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Minutes

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April 20, 2012

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 20, 2012**

Board Members Present: Brian Beam `91, Claudia Brogan `77, Tracy Garrett `81, Guy Gebhardt `69, , Marsha Guenzler-Stevens, Elly Jones `91, Rich Marvel `98, Sundeep Mullangi `97, Molly Rollings `99, Jen Shaughnessy `98, Jessica Shull `03, Jim Stahly `62, Marianne Wolf-Astrauskas `76, Jim Stahly `62

IWU administration/staff present: Ann Harding, Van Miller `04, Natalie Schmidt, President Wilson, Jeff Mavros `98, Dean of Students Karla Carney-Hall,

Teleconference: Josh Butts `01, Tony Gray `98, Scott Huch `86, Jim Richter `93

Meeting called to order at 9:00a.m.

Approval of Minutes

Sundeep moved to approve the minutes and Molly seconded all approved.

New Member Approval

Guy moved to approve new members by acclamation, Molly seconded, all approved. Claudia Brogan, Jesscia Shull, Jim Richter, Steve Lessaris

President Wilson's report

Special Initiatives and Accomplishments

- This is the busiest time of the year of the University.
- JWP conference had 160 presentations and poster sessions. The largest in history.
- 10th Anniversary of Ames library.
- A new Leadership program that had an induction ceremony for 150 first and second year students who had completed leadership activities for the past year.
- The first ever Tommy Award ceremony was held. It was student initiated and student produced. It was a series of awards for athletes.
- Dedicated IWU's sustainable peace garden on a piece of property north of campus across from the athletic facilities just to the west of the Immanuel Bible Foundation. The foundation has provided a land lease for the garden. Students and faculty committed to sustainable living will take care of the garden and donate proceeds to the Claire House in Bloomington and are looking for ways to integrate it into campus food service.
- Campus is in enrollment season with May 1st deadline. More and more students wait until the last minute.
- The budget for next year is balanced. Some adjustments needed to be made. The endowment returns did not make the target for the first time in awhile because the markets didn't respond well for the 2011 calendar year. Things were better once January came. This means we had an eighty thousand dollar hole in the budget that had to be fixed.

- Spent a lot of time this year thinking about strategic advantage, asking where is our competitive advantage as a University as we market ourselves to students.
- We have the early stages of a Chinese language program and a Chinese Culture program attracting 15-18 students a year.
- Approved through faculty, we are adding an Informatics program this year. The hope is to be able to combine this with more traditional disciplines and end up with Bio Informatics and Medical Informatics. It is a burgeoning field.
- The Provost is also considering whether we establish an Engineering Science curriculum. This program would be a general engineering program that leads to graduate programs. Nothing formal has been developed.
- Music Entrepreneurship taught by Mario Pelusi. This class is to help music students be able to run a business since not all will end up at the Met.
- It has not been a good year for the University in terms of people/students we have lost.
- The classroom building is ahead of schedule. Geothermal wells will be dug this spring on the quad.
- Student Apartments will face Empire Street. These apartments will be part of the University housing system with security and IT services but will have less onsite supervision to give them more of a feel of what life it is like after college.

Alumni Presence - response to Marsha's Letter

- Banners – yes
- Display case in library is straight forward and good idea.
- Nell Eckley Lounge – When remodel of building started the idea was to systematically go through the building one space at a time. Bertholf Commons was first and then Young Main Lounge. After that the money ran out. The Eckley lounge has a plan with the south wall being dedicated to alumni recognition. President Wilson shared a design plan that was done in 2008. Waiting for opportunity to do it.
- Blackstock Hall is a maybe. Ann, Marty and Dick will take a tour of Blackstock. It is important to create a space for the Alumni Association. Several steps need to unfold. First is if the Alumni Association makes a move, is it the right move. What will it take to make the space functional? What is it going to take to remodel the space?
- As the University moves into the last two years of the campaign, the number one priority is to build the endowment, build support for student financial aid and for programs on campus. The difference between Illinois Wesleyan and the top tier liberal arts colleges in the country is the size of the endowment and our ability to recruit students. Our problem is the gap in financial aid packages. These have to be his top priorities.
- This means that this all depends on the price tag. At this point there will not be another campaign for a capitol project.

Marsha asked that in any physical space we think about the interplay between alumni and students and how the physical space enhances that interplay so that it is not one group of people standing alone. As we think about Blackstock, it would be good to think about are there guest rooms and amenities that would cause the trustees and others to want to stay there? Is there community based or student based rooms on the first floor for public use that could generate revenue to offset the cost of running the facility?

Question asked of President Wilson

- What will be done with the old classroom building?
- The new building will net two additional classroom spaces.
- There are several groups that want to move into Shaw or have different space than they have now. These include, IT Services, Printing Services, Adjunct Faculty, Faculty Emeriti would like offices, several academic units and so on.

President Wilson thanked the board for their work.

Trustee Report – Barb Nathan

- Trustees received reports from committee chairs,
- Recommended tenure and advancement for leave to a number of faculty.
- Received a report on international and MILANA students. They specifically track these students to make sure we have the right services for these groups.
- Little change in Academic Affairs. There was an opportunity to eliminate one position in the department. The staff was supportive of eliminating the position to help with the \$80,000 budget gap Dr. Wilson mentioned.
- The bond rating has improved to an A- with a positive outlook.
- Talked about the student housing project.
- Dr. Wilson talked about the fund balance and campaign.
- A bylaw amendment to increase the number of faculty representatives at the Board of Trustees meeting from two to four was made. Also made a part of the bylaws was the student representative.

Wesleyan Fund – Jeff Mavros, Sundeep Mullangi

The group went to the call center for an hour to write letters and emails and to make phone calls. Each person had a class list to make calls from and a script to use.

The overall consensus of the group was that this was a good experience and they were glad to help.

Alumni Office – Ann Harding

- 14 events between now and homecoming.
- Homecoming October 12-14
- The theme is Broadcasting Titan Pride. Part of the inspiration for this theme is WESN celebrating 40 years.
- We will feature Kemp Hall. The house is 101 years old with 25 years of it being the international house.
- Suspended men's acapella group is having its tenth anniversary.
- Ames Library is celebrating 10 years.
- Hansen Student Center is celebrating 10 years.
- Acacia is celebrating 55 years.

- Summer book for first year students is the *Immortal Life of Henrietta Lacks*. Jonathan Green bought a copy for all faculty and staff so everyone could be a part of the conversation. The author will be on campus for convocation. At Homecoming we will be inviting people to read the book and we will have a back to college class around the book.
- Professor of the year Greg Shaw will be teaching a back to college class.
- There is an excellent 50 year reunion committee in place.
- Reunion years we are celebrating end in 2 or 7.
- Ann asked group if they would like to receive by email the campus weekly and the group overwhelmingly said no.

President's Items– Marsha

- Succession planning – keeping the energy going.
- Who and what kind of people do we want to add to executive board.
- Golden Titans affinity group.
- Metric for success. What is it?
- Groups that need some air. Pride Alumni Community, Greek Alumni Network, Minority Alumni Network
- Orientation for new executive board members.
- Regional groups - are we doing our best?
- Homecoming – what is the breaking point?
- Alumni recognition banners project.

Succession Planning Discussion

- Sundeep suggested the organization figure out what the jobs are before recruiting new people. People's time is valuable. A list of projects is needed so people have something to sink their teeth into.
- At large members should have something to do. Year one of at large membership should be a year of training and years two and three should have a designated responsibility.
- There is a prescribed bylaw establishing leadership succession. This suggests Sundeep would probably assume the presidency role.
- How do we get people engaged in rising into the Executive Committee roles?
- The first generation will soon be gone.
- Tracy suggested we add someone from the upcoming 50th reunion each year at Homecoming to the board. That person joins the board and starts helping to plan their reunion for the following year. This would give the board two Golden Titans at all times. The current reunion year and the upcoming reunion year. If they want to stay on, they could volunteer as an at large member. We could do the same thing with the first year reunion.
- One of the things to be thoughtful about is who is coming to the table, are there ways to bring alumni staff people to the board to help keep a pulse on what is happening on campus.
- Task for board: Each member needs to identify their goals for the year. How will you measure success? Are you willing to work on other identifiable projects?

- How do you take advantage of people that are exiting? How do you reengage people after they have contributed? Is there an identifier for everyone, i.e. affinity group, class etc?
- Van proposed creating a class steering committee before students leave campus to have a core group to tap into in years to come.

Dean of Students Karla Carney-Hall

Karla joined the University this year as the new Dean of Students. She came from Hendrix College in Arkansas. She came to town with her husband and young son. She is originally from Louisiana. Illinois Wesleyan is the third liberal arts university she has worked at. Being new, her goal is to learn the culture and get a sense of who the students are.

Highlights from the semester:

- Student senate has approved \$180,000.00 for renovations to the Hansen Student Center. This speaks to student's commitment to Illinois Wesleyan. This has been student driven.
- Multicultural Student Affairs has had the chance to look at what the needs are. There has been much growth and as a result a new position has been added.
- The Titan Leadership Program has grown and we are in the process of defining leadership. Where do we want it go and what do we want it to look like. How does our definition of leadership fit with our mission as an institution?
- Women's basketball championship.

As Karla remembers this semester and her career she will always remember Brandon Landau and the way this community responded to his death. The campus community came together during a very difficult time. Counseling services were made available to the fraternity and they took advantage of it.

After the grieving process the campus moved into an investigation process. The campus All University Judicial Committee conducted a hearing on the case. They determined that it warranted the chapter being suspended for three years and if they choose to return they would have a probation period.

Alumni Award Selection – Tracy Garrett

Distinguished Alumnus/na Award nominee – The Honorable Beth Robb '78
Sundeep moved to accept this nomination, Marianne seconded and all approved.

Robert M. Montgomery Outstanding Young Alumnus/na Award nominee - Karl Pierburg '98
Marsha moved to accept, Molly seconded and all approved.

Loyalty Award nominee – Coyner Smith '54
Claudia moved to accept, Guy seconded and all approved.

Alumni Regional Groups – Guy Gebhardt and Scott Huch

- A list of 2012 events was provided to the group.

- Minutes from the last Regional President’s conference call were provided to group.
- Is there an appropriate way to briefly recognize and thank alumni who have already participated in the Wesleyan Fund? To show that the donation is important.
- Guy suggested there possibly be a special event for alumni in a region whom have contributed to the Wesleyan Fund.
- Guy also suggested announcing the dollar amount the region as a whole has contributed in the last year and asks them to give themselves a round of applause.
- Claudia commented that she likes that at the Atlanta region Christmas party there is not a direct ask for money. She said that is tastefully implied and that she always walks away knowing that her continued support is appreciated.
- Marsha asked how would people feel if two weeks after the event they received an “ask” in the mail?
- Marianne suggested that the ask be done on the registration up front to avoid alumni feeling like the only reason they were invited to an event was so they could be asked for money while they were there.
- Sundeep disagrees. He thinks that it should be done in a very tasteful way, suggesting a giving circle to support a scholarship for a local student.
- Jim suggested that events be used for cultivating.
- Scott asked if there is different approach that the board can and should take. The Executive Board is the leadership of the Alumni Association and other alumni look to us for a cue about their relationship with their alma mater. When the board walks away from fundraising it delivers a very important but very subtle message to the people we are trying to lead. That message is that fundraising is not fun. That it is obligatory and painful. That is the wrong message if our Wesleyan Fund is supposed to be about loyalty and engagement. We lose a great opportunity by looking away. A better strategy is to endorse the Wesleyan Fund and make it a real point of pride. That does not mean that any of us need to become fundraisers or do any asking. This could be done by recognition and meaningful reinforcement.

Volunteer Training

In the past we have tried training at Homecoming and it was unsuccessful. An option to consider now is remote training that can be done online. Several different training sessions dedicated to specific topics could be produced, i.e. “Making the Most of your Class Reunion” or something specific to regional groups such as “How to Plan an Event”. It was suggested to use Screen Toaster or Go to Webinar for these.

Scott Huch told the group that he will be temporarily stepping away from his duties on the Executive Board as he devotes his time to a committee he was asked to join by President Wilson.

Pride Alumni – Josh Butts and Jim Richter

- Pride Alumni will be hosting a brunch at Homecoming on Sunday October 14. Phil Wilson ’77 will be the speaker. Phil is the Founder and Executive Director of the Black Aids Institute. He resides in Los Angeles.

- The student who is the recipient of the Pride Alumni Community Annual Scholarship will also speak.
- Pride has 150 people identified who have expressed interest in the group. They will reach out to these people.
- Myla Green'07 will also be helping to reach out to alumni.
- We want to make sure that the campus community is invited to the event especially those who are members of the Safe Zone.
- If the group knows of anyone who would like to be a part of this group or would like to attend the brunch send their names to Josh or Jim and they will reach out to them.

Council for Women – Claudia Brogan and Jessica Shull

- Just had a successful summit in February
- Started with a breakfast just for the Council.
- Had a kickoff lunch with faculty, staff and students. This replaced the breakfast we had in past years. The lunch was very successful with Marsha as the speaker.
- In the summer we will start planning and preparations and will meet again at Homecoming.
- For the first time this year we asked for donations in a very specific way with the help of Jeff Mavros and Molly Rollings. We let the Council know that we wanted to become a self sustaining IWU Council covering all of own costs and the scholarship we give out. We made it clear that the expectation is that the members are giving to the Wesleyan Fund and also to the Council.
- The goal is to have the Council for Women endowed in three years. In five years, we would like to have the scholarship amount go from \$500.00 to \$1000.00.

MAN – Tony Gray and Van Miller

- No changes real changes for the last 6 months.
- On the horizon is the summer picnic. A location will be selected in the next few weeks.
- There will be a new Director of Multicultural Affairs.
- Talking with folks about the giving circle and the summer enrichment program.
- What is the Alumni Association's measure of success when it comes to MAN?
- Tony's is to get more involvement and more diversification. Tony has talked to a lot of people but has not gotten a lot of buy in.
- The organization of MAN has not changed. Two years ago Deon Hornsby was the chair with Tony as his number two guy and now Tony is the chair and Deon is his number two guy. This needs to change.
- There was good momentum at Homecoming but it is typically the case that the follow through of people to buy in to what we are doing falls by the wayside.
- Marsha suggested using admissions staff to help introduce students to MAN.
- There are groups doing stuff outside of the umbrella of the University and MAN and they do not want to be under the umbrella.

Young Alumni- Van Miller

- One goal is to have every 2012 graduate receive some kind of personal contact from an alumnus whether it is a phone, email or hand written letter. This can be done through regional presidents. It would be a great way to get young alumni involved and give them something to do. The real benefit is every graduate will have an example of life continues after you graduate in terms of being part of Illinois Wesleyan.
- Another idea is to have summer picnics or happy hours to welcome new graduates to the region. The hope is that young alumni will take ownership of this and run with it.
- Rachel suggested an app called Scavenger, where you create a scavenger hunt of places that people check into with their smart phone. This would be a great activity for new grads to get to know young alumni in their area.

Golden Titan – Jim Stahly

- Jim is observing the meeting and is part of the 50th reunion committee.
- Jim suggested that Golden Titans may not be an affinity based on age but rather by interests. He suggested that people would be more likely to get involved if they were able to get involved in an activity rather than committing to a term of three years as a general member.
- Ann provided ways other schools engage their 50 year plus alumni.
 - At one school they usher in the graduates at the graduation ceremony.
 - Some schools have special events at homecoming.
 - One school has a retreat during the summer back on campus where they hold some back to school type classes put on by peers whom want to share their expertise in many different topics. They have the opportunity to attend a bunch of classes, take a tour of the city they went to college in and meet the president.
 - They look for ways to help the university such as being mentors, working with the career center doing mock interviews and maybe they are still in a position to get a student's resume in the door.
- Ann is hoping that Jim will be able to get a group together that want to be active and connected.
- Marianne suggested the 50th reunion class tell of their traditions at the luncheon.
- It was suggested that oral histories be taken and used in a video with pictures from the yearbook of the person speaking.
- Ann suggested talking to other universities.
- Jim will talk with Bill Colburn.

Newsletters – Brian Beam

- Brian pointed out that since the newsletter program has begun we have seen the advent of the magazine with class notes as well as online communications but the newsletters have remained pretty much the same.
- Since our last meeting there have been meetings to discuss how we are going to evolve the newsletter product.
- As a result of the meeting, we have decided to move towards a WordPress blog for each class.
- Brian provided a sample of what this could look like.

- A lot of the aspects of the program would remain the same. Alumni will still receive an email telling them that newsletter is ready and have a link to click on.
- The links to the blogs would be housed on TitanPride the same way the newsletters are now.
- What will be different is it will be in a WordPress format.
- The benefits would be we could maintain a more professional look and we could infuse interactive features.
- It is a low cost to no cost solution.
- It can be optimized for mobile and iPad.
- Our goal is to move all classes to this format.
- We would want to get this up and running and then recruit new editors.
- If comments are going to be allowed it has to be moderated so if someone poses a question to the University that it is answered in a timely manner.
- Brian thanked Erika Olsen who is graduating and has done the newsletter program for the last four years.

Student Senate – Rachel Paturi

Following is the report Rachel Submitted.

Background:

- Wesleyan is unique – students do not complain much
 - I wasn't going to go out and ask students to find something to complain about
- Instead of focusing what we could fix, Senate has decided to adopt the attitude of collaboration.
- Everyone has the same goal of how can we improve the Wesleyan experience so Senate has been focusing on “how can we partner with the university and improve student life?”

Main questions that are driving senate:

- How can we build relationships and creating connections between former and current Wesleyan students?
- Who can we partner with?
- How are we supporting Wesleyan's vision?

Majors Projects Approved by Senate:

- **Hansen Capital Development**
 - Honor the all those involved with the development of the Hansen Student Center.
 - We are partnered with the Office of Student Activities, and Student Affairs to develop a capital development plan
 - Really want to turn space into student center – more student friendly and becoming the heart of the campus
 - *Illinois Wesleyan will provide an intellectually and artistically vibrant environment, with rich cocurricular offerings to complement the University's primary academic mission.*
 - Focused on updating furniture and providing focus for various areas

- Updating technology and sound throughout the building, which would allow better programming for students.
- Improving TV Lounge, RSO Room, Hansen 200, Café Area, Tommy's
- In the Fall, Senate is hoping that a good portion of the renovations will be done in time for Homecoming.
 - Which is going to be the way we celebrate Hansen's 10 year anniversary, and we plan on having a Student Senate Reunion.
- **Scholarship**
 - *The University will demonstrate its commitment to physical accessibility and financial affordability for all students.*
 - Senate is working with Advancement to create a new scholarship that will be named in honor of our former Dean of Students, Kathy Cavins-Tull
 - Creation of a new scholarship of \$2500
 - Scholarship will be award to a student that is making a difference in their community.
- **Home Sweet Home**
 - Student Senate has partner with Sodexo and Home Sweet Home to provide meals twice a semester.
 - Sodexo has offered to also sponsor one trip to Home Sweet Home, and the other trip will using donated meals from students.
- **Titan TV and the Live Streaming**
 - As our alumni and friends of Wesleyan are scattered throughout the country, Senate, along with Titan TV view the new live streaming system as a way to keep Alumni and Friends connected to the campus.

Goals and Focus Areas:

- **Sustainability**
 - As you already know Wesleyan has committed to being environmentally sustainable
 - Our Awareness Events Commissioner, Danny Kenny, is looking to educate our students about sustainability, and how to be an environmentally responsible once students leave Wesleyan.
 - He is partnering with the Sierra Student Coalition and the Green network.
- **Civic Engagement**
 - New civic engagement commissioner – want to make sure that students are sending a positive message to prospective students as well as the IWU community, and Bloomington/Normal community.
 - The University will aspire to create an extended University community—including not only those on campus, but alumni, trustees, parents, donors, and friends in the local community and from around the world—that is welcoming to all and committed to Illinois Wesleyan's core beliefs, which emphasize the spirit of inquiry, intellectual integrity, breadth of

knowledge and understanding, tolerance of dissent, respect for cultural diversity, and strength of character.

- We would like to start partnering with the not-for-profits in the Bloomington/Normal area
- During the Fall, the Civic Engagement Commission, Blair Wright, and myself are going to be looking at another student senate led volunteer opportunity in addition to Home Sweet Home.

- **Technology and Social Media**

- How senate can better use social media to promote event
- How to educate students about their social presence on the Internet.
- Looking how to integrate newer technologies into student life.
 - Ex: Tablets
- Reconnecting with Alumni and inform them what students are up to
 - Strategy: Android and Apple OS Apps.
 - This will be developed over the summer, so hopefully it will be ready for the fall

Admissions and Young Scholars – Jennifer Shaughnessy

- Young Scholars Day is the most important event for Admissions. This program is designed just for accepted students. Some students attending have already decided to attend IWU and others have not made their decision yet.
- The morning is about mingling with families as they come in. It is important to talk about what makes IWU great and avoid negative talk about other schools.
- At lunch spread out and again talk to families.

Greek Alumni Network – Rich Marvel

- After the last meeting in October, a group got together to discuss the progress of where we are and where we want to go.
- In order to engage more Greek alumni we need to have more representatives from each of the houses.
- We had a tentative agenda to reach and locate who those representatives would be by this meeting today.
- We are fairly close to having those people in place. We are still looking for representatives for the TKE house and Sigma Pi.
- We have representatives from each of the other houses that will help us organize an event for Homecoming.
- The group discussed what should be done for Sigma Pi now that their house has been suspended on campus.
- Everyone felt it was very important to make sure that the Sigma Pi alumni know they have not lost to their connection to the University.
- It was decided a letter should be sent to Sigma Pi alumni as soon as possible telling them that we still want them to come back and have events. It is important

to let them know that their strong connection will be important to bringing the house back.

- It was discussed that this letter should come from the Alumni Association or the Greek Network and not the University.
- Within the next 30-45 days Rich, Gregg, Marianne and Van will have a conference call to talk about some ideas to share with the larger group.
- All of the houses have already committed to participating and having their houses available from 10-11am on the Saturday of Homecoming.
- The hope is to work with the volunteers over the next 45-60 days to educate them on what we would anticipate.

The meeting was adjourned at 5:00 pm.