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Minutes

Alumni Association Board of Directors

4-15-2011

April 15, 2011

Alumni Association Executive Board, Illinois Wesleyan University

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**Illinois Wesleyan University Alumni Association
Minutes of the Alumni Council and Executive Board
April 15, 2011**

Board Members Present: Brian Beam `91, Gregg Garofalo `92, Tracy Garrett `81, Guy Gebhardt `69, Tony Gray `98, Marsha Guenzler-Stevens, Elly Jones `91, Steve Lessaris `12, Rich Marvel `98, Sundeep Mullangi `97, Marilyn Neis `71, Justine Robinson `06, Molly Rollings `99, Jen Shaughnessy `98, Marianne Wolf-Astrauskas `76, Tracy Wych `77

IWU administration/staff present: Ann Harding, Trevor Sierra `05, Natalie Schmidt, Dr. Irv Epstein

Teleconference: Josh Butts `01, Scott Huch `86

Marsha called the meeting to order at 9:13am

Marsha opened with introductions and a question: Who is your faculty “mentor”?

Approval of Minutes

Minutes from October 9, 2010 AAEB Meeting were presented. Greg moved to approve, Tony seconded. Minutes were approved by acclimation.

Marsha recognized and thanked Kathy Cavins-Tull, Dean of Students, who is the new Vice Chancellor of Student Affairs at Texas Christian University.

Dr. Irv Epstein, Associate Dean of Faculty, University Council on Diversity Acting Chair
Dr. Epstein joined us to update the board on the work and findings of the council.

The University Council on Diversity was created in the fall of 2009 with broad cross-culture of students, staff and faculty.

Initiatives for 2010-2011

1. Campus Climate Survey:

A campus climate survey consisting of separate sections for students and faculty/staff was created and disseminated during the spring of 2010. Results were compiled, analyzed and shared with the public during the fall of 2010.

a. Findings were not surprising: Students from under-represented populations were more likely to view the campus climate of being less tolerant of diversity than their counterparts.

It was noteworthy that some faculty and staff reported experiencing intolerance with respect to the expression of diverse political views, and others felt that religious practices were not always respected among one’s peers.

b. A Non-org was held to share these findings, chaired by Professors Banks and Burke. They also had an open meeting with students to discuss findings regarding student portion of the climate survey.

c. The Faculty Diversity Committee discussed ways of further exploring issues of tolerance regarding political and religious views on this campus.

2. Homecoming Week.

a. During the Homecoming weekend, Director of Multicultural Student Affairs Roshaunda Ross and Michael Thompson spoke with alumni about the increasing amount of diversity on the IWU campus, offering a statistical profile of faculty, staff, and the student body, while summarizing specific diversity activities sponsored by the Office of Multicultural Affairs. Nancy Vasquez, of the Admissions Office also spoke about minority student recruitment efforts and the reasons for recent success in this area. In addition, minority alumni were videotaped and their remarks are being archived under University Archivist Meg Miner's direction, so that a permanent record of their experiences will be preserved.

3. Issues Regarding Student Engagement

There were a number of difficulties, but some successes, in getting students to engage in sustained dialogue on an informal basis with regard to issues of diversity.

a. *Turfler Talks/Dugout Dialogues*. In 2009-10, the UCD established "Turfler Talks," weekly informal sessions allowing students to discuss diversity issues. However, we learned that the location was not optimal, and that there should be better coordination with co-curricular campus programming. We then decided to change the title and location of these meetings to "Dugout Dialogues," and hold fewer sessions, but ones that were more closely tied to topical issues. The first "Dugout Dialogue" held in March, dealt with issues of homophobia on campus and respect for privacy, in the aftermath of the Rutgers University incident, where an invasion of roommate privacy, publicized on the internet, led to a student suicide. That session was very well attended. A second session, focusing upon issues of censoring *The Adventures of Huckleberry Finn* for high school usage because of the use of the "N" word in the text, was less well attended. While we had hoped to have three "Dugout Dialogues" per semester, the final session was cancelled because of the crowded nature of students' schedules during the final weeks of the year.

b. Senior Sound Off: On April 6th, Professors Banks and Burke moderated a session with graduating seniors to discuss the diversity issues they confronted during their time at IWU, along with strategies for addressing those issues in a positive way. Some of the issues that students discussed were the need for:

- a. more diverse pedagogical strategies to be used in class on the part of professors;
- b. more faculty sensitivity to peer and social forms of discrimination and segregation that occur in the classroom, particularly through group work;
- c. more support for first generation college attendees both within the classroom and in residential life;
- d. better recognition of the existence of intolerance based upon students' social class and SES standing and its effects upon students;
- e. more sessions within residence halls to promote tolerance and deal directly with hurtful incidents;
- f. more sessions during the Turning Titan orientation to deal with diversity issues before the academic year formally begins;
- g. more financial resources devoted to promoting events and discussions dealing with identity issues for all students, regardless of their backgrounds;

There was also:

- a. strong support for an incident protocol report system so as to check on how well the university is doing with regard to promoting an inclusive campus climate;
- b. strong support for enhancing recruitment of more faculty from diverse backgrounds;
- c. strong support for enhancing recruitment of more students from diverse backgrounds (although progress in this area is acknowledged).

4) Incident Protocol Reports

The UCD has worked hard to create a standardized process for recording discriminatory incidents across campus and identifying their severity along with actions taken to limit or eliminate their reoccurrence, while protecting the confidentiality of all parties. It is hoped that the forms and reporting process will be finalized by the start of the fall 2011-2012 academic year, with a web portal detailing statistical information only about such incidents, available to UCD members, so that they can use the information to create an even more positive campus climate. This process will involve: a) recording an incident; b) categorizing its severity; c) publicizing the protocol and d) informing students, staff, and faculty who they should contact if an incident occurs.

5) Enhancing Publicity about the Work of the Council

- a) This year's Council chair met with members of the Student Senate, the Staff Council, and the Strategic Budgeting and Planning Committee to give updates regarding Council Initiatives.
- b) Important Council reports will be archived in the IWU Digital Commons.
- c) Minutes will be sent to the donotreply account for all faculty and staff to see.
- d) Preliminary work has begun on enhancing the UCD website, with links to other campus organizations and relevant activities.

6. Future Challenges

The Council, by design, is only as effective as are its constituencies. We look forward in 2011-2012 to more direct interaction with the Student Senate, the Faculty Committee on Diversity, and the Staff Council. Education and Training workshops are one area which we definitely hope to strengthen in 2011-2012.

- Sundeep asked how the AAEB can help with the initiative

-Irv answered listening to presentations like this; work through Ann Harding as a member of the Council.

- The council operates under the notion of "Inclusive Excellent" a term create by AACU which means diversity involves more than skin-color. It is gender, religion, ethnicity, ability, gender, sexual orientation.
- Alumni need to be a part of the conversation about what is diversity, embracing diversity terms of the "Inclusive Excellent" definition, support the council in terms of our initiatives "Be involved in the conversation."
- Those on campus need to understand that alumni have an ongoing interest in the University and its growth, the thriving of the students, etc.

- Ann suggested adding an alumnus to the University Council on Diversity.
- Sundeep suggested to perhaps having a member of MAN on the Council.
- Trevor asked to what extent does our non-MAN organizations engage in Diversity movement?
 - Marsha answered Women's Council has been very intentional about it.

Continued conversation

- concern that MAN wasn't really tied into the Back to Campus classes
- Marilyn wondered if we need to add another circle to the Org Chart
- Can the alums help with recruiting? Suburban students aren't necessarily connected to what goes on in Chicago proper
- Minority student calling isn't connected in the calls for Admissions; maybe Jen Shaughnessy could consider.

Annual Giving – Sundeep Mullangi

So far for 2011, 1.25M has been raised for Wesleyan Fund (ahead of last year)

- Capital Campaign “muddying” the waters a bit
- Number of donors for this year is at 3087. 50 donors ahead of last year. Goal is 4400.
- 100% giving from AAEB not there yet, but June/July is push time

Capital Campaign is at \$86M of \$125.

BIG NEWS - Laura Wey has resigned. She is going to Illinois State after 20+ years at IWU; Laura will develop an annual fund for ISU

- No director for Wesleyan Fund at this time.
- Marty is initiating the search both inside and outside (Jeff Mavros is a candidate)

Giving Circles

Sundeep passed out a Giving Circle sheet asking everyone to provide a name for someone who could be called and asked to create a new giving circle.

- Rich Marvel asked if all Circles are scholarship focused. Can they be focused to other interests?
- Circles can be focused on something other than a scholarship. It just hasn't happened yet.
- Sports scholarships are tricky because they have to be within NCAA rules. (sports)
- Giving Circle money is not new money, it just gives a name to the financial aid being used.

Parent Board

Ann reported the Parent Fund has taken on a life of its own and it may move to another department.

Council for IWU Women - Elly Jones

2011 Summit was held March 4-5.

- Friday coffee with faculty & staff, Touch of Class performed
- Council is looking for ways to increase faculty and staff attendance.
- 45 students and alumni attended State Farm & Cancer Center off-sites.
- Careers and Coffee - interviewing & discussion tables in the Dug Out.
- Box lunches in Davidson open to students to come have casual conversation with alumni.
- Dinner at Pat Wilson's house on Friday evening.
- Pat Bass was guest speaker;
- Financial Literacy presentation
- Gave out scholarships

In June we will meet at Pat Wilson's home with very young alums to help remake the program. The focus will be what we do to make it fresher and to draw more students.

- Ann suggested it might be time to rotate faculty member leadership.
- Marsha suggested to maybe recognize a faculty or staff member who has been influential in their life/future/development
- Students wanted to talk with alums in their fields and there are a lot of holes in membership. That needs to be taken into account as we invite new members

Student Senate President - Steve Lessaris '12

Changeover meeting during 1st semester;

- motivated new Senate members to get involved and up to speed over winter break; Trey Short came in to talk about IT goals
 - current state; what do students want = wireless access, increasing overall bandwidth on campus;
 - Senate took information and drafted a resolution, presented to President Wilson.
- Constituent Response

- Business class availability, only Tuesday/Thursday so Business Faculty have 4 day weekends [24 T/Th, 6 M/W/F]; Senate reviewed classes offered by each department; presented stats to Trustees; Fall schedule is better balanced

Steve served on Provost Search Committee; Jonathan Green is new Provost.

Student concern about use of Shirk Center and thefts from locker room

- Control of access
- Met with Asst Dir of Shirk about security and usage enforcement which resulted in a physical barrier being put up so all who enter must go to the circulation desk and the desk is manned when budget allows. Students receptive to increased security and students reminded that Shirk center is available to community also.

Facebook forum for student input = effective and used!

Complaints and questions

- Arnold Health Center purpose; why no psychiatrist; started a conversation; director explained their purpose and what resources are used to backfill needs;

Titan EMS still being trained and integrated into McLean County Emergency Services.

Attended MAP Grant discussions - proposed increase, but no promises

Programming on campus

- MTV show came, Social Justice/bucket list kind of talk - why you should care about politics;
- Concert by Girl Talk - DJ Rave band - substance abuse issues, etc., mostly from off-campus; brought in Joshua James, folk music, student band opened - great response;
- Beau Burnham, internet sensation comedian, attended by 1200 students and 300 tickets sold to community;

Director of International Recruitment asked Student Senate to send out a welcome letter to introduce international students to Student Senate and the campus, and who to contact if you have questions/issues;

Capital Development

- Equipment like printers & rock climbing shoes and volleyballs & uniforms disappearing because no inventory kept and no accountability;
- Where can we keep and store club assets so we don't have to constantly replace equipment and supplies as leadership changes; working with staff to find storage space and how to give students access; better use of assets and budget (rollover monies available = \$200k accumulated over 8-9 years)
- Looking at budgets and caps; \$450k is this year's budget so the clubs can bring in who they need at higher rates;

Working on Senator retention so there is legacy.

Ted, VP will be studying at Pembroke, Oxford next year; midterm election, 4 candidates running, which is a "record".

More student participation at meetings, driven by Steve!!!

Alumni Regional Groups - Guy Gebhardt, Scott Huch, Trevor Sierra

Calendar of 2011 events provided to board members.

Survey will be sent out to Regional Presidents asking what sort of help they need.

Scott provided a brief history of auxiliary groups and how they developed.

- History shows distance from campus directly impacts attendance at events, the farther from campus the event is the better attendance is.
- Alumni requests to become involved led to the auxiliary groups
- There is a need to look at revitalizing Regional Chapters
 - how do they fit in strategically to the Alumni Association direction
 - how the university support is distributed
 - how to get someone to head each chapter
- Budgetary restraints have also affected regional events.
- The events with free admission and an open bar have higher attendance.

Ann reported each Region has a budget. Bigger regions have bigger budgets.

- Phoenix has been successful because for 26 years because they have had it on the same weekend and have a strong chair in this region.
- San Francisco has a strong chair in their region and had 32 people at their event.
- Naples is always at someone's house and they pay for it so there is no cost to Alumni Relations. It is snowbirds with a lot of people from Bloomington who are attending.
- The L.A. Region has been taken over by Ann. There is a connection event on May 15th at the Getty and a small campaign event at the Riviera on May 14th.
 - There is not an L.A. committee in place anymore. This committee needs to be reformed.
- Champaign and Rockford committees are very strong and doing what it has been designed for them to do.
 - Determining where we are going to be
 - The time
 - The location
 - Making the phone calls

Scott suggested key components

- Reliance on key volunteer in each region.
 - What can the Alumni Association do to help with developing new leaders and succession planning?
- Link with annual giving. There is a direct correlation between people who attended a University event in their region and people who gave a first time gift or renewal gift to the Wesleyan Fund that same year.

Marsha shared that she recently met an alumna who said she feels guilty for not being able to attend events when she receives invitations. She is unable to attend because of work and having young kids.

- How do we take away the guilt?
- Maybe introduce programs that are enticing for very busy people, make you feel like you are fulfilling two things at once.
 - Inclusive of family
 - Inclusive of Professional Networking.

Trevor has also heard from people who have not attended our events that they are afraid of not knowing anyone.

- Using volunteers to welcome them and not relying on staff would help this.
- Sending out an email updating them who is has signed up for the event.
- Regional Board should act as a party warmer
- Regional Committees should have call list to make a personal contact to help increase attendance.

In Chicago the problem is more about mixing all the generations of alumni there.

It is important that these events are not focused around getting in your wallet.

Tracy Wych shared that in New York the most successful events have always been around something else.

- When May term theatre group came, there was a multi generational group of alumni.

How do we market regional events as a way to network?

Are seniors getting information about their regions when they graduate?

Provide new graduates with a list of young alumni in their region.

How does a social medium play into connecting alumni to their regions?

Participation/turnout is about personal contact between regional volunteers and attendees.

Include the regional leadership in our Homecoming meeting.

At Homecoming Luncheon do a shout out to Regions of the country so people can see who is there.

Reach out to leadership to meet in person on Friday afternoon of Homecoming.

Guy asked what should be focused on between now and the October meeting?

- How to fully equip and engage the leadership of regional groups.

TitanPride

- App
- Login through Facebook
- Twitter
- For Homecoming, have computers set up to help alumni create their TitanPride account.

New Trustee, 2010 AAEB Board Members and Alumni Award Nominees – Tracy Garrett

Homecoming Award Nominees

- Distinguished – Bill Damaschke `86
- Outstanding Young – Eric Snowden `00
- Loyalty – Deon Hornsby `97
- Award nominees approved
- There was discussion about the lack of a female winner for too many years.

2010 five people completed their terms on the AAEB

- Josh Butts – will serve another term.
- Guy Gebhardt - will serve another term.
- Marilyn Neis - will serve another term.
- Justine Robinson – will serve another term.

Barb Nathan has been nominated to be the Trustee representative for the AAEB.

- Approved

Board of Trustees Report – Tracy Wych

The University is going through re-accreditation evaluation in 2012-2013. Campus wide committees have been formed to look at various things that the University will be assessed on. It is based on the Universities performance on five criteria.

- Mission and Integrity
- Preparing for the future
- Student Learning and effective Teaching
- Acquisition, Discovery and Application of Knowledge
- Engagement and Service

Campus Life

- 820 ALANA applicants, a record
- 96% retention rate
- Scott Seibring is closely watching MAP - 399 students affected
 - Dean of Students reported residency occupancy rates up
 - 88% in residence halls
 - 74% in frat houses;
 - 86% in sorority houses
- Theme house will be introduced next year in Adams Hall. It will be a Wellness Lifestyle Center for kids interested in a wellness lifestyle.
- Overall GPA 3.25%; Independent Women 3.38, Greek Women 3.32, Independent Men 3.15 Greek men up to 2.97%

Standard & Poor's has upgraded bond rating to positive from stable. It now how has a BBB rating.

Campaign update from the Advancement Committee

- We are at 86M, 70% to goal
- Gift officers are targeting 2000 member prospect list.
- Working with academic departments to target alums for very specific needs such as renovation of the School of Music facilities which became a special interest of Coyner and Donna Smith.

Wesleyan Fund

- Outside firm is going to conduct research on the low alumni participation in annual giving.

Tony questioned the commitment of some AAEB members to make it to the meetings.

Trevor asked what the criterion is for selecting the trustee to represent the Alumni Association.

- Willingness to be engaged with AAEB
- Positional, you are who you are.
- President Wilson looks for people to add leadership and financial commitment.

Trevor suggested adding younger alumni to the Board of Trustees.

Lunch Break

Breakout Sessions

Pride – **Josh**, Jen, Molly, Ann

Greek Alumni Network - **Trevor**, Rich, Marianne, Guy, Gregg

Young Alumni Network - **Justine**, Tracy G., Brian, Natalie

Minority Alumni Network - **Tony**, Sundeep, Tracy W., Marsha, Elly

GOALS - involvement and financial commitment; engage alums!

Small Group Reports from Breakout Sessions

Minority Alumni Network

Will be redefined, renamed and probably restructured over the next several months.

- Making a list of people that would serve as good connecting points for MAN
- Connect with Board of Trustees at their next meeting in May
 - Conference call
- Announce new name and direction at Homecoming.
- Make phone calls to the older leadership of MAN to let them know what is happening.
- Put it back in the framework of what is best for the students.
 - Can MAN remain as a subset of the new organization?
 - The campus structure of minorities has changed and it is time for this organization change.

Pride

- Pride giving circle - 10 members
- Facebook page with 65 fans
- Needs a co-chair
- Another speaker at Homecoming
- Better way to interact with Pride students
 - Ann will contact president of student Pride group and Ro their student advisor on ways to help alumni Pride group interface with students.
 - More substantive involvement
- Still don't know who members are. If you know of anyone give names to Josh or Ann.
- Pride will co-sponsor events to get their name out.
 - Gives a safer environment for attendance
- Safe Zone training- have a Pride alumni member come and talk to that group.
- Stronger tie with Multicultural Affairs office
- More frequent conference calls with Ro and student president of Pride and Pride alumni members to kick around more ideas than just at Homecoming.
- Update Pride page on TitanPride
- Pride alumni attend student events

Sundeep posed the question “How do we deem an organization successful?”

- Is it the amount of events they have?

- Is it how many people they have in the group?
- Is it the participation of alumni or students?
- Is it the programming?

Marsha suggested we establish the metrics at the October meeting. It may be different for each group.

Ann said that consistency helps with success.

Greek Alumni

- Measurements
 - Growth of chapters
 - event by each chapter/house at homecoming
 - participation by each chapter at GAN meetings
 - increase in Greek alum participation at Homecoming
 - Discover who is operating in the role of Greek Alumni coordination and pull them in for best practices, etc.
- Discover who is operating in the role of Greek Alumni coordination and pull them in for best practices, etc.
- Come together as a Greek community during Greek Week in the spring
- Re-educate alums about the changes that have occurred in the Greek system
- Need the alums to have a feeling of real commitment to their house & chapter
- GAN interaction with Administration
- Need leadership,
 - co-chairs - one female, one male
 - need someone from every house to make it personal

Do the music fraternities and sororities figure into the stats for GAN?

- PMA owns its house, keeps it's GPA up,
- Same with SAI.
- DO is professional only, but still Greek.

At Homecoming, have space for chapters that are no longer here.

Young Alumni

Focus is the interactions and continued involvement between students and young alumni, whom we define as 15 years out, and increasing that involvement and participation.

- Identify the regions we need to reach out to within these alumni who are close enough to come back and help.
 - Chicago, Champaign, McLean County
- Identify 6-10 individuals who are drivers. We will assess their level of involvement and participation and what they are willing to do and then assign them tasks for the three events we have decided to do.
- One of their assignments will be to choose a successor for themselves so they do not find themselves void of support or volunteers.
- Throughout their term we will show them our appreciation with small rewards.

- Events
 - Homecoming
 - Peer to Peer SpeedNet 3pm Friday of Homecoming
 - Alumni to student Careers & Coffee possibly Sunday afternoon.
 - Real World the Next Step in the Spring
 - Young alumni come back to campus to put this event on.
 - Welcome to the Alumni Association packet
 - Panel with Young alumni focusing on what they need to know for when they graduate and leave campus.
 - Wine and Cheese event held on the same day across the country for the new graduates to be welcomed into their region and learn who their IWU network is. This information would be handed out in the packet at the Real World Next Step event.
 - An older alumnus would host this at their home with a young alumnus as co-host.

Long term goal is a bigger event based on service and philanthropy. The Special Olympics has been picked. It would be a challenge where we work with student senate and other students groups tied with alumni regions to see which group and region working as a team puts in the most volunteer hours. There will be a prize and every young alumnus that participates will receive a t-shirt or some other branding tool to further identify the brand of the University.

- Molly has a connection with Special Olympics in Champaign.
- Jen also has connection in Bloomington.

A Zero Reunion will be started this year at Homecoming with the class of 2011.

Role of Volunteers

Marsha asked board members to over the next month, identify who might step up for these four groups and what they can offer? Send names to team leader and cc: Marsha to keep a comprehensive list.

Volunteer Workshop

- No one is interested in reinstating the volunteer workshop.
- Collect names of anyone who'd like to get involved at Homecoming Registration and the luncheon, and then contact them.
 - most never follow through
- Tony said to set a time for conference call, if you want to get plugged in, join the call.
 - Let's them know their voice is being heard.
- Molly said to not ask for volunteers, ask for people to get involved.
- Sundeep suggested identifying the tasks/roles and then go looking for the people.

Marsha asked for committee chairs to identify tasks they need people to do or roles they need people to fill with as much detail as possible and send it to her. The board can then help fill in with people as well as other people on campus.

Rich suggested also asking the Advancement office for suggestions on people to ask.

Admissions – Jen Shaughnessy

Scholars' Day

- Any student accepted with a merit scholarship is invited.
- Admissions hosts 2 each spring.
- Goal is to sign 70% of these students;
- Maximum for lunch is 400, currently 409 are expected without AAEB, if needed board will eat in Turfler with admissions staff.
- 9:00am - 10:30am be in the Hansen Student Center
 - Wander and mingle, thanks for coming, any questions, etc.
 - Speakers at 10:30am
 - Lunch at 11:30am
 - Afternoon sessions in the Science Center
 - Closing at 3pm

New Affinity Groups

- Golden Titans – 50 or more years after graduation.
- Ann will write up the tasks and roles for this group.

Newsletters – Brian Beam

Brian thanked each of the newsletter editors by phone or email if the phone was not available.

- Unveiled a new template created by Sunny Mandle that will be used for online newsletters.
- Print newsletters will still use old letterhead.

Homecoming, October 21-23, 2011 *Lights! Camera! Action!* - Ann Harding

- Award Winners will talk about their mentors and invite those mentors to homecoming to be recognized.
- 5K Run will continue
- Back to College classes
 - Some on Saturday as well as on Friday.
 - Alumnus who is a psychologist for the show Hoarders will do a back to college class.
- Greek gatherings at the houses their will not be a tailgate.
- Sammy Scifres is retiring after 44 years
- 50 years of Psych department w/ reception
 - Recognizing Jim Dugan, faculty, who passed away
- Football players from Championship Team
- Gullick Hall will be recognized

- Co-Choir will perform on Sunday
- *Lampshades in the Park* alumnus who designs lamp shades will display them on the on the Quad
- New entrance into the Art Building
 - Glass sculpture in the entrance
- Titanium on Friday night
- Anniversary of BSU
- Green lights will be used to light up the outside of buildings on campus.

The meeting was adjourned at 3:57 p.m.

Next Meeting: October 21, 2011, at Homecoming