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**October 9, 2010**

Alumni Association Executive Board, Illinois Wesleyan University

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**Illinois Wesleyan University Alumni Association  
Minutes of the Alumni Council and Executive Board  
October 9, 2010**

**Board Members Present:** Brian Beam `91, Kathryn Breisch `12, Josh Butts `01, Gregg Garofalo `92, Tracy Garrett `81, Guy Gebhardt `69, Tony Gray `98, Marsha Guenzler-Stevens, Elly Jones `91, Shaye Mandle `93, Rich Marvel `98, Sundeep Mullangi `97, Barb Nathan `80, Gary Ohler `87, Justine Robinson `06, Molly Rollings `99, Jen Shaughnessy `98, Marianne Wolf-Astrauskas `76, Tracy Wych `77

**Council Members Present:** Earl Franz `70, George Freeman `70, Michael Gorman `10, Bob Guenzler `53, Mary Ann Guenzler `53, Craig Johnson `75, Cathy Lewton `70, Mark Sheldon `70

**IWU administration/staff present:** Ann Harding, Jeff Mavros `98, Natalie Schmidt, Trevor Sierra `05, Marty Smith, Michael Thompson, Lora Wey `88, Richard Wilson

Call to order by Marsha with self introductions around the table.

**Campus update** – President Wilson

We are off to a great a start. For the first time in seven years of being president of Illinois Wesleyan, the president is not looking over his shoulder at some serious budget crisis that needs to be addressed. There have been significant adjustments and realignments that have caused some anxiety on campus. We ended last year with the budget balanced; we have a budget balance this year and are well on our way to a budget balance for next year. That is an enviable position for a private university like Illinois Wesleyan.

Several factors have led to an optimistic view for the future.

- The university exceeded its enrollment target for first year students this fall as well as for returning students.
- The retention rate for first year students is 93%.
- The retention rate for upper classmen is 90%.

This is an important measure of the satisfaction of students.

The University continues to make good progress in the diversity of the student body. Part of the diversity goal now is to increase the number of men on campus. We increased the number of men in the entering class by seventy which brings it closer to a 50/50 distribution. We continue to see overall momentum with international numbers. They were down slightly this year but the overall total number continues to be record highs for the University. The ALANA enrollment on campus it the highest number in history with 93 students being African American, Latino/Latina, Asian American or American Indian. For the first time the number of African American students and the number of Latino/Latina students is almost the same.

The Wesleyan Fund met its target. We had a responsible goal of 3.4 million.

The endowment has begun to recover. It is somewhere around 165 million now.

In the future the president's efforts will be spent on planning, budgeting and fundraising. The University has a strategic curricular review underway, which at its core is going to focus on review of the general education program. The general education program has been in place for roughly ten years and it is time to step back and see if the program is accomplishing what we want it to accomplish or need it to accomplish in the current environment. The debate will be extended and contentious because everybody has a different idea about what it takes to be educated in the world today. On an operational basis, the University is doing a review right now on what is the role of the chaplain on campus. There is a vacancy and the University needs to fill that position. The University is also exploring apartment style housing for students. There are several capital projects major and minor including the new classroom building. The president's objective is no building before its time, which means all the money has to be in place before the building is built. The University made a goal a year ago to increase fraternity occupancy rates on campus and met the target this past year. As we move to next year the goal will increase.

### **Alumni Survey – Michael Thompson**

Every ten years Illinois Wesleyan must undergo a comprehensive evaluation for reaccreditation through the Higher Learning Commission. This evaluation is based on the University's ability to meet the expectations for five criteria for accreditation. We do that through a self-study which is a very expansive/large assessment of the entire institution.

A timeline of what has happened thus far:

- A self-study steering committee was put into place in the fall of 2009. The committee is made up of people who were elected and appointed.
- The spring of 2010 was spent getting organized, establishing a calendar, developing a plan of action and then formed five sub-committees for each specific criterion.
- Right now we are in the data collection process.

Part of the data collection process includes alumni. We are going to be sending out a survey to the classes of 2003 to 2010. This covers all alumni since the last self study. We will be asking questions regarding academic experiences, campus facilities and services, campus climate, overall preparation and overall satisfaction with the University.

The visiting team is expected to be here fall of 2012. They will be here 3-4 days conducting interviews and investigating the University. The self study needs to be completed 6-8 weeks before they arrive.

It was asked how the survey will be sent out and what incentive is there for the young alumni to take the survey. The survey will be online. Through conversation, the AAEB decided to donate funds to be used for gift cards as incentive for participation in the survey.

## **Campaign Update - Marty Smith**

To date the campaign has gone very well. We are pleased with where we are at but there are four years left. At this point in time the campaign stands at 82.9 million dollars toward our goal of 125 million dollars. We are hitting our targets in terms of the timeframe. The priority for this coming year has to do with the new classroom building. It is a 15 million dollar project. It will be the main classroom facility on campus replacing Shaw. We are thrilled with this building. We are not borrowing any money for this building. There is a lead gift of 10 million dollars from an anonymous donor towards the building. Our priority will be to raise 5 million dollars between now and April to get the rest of the funding in place. If we are able to do that, we will break ground shortly after May term.

At this point in time we are very pleased with the work of our volunteers. We have a very strong core group of individuals who are helping us with this campaign in a variety of areas.

We will be sending out a campaign newsletter three times a year to announce gifts and to show how those gifts are impacting faculty and students. The real challenge for us right now is in the area of the Endowment for Excellence. This will help us better communicate what these programs are.

## **Approval of Minutes**

Guy made a motion to approve minutes, Molly seconded, all were in favor.

Marsha called for approval of Gregg Garofalo as an at-large member. All were in favor.

## **Committee Reports**

### **Council for IWU Women- Molly Rollings and Elly Jones**

Nine memberships have been offered this year and six have accepted so far. Two are staff members, which is part of the plan to get staff more involved.

Barb Nathan will be the guest speaker at the Homecoming meeting for the council. Introductions of new members will be done and the remaining time will be spent planning the spring summit to be held March 4<sup>th</sup> and 5<sup>th</sup>.

### **Student Senate Report – Kathryn Breisch**

Last semester senate goals were focused on revamping and revitalizing the senate itself. One of the goals from last semester was to increase senator attendance which has been going very well. Most of our senators are new which is exciting. The goal for this semester is changing the constitution, which includes rewriting job descriptions of executive board members and committee functions. We will be creating guidelines for taking away unused seats and also to make it easier for organizations that want a seat to get one. The big topic for the next meeting is the new Sodexo food plan.

## **Regional Alumni Committees – Guy Gebhardt**

Guy handed out a calendar of Alumni Connections that were held or are planned to be held in 2010-2011. There are opportunities for leadership in the New York Area.

Also handed out was list of 2009 regional connections with the number of attendees and donors.

## **Young Alumni – Justine Robinson**

It was a busy second and third quarter with events in the Chicago, DC, and Bloomington/Normal areas. We are looking forward to expanding our events to other areas where there are groups of young alumni. Justine will be working with Marsha to come up with more concrete goals for the group figuring out if the goal should be numbers, donors or events. There has been an increase in the participation number. Young alums are job hunting and wanting to network. Finding a way to bring them together and allow them ways to network and giving them the opportunities they are looking for would be well served for the University and the young alumni.

## **Admissions – Jen Shaughnessy**

Alumni group helping is at 220 and the goal is 200 but more are always welcome. Spring emailing for all members will still take place so each member should have 10 ten students to email, congratulating them and offering their assistance in answering questions. At the last meeting the board had talked about the coffee chat idea of alums taking an accepted student and their parents for coffee and chat about IWU. Jen asked for volunteers to do this. Alums are also helping at college fairs and alums are given a gift certificate for the bookstore as a thank you.

The big item to be discussed is if we can hold our April meeting during one of the Scholars Day weekends. Scholars Day is for admitted students admitted with a scholarship and their families. These are our two most important events. The agenda would start at 9:00 a.m. to greet and chat with families as they arrive. It would be fabulous to have board members there to help out. Some of the attendees have made their decision to attend Wesleyan so we would want to assure them they have made the right decision. Other students who have not made their decision need to be encouraged to decide on Wesleyan. The mingle time would be until about 10:30a.m. at which time a faculty member and then the dean of admissions will speak. The group then attends a luncheon that is often times so full the staff cannot eat. So lunch may not be available for the board. An option would be for the board to eat at Tommy's. In the afternoon there are panels. If the board is present an alumni panel will be added. The date is April 16<sup>th</sup>. The AAEB would meet on Friday April 15<sup>th</sup> and then attend Scholars Day on Saturday. This would be in place of the John Wesley Powell Conference the AAEB has attended in the past.

Rich Marvel suggested that there be a contingency that attends the JWP Conference.

It was decided that spring meeting of AAEB will be held April 15, 2011 and those who can will attend Scholars Day on April 16<sup>th</sup>.

### **Pride Alumni – Josh Butts**

Ray Berger's term has expired and he has stepped down from the board. He was co-chair of the Pride group so Josh is looking for another co-chair.

This weekend at Homecoming there is a social gathering Friday evening. The big event is having Carrie Eleveld speak on Saturday. She is a prominent LGBT journalist. She is a member of the White House press core. Following her presentation there will be a panel led by Professor Plath.

### **Alumni Wesleyan Fund – Sundeep Mullangi**

The Wesleyan Fund raised 3.4 million dollars. The goal was 3 million. Last year 3.1 million was raised. There were 3900 donors. Last year there were 4200 and our goal was 4400. The hope is that the giving circles will increase this number. This year the giving circles brought in 183 donors. Of the 183 giving circle donors, 83 were new donors. One of the things we could do as a board is start our own giving circle or if you know someone who can start a circle direct them to Sundeep, Jeff Mavros or Lora Wey.

Participation is not good and it is not even good with AAEB or Board of Trustees. Both groups only have participation in the 80% range. Both groups need to get to 95% to 100%. Sundeep and Marsha will be working to get the AAEB to 100%.

Brian Beam suggested that personal calls be made to thank alumni who have given.

### **Parent Board – Jeff Mavros**

The parent board is growing in lots of ways. Last year the parent board raised just under one hundred thousand dollars. In comparison to the previous year we are down about ten thousand dollars. Even though the amount was down, the fund was still able to cover the current need. This year there are three students who are receiving funding.

Membership is larger than it has ever been which has allowed the board to do other things than fundraising. There is now an Events Committee that is looking at the programming the University does for parents and families. There is also a Career Center Committee that is working with Warren Kistner and the staff at the Hart Career Center to tap into parent networks for internship opportunities. Because of this, Warren Kistner and Kathy Cavins-Tull have been brought on board.

The number of summer send off programs has increased. These send offs give students and parents a chance to meet each other and exchange numbers and emails and to create car pools if they wish. This program has been really well received.

### **Minority Alumni Network – Tony Gray**

It has been a busy six months since the last meeting in April. Highlights include the MAN picnic held at the Mullangi home which was well attended. Orientation for ALANA was a positive experience especially to see the students and families that turned out. The diversity at the student ranks makes it hopeful that diversity can happen in the Minority Alumni Network. A big hurdle for MAN is apathy. The Homecoming event has 60 people signed up to attend. Tony is still looking for a non African American co-chair. The King dinner is still undecided.

### **Greek Alumni Network – Shaye Mandle**

A lot of good things have happened in the last year as the result of a lot of work by a lot of different individuals. We identified some pretty significant University structural challenges including occupancy issues. The numbers for occupancy are way up and the culture in the group of young men has changed since last year as the result of work being done by Alumni.

Goal for this year is to strengthen and build a robust Greek Alumni Network.

### **Newsletter Program – Brian Beam**

There are 45 newsletter editors, 19 of those 45 are filling in for other classes besides their own. There are 26 classes not receiving a newsletter. Classes of `37- `59 get their newsletters mailed. The classes of 1960 and beyond receive their newsletter electronically.

Brian shared the new design for the newsletter that was created by Sunny Mandle. Our goal is to have a template created that editors can use to make things quicker and easier. Brian will be calling all of the editors to personally thank them for volunteering.

### **Nomination and Award Committee – Tracy Garrett**

Tracy presented to everyone the new award nomination form and the guidelines for choosing the winners of the awards. Everyone was asked to look at the guidelines so approval by the group could be done at this meeting. Everyone was also asked to look at the draft done by Larry Stimpert for the faculty award President Wilson asked the board to come up with.

### **President's Items – Marsha Guenzler-Stevens**

This spring Marsha would like the board to focus on the following items:

1. How to better use at-large members.
2. Increasing attendance of alumni in the work of the board.
3. Linking alumni with the student body particularly in traditions and transitions.
4. Having 100% giving from the Alumni Board.

### **Homecoming Report – Ann Harding**

The Alumni Office pre-registered 1314 attendees for Homecoming. The theme for Homecoming is Homecoming and All That Jazz in recognition of Dr. Tom Streeter who is retiring after forty

years of jazz. The jazz alumni are coming from all over the country to show tribute to Doc. They will be performing Friday and Saturday evenings.

In addition to the jazz reunion, a special thanks to the class of `70 for their reunion committee working so hard as well as the class of `85 for their hard work. Theta Chi are bringing back two hundred people to for a reunion at the Chateau. We have 62 golfers, 58 have signed up for a reception honoring retired professors Lou Detweiler and Ray Wilson and 49 are coming back to Magill Again. The Greek Alumni tailgate has 82 signed up but we expect a lot more. Pride has 34 signed up for Friday's reception. MAN has 27 signed up. The kid's fun run has 49 and 129 signed up for the 5K run.

### **Nominations and Awards**

There was discussion about whether current students could nominate faculty and it was decided that this award was to be given by post graduates.

Tracy Garrett made a motion to approve award nomination guidelines. Sundeep seconded the motion. All were in favor.

It was discussed and decided that the board would take a campus tour in the spring. Marsha encouraged board members to attend the Homecoming events and to be representatives of the board.

The meeting was adjourned.