



10-21-2011

**October 21, 2011**

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, "October 21, 2011" (2011). *Minutes*. 28.

[https://digitalcommons.iwu.edu/aabd\\_mins/28](https://digitalcommons.iwu.edu/aabd_mins/28)

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 Alumni Council and Executive Board  
October 21, 2011**

**Board Members Present:** Brian Beam `91, Debra Burt-Frazier `75, Gregg Garofalo `92, Tracy Garrett `81, Guy Gebhardt `69, Tony Gray `98, Marsha Guenzler-Stevens `78, Elly Jones `91, Steve Lessaris `12, Rich Marvel `98, Sundeep Mullangi `97, Marilyn Neis `71, Justine Robinson `06, Molly Rollings `99, Jen Shaughnessy `98, Larry Stimpert `80, Marianne Wolf-Astrauskas `76, Tracy Wych `77

**Council Members Present:** Bill Colburn `61, Bob Guenzler `53, Mary Ann Guenzler `53, Ben Killey `99, Fran Rouzee `66, Mark Sheldon `70

**IWU administration/staff present:** Ann Harding, Jeff Mavros `98, Van Miller `04, Carlo Robustelli, Natalie Schmidt

Marsha called the meeting to order at 9:00 a.m. with all members introducing themselves.

**Approval of minutes from the April 2011 meeting.**

Sundeep Mullangi moved to approve, Gregg Garofalo seconded and all approved.

**Report on University Trustee Meetings – Tracy Wych**

Last meeting was May 24, 2011. It is a difficult meeting because it takes place right before the fiscal year end.

- Barb Nathan was elected as an Alumni Association trustee.
- A lot of discussion took place about on campus student housing.
- The final budget was very positive showing an increase and also provided an opportunity for the University to increase the contribution to the retirement fund.
- The match for the 403b plan was increased.
- Transforming lives campaign was already at 91 million.
- President Wilson is adamant the new classroom building will be fully funded before construction begins and in May the University was at 80% of its goal.

**Student Senate Report – Steve Lessaris**

(Report copied from Steve's document.)

Changeover in a lot of key positions this semester...I was left alone!

VPSA/DoS Search – Karla Carney-Hall, Hendrix College

DoSA/Leadership Development Programs – Colin Stewart

Interim DoS – Roger Schnaitter

Transfer of Ted and Sky

Senator Outreach

- Speeches at New Student Convocation, Titan Kick-Off
- Attending Hall meetings
- Coordinating with ORL to make sure that reports are going in to RD's as an accountability measure
- Twitter! – IWUSenate
- Technology in Senate meetings, driven by Colin Stewart
  - Clickers
  - TV Screen/no agendas

Campus Issues/Things Senate is pursuing

GETTING STUDENTS INTO THE COMMUNITY, REALIZING THEY ARE PART OF SOMETHING BIGGER THAN JUST IWU

Green initiatives

- Sustainable Service Commissioner planned, out of ARC experience.
  - Getting IWU students out into the community, allowing them to not just move things, but to realize that the skills which they are learning can be applied NOW, not just at the end of four years.
- Bike racks on campus
- Coordinating rides to Farmers Market downtown
- Car rental for campus
- Electric Charging Stations
- Online Calendar

Martin Security

- Concern of students – lighting
- Discussion with Security/DoS and DoSA/Karin Schmidt
- Survey of community/Martin/campus
- Engaging students in the larger community
  - Downtown Bloomington Task Force
  - IWU Bubble

Food Donation

- Original Idea – left over meals
- Campus Kitchens

Broadband Upgrade (from last year's resolution)

- Trey Short coming in to talk next meeting
- IWU moved to Google for email/services

Campus Scheduling

- CUPP Subcommittee on this issue, athletics has been brought in as a concerned party

RSO Collaboration for Senate

Increased web presence – bios and feedback box

Restructuring of TTV/Planner contracts

Capital Development

- Fiscal Responsibility – tracking through Quickbooks and laptop (1<sup>st</sup> investment)
  - No cap on Capital Development, increasing caps and categories, overbudgeting by 110k.

- Formulation of a policy for a Strategic Reserve
- TTV Server Upgrade for TTV on Demand
- Hansen Upgrades – Projector, Screen, and shades
- Titan TV Studio upgrade
- WESN Tower Replacement
- Cables and funding for online streaming
  - Looking at the following
    - iPads in the classroom
    - Recording studio/Westbrook upgrade for audio recording/playback.
- Bike racks, car rental, the things mentioned above
- In contact with Capital Development Committee, possibly providing wireless

Events:

- Frank Abignale – Catch Me If You Can – 600 students
- The Ready Set, opened by AudioDax – 300 students, need to refine survey instrument, but it's the first time that we have tried to use such a measurement tool.
- Kelly James – small concert, funded by an alum who runs a booking agency. Our first experience in this area.
- One more acoustic concert planned.
- TitanTalks with Usman

**Campus Update** - President Wilson

Enrollment

- Target is 2050 and University ended up at 2090.
- Retention rate was higher than expected.
- Number of new students did not reach target being off by 5-8 students.
- Maintained academic profile
- Largest number of international students
- 90 African-American students in the entering class.
- 90 Hispanic students in the entering class.
- 90 international students in the entire student body.
- 20% of entering class comes from low socioeconomic status families.

Two major federal grants awarded to faculty members in Sciences.

- Gabe Spalding in Physics received a five hundred thousand dollar grant for Curriculum Innovation in Physics. It is a demonstration project for the country on how teaching Physics might be changed in terms of the instructional activities students proceed through.
- Ram Mohan in Chemistry received a five hundred thousand dollar grant for undergraduate research. It will allow more students at Illinois Wesleyan to engage in research activities with faculty in that field.

Two faculty members receive awards.

- Bob Bray received a national book award for his book *Reading with Lincoln*.

- Joanne Diaz received a national award for her book of poetry.

The football team is 6-0.

The women's golf team won the Conference Championship for the tenth year in a row.

Women's soccer team is 11-2-1.

#### Personnel

- We have a new Provost, Jonathan Green, from Sweetbriar College. His background is music.
- We have just appointed Karla Carney-Hall as Vice-President for Student Affairs. She will start in January and comes from Hendrick College.

#### Construction

- Presser Hall has had many updates.
- The Art building rotunda has been slower than expected. The 3-4 month project has turned into a 6-8 month project. There was trouble with getting the steel delivered and then trouble getting the glass delivered. A lot of the interior work has been completed.
- Classroom building bids are due to today. If things go well, there will be a vote at the Board of Trustees meeting to move that project forward. The fundraising is not done but is close enough to the goal to move forward. The building will be funded with private gifts, no debt no loans. There are lots of naming opportunities available and it is believed that final money can be raised while the building is being built.
- There is new artificial turf on the football field.

The things that keep me up at night.

- Financial Aid/Student debt
- Assessment- how do we know students are learning?
- Curricular change- the review of the general education program and how do we keep the curriculum current and vibrant?
- We are trying to rebuild some the faculty lines that were lost during the economic downturn
- What are the new opportunities for a University like Illinois Wesleyan that will allow us to remain attractive to prospective students?
- Bandwidth issues.
- Undergraduate research and artistic expression are important and will be focused on in the latter stages of the campaign. Providing opportunities for students particularly in the summer to work side by side with faculty members on research and art projects.

The campaign is moving along according to schedule. We met our target, we should be at 92 million at the end of the last fiscal year and we were. Well on our way to 102 million for the current fiscal year.

#### **Golden Titan as a new affinity group** - Bill Colburn

Alumni relations is building bridges.

- How do we build bridges to those segments that are really important to Illinois Wesleyan?

- What segments are out there that we can identify that are special to this particular institution?
- When you build a bridge it has a two way function.
  - The University expects the graduates to function in their work the best they can, to be honorable, to help find the outstanding students who could enroll, to support the University financially.
  - The University has a responsibility to provide information for career advancement and continuing education. The most important thing a University has to do is protect the degree.

Advocating for alumni who have been out for 50 plus years.

- Most have had successful careers.
- Have taken care of their children.
- People in this group are more active than they used be.
- Many have the means to give the University financial support.

Bill would like this board to build a group for alumni who have been out for 50 plus years to make them feel a part of the group. Support them so they can support the University.

#### **New Provost – Jonathan Green**

Jonathan and his wife Lynn are very happy to be here and have felt very welcomed. Jonathan shared his experience and offered his help to the board.

Jeff Mavros introduced Carlo Robustelli, the newest member of the Advancement team.

Carlo told the group about himself and his wife whom is an alumnus from the class of 2005 and a faculty member at Illinois Wesleyan.

#### **Committee Reports**

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

- A core group of ladies who have been active in the council and represent different age groups have met to turn the summit upside down and see how they could keep it current and interesting, how the group can become more strategic.
- The date for this year's summit is February 24 & 25, 2012.
- A succession plan to keep other women leaders involved will be presented at today's meeting with recommendations for officers.
- **Claudia Brogan is the recommendation for the 2012 chair.**
- The recommendation is for a First Chair and Second Chair that would cycle so there are always two people in line learning from the Chair. The age of the chairs will alternate older generation younger generation to keep the group appeal to women of all ages.
- **Jessica Shull is the recommendation for first chair.** Jessica has a marketing background which is an area the Council has been lacking so Jessica will be able to help with that.

- For the 2012 Summit Elly Jones and Molly Rollings will be co-presidents, Claudia Brogen will be chair and Jessica Shull will be first chair. In 2013, Claudia becomes president and Jessica becomes chair.
- Initiatives of the group have been broken down to:
  - Scholarship, fundraising, circle giving because part of being in the Women's Council is that you give part of your financial resources.
  - Marketing and Promotion
  - Membership criteria, nominating committee to look at how the group recruits new members.
  - Summit
  - Succession planning review committee

### **Regional Alumni Clubs – Guy Gebhardt**

Guy thanked Van and acknowledged the work he had already done in the six weeks since he joined the Alumni Relations Office.

Three points to report on.

1. A survey was sent to regional presidents. Many have responded. There is a copy of the survey in the AAEB packets.
2. Newest regional group is Seattle. Our goal is to revive and rejuvenate some clubs that have gone dormant from the lack of local leadership. There is currently not a budget line for Seattle and Milwaukee.
3. On the last conference call Guy asked board members for anything they wanted to be brought up at today's board meeting.
  - Decade dinners and reunion chairs were discussed and whether the board could help suggest reunion chairs.
  - More information and coordination between faculty travel, sports travel, music travel and other student group travel so that regional clubs would know about such events and be able to put something together.
  - Newsletter for regional clubs to be issued every other month. It would be for the regional presidents and any of their committee members they want to receive the newsletter. The newsletter would contain a list of activities being held across the country. The newsletter would also contain the schedule of student groups who will be traveling and faculty traveling.

### **Pride Alumni Community – Josh Butts**

- Met with Myla Green over the summer who resurrected the Pride student group while she was in school. Myla is a 2007 graduate. Myla was able to give names of people who would be interested in this group.
- Pride now has 144 names of alumni who are interested in the group.
- Pride Facebook page has 81 likes
- Looking for a co-chair
- No Homecoming event this year.
- Van met with student leadership of the Pride group. The idea is to really get these students involved with Pride Alumni to help figure out how the alumni can be of help to them.

- One way is to provide money for a scholarship. This is being done through a giving circle.
- It is important to involve these students so we can tell our alumni what is happening on campus with the LGBTQ community.
- Considering a once a semester update to Pride Community to let them know what is happening on campus.
- Future event possibility would be a brunch to invite alumni back to meet some students and faculty who are working on issues of equality in the LGBTQ community. Also, to help to get more money for the scholarship and for the student group to have more money to bring speakers to campus.

#### **Greek Alumni Network** – Scott Huch, Van Miller

- There is progress to report since the conference call in September. The urgent need for a group to advocate with the dean’s office with respect to housing issues has changed and the situation has improved.
- Since this organization no longer has to focus on an urgent crisis, it can really focus on the original intent of the organization which is how do we engage Greek alumni with Greek undergraduates for the purpose of serving in a mentoring role?
- There is a meeting on Saturday with Gregg Garofalo, Van Miller, Blake Bradley and Rich Marvel. The meeting will focus on evaluating chapter leadership.

#### **Young Alumni Network** – Justine Robinson

Two handouts for packet.

- Maintaining Focus which outlines mission, target group, areas across the country we target, and the events we will be responsible for coordinating and the duties and responsibilities for Justine and coordinators.
- “Get Involved” is a handout that will be distributed at our first event this afternoon.
- Three main events from our meeting in the spring
  - Transition Reception – we will be identifying key regions where we can host a reception that will welcome new alumni and/or new incoming students into their region.
  - Service project that each region will pick and carry out.
  - Reunion planning to help the alumni office to reengage young alumni in coming back to participate in their reunion.

Other things the group will work on involves the career center with the Careers and Coffee which will launch in January. Also we will be launching the Real World the Next Step which will be a seminar for seniors about to graduate.

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

- This year we raised about \$3 million with 4100 donors.
- The biggest thing is we have a team in place with Jeff Mavros and Carlo Robustelli.
- In raising money there is not one silver bullet. It used to be the call center and then it was the class agent program. Things have shifted with technology. The group is retooling and looking for and using different ways to solicit. When new solicitations are used we are



looking at what worked and what didn't work. It happens in a real time basis and how it works changes the next solicitation. This is a very difficult process.

- Targeting different groups differently with more focus on giving circles.
- Being able to pay with a credit card and being able to set up three years of payments has helped in stopping the leaky bucket.
- We need to build a strong base of consistent donors.

#### **Regional Admissions Committee – Jen Shaughnessy**

- Over 200 members in the group.
- Starting a parent group that will help with open houses, Scholars Days and also contacting prospective students' parents.
- Trying to find a way to connect active alumni in specific majors with prospective students in interested in those academic majors.

Will the AAEB be willing to come back for Scholars Day with a little revamping? Possibly change the groups focus to talking more about where our alumni are and what they are doing, the regional groups, how to stay connected and what those connections lead to.

Dates for Scholar Days are March 24 and April 21.

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

- Minority Alumni picnic was held at the Mullangi home in August with 44 attendees.
- Feedback was really good. Several people are interested in getting involved. One is Vihar Patel.
- Spoke with Allison Diaz about getting her back in the fold. She is in Texas.
- Spoke with Phyllis Barker about what the goals are for the group. Phyllis reminded Tony that his goal is really taking it back to the foundation of where it started. This has allowed Tony's message to change. The change of name is still in process.
- Career Mentoring session at Homecoming is always a big event and will be bigger this year with Deon winning the Loyalty Award.

#### **Parent Board – Jeff Mavros**

- The Parent Board was initially formed for fundraising for the Parent Fund and has evolved over the years to more than fundraising.
- The Parent Fund will stay with Development Office.
- The Parent Board will reside with the Dean of Students.
- The AAEB needs to decide if this will still be a spoke on the wheel.
- Marsha suggested getting Brian Lewis reengaged and asking him to help the AAEB figure out what the role of the Parent Board is as it pertains to Alumni Association. Marsha will call Brian.

#### **Newsletters – Brian Beam**

- This fall 25 classes have a newsletter online.
- The standardization of the newsletters has not been easy due to working with volunteers.
- Brian has made personal calls thanking the editors.

- Erika Olson, the student worker who has coordinated the newsletter program in the Alumni Office, will be graduating in the spring. He position will need to be filled.

Marianne expressed her extreme disappointment in her class newsletter and the lack of advertising for her class reunion. Marianne asked if anyone in the Alumni Office reads the newsletters.

After much discussion it was decided that Brian and the Alumni Office will meet to consider the options for updating the newsletter program.

#### **Nominations and Awards** – Tracy Garrett

- Each packet has an award nomination form. Tracy challenged the group to each get five classmates to nominate someone.
- In the spring a slate of nominees will be presented.

#### **President's agenda items** – Marsha Guenzler-Stevens

What are the first impressions of the idea of doing something with the Golden Titans and charging that group?

- Unanimously the group thought it is a good idea.

Would the group like to join the young scholars on April 21?

- The group decided yes.

Creating a metric for what makes a successful group. We will schedule a call for late January early February to discuss how we are measuring our success. When it is not working what do we do to fix it?

#### Strategies to energize alumni volunteers

Is there a way to make this a virtual opportunity and if there is anyone that would like to be on a working group for this idea over the next few months?

- Scott
- Van
- Marsha

Agenda item for the spring is physical presence on campus for alumni beyond when we are here on campus. What does it look like?

- Award winner's photos displayed?
- Hall of fame?
- Library section for published alumni?

For spring meeting create a timeline for touch points with students years 1 thru 4.

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

- Homecoming 2012 is October 12-14.
- 1103 pre-registered for Homecoming this year.

- Scifres studio is bringing back the most alumni.
- Golf numbers are low this year due to time of year.
- Psychology Department is celebrating 50 years with a reception Saturday afternoon.
- Gulick Hall is the featured residence hall.
- Ryan Beaupre race has 111 pre-registered. The Patriot Guard Riders will lead off the race.
- This year the Back to College classes are very interesting.
- Friday night, on campus, is the premier of Puss n Boots.

Marsha concluded the meeting with thanking the Alumni Office for their work in planning Homecoming and other events through the year.

### **ACTION ITEMS**

Nominees for Alumnus Awards (by March \_\_\_\_ deadline)

Golden Titans (spring meeting)

Metrics to measure the success of the AAEB (January/February conference call)

Physical presence of Alumni on campus (spring meeting)

Touch points for Alumni with students from freshman to senior years (spring meeting)

Strategies to energize alumni volunteers (Huch, Miller, Guenzler-Stevens)

