

**Metropolitan State University**  
**Alumni Association Board Meeting**  
January 25, 2022, 5:30-7 p.m. Via Zoom

**Board members attending:** Amanda Clark, Samuel Farrand, Deidra Isaac, Thulani Jwacu, Thomas Krueger, Annie Mueller, Fidelis Odozi, Ryan Ringwelski, Shahbaz Shah, Nancy Uden, Shanasha Whitson

**Board members not attending:** Brittanie Aune, Scott Pilgram

**Staff attendees:** Ginny Arthur, Rita Dibble, Kristine Hansen, LaBarre Spence, Noriko Ramberg

Nancy Uden convened the meeting at 5:32 p.m.

**Brand launch update by Rita Dibble:**

Dibble expressed appreciation to the Board for their initiative to inspire and challenge the Foundation Board for the gift match during the Give to the Max Day campaign. The FY22 result was \$33,585, three times as much as the FY21 result of \$11,970.

Dibble unveiled the new logo to the Board; below are some variations of the logo. We ask that board members hold the new images and look & feel of the new logo as confidential until the official brand launch.



The rebranding taskforce took heart and embodied Metro State’s positioning and principles, “*striving to create an inclusive, anti-racist learning experience that empowers students, driving social change through individualized education*” in this brand creation. The colors chosen in the secondary colors speak to the variety that Metro State has and the cultural differences among students, alumni and employees.

The university’s legal name is still Metropolitan State University, but on the logo, widely-known name of “Metro State University” is used. The shape of the logo connotes the skyline of Saint Paul. Implying Metro

State is a “city” university as well as representing an aspirational, upward movement. The typography used is Gotham.

The official launch day of the new Metro State logo is February 21. The virtual launch party will be hosted on February 18, noon-1 p.m., and the Alumni Board is invited. New brand templates will be shared with the Alumni Board for usage once it is available.

#### **President update by Ginny Arthur:**

- The university held four in-person commencement ceremonies in December, following a strict safety protocol. This winter, 1,290 students graduated, which resulted in a total of 50,287 alumni. Student speakers at the commencement can be viewed on YouTube: <https://www.youtube.com/channel/UCWqIRPMMnBeUe0tgJB9n1hg>
- The university is making adjustments, following state guidelines, to the campus safety protocols and methods of teaching.
- Spring semester enrollment is down by 9%, which is not as bad as compared with the national/state trend in higher education, considering the times of the global pandemic.
- The plan to possibly purchase the land currently occupied by First Lutheran Church on Maria Avenue is underway. BWBR, an architectural engineering firm, is working with the university in this process. The university hopes to use the space as a way to intersect the Dayton’s Bluff community and the university. This project will have a longer timeline than other facility projects.
- The possibility of building an extension to Saint John’s Hall, instead of leasing space at Midway Campus, has been discussed. If it is decided to move forward with the plan, it will be a state-bonded project. The university is going to fund the pre-design work this spring in preparation for submission into the bonding process in the fall. It will take at least 2 years for a chance at getting state funding for the project.
- There are two projects on the bonding bill this year. Pres. Arthur encouraged the Board to contact their legislators to emphasize the importance of these facilities to the university:
  - The renovation of the Management Education Center in Minneapolis, which houses the College of Management and School of Urban Education
  - The building of a cyber security operation center, which will support our cyber security programs
- Pres. Arthur thanked Thulani Jwacu for serving on the Missions, Vision and Values Taskforce, which reviews and sharpens the vision and values as we look ahead.
- As new programs (e.g. Ph.D., certificates, etc.) are considered and developed, alumni can be a valuable resource for faculty to get input, and the university continues to foster these relationships.
- Missions, vision and Values Taskforce discussed how to cluster student services to create the “center” of the university in order to better serve students and will continue to discuss the feasibilities. The university administrators and legislators are also aware that the affordability of education is important to students.

#### **Membership Committee updates by Ryan Ringwelski:**

- LinkedIn – Creation of a new page for Alumni Relations called, “Metropolitan State University Alumni Networking Group”, <https://www.linkedin.com/groups/12522694/>. All the board members are assigned as managers of the group.
- Working on implementing a new process for contacting board and committee prospects
- The use of the tracking database, *Hubspot*, as a better, centralized communication tool

- Working to create a YouTube channel to share alumni's success stories
- Ringwelski and Uden encouraged the Alumni Board to send in recommendations of board and committee members from their own network.

**Office updates by Kristine Hansen:**

Hansen requested the Board to engage and share the upcoming opportunity and events:

- Alumni Awards – Nomination submission deadline 3-1-2022, <https://forms.office.com/r/XTrX6WmFA3>
- Real-life Career in Diversity, Equity and Inclusion – February 16, 6-7:30 p.m., <https://minnstate.zoom.us/j/97274290045> Passcode: 625629
- Breakfast at the Capitol – February 25, 8:30-10 a.m., MN State Capitol, L'Etoile du Nord Vault Room (Room B15)
- Hansen would like 15-20 minutes at upcoming committee meetings for Brand Ambassador presentation since we ran out of time at this meeting.

**Other comments & thoughts:**

- Jwacu suggested that Greg Mellas, director of the Institute for Community Engagement and Scholarship, do a truncated presentation of Metro State history and progression—the more background knowledge one has, the better she/he is able to confidently market Metro State to others.
- Shahbaz Shah suggested that the MDST485 course taught by Andrew Carlson may be a good resource for the Board. The course is designed to train students on how to utilize a website, create videos, share on social media and create action around a particular idea or concept.

Motion to adjourn the meeting moved by Shah, seconded by Samuel Farrand, and the motion passed by a unanimous vote. The meeting was adjourned at 6:58 p.m.

Respectfully submitted,  
Noriko Ramberg, Office Coordinator