



Auggie Alumnae are AWESome

The secret to changing the world is hidden in plain sight. In fact, it's half the population. Women vote more, women volunteer more, and women give more to charities than men do. Did you know they control over half of the total wealth in America?

Ask us why we're in AWE.

We're in AWE because 57% of Augsburg alumni are women. We're in AWE because 59% of Augsburg students are women. At Augsburg, women are more than half the population and that means we have a powerful force to make a difference at Augsburg College.

Background

In late 2009, a group of Auggie women gathered to respond to a challenge. How can we effectively engage more women in the life of the college?

Together they articulated what they believed. Women have knowledge, experience and wisdom to bring to the college. A relationship with Augsburg enriches the lives of alumnae. They can create an initiative—beneficial to both alumnae and the College—that would be a catalyst for tapping women's potential to connect, learn and give. They were encouraged and excited to be a part of launching an initiative to lift up women as important members of the Augsburg community in new ways.

Their first priority was to bring alumnae of all ages into the conversation. In spring 2010, Augsburg graduates representing decades from the 60s, 70s, 80s, and 90s, and Weekend College graduates from the 70s to 2009 convened to share their insights about meeting this challenge. Two key pieces of advice that these alumnae shared were, first, alumnae desire to re-establish or strengthen meaningful connections with classmates, faculty, current students and the college community. Second, women desire to make an impact in whatever they do. Focus group participants suggested that Augsburg look for ways to reach out more personally to Auggie women and to create meaningful engagement opportunities to unleash their passion, to utilize their expertise and time and steward their money.

Kari Eklund Logan '82, and her design team at CEL Public Relations, Inc., tapped into their branding expertise and proposed a name for the new initiative: Augsburg Women Engaged, to be known as AWE. It was quickly accepted by the Advisory Council and Augsburg Women

Engaged (AWE) was born.

Taking Action

Many ideas for both new approaches to engaging women as well as collaborations within the college community have been suggested. The AWE Advisory Council, supported by staff in the college's division of Institutional Advancement, is taking the next step to re-imagine what it looks and feels like for women of all ages to engage with Augsburg College today. On July 27 three AWE Action Teams will form around connecting, learning and giving. Each team will be facilitated by AWE Advisory Council members.

We invite all Auggie alumnae to be part of making strategic connections for the coming year for Auggie women. You are invited to participate in whatever way best suits your interests, circumstances and availability.

Please contact any of the Advisory Council members or Donna McLean, Director of Development Initiatives, 612-330-1556, mclean@augsborg.edu, to find out how you can be involved. Or contact someone just to find out more.

The AWE Advisory Council members responsible for launching this exciting new initiative are Shelby Gimse Andress '56, Buffie Blesi '90, MAL '97, Lisa Svac Hawks '85, Kari Eklund Logan '82, Jennifer Hipple '09, Lori Moline '82, Roz Nordaune '77, Heidi Wisner Staloch '93, and Lisa Zeller '81, MAL '89. Please help Augsburg thank them for taking the challenge to engage more women in the life of the college.