresa, Kat and Karen to come up with the agenda for the annual meeting
- **Simmons Strategic Plan Highlights (Academic Reorg/ Strategic Goals)**
- **Other Director Updates/New Business**

Resolutions

1-3-23

The AAEB approves the minutes from the January Board meeting. **(PASS)**

Meeting Recording Link:

https://drive.google.com/file/d/176E9oc0vVhwcFPNjY00B52N0S_0IN-om/view?usp=drive_link

Next Meeting virtual Apr 22, 2023 10-12 EST