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Minutes

Alumni Association Board of Directors

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4-8-2005

**April 8, 2005**

Alumni Association Executive Board, Illinois Wesleyan University

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**Illinois Wesleyan University Alumni Association  
Minutes of the Executive Board Meeting  
April 8, 2005**

**Board members present:** Mark Aubry '95, Jean Baird '80, Brittany Becker '05, Kris Condon '84, Todd French '93, Guy Gebhardt '69, Jim Graehling '72, Marsha Guenzler-Stevens '78, Scott Huch '86, Jessica Lothman '06, Esteban Lizano '04, Marilyn Neis '71, Tom Neis '70, Barb Nielsen '85, Larry Rollings '67, Tracy Wych '77

**Board members unable to attend:** Ray Berger '70, Jennifer Frahm '94, Deon Hornsby '97, Muneerah Maalik '00, Amy Tenhouse '97

**IWU Administration/Staff present:** Jane Baines, Emmalyn Dickinson, Celeste Flachsbart, Jennifer Lehman, Jeff Mavros '98, Sara Powell '72, Beth Raboin-Gettleman '99, Steve Seibring '81, Lora Wey '88

**Welcome and Introductions:**

Jean Baird opened the meeting by recognizing Todd French. Illinois Wesleyan nominated Todd to the United States/Japan Leadership Foundation, and his nomination was accepted by the Foundation. She also recognized and thanked those board members who were attending their last meeting (their terms on the Board expire this year)—Brittany Becker, Kris Condon and Barb Nielsen.

She asked the other Board members to introduce themselves and give a brief personal update.

**Approval of the Minutes from the September 17, 2004 Executive Board Meeting:**

A motion was made and seconded to approve the minutes of the September 17, 2004 Executive Board meeting. The motion was passed.

**IWU Strategic Plan:**

As a follow-up to the Board's earlier conference call with President Wilson and Mona Gardner regarding the University's strategic plan, Jean asked Board members if they had additional comments or suggestions regarding the latest draft of the plan. She noted that the plan will be presented to the Board of Trustees in May.

After some discussion, Board members agreed that they were comfortable deferring to the work of the University's Strategic Planning Committee. Jean reported that she served on the planning committee and tried to ensure that the interests of alumni were considered in the planning process.

Board members expressed the following concerns regarding implementation of the plan:

1. Need to develop assessment tools to measure the success of the plan. (Steve Seibring reported that this will be done as specific strategies are developed to achieve the plan's goals.)
2. Determine the role alumni can play in supporting the plan. Ways identified included:
  - Participation in strategic plan work groups.
  - Alumni support (financial and advisory) of student research projects

Jean asked members to e-mail her with additional comments and recommendations regarding how alumni can support the University's Strategic Plan.

### **John Wesley Powell Student Research Conference:**

The luncheon presentation by Professor Mike Seeborg and Anna Maria Romero '05 regarding the John Wesley Powell Student Research Conference and Anna Maria's research project, and the Board's concern about how alumni can support the University's strategic plan, sparked a lively discussion about student research projects and how alumni can be more involved in this program.

Suggestions included the following:

1. Highlight research projects in the IWU Magazine
2. Advertise the student research conference to alumni and ask them to consider funding a project in their specific area of interest.
3. Endow the research program. (Steve Seibring reported that it would take between \$200K and \$400K to endow the research conference.)
4. Promote the research conference in the regions via regional presentations and/or video-conferencing Research Conference activities to the regions.
5. Consider using the Academic Advisory (Resource) Committee to coordinate with the John Wesley Powell Research Conference.

### **Alumni Association Strategic Plan:**

Board members reviewed the Alumni Association Strategic Plan and made the following recommendations:

#### ***Goal #1, Objective A***

- Add "Class Communications" (Newsletter Editors) group
- Bring the Parent Board president onto the Alumni Association Executive Board (Tom and Gigi Giunta). Jennifer Lehman will notify them that the Board is planning to ask them to join.

### **Goal #1, Objective B**

- Change "Establish IWU Alumni House (Welcome Center)" to "Establish IWU Alumni Center". Steve Seibring reported that the Minor Meyers Welcome Center does not have the necessary room to house the Alumni and Development offices. Until an appropriate place can be designed for the Alumni Center, the Alumni office will probably move to Holmes Hall when the Admissions office relocates to the Welcome Center.

The Board members expressed disappointment that the University did not include the Alumni Center in the final plans for the Minor Meyers Welcome Center. Members emphasized the importance of continuing to campaign for a location dedicated to meeting the needs of an Alumni Center.

Alternative locations were discussed with a suggestion made to consider retrofitting the Memorial Center into an Alumni/Development Center.

### **Goal #2, Objective A**

- Revise goal of increasing number of attendees by "10% every year" to a more realistic measurement.
- Consider adding goals for the following:
  - # Regional Boards
  - # Volunteers
  - # Attendees at Alumni Volunteer Leadership Workshop

### **Goal #2, Objective B**

- Need to find new reunion chair to replace Ray Berger.

### **Goal #3, Objective B**

- Add the following activities to SAC/Alumni campus involvement:
  - Research Conference
  - Class speakers
  - Parents Orientation
  - Fall Festival
  - International students

### **Goal #3, Objective C**

- Change "Alumni House/Welcome Center" to "Alumni Center"

### **Goal #3, Objective D**

- Add Objective D—"Build stewardship of IWU Community"  
Example: Consider establishing a **volunteer** day each year when both students and alumni in all regions will volunteer their time to a charitable activity.

Due to time constraints, Jean asked the Board to postpone discussion of the remaining goals and revisit them at the next conference call.

### **Women's Network Program:**

Marsha Guenzler-Stevens presented three very different women's network programs for Board members to review--Cornell, Northwestern and Radcliffe.

Marsha noted that establishing a Women's Network will build relationships, enhance fundraising efforts and promote women's leadership development. Marsha proposed the Board consider the following:

- Identify 50 women alums (diverse in age, race and profession) to start the network.
- Establish a membership fee of \$300
- Support a leadership initiative

After some discussion, Jean asked that a committee be formed to develop a formal proposal to present to the Board for its consideration and approval. The committee will include the following members: Marsha Guenzler-Stevens, Chair; Tracy Wych; Marilyn Neis; Amy Tenhouse (to be asked); and Mark Aubry.

### **Committee Updates:**

***Newsletters/Class Secretaries:*** Kris Condon reported the following:

- Over the past three years, the committee has looked at several ways to enhance the newsletter program. And, as a result, it continues to be a viable program.
- Last year's newsletter workshop was well attended and very productive.
- Recently added class Web sites.
- Editors should continue their commitment to one newsletter a year in non-reunion years, and two newsletters a year in the year preceding a reunion and in the reunion year.
- All the training material provided editors last fall is now available on CD and will be sent to editors.
- Will test market to the class of 1984 a new method of fundraising. Class members who were not able to attend the reunion will be given the opportunity to participate by donating to the Annual Fund and, in return, receive a CD that was given to those who attended the 20<sup>th</sup> reunion.
- Goals for 2005-2006:
  - Increase participation in the volunteer workshop.
  - Continue to partner with Communications Department to promote both the print and the Web pieces of class communications. (Kris proposed that something be included in the magazine to encourage people to go to the Web).
  - Ensure continuation of both print and Web class communication to accommodate both the younger and the veteran alums.

**Technical Committee:** Jim Graehling provided a handout explaining the purpose and goals of the technical committee.

Purpose: Leverage the University's technical infrastructure to provide consistent, effective use to support the mission of the Alumni Executive Board.

- Goal 1—Define Internet function used by and available through IWU Technical Architecture.
- Goal 2—Get student (future alum) and recent Alum perspective on the Internet channel for purposes of maintaining "the IWU Connection".
- Goal 3—Explore ways to leverage and improve the uses of IWU Technical Architecture for Alumni and Friends.

Steve Seibring reported that the Information Technology department wants the Alumni office to rebuild, page by page, its entire Web site. He noted that this will be a major project, but, also, a major opportunity. He will be working with Jim and others on the project over the next few months.

**Annual Fund Committee:** Mark Aubry reported the following:

- Jeff Mavros has recently joined the Development staff and is heading up the Class Agent program.
- Jeff and Mark are working on some structural changes to the class agent program in order to improve its effectiveness.
- To date, the annual fund has 4,000 donors—the fund is a month ahead of last year's count.
- Total contributions to date are \$915,000 (Annual goal = \$1.5 million)

**Regional Committee:** Scott Huch reported the following:

- Attendance at regional events increased by 52% (goal was to increase attendance by 10%)
- The regional model implemented this past year has played a significant role in the regions' achievements.
- 18 regions are currently targeted for activities.
- Recommended that all elements of the Regional Group be included in the Alumni Volunteer Leadership Workshop (class agents, hospitality/events, communication/newsletter, admissions)

**Career Networking Committee:** Todd French reported the following goals:

- Help regional presidents identify Career Networking Chairs for the regions.
- Continue to identify career-networking opportunities on and off campus.

### **Approval of Award Nominees and Trustee:**

Larry Rollings presented the report from the Nominating Committee. The nominees recommended by the committee were as follows:

**Trustee** Carlina Tapia-Ruano '77  
**Outstanding Young Alumnus** William (Bill) Brown x'88  
**Loyalty Award** June Schultz '44  
**Distinguished Alumnus** Robert (Bob) Davis '55

(Additional information regarding each of the nominees was included in the Board packets.)

It was moved and seconded that the Executive Board approve the Nominating Committee's recommendations. The motion was passed by the Executive Board.

#### **Alumni Volunteer Leadership Workshop:**

Jean Baird reported that the Alumni Volunteer Leadership Workshop would be held the Friday of Homecoming weekend. The Executive Board meeting will be held the morning of October 7 and the workshop will be in the afternoon.

The Board recommended that the invitation list be expanded to include regional committee volunteers and alumni who have expressed an interest in volunteering.

#### **Future Meetings**

The next Executive Board meeting will be held the morning of October 7<sup>th</sup>. Board Committee meetings will be scheduled for the afternoon of October 6<sup>th</sup> if necessary.

The next teleconference call is scheduled for June 1, 6:30 p.m.

The Board will consider holding its spring 2006 meeting at the time of the John Wesley Powell Research Conference.

Respectfully submitted,

Larry Rollings  
Alumni Association Executive Board Secretary

