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Minutes

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10-20-2001

## October 20, 2001

Alumni Association Executive Board, Illinois Wesleyan University

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### Illinois Wesleyan Alumni Association Minutes of the Executive Board Meeting October 20, 2001

**Board members present:** Ray Berger '70, Carl Dixon '70, Jim Graehling '72, Tom Neis '70, Barbara Nielsen '85, Larry Rollings '67, Mark Sheldon '70, Dayna Vidas '03, Steve Wannemacher '73

**Board members unable to attend:** Jean Baird '80, Patricia Bass '66, Debra Burt-Frazier '75, Todd French '93, Sherry Graehling '72, Marsha Guenzler-Stevens '78, Deon Hornsby '97, John Horton '82, Scott Huch '86, Ansel Johnson '81, Marilyn Neis '71, Amy Tenhouse '97, Britt Travis '81, Tracy Wych '77.

**IWU Administration/Staff present:** Minor Myers, President; Steve Seibring '81, Director of Alumni Relations; Travis Pearson '94, Associate Director of Development-Chicago Region; Jane Baines, Director of Research; Lora Wey '88, Assistant Director of the Annual Fund/Class Agent Program; Mary Bible, Events Coordinator; Emmalyn Dickinson, Alumni Relations Office Coordinator.

#### **Welcome and Introductions:**

The meeting was called to order by Mark Sheldon, Alumni Association Executive Board President. He began the meeting by asking each person in attendance to introduce him/herself. He continued by thanking everyone for their flexibility and understanding in dealing with all the scheduling changes and disruptions resulting from the events of September 11<sup>th</sup>. On a personal note, Mark reported that he received a great deal of support from his Illinois Wesleyan network of friends. They have helped sustain him through these difficult times.

At Mark's request, the group observed a moment of silence to remember the victims of September 11<sup>th</sup> as well as Professor Emily Dunn Dale who passed away since the last meeting. Mark noted that Dale was a person of strong convictions and a great inspiration to others.

Mark summarized the discussion items for the meeting as follows:

- The governance of the Alumni Association and its involvement in the governance of the University.
- Issues related to how we honor and award outstanding alumni
- Issues related to the ongoing building of the Alumni Association, particularly reunions and regional club activities.
- Rescheduling the Alumni Council meeting and Leadership Workshop that were postponed in September.

#### **University Update:**

Minor Myers thanked everyone for coming. He noted that the events of September 11<sup>th</sup> dislocated a great many things while, oddly enough, intensified others. Attendance at

class reunions was down about 50% from last year. As an example of changing priorities resulting from the events of last month, Minor relayed the response he received from one IWU alum. The alum had made his homecoming reservation months in advance, but after September 11<sup>th</sup>, decided to cash in his ticket, stay home and send the money he had allocated for the trip to the Red Cross. Minor noted that another alum declined coming to this meeting because he did not trust the security at his local airport. Scott Huch, an Executive Board member, witnessed the plane crashing into the Pentagon from his apartment balcony. Minor noted that this tragedy has affected all of us intimately and directly. We are all connected in ways that perhaps on September 10<sup>th</sup> we did not realize.

Minor reported on student reaction during the days following the tragedy. He noted that every day that week, the University had some kind of event that drew between 300 to 1,000 students. He stated that he has not seen such fervor among students since the Vietnam era and that there seems to be a new academic focus and personal engagement with national and international issues. He reported that although some scheduled events were cancelled or postponed in the aftermath in September 11<sup>th</sup>, the students decided to continue with plans for homecoming.

Minor reported that the University continues to run financial projections based on various market scenarios. Minor noted that if the markets stay where they are now for the next four to five years, the University will be fine.

Minor noted that the travel concerns remain an issue. The University is not sure if prospective students will want to travel. The Admissions Office is getting very mixed signals with regard to this issue. The Monday after homecoming, Admissions had an open house for potential students and, in direct contrast to reunions, attendance at the open house equaled or bested their prior attendance record.

Minor referred to the article in the October 5<sup>th</sup> issue of *The Wall Street Journal* listing the 16 "hot" colleges for this fall. The majority of schools on the list, which included Illinois Wesleyan, were not in major urban settings. Minor noted that it is "not unuseful" for us to be on this list. The University has been receiving a lot more interest from prospective students nationwide.

Minor updated the Board on the progress of the University's building projects. He reported that the Ames library is "magnificent." The Ames family was here for the dedication at homecoming and was very impressed with how things had progressed since their previous visit for the ground breaking. Minor offered to take Board members on a tour of the library at the conclusion of this meeting. And, he reported the Hansen Student Center is going to be another magnificent addition to the campus. He noted that opening both these buildings in the same year should have a significantly positive impact on admissions.

Minor indicated his support for adding alumni representatives to the Board of Trustees and expressed how impressed he is with what the Executive Board is doing. He asked the Board to consider the relationship between regional events and the annual fund (are these two things related?) And, he noted that if the University's annual fund emulates

the annual fund of the average selective college (which is projected to be down 10% this year) Illinois Wesleyan will improve 30% for the year.

Minor reported that the University continues to build on its alumni relationships. He referred to the success of the summer program, College Inside and Out, which is cosponsored by Alumni Relations and Admissions. Of the 582 first-year students who entered IWU this past fall, 101 had alumni connections.

Minor gave a status report on the University's international program. He noted that immediately after the terrorist attack of September 11<sup>th</sup>, the International Office called all IWU students studying abroad to ensure that they were all right. The office also contacted the students' parents as well as all the students in New York and Washington, D. C. The University continues to monitor State Department notices and late last week it decided to cancel the May term trip to Israel. At this point, all the other foreign trips are still a "go" for May term. Minor noted that the University is also monitoring where it sends faculty.

Ray Berger presented Minor with a special gift to toast the extraordinary success of IWU over the past decade. He explained the he selected a 1998 Opus One wine because he felt Robert Mondavi's vision of taking good wine coming from the Napa Valley and raising it to world class standards represented Minor's and the Board of Trustees' vision for Illinois Wesleyan University.

Mark Sheldon also presented Minor with a gift—a Yale-China Association anniversary pin commemorating the 300<sup>th</sup> anniversary of Yale and the 100<sup>th</sup> anniversary of the Yale-China Association.

Mark thanked Minor for his update. He noted the challenges facing the annual fund this year--the loss of the Ames Challenge and current market conditions. He asked Board members to consider increasing their annual fund gift if possible. And, he asked members to take advantage of opportunities to encourage classmates to contribute and to assist directors in identifying and cultivating major prospects.

#### **Nominations and Awards:**

Mark Sheldon updated the Executive Board as to the status of Alumni Association representation on the Board of Trustees. The process was initiated at the Executive Board meeting last May and should be finalized at Alumni Council Meeting scheduled for May, 2002.

Mark reported that the Board of Trustees agreed to change their bylaws to accommodate Alumni Association representation on the Board. Those revisions are now under way. The Board of Trustees is proposing there be three representatives from the Alumni Association elected as members of the Board of Trustees, plus the president of the Alumni Association be added as an ex-officio member. Mark asked Larry Rollings, Co-chair of the Nominating Committee, to report on what the Executive Board needs to do with regard to Alumni Association representation on the Board of Trustees.

Larry Rollings reported that the Board of Trustees is currently made up of 36 Trustees and three ex-officio members. He noted that the Board will probably vote to increase its membership to 39 Trustees and four ex-officio members at its February meeting. Larry asked the Executive Board to consider how alumni representatives should be elected.

Larry reported that one-third of the Board of Trustees is elected annually. He asked the Executive Board to consider whether to elect alumni representatives one at a time for each of the next three years, or to elect all three alumni representatives at once—one representative to serve a three-year term, one to server a two-year term, and one to serve a one-year term. Larry recommended the second option. He also suggested that the Executive Board consider enacting a succession rule, which would limit alumni representatives to serving one full term on the Board of Trustees.

Larry also asked the Executive Board to consider how alumni representatives should be nominated and elected. Questions he asked the Board to consider included the following:

- Should the Executive Board ask for nominations and self-nominations from the general alumni population?
- Should the Alumni Association hold open elections or restrict the election process to the Alumni Council or Executive Board after holding open nominations?
- Should the Executive Board have nominees fill out a survey/answer specific questions?

Carl Dixon reported that the model many schools have adopted is an open nomination process. The nominees are presented to the Executive Committee of the Alumni Association, and the Executive Committee actually makes the final decision. Carl said that he found that people who had stood as candidates in an open election situation and were not elected tended to become discouraged and lose interest in being involved in the institution. Carl warned that open elections might result in the disenfranchisement of some of our most active alumni.

Minor Myers reported that the Board of Trustees meets three times a year. He noted that members have become much more active donors recently. He also stated that the Board continues to evolve in the way it works. In the past, Board members considered themselves supervisors for the University responsible for making sure the University did not get out of control. They did not necessarily consider themselves required to be financial contributors, but, rather, responsible to find other people to contribute. Minor noted that the perception has changed a great deal. The Board of Trustees is now giving about 10% of the total annual fund.

Minor also noted that there was a time when the Board of Trustees expected the Administration to answer all questions, and the Board would "rubber stamp" the Administration's recommendations. Now, the Board is more involved in the planning process. As an example, Minor referred to the Board's current involvement in the master plan being developed for the University.

After some discussion, the Executive Board made the following decisions regarding the election of Alumni Trustees:

- Call for nominations and self-nominations from the general alumni body.
  - Communicate the nominating process to alumni via several channels including direct mail, IWU web site, and e-mail.
  - Make sure the perception and the reality of this process has legitimacy with the general alumni population.
  - Consider Trustee representation from members of the Executive Board, but do not limit it to this group.
  - Trustee nominations due by March 1, 2002.
- Nominating Committee will review nominations between March and April for presentation to the Executive Board at its May meeting.
- Three Alumni Trustees will be chosen, one to serve a three-year term, one to serve a two-year term, and one to serve a one-year term. They will draw lots to determine who serves what term.
- Executive Board will vote on Nominating Committee's recommendation at the May meeting.
- Alumni Council (consisting of all alumni volunteers) will vote to ratify Executive Board's decision at the Leadership Workshop scheduled for May.

Given the Alumni Association will have three seats on the Board of Trustees, Mark Sheldon asked the Executive Committee to encourage broad-based alumni representation particularly on issues of age, gender, and minority representation. Broad-based representation would enhance the governance of the University.

Barb Nielsen expressed concern about excluding people from the alumni trustee election process and, thereby, alienating them. She asked that the group consider a way to include everyone on the Alumni Council in the ratification process rather than just those people attending the May meeting. She asked the Executive Board to consider a proxy process which would provide the entire Alumni Council an opportunity to vote. She noted that implementing this process would necessitate an earlier time frame for the Executive Board to vote on the slate of nominees.

Steve Wannemacher recommended that the Executive Board aggressively promote the nominating process to alumni—they have the opportunity to self-nominate or to nominate someone else for the Board of Trustees. He felt the emphasis should be placed on the nominating process where all alumni can be involved. He also suggested that the Executive Board consider recruiting nominations, if necessary, to ensure it has quality representation on the Board of Trustees.

Larry Rollings discussed how the Nominating Committee would handle the Distinguished Alumni, Loyalty, and Outstanding Young Alumni awards that are presented at homecoming. Executive Board members stated that they felt faculty, staff and administrative leaders had broader knowledge of alumni involvement and achievement. They felt it was crucial to keep staff and faculty engaged in this process.

Larry noted that criteria must be set for nominating alumni.

A call for alumni award nominations will go out on the same form as alumni trustee nominations.

#### **Reunions:**

Ray Berger reported on class reunions. Currently, the University sends a book and videotape to each prospective reunion chair. The videotape is intended to update alumni about campus; but, Ray noted, the video is not aimed at homecoming or alumni. It is a video produced by the Admissions Office for the purpose of recruiting new students. The notebook also provides suggestions on how reunion chairs and their committees can contact classmates to encourage them to attend their reunion. He stated that, at this time, the Alumni Office recruits reunion chairs.

Ray noted that the Executive Board needs to determine what its role and responsibilities should be with regard to reunions. The Board needs to motivate and support reunion activities, but it needs clarification as to its role in the process. He noted that this group does not need to get involved in the specifics of planning events on campus—current staff can handle this aspect of the reunion process. The Board needs to determine how to create an organizational structure for each class that keeps the spirit and contacts going through the years. Ray noted that elements of a successful reunion include (1) class leadership—a strong reunion chair and committee; (2) willing volunteers; and, (3) a strong class newsletter. Ray also reported that many schools have fund raising goals as part of the reunion class activities.

Steve Seibring noted that nothing excites alumni as much as when they come back to campus. And, the most effective way to get people back to campus is by having friends invite and encourage them to come back. Steve emphasized the Board needs to help create an organization of friends getting alumni to come back. Steve mentioned one way the Executive Board can interact with reunion classes would be to help classes work further out in advance of the reunion year. Steve reported that reunion classes need to be working at least two, and up to five, years in advance (especially the 10th, 25<sup>th</sup> and 50<sup>th</sup> reunions). He noted that it is not uncommon for universities to have those three reunion classes working five years in advance to develop a structure and to build excitement. Steve noted it is also not uncommon for universities to have a full-time staff member for each one of those reunion classes. Since IWU does not have the staff available to do this, the University needs volunteer help to replace the professionals.

Carl Dixon emphasized the importance of working with the new graduating classes. He stated that he feels the class newsletter is the absolute key that holds everything together and the importance of it needs to be instilled in each class.

Steve Wannemacher noted that the key to a successful reunion is "people". The Executive Board needs to motivate enough good people to get involved. Steve noted that everyone was in some sort of social cell when they attended the University. And, he went on to say that he believes virtually everyone has fond memories of that experience. If the University can tap into the positive memories of alumni, it will be able to get more people energized about participating in the life of the University.

Mark Sheldon wondered if the University should hire more staff to oversee reunions.

Larry Rollings emphasized that there needs to be somebody on staff to drive the reunion activities; particularly, the 10<sup>th</sup> 25<sup>th</sup> and 50<sup>th</sup> to start with.

Mark Sheldon remarked that he was struggling to determine what would be the best way to utilize the Executive Board to assist in the reunion process. Mark noted that he did not feel specific gaps have been identified where a member of the Executive Board would be able to bring a new kind of alumni clout to the table to help with the following:

- recruit volunteers,
- · push the planning process earlier,
- identify weak classes that need particular help so that they can be brought up to a more satisfactory level,
- identify some successful classes that can be used as mentors to the weaker classes.
- determine whether to press the administration to put in more staffing,
- determine whether we go to totally web-based communication for alumni classes so that everyone is using the web and not newsletters.

Mark expressed concern about how best to utilize Executive Board members' time and talent. He noted that he is not at convinced that it is just an issue of generating more volunteers.

Steve Wannemacher noted that every 12 months the University graduates another class and it is important to know what behaviors engender people to alumni involvement at graduation plus 10 years. The University needs to determine how to develop these behaviors while they are sophomores, juniors and seniors. Steve also noted that the University needs to do some remediation work with its existing alumni base. He particularly emphasized the need to follow graduation with programming towards alumni that would allow encourage them to stay involved. He asked if there was data available from other schools that would help the University to be more successful.

Steve Seibring noted that the Student Alumni Council (SAC) was started six years ago for just this purpose—to help undergraduate students realize that their affiliation with Illinois Wesleyan does not end at graduation, but is a lifelong relationship; and, to strengthen the ties between present and future alumni by fostering pride, loyalty and a sense of belonging to the alma mater. Among its activities are the following:

- Move-In Day Welcome Center SAC members greet first-year students and assist them in moving in. Steve noted that the Alumni Association may want to send a "welcome" letter to students when they are accepted to IWU.
- Class Dinners SAC works with class officers to plan annual class dinners.
  The purpose of these dinners is to reinforce class identity and to discuss
  school tradition and history. Steve noted that President Myers always
  mentions class reunions. Dayna Vidas stated that SAC is looking for alumni
  speakers for the class dinners.
- Homecoming SAC members host campus tours for alumni and serve as greeters for the alumni luncheon.

• Commencement Welcome Center and Titan Book – SAC members provide refreshments for graduating seniors and their families. The Titan Book is a handbook sent to new graduates welcoming them to the Alumni Association.

Steve reported that as a way to promote participation for the five-year reunion, the senior class president will serve as its reunion chair and will be responsible for recruiting a chair for the ten-year reunion. Steve asked Executive Board members to share any ideas they had on how to keep students fully engaged as alumni.

Carl Dixon recommended that the Alumni Association host the reception that is held on the quad following graduation each year as a way to welcome graduating seniors to the Alumni Association. Everyone on the Executive Board agreed with Carl's recommendation.

Tom Neis suggested that, whenever possible, alumni should have an intern from IWU working for them, and that the Alumni Association should aggressively promote this opportunity to all alumni.

Tom also noted that the University should consider reinstating the practice of having IWU students visit the homes of incoming freshmen during the summer before they school as a way to begin building relationships.

Travis Pearson stated that the Minority Alumni Network does a good job of being involved with students in the admission process. He also reported that the Chicago Region is working on a spring event that will involve incoming students, graduating students and alumni. Plans for regular alumni networking opportunities are also in process.

Ray Berger noted that the Executive Board is dealing with two issues regarding reunions—how to build interest and spirit in existing students that they will maintain as alumni; and, what to do to improve involvement and interest with older alumni. He said the Board needs to determine what it needs to do to supplement and enhance what is now a wholly university-driven activity in order to ensure the future success of class reunions.

Mark Sheldon asked the University staff and Ray's committee to provide information on the following:

- Processes followed by alumni associations at other institutions for class reunions
- Class profiles identifying problem areas
- Update on University use of web-based communication system

Lora Wey suggested using the class agent program to assist with recruiting volunteers to head up class reunions.

Mark Sheldon asked Ray Berger to report back to the Board at its May meeting on the best practices issue and other suggestions as to how the Executive Board can best influence reunion participation.

#### **Regional Activities**

Carl Dixon stated that the issues facing regional clubs are very similar to those facing reunions. Carl indicated that his experience has been with the Chicago region. It has enjoyed success due, in part, to good staff support provided by the University; but it has also faced the same problems other regions face; i.e., a small number of active alumni and a large number of alumni who are pretty quiescent. He reported that it has been his experience that alumni involvement and attendance depends on the event; and, what draws well one year does not necessarily draw well the following year. He stated that successful activities are a result of good planning more than anything else. He referred Executive Board members to the event planning chart presented under Tab #7 in their notebooks and commented that he did not think it was usually followed and that the suggested lead-time was not long enough.

Carl described an event held in Atlanta as an example of successful planning. He noted that it took the Atlanta group about a year longer to plan the event than the timeline outlined in the notebook called for or that the Atlanta volunteers anticipated. The event turned out to be very successful from a fund raising standpoint in that one very substantial alum not previously involved with the University and who had not shown much interest in attending an IWU event, actually came to the Atlanta picnic after many alumni telephone calls, he then attended homecoming, and is now interested in doing something significant for the University.

Carl reported that in a city of Chicago's size, where there are thousands of alums, it seems disappointing that a turnout of 50 is considered good. He also noted that the University's expectations are sometimes not reasonable. However, he also noted that some regional groups' expectations are so low that they don't put much effort into planning an event.

Carl stated that staff support is an issue. He expressed his belief that for Illinois Wesleyan to have a really great regional program, it needs staff specifically dedicated to that purpose. Carl also noted that the Board needs to consider the issue of integrating events. He discussed the possibility of having regional homecoming celebrations on the same day as the campus homecoming, although he noted that this idea would probably not be viewed favorably by the administration because it would like everyone to come back to campus. He expressed his opinion that the University needs to accept the inevitability that people from California and other distant destinations are unlikely to come back to Bloomington for homecoming. Carl noted that this is the type of issue that probably needs to be discussed in this forum. Carl proposed the following regional activities:

- Working with faculty, arrange regional programs thematically on a year-toyear basis.
- Implement a program similar to Oprah's reading club in conjunction with the English or Philosophy department.

Carl stated that the University does not have the structure in place right now to do the various things that he would like to do.

Steve Seibring reported that, currently, the most active regions are Los Angeles, Arizona, Sarasota, Chicago, St. Louis, and, recently, Atlanta (first successful event). He noted that St. Louis is improving—it has gone from seven attendees at its first event to 50 attendees at its last event (the van Gogh exhibit).

Carl noted that he has found that regional activities that tie into something like a ticketed event attract a greater interest; i.e., an art exhibit. However, he also noted that the University assumes some financial risk with this type of event because it has to commit to purchasing a specific number of tickets. He further commented that although these events have worked pretty well, they seem to attract the same people year after year.

Carl stated that regional events are not attracting the younger alums, even with the Young Alumni Committee in Chicago.

Travis Pearson reported that the Young Alumni Committee in Chicago has undergone some change in leadership and, as a result, is not going as strong as it had. Travis stated that this committee is suffering the same problems that a lot of committees are; i.e., the same people are doing the work over and over again. After a time, these people get worn down and tired from doing the same jobs. Travis noted that the committee needs new blood—it needs to be made more exciting so new people will come on board and continue to develop successful events.

Mark Sheldon asked about staffing for regional activities. He stated that Sara Powell and Travis Pearson are responsible for Chicago, Celeste Flachsbart covers Arizona, California and Texas, and Steve Seibring is responsible for overseeing activities for the remaining regions.

Steve Seibring noted that Sara, Travis and Celeste are primarily fundraisers. He reported that three student interns have been hired recently to assist with event planning and other regional activities in Chicago.

Steve stated that there are a number of ways to measure the success of a regional event—sometimes, success is just getting the right person there. He noted that the overriding goal for regional events is to keep connecting the school in Bloomington, IL with the alums, and, to create a presence in each region so there will continue to be something on the radar screen about Illinois Wesleyan University and its alumni.

Carl Dixon stated that one of the real weaknesses in regional activities is the lack of publicity and press coverage for events. He noted that a budget is need for local advertising in Chicago.

Travis stated that he would like to have the University represented on NPR.

Per Carl's recommendation at the Board's last meeting, Travis reported the University is now sponsoring two volleyball teams and a football team made up of IWU alumni. The teams wear IWU jerseys. He is going to try to incorporate schedules and winning percentages in the Chicago region's newsletter. He noted that the Chicago region is also looking at ways to improve its communication process through a web page or

formatted e-mail to keep alumni up to date on what is going on. Travis stated that staff and volunteers need to make sure they are tapping into all the interests of alums.

Travis stated that the region continues to look for ways to attract new audiences. He reported that the region is planning a Spring event that will include alumni, incoming IWU students and graduating students. He stated that he hopes this event will encourage more participation and involvement. He also reported on regional plans for a monthly networking forum in Chicago focusing on a specific topic each month; i.e., education, law, pharmacy, etc. These forums will be held at different locations throughout the city.

Carl reported that one of the major events for the Chicago region is its annual golf outing. This outing always has good attendance.

Carl concluded his comments by stating that he believes that the University needs to seriously study staff allocation and budget needs if it is serious about promoting regional activities.

#### **Annual Fund**

Lora Wey reported that John Horton and the annual fund staff have expanded and enhanced the existing class agent program in order to increase annual fund contributions. She explained that responsibilities for the annual fund have been reorganized as follows:

- Decade Champions a volunteer has been assigned to head up the annual fundraising efforts for each decade of classes (1970's, 1980's, etc.)
- Co-Champions two alumni volunteers are assigned to assist the Decade Champion in overseeing the fundraising efforts of the classes
- Class Chairs an alumni volunteer is assigned to coordinate fundraising efforts for his/her class
- Class Agents four to five alumni volunteers assist the Class Chair in soliciting gifts from their classmates

Lora reported that President Myers has helped recruit several class leaders. She also noted that class volunteers have been asked to solicit twice a year and are now in the midst of their fall solicitation.

Lora reported that all volunteers have been asked to step up to the next level of giving. Leadership Giving Club members are being asked to consider increasing their giving by 50%. Not-yet donors are being asked to contribute \$30 (experience shows it costs approximately \$20/year to communicate with them).

Lora asked Board members to assist in soliciting volunteers and to look at their current giving and consider increasing it.

She reported that volunteers are being asked to do a classmate to classmate ask via telephone. They are being asked to call classmates who have lapsed in their giving. She noted that alumni who are consistent givers will not be called.

Lora distributed a copy of the latest solicitation letter. The initial letter was revised after the events of September 11<sup>th</sup>. She stated that the Class Chairs worked with the staff to create a message that was appropriate for current conditions. She noted that the mailing has been segmented—consistent donors are being asked to provide return postage while return postage is being provided to lapsed donors. She pointed out that last year's contribution total for the class and the class's contribution goal for this year are included at the bottom of the letter.

Lora reported that challenges received to date include the following:

- Tom Hansen has pledged to match up to \$25,000 in credit card gifts made through the call center.
- Kent Wallace has pledged to match up to \$20,000 in gifts from the class of 1962 in honor of his 40<sup>th</sup> Reunion.
- John Horton has pledged to match up to \$10,000 in new money.

Lora stated that the call center's student calling program is going well.

According to Lora, the University has experienced approximately an 80% conversion rate (pledges to actual gifts) which is the average rate for universities. She stated that one of the goals for this year is to get that remaining 20% of pledges converted to gifts.

#### **Future Meeting Dates:**

Mark Sheldon asked Board members to note the following meeting dates:

May 4, 2002 a.m. Executive Board Meeting

May 4, 2002 p.m. Volunteer Leadership Workshop & Alumni Council Meeting

**Recognition Dinner** 

May 5, 2002 Commencement