



Executive Committee of the Alumni Association
Spring Meeting – April 25, 2015
Deerfield Academy
Hess Center for the Arts, Room 123
12:30 pm – 3:00 pm ET

In Attendance: Sara Ofosu-Amaah '01 (President), Nat Emmons '60 (Vice President), Liz Anderson '94, David DeCamp '76, P'13,'15, Malcolm Dorson '02, Dan Garrison '94, Dave Hagerman '64,P'99, Porter Hill '99, Frances Hodler '03, Kent Kahle '70, P'02,'04,'07, Rush McCloy '92, Alex Mejia '99, John Mendelson '58, Nathalie Weiss '08, Syd Williams '85, Jessica Day (Deerfield), Jenny Hammond (Deerfield), Ann Romberger (Deerfield), Margaret Temesvari '92 (Deerfield)

By Phone: Ted Flato '73, P'10,'12, Frances Idehen '95, Marguerite McNicoll '98, Ray Walker '92

Unable to Attend: Ted Ashford '82, John Dinneen '79, Elaine Asher '93, Ted Lubin '00, George Mesires '87, Wally Tomenson '95

MINUTES:

I. Opening Remarks and Required Motions and Member Welcome

Sara welcomed all to the meeting both in person and on phone and ran through the agenda. She continued with a brief report from Trustees' Weekend April 24 -25, 2015 and covered 3 topics: College Admissions; 2015 Admissions to Deerfield; Student Life

College Admissions

Two shifts in the College Advising process: 1. The Office is making a concerted effort to help students understand the best "fit" when making college decisions. They are asking students to focus on what they know about themselves and where should they be rather than making a decision based on a school's rank. 2. The SAT will be redesigned to meet with common core standards. Many conversations regarding test prep and how to best support kids with taking this national test. The new SAT will be ready for this year's sophomore class, but no one is aware of what the change are. Therefore, may see more people taking the ACT rather than the SAT because it is a known entity and students can prepare for it.

Top 5 Colleges for 2015:

1. Georgetown – 48 applied; 24 accepted
2. Harvard – 47 applied; 4 accepted; 8 waitlisted
3. Brown – 44 applied; 6 accepted; 3 waitlisted
4. Penn – 40 applied; 7 accepted
5. Dartmouth – 39 applied; 7 accepted; 2 waitlisted

There is a 21.6% admittance rate to the Ivy Leagues this year. There is also a big uptake on students applying abroad and more of a trend toward a year off.

Admissions to Deerfield

205 admits this year; 6 kids off waitlist to date, all sophomores. The 9th grade is over enrolled.

Deerfield will no longer put kids on waitlist who they know will never get in.

17.1% rate this year, 60% general yield; 74% of students who came to spring visit days accepted their offer.

48% admit rate for alums and, 70% yield, 25 % of student body are legacies

Strategic focus on two sports:

1. Girls' hockey – greater number high impact hockey players coming who are usually 9th and 10th grade girls and will play multi varsity sports

2. Football – greater number of repeat Seniors and PG’s, there are 5 impact players coming in the fall.

Financial Aid

New Director, Melissa Persons, not only has a very sharp business mind, but is also actively approaching the financial aid work as compassionate and relationship based with families. She restructured the financial aid letter and has made herself readily available for families to talk to about the process. End result is the parents are committed to Deerfield and are pleased with the openness and ease of the new financial aid application process.

This year 33% of new students were awarded financial aid and the average grant size was \$44K. Melissa continues to actively reach out to the middle-income families in her candidate pool so that they know that Deerfield is still an option.

Student Life

There was a significant discipline event in the winter and 28 students broke major school rules. The Administration and Board discussions have focused on a more restorative approach and rather than have a 3 – day suspension, move to in-house sanctions (example, no prom, 8:00 curfew, technology privileges suspended, etc.) The administration decided to implement this new approach earlier than the fall 2015 intended date. Conversations continue on fine-tuning the sanctions and the student handbook will need to be re-written before the start of school in September 2015.

Restructuring of dorms is taking place over the summer to help support healthy relationships between boys and girls and class communication. There will be a “9th grade village” in Johnson/Doubleday. All of the quads on campus will have a boys and girls dorm and open common rooms to support the idea of male and female friendships.

II. Deerfield Update/Heritage Award Update

Ann Romberger reported that the campaign surpassed its goal of \$200 million and will close a year early on June 30, 2015. The total fundraising to date is \$220 million with an additional \$24 million in verbal commitments. The new goal is \$250 million by June 30th.

There was an Annual Fund challenge over the weekend, which a donor gave \$500k towards. The goal was 300-500 new donors for this challenge. The end result was 566 donors! The success of this challenge will increase the participation percentage significantly this year.

There is a finalist for the “John Knight” job (Director of Alumni and Parent Programs) coming to campus on Monday, 4/27/15. Ann is optimistic that the position will be filled by July 1, 2015.

The Heritage Award nominee for 2015, Frank Michelman ’53, has accepted the honor and will return to campus on 10/14/15 to receive the award and present at school meeting. (Motion 2015-2 attached)

III. Committee Reports

Young Alumni

Malcolm Dorson reported that all is on track for Choate Day 2015. Details will follow. The candidates for the Ashley Award are: Marco Saavreda ’07 and Andy Hunt ’00. Marco has done work towards immigration reform awareness and changing the community around you. Andy Hunt is the co-founder of Warby Parker, an eyeglass company that donates prescription glasses for those in need around the world. The Committee voted and the winner for the Ashley Award 2015 is Andy Hunt ’00. During the nominating committee report Nat read the motion and all voted “yes” and the motion was passed. (Motion 2015-5 attached)

For networking the group is utilizing LinkedIn and will determine how to use the Deerfield webpage as feed for LinkedIn. They hope to include Scroll articles, sports scores, as part of a daily news feed.

Pam Safford then joined the meeting to give an update on Admissions

IV. Report from Pam Safford: Dean of Admission

Pam introduced herself to the group and gave a brief bio of her background in Admissions. She distributed a confidential report that she created in April 2015. The report covered the following topics:

🗑 Broad Enrollment Goals for Fall 2015:

1. Continue to use the DA Student Composite (scholarship, citizenship, personal responsibility)
2. Continue to raise the academic profile
3. Continue to work toward “right-sizing” the school: this year’s goal is to open with 630; next year’s goal will be open to 625- the “ideal” size for Deerfield’s foreseeable future
4. Staff Deerfield’s programs with top-notch students, namely interscholastic teams and performing groups
5. Ensure that the overall composition remains interesting and varied (50/50 boy/girl, % international, geographic distribution, % US students of color, special talents and interests, etc.)

Emerging from the January Board meeting – they added the following goals:

6. Focus in particular on football and girls ice hockey to improve some of Deerfield’s historically strong but more recently less successful athletic teams.
7. Introduce of the new residential life program, including the idea of the quads and the Ninth Grade Village and Tenth-Grade only dorms.

🗑 Two New Events for Prospective Students:

1. For Student Athletes:

A “Student-Athlete Dessert” as part of the Spring Visit Day program. This meeting was for newly admitted athletes where they had the opportunity to hear from current student-athletes, Deerfield graduates, the Athletic Director, Deerfield coaches and the Admission team. It was a huge hit. 39 students and their families attended and so far 21 have enrolled, and 15 have not yet replied (3 have declined).

2. Introduction of the “Aspiring Scholars” Program:

Led by Director of Inclusion and Community Life, Marjorie Young, has developed a pilot program to be introduced summer 2015. This program will serve students who can benefit from extra times, skills and support during their transition into Deerfield, as well as ongoing mentoring through their graduation from the Academy. There are a number of factors that lead the Marjorie, the Admissions team, and Sheryl Cabral to decide that a student is an appropriate candidate for this program:

- They attended a school that may not have a history of sending graduates to boarding school.
- They are among the first in their families to attend boarding school.
- They attended schools that offered relatively limited opportunities for advanced course work.
- They are likely to benefit from added support as they transition into boarding school life.

🗑 Admission Collateral for 2015-16 Admission Cycle

- 114 declining students reported the following:
Andover – 22 (17 in 2014, 21 in 2013)
Exeter – 20 (19, 14)
Home – 17 (14)
St. Paul’s – 15 (6,9)
Lawrenceville – 6 (4,4)

- Hotchkiss – 5 (13, 7)
- College – 4
- Milton Academy – 4
- Choate – 3 (6, 9)
- Groton – 3 (2, 4)
- Loomis – 2 (2, 0)
- NMH – 2 (2, 0)
- Cate – 1 (2, 0)
- Sibling/Legacy Comparisons as of March 10 Offers
For Fall 2015 for 201 places
Inquiries = 206
Completed Applications = 141 (68% completion rate)]
Admitted Students = 68 (48% admit rate)
Enrolled Students = 51 (75% yield)
% of Incoming Class = 51/201 (25%)
- SSAT/ISEE Score for Incoming Class:
40% in 90 – 99th%
25% in 80 – 89th%
11% in 70 – 79th%
10% in 60 – 69th%
7% in 50 – 59th%
1% in 40 – 49%
3% in 30 – 39th%
2.5 in 01 – 29th%
- Geographic Distribution of Incoming Class:
19 countries
19 foreign nationals
13 U.S. citizens living overseas
Total international = 16%
29 states vs. 20 last year
- Other Important Compositional Data
Day Students – 78 vs. 64 applications last year; admitted 29 and yielded 22, a yield of 75.8% vs. 70% last year
Faculty and Staff applicants: 8 applications all for 9th grade, the same number as last year; admitted 6 and 5 will attend
- Financial Aid Overview:
New student budget = \$2,820,660 vs. \$2,416,000 last year; estimated support 33% of incoming class (=66); last year's budget allowed for 30% of new class to receive financial aid
Average offering grant for new students = \$44,495 vs. \$43,829 average actual grand for new students last year
2015-16 Boarding Tuition = \$57,040
2015 -16 Day Tuition = \$41,265

V. Committee Reports – continued

Communications

David DeCamp reported they wanted to foster as much authentic communication among alums with the realization that not everyone can come to the Pocumtuck Valley. For example, more

class gatherings off campus (1951 class dinner, 1976 golf outing), TedEx talks and classes or lectures that could be posted on the Deerfield website.

Regional Clubs

Marguerite McNicoll reported that they are working on stronger clubs in both Chicago and Atlanta. The handbook is being updated and the goal is to have each region do quarterly events, for example, a sports event, theatre event, young alumni event and Academy event.

Day of Service was another success and will continue next year.

Nominating:

Four candidates were reviewed and voted upon as new members of the Executive Committee:

- Alex Acquavella '99
- Paula Edgar '95
- Bruce Grinnell '58
- John Knight '83

Nat Emmons read the motion (Motion 2015-3 attached) and all voted “yes” and the motion was passed. Mimi Morsman Award: Sara read the citation for the Morsman Award and stated that the nominee for 2015 is Norm Therien. Nat read the motion (Motion 2015-4 attached) and all voted “yes” and the motion was passed.

VI. Discussion of 2015-2016 EC Schedule Wrap-Up

Future meetings will be on Saturdays in Deerfield and Thursday afternoons in New York.

Upcoming Meeting Dates:

Saturday, 10/31/15 in Deerfield

Thursday, 2/4/16 in New York

Saturday, 4/16/16 in Deerfield

Sara concluded the meeting with thanking the 4 departing members for all their tremendous work on the Executive Committee:

Liz Anderson '93

John Dinneen '79

Malcolm Dorson '00

Rush McCloy '92

Nat stated 3 new members are being reappointed for their second term and have been approved by the President of the EC and CJ Menard, Dean of Advancement:

David DeCamp

Alex Mejia

John Mendelson