



**Illinois Wesleyan University**  
**Digital Commons @ IWU**

---

Minutes

Alumni Association Board of Directors

---

5-3-2003

**May 3, 2003**

Alumni Association Executive Board, Illinois Wesleyan University

Follow this and additional works at: [https://digitalcommons.iwu.edu/aabd\\_mins](https://digitalcommons.iwu.edu/aabd_mins)



Part of the [Education Commons](#)

---

**Recommended Citation**

Alumni Association Executive Board, Illinois Wesleyan University, "May 3, 2003" (2003).  
*Minutes*. 13.

[https://digitalcommons.iwu.edu/aabd\\_mins/13](https://digitalcommons.iwu.edu/aabd_mins/13)

This Article is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact [digitalcommons@iwu.edu](mailto:digitalcommons@iwu.edu).

©Copyright is owned by the author of this document.

**Illinois Wesleyan University Alumni Association  
Minutes of the Executive Board Meeting  
May 3, 2003**

**Board members present:** Jean Baird '80, Kris Condon '84, Todd French '93, Jim Graehling '72, Deon Hornsby '97, Cathy Long '04, Marilyn Neis '71, Tom Neis '70, Barbara Nielsen '85, Larry Rollings '67, Mark Sheldon '70, Amy Tenhouse '97, Steve Wannemacher '73

**Board members unable to attend:** Patricia Bass '66, Ray Berger '70, Debra Burt-Frazier '75, Carl Dixon '70, Sherry Graehling '72, Marsha Guenzler-Stevens '78, John Horton '82, Scott Huch '86, Ansel Johnson '81, Britt Travis '81, Tracy Wych '77.

**IWU Administration/Staff present:** Emmalyn Dickinson, Alumni Relations Office Coordinator; Celeste Flachsbart, Associate Director of Development/Class Agent Program; Mona Gardner, Special Assistant to the President/Adlai H. Rust Professor of Finance; Jeff Hanna, Vice President of University Communications; Jennifer Lehman, Associate Director of Development/Parent Fund; Janet McNew, Acting President/Provost; Sara Powell '72, Associate Director of Development-Chicago Region; Beth Raboin-Gettleman '99, Assistant Director of Alumni Relations; Steve Seibring '81, Director of Alumni Relations; Lora Wey '88, Associate Director of Development/Associates Program.

**Welcome and Introductions:**

The meeting was called to order by Mark Sheldon, Alumni Association Executive Board President. He thanked everyone for making the time to attend this meeting. Mark introduced Cathy Long '04 who is the new Student Alumni Council President. Steve Seibring introduced the new staff members: Beth Raboin-Gettleman '99, Assistant Director of Alumni Relations; and Jennifer Lehman, Associate Director of Development. Mark then asked the rest of the Executive Board to introduce themselves.

Following the introductions, Mark asked members to remember four important people who have departed since the last Executive Board meeting. They are:

- **Lloyd Bertholf, President of Illinois Wesleyan from 1958 – 1968**  
Mark described Dr. Bertholf as the transition figure from the founders of Methodism to the modern university. He was the first modern intellectual president of our University.
- **Harvey Beutner, Professor of English (retired).** A distinguished faculty member for over 20 years in the English department, Mark

noted that he was the great advocate for student journalism at IWU. He was a great advocate of free speech for students.

- **David Bailey, Professor of Chemistry.** Mark noted that Bailey was a person who made very important contributions to the development of the natural sciences and the science center. Many students who have gone off to important careers in the sciences are in his debt.
- **Captain Ryan Beaupre '95.** An IWU alum, Ryan was the first US casualty in the Iraqi War. He was a very bright, hard working, and talented young man who had a dream to fly and learned to fly helicopters in the military. Mark noted, "If you've seen that boyish smile and that shock of red hair you know that its intersection with the brutality of war was way too early."

In response to Mark's request, the Executive Board members stood for a moment of silence in memory and respect for these four individuals.

Mark noted that the Board had a busy agenda to get through this morning and that they would hear a good presentation at lunch from Tom Griffiths about the exciting research and work of our students and faculty. He encouraged Board members to stay for lunch.

Following lunch, Mark reported that the IWU Alumni Council would conduct the business of the Association with those alums in attendance—taking action related to nominations for membership on the Executive Board and for the 2003 Alumni Awards. A workshop focused on the work of the class agent program and the annual fund will follow the business meeting.

Mark concluded his introductory remarks by reminding everyone of the challenges facing the University right now. He noted that endowment income at all universities is less than it has been and philanthropic giving, in general, is way down. Mark encouraged members to be sure to complete their annual fund pledge, and, to those who have completed their pledge, he asked them to consider making an additional contribution to the annual fund.

Mark concluded his remarks by thanking the members for their outstanding help this past year. And, he asked them to continue to garner support for the University.

### **University Update:**

Janet McNew reported that due to President Myers' current health situation, the Board of Trustees officially named her Acting President in mid-April. She announced that the faculty will wear silk zinnias at commencement in tribute to

Minor (zinnias symbolize a missing friend). The Commencement will also be video streamed on the internet so that Minor and Ellen can watch the ceremony.

Janet noted that even in these tough economic times when the University has not been able to increase faculty numbers as in the past, faculty ambitions and interest to innovate continues unabated. The faculty has implemented the following new programs:

- New program in Biochemistry
- New minor in Cognitive Science—a collaboration among several different departments (philosophy, psychology and computer science)
- Italian added as a language offering
- Restarted the London Program
- An IWU study abroad program in Madrid will be added in 2004-05 school year.

Janet reported that IWU is currently facing some financial challenges. She distributed a copy of an article that appeared in the April 15, 2003 issue of the *New York Times* along with a copy of Ken Browning's written response to the Board of Trustees. The article noted that Illinois Wesleyan was one of 11 colleges to be downgraded by Moody's Investors Service's credit scale in the first quarter of 2003. Browning's letter to the Board of Trustees noted that while the University's bond rating has changed, the article inaccurately stated that "Illinois Wesleyan lost half its money in the last two years" leaving a false impression about the University's current financial strength. Browning reported that the University's endowment has a current market value of \$126 million.

Browning's letter went on to emphasize some of the many strengths of the University. The strengths specifically identified in Browning's letter are:

- *we will operate under a balanced budget for the 45<sup>th</sup> year in a row;*
- *we have not eliminated any positions as has been the case at many other institutions;*
- *we are awarding pay increases to employees;*
- *we have received a record number of applications for admission again this year;*
- *we are in the process of renegotiating existing loans at much more favorable rates;*
- *and, we have taken steps to improve our endowment performance.*

Janet also reported on the financial challenges from two State of Illinois programs.

- Monetary Award Program (MAP)—a grant program for needy Illinois students that they can use at a public or private institution. The program's future was severely threatened last year, but has now been frozen and remains pretty much the same.

- The Governor has announced that he is cutting 100% of a program that provides a grant to institutions for every Illinois student we accept. This grant accounts for approximately ½ million dollars of our annual budget. Janet noted we are lobbying the legislature and Governor to cut this program at the rate they are cutting other items in the budget rather than cutting it 100%.

Janet also reported that the *Pantagraph* printed a letter about the IWU war protest that was inaccurate, but after IWU students responded to the letter, the *Pantagraph* printed a fairly substantial article stating that it did not think the incident reported in the original letter had ever happened. Janet noted that the IWU community had a very respectful, lively atmosphere of debate regarding the war in Iraq.

Janet also reported that the memorial service for Ryan Beaupre was a very touching event with a number of very moving, heartfelt tributes from alumni who had traveled "home to IWU" for this occasion.

Janet noted many successful, energized events which have occurred this past year that exemplify how well IWU is doing despite the challenges it is facing. Events noted included Senior Dinner, Honors Day Convocation, and Family Weekend.

Janet reported that on other ways IWU is doing very well including:

- Admissions received 3,500 applications this year (3,000 was the goal). This number of applicants allows the University to "build" a class. The University will have a healthy class for next fall. The incoming class will have the best average tests scores IWU has ever had for a class (ACT = 28+). This class also has increased diversity. And, more and more, IWU is the first choice of our applicants. We will have an admission rate of about 42% (it was 56% - 57% just three years ago).
- Jerry Pope is taking over as Dean of Admissions. Jim Ruoti is semi-retiring. Jerry will provide continuity as well as bring about some changes. Jerry has done a lot on the national stage with admissions—his focus is much broader than Illinois, and he is passionately dedicated to diversity.
- Jim Ruoti will be building a national alumni admissions network over the next couple of years.

Janet concluded her remarks by thanking the Executive Board members for their support.

## **Executive Board President's Report**

Mark Sheldon reported on the status of our efforts to do more to highlight alumni success and recognition (various awards we give to alumni) on campus. Mark met with the appropriate University representatives and the Student Senate officers. He noted that the Student Senate was very supportive of our effort and expressed a willingness to have award plaques and other forms of alumni recognition exhibited in the Hansen Student Center.

At this time, there is an ongoing discussion with some other leaders of the University. A counter-suggestion has been made proposing another way to recognize alums; i.e., a hall of honor of alumni. Two locations suggested for this hall of honor are:

- Use the Nel Eckley Lounge in the Memorial Center for this purpose.
- Establish a place in the Welcome/Gateway Center for this purpose (long term). This center could be the location for the Alumni Office and alumni activities are centered. Therefore, it would appear to be the appropriate place to feature/highlight alumni achievements.

Mark stated that the desires of the Executive Board have not yet been met, but we will continue pursuing ways to enhance alumni recognition.

## **Alumni Trustees Report**

Mark Sheldon reported that Jean Baird serves on the Academic Affairs Committee, Tom Neis serves on the Business Affairs Committee, Phyllis Barker serves on the Student Life Committee, and he (Mark) serves on the Development Committee.

Jean Baird reported that the February Board of Trustees meeting focused almost exclusively on the Vision Statement for the University.

Mark Sheldon reported that the Board of Trustees adopted a Master Plan (long-term architectural plan for facilities; i.e. 10 to 20 years).

Mark also reported that there was a great deal of concern expressed by trustees regarding the University's current financial challenge. The Investment Committee and the Farm Committee have been meeting to reassess the financial positioning of the University. There have been some very fundamental new decisions by the Investment Committee about how the endowment will be positioned and diversified. They have also hired a new investment adviser.

Mark encouraged Executive Board members to contact Alumni Trustees or Janet McNew to express their views and concerns about issues they feel need to be addressed by the Board of Trustees.

Tom Neis reported that the meeting in February was very positive in regard to the way the Board of Trustees is meeting the financial challenge and he believes that there will be many great things being developed by the Board in the next several years.

Mark asked the Executive Board members to pass along names of alumni they think would be good Alumni Trustees. He asked that they consider alumni who are loyal to IWU, have substantial professional experience that would benefit the University, or who have substantial personal resources that would benefit IWU. He also asked that members consider, especially, talented alumni from the 80s and/or 90s decades. Mark concluded by stating that we need to re-energize the Board with younger people, more women, greater diversity and broader geographic representation.

### **University Strategic Plan and Planning Process Update**

Mona Gardner reported that as Coordinator of the North Central Association Steering Committee, she learned a lot from the process of asking alumni what they thought of the institution and what recommendations they had to improve it. She noted that as the self-study came to a close, President Myers thought it was time to put into action, or begin to integrate and formulate in an official way, many of the ideas, thoughts and suggestions that had come up during the self-study process. To date, this effort has resulted in the formulation of two statements; i.e., a Mission Statement and a Vision Statement for the University. Mona then explained in more detail the purpose of these two statements and asked for feedback from the Executive Board members.

- ***Mission Statement***—this is a statement of the University “as is”. It is to be used as the document that defines the University to the public.

Mona reported that about two years ago the Executive Committee of the Board of Trustees asked a faculty committee—CUPP (Council for University Program and Policy)--to review the mission statement that was written in 1988 to determine if it needed to be redrafted, and, if so, put forward a new draft that the IWU community could then discuss.

Before putting out this relatively short statement, the committee studied mission statements at rival liberal arts colleges around the country. The committee decided that the language of our 1988 mission statement did not accurately reflect the IWU that is today, and that it was not in the most appropriate form and format.

Mona presented the committee's proposed draft. This draft is the result of the committee's effort to modernize, update and shorten the University Mission Statement. This Mission Statement is to be a public document that is available to

anyone who wants to look at it. And, it is to be a key part of the University catalog, the University Web site, and any other University publication that requires a description of the Illinois Wesleyan "that is".

- **Vision Statement**—this is a statement of what the University will be in the future. The Vision Statement is an internal document to assist the IWU community in understanding the University's long-term goals.

Mona reported that the Vision Statement is the first step in the strategic planning process. The purpose of this process is to formulate and shape the IWU that "will be". The Vision Statement presented at this meeting was drafted by the Strategic Planning Steering Committee and is a result of the Board of Trustees' planning meeting in Oakbrook that developed the report, *Toward a Shared Vision*.

The next step in the strategic planning process is to take the Vision Statement and develop a set of action plans to help the University achieve the goals set forth in the Vision Statement. The action plans will cover the next five to ten years.

After reviewing the two statements with the Executive Board members, Mona asked for their initial reaction to the statements. Her goal is to present the final drafts to the Board of Trustees for final approval at their October meeting.

Steve Wannemacher noted how impressed he was with the meeting in Oakbrook that began this strategic planning process. He noted that the Trustees, Faculty and Staff were very honest and introspective in their approach. The final report is not sanitized and everything that was identified in the meeting has been constructively interpreted by Dr. Gardner and her staff.

Mark Sheldon noted that he was pleased the planning process has been faculty-driven.

Comments/suggestions by Executive Board members included the following:

- Consider mentioning the University's historical tie to the Methodist Church.
- Rather than state our purpose as being "to insure the fullest self-realization of our students", consider the learning tripod of the life of the mind, service to the community, and service to the broader world as our purpose. There needs to be a greater emphasis on community and collegiality—not strictly on self-realization.
- Greater emphasis on multiculturalism or internationalism for the kind of students that will face the 21<sup>st</sup> Century. The Mission Statement covers this in its reference to democratic citizenship and life in the global society, but more may be needed in the Vision Statement.
- Stronger emphasis needed on the theme of environmental sustainability.
- Greater emphasis on the University's love of and dedication to the Arts.

- Felt that as a limited statement, the Mission Statement did a good job of capturing the essence of IWU.
- More emphasis on the development of students' leadership skills.

Mona thanked Executive Board members for their input and noted that they could send additional comments to her through the Web site <http://sun.iwu.edu/~iwunews/Strategic/draft.html> .

### **Annual Fund and Class Agent Program Update**

Celeste Flachsbart began by thanking Jeff Hanna for his help in putting together a consistent media message regarding the annual fund. She noted the magazine feature and the annual fund brochure that Jeff worked on in conjunction with the Development Office.

Celeste reported that this year's class agent letters will be personalized and will have a consistent message. She presented a sample of the first brochure that would be mailed by class agents and noted that a second brochure would be sent out around Thanksgiving.

Celeste handed out class lists to Executive Board members and asked for their feedback as to name corrections and any prospect information. Steve Seibring noted that the office would also like any known e-mail addresses for classmates.

Celeste concluded by inviting everyone to attend the Class Agent Workshop planned for the afternoon session.

Lora Wey reported on the success of the senior gift program. The Class of 2003 raised approximately \$3,300 and will probably receive this year's silver bowl award for participation.

Lora also reported that an anonymous alum established a \$50,000 challenge last November in an effort to help us increase participation from the classes of 1982 through the present. The goal is to get 2,700 new donors. She expressed hope that this challenge will be extended.

Lora reviewed the annual fund report provided to the Executive Board members. The Alumni Annual Fund goal for this year is \$1.785 million. To date we have 4,258 donors (approximately 25%) and total amount (including matching gifts) of \$1.078 million.

Lora continued by noting that last year we received \$583,920 from alumni donors who have not yet donated this year. She also stated that we still have outstanding pledges totaling \$191,385. If last year's donors and the outstanding pledges would materialize before the end of the fund year, the University would end the year at \$1.853 million and surpass its goal.

Historically, the conversion rate during the last month of the fund year for last year's donors and outstanding pledges has been about 32%. Lora emphasized that we need to improve this percentage if we are to meet our fund goal.

### **Regional Update**

Because Carl Dixon was unable to attend the Board meeting due to an injury, Beth Raboin-Gettleman presented the regional update.

Beth reported that since the last Executive Board meeting we have held 24 alumni connections around the country. She particularly noted the events she had been involved with since joining the IWU Alumni Office in January.

She noted that the Alumni Office is now working closely with the Admissions Office to invite prospective students and their parents to alumni connections. Prospective students attended the 18<sup>th</sup> Annual Greater Phoenix/Tucson Connection, the Minority Alumni Network Connection at Harambe House in Chicago, and the Greater Los Angeles Area Connection.

She specifically thanked Executive Board members, Steve Wannemacher and Scott Huch, for their help in organizing connections for McLean County and Washington, D.C.

### **Minority Alumni Network Update**

Deon Hornsby provided the minority alumni network update on behalf of Ansel Johnson and Debra Burt-Frazier, who were unable to attend this meeting.

Deon reported that 110+ people attended the Minority Alumni Network Connection at Harambe House in February. He noted the wonderful job done by Phyllis Barker at this event, and made special mention of Dr. Tom McKinney making the trip from St. Louis to attend the event.

Deon noted Carl Teichman's report to the attendees on the establishment of two scholarships for minority students in honor of two extremely distinguished African-American alums:

- ***The Alfred Oscar Coffin Scholarship.*** Coffin was the second African-American to earn the Ph.D. in the U.S. and the first African-American in the U.S. to earn the Ph.D. in Biology.
- ***The James Robert Lincoln Diggs Scholarship.*** Diggs was an advocate for civil rights and the first African-American to earn the Ph.D. in Sociology.

Deon also reported that the Minority Alumni Network has started a bookplate fundraiser. For a donation of \$75 or more, an alum can have their name on a bookplate that will be placed in a book on African-American studies in the Ames Library.

Deon also reported that prospective students and their parents were invited to this event and that four of the students who attended have applied and been accepted to IWU.

### **Reunion Update**

Ray Berger was unable to attend due to a business meeting that had to be rescheduled. Steve Seibring reported on reunion activities in Ray's absence.

Steve reported that total attendance at the 2002 reunion was a little over 1,000. Approximately, 500 people attended the reunion dinners. Steve noted that this was the second year to bring people together at the Radisson. The Alumni Office surveyed the 2002 reunion attendees to determine their preference for a reunion dinner and reception. The results of the survey were as follows:

- 75% said they would rather have a "combined" dinner.
- 50% said they would like to have a separate reception.

Steve reported that Ray has done a phenomenal job of recruiting reunion chairs. He noted that Ray had the reunion chairs all in place and then, due to a number of unexpected situations (relocation/illness), he has had to recruit four new reunion chairs.

Last year, Ray charged the Alumni Office with updating its reunion notebook-- putting more emphasis on reunion giving. He noted that some of our peer colleges look to get up to 70% of their alumni annual fund donations each year from their 12 reunion classes. Steve reported that our reunion notebook now communicates the importance of reunion giving.

### **On-Line Directory**

Steve Seibring reported that the University has contracted with Publishing Concepts to implement an on-line alumni directory. Publishing Concepts' client base includes Harvard, Princeton, and Williams.

Steve reported that the University has sent its data and graphics to the company. And, he noted that when we are ready to implement the on-line directory, there would be a great deal of publicity in the IWU magazine. This publicity should result in our getting many more alumni e-mail addresses.

A demonstration of the on-line directory is tentatively planned for the fall meeting of the Executive Board.

### **Newsletter and Communications Update**

Kris Condon presented an update on the status of class newsletters and asked for a recommendation on how the Board would like to proceed with class newsletters. Her report follows:

#### ***Fall 2002 Board Discussion***

- Newsletter editors foster alumni communications
- Current newsletter publication advantages/disadvantages
- Editors' suggestions for improving communications
- Board's charge to Kris Condon as liaison to newsletter editors

#### ***Status of Activities to Date***

- December 2002: Steve Seibring makes initial contact with editors to advise them of potential changes to format and approach.
- January-February 2003: Kris Condon contacts newsletter editors with request for suggestions to improve class communications as cost-effectively as possible.
- February-April 2003: Kris Condon receives responses from editors.
- Editors' consensus:
  - Duplication of efforts between University Communications and editors
  - Publication timing issues between newsletter and Homecoming and/or newsletter and *Magazine*
  - Probably time to make a change

#### ***Suggested Alternatives***

- *Class/Campus Newsletter*: Editors responsible for class news; campus news created by one person and appended to our individual newsletters
- *E-Mail Delivery*: Editors responsible for class news; IWU e-mails to classmates, back issues could be posted on web
- *Magazine*: Editors responsible for class news; "newsletter" would appear in Magazine with editors crafting content consistent with University Communications guidelines while maintaining the "personality" of the class
- *Reunion Newsletters*: Produce printed newsletters in reunion years, reducing the number of printed newsletter from nearly 70 to 12; adopt another approach listed here for remaining non-reunion years
- *Maintain Status Quo*: Editors realize this is probably not an option if they are being asked to develop an alternative approach.

### ***Observations and Recommendations to the Executive Board***

- Editors take their commitment seriously and believe they serve a purpose
- Editors were receptive to following basic University Communications standards for publication in the *Magazine* since they currently follow newsletter publication standards.
- The time to act is now:
  - Some have expressed concern that editors are being "phased out"
  - Some classes have not received a newsletter for a year during preliminary discussions and the appointment of a liaison
  - Today's Board decision needs to be communicated to editors with an emphasis on the importance of editors' participation and an appeal to participate in the fall Alumni Volunteer Workshop

Kris emphasized the need for us to make a decision very soon about what we want to do with newsletters and communicate this decision to our newsletter editors.

Kris noted that the Volunteer Workshop would be the perfect place to have the newsletter editors learn about the *Magazine* standards.

The Board voted to empower Jeff Hanna, Kris Condon, Steve Seibring and Tim Obermiller to come up with a recommendation for newsletters.

Until a decision is made, the directive to newsletter editors will be to have them continue as usual with November being the next date for a class newsletter. Steve Seibring noted that a final decision on newsletters should be determined before November.

### **Nominating Committee Report**

Larry Rollings reported that the nominating committee met three times this year (twice by telephone and once in person) to determine the slate of nominees to bring before the Executive Board for its approval. The Nominating Committee presented the following nominees:

#### ***Executive Board Members for Re-election:***

- Pat Bass '66
- Todd French '90
- Marsha Guenzler-Stevens '78
- Deon Hornsby '97

#### ***New Executive Board Members for Election:***

- Jennifer Frahm '94
- Esteban Lizano '01

***Distinguished Alumni Award Recipient***

- J. William (Bill) Roberts '64

***Loyalty Award Recipients***

- Dennis and Margaret Watson '50, '50

***Robert M. Montgomery Outstanding Young Alumni Award Recipient***

- Todd French '90, '93

***Alumni Trustee***

- Jean Baird—renew term for three years.

***Executive Board Officers for 2003 - 2004***

- Mark Sheldon – Executive Board President
- Jean Baird – Executive Board Vice President
- Larry Rollings – Executive Board Secretary

The Executive Board approved the Nominating Committee's recommendations.

Mark Sheldon thanked the Board's outgoing members—Steve Wannemacher and Britt Travis.

**President's Concluding Comments**

Mark Sheldon thanked everyone who was involved in putting together today's meeting. He reminded members that the next Executive Board Meeting was scheduled for October 10, 2003.

Mark invited board members to stay for lunch and participate in the class agent workshop. He also invited board members to stay for Commencement on Sunday, May 4.

The meeting was adjourned at noon.

Respectfully submitted,

Larry Rollings '67  
Executive Board Secretary  
Illinois Wesleyan University Alumni Association