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October 12, 2012

Alumni Association Executive Board, Illinois Wesleyan University

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**Alumni Association Executive Board Meeting
October 12, 2012**

IN ATTENDANCE: Marsha Guenzler-Stevens (President), Jessica Shull, Debra Burt-Frazier, Scott Huch (2nd Vice President), Barb Nathan, Jim Richter, Joyce Madden Anderson, Marilyn Neis, Steve Lazaris, Rachel Paturi (Student Senate), Marianne Wolf-Astraskas, Claudia Brogan, Justine, Elly, Molly, Patrick Palmer, Sundeep Mullangi (1st Vice President), Brian Beam, Ben Kiley, Van Miller, Ed Pacchetti, Guy Gebhart, Tracy Garrett (Secretary), Scott Ralston (guest), Mark Sheldon (guest), Chris Murray (guest), Celeste Flachsbart (Development Office), Ann Harding, Natalie Schmidt, Van Miller, Rich Mullen, Gregg Garafalo, Josh Butts, Jen Shaunessy. Tony Gray joined via phone for his report.

President Marsha Guenzler-Stevens called the meeting to order at 9:00a.m. She welcomed those in attendance and all members in attendance gave a short introduction.

New at-large members Jim Staley, Joyce Anderson, Ed Pacchetti and Patrick Palmer were put forward for members. Moved and seconded; new at-large members were approved.

Reading of the minutes from the April 2012 AAEB meeting was waived. Rollings moved and Wolf-Astraskas to accept the minutes as submitted. Minutes were approved as submitted.

The spring AAEB meeting date was set for April 13, 2013 to coincide with Young Scholars Weekend. The date was approved by the members.

The AAEB paused to take a Board Photo.

Marsha introduced special guest, Karl Pierburg, the 2012 Outstanding Young Alumni and his daughter, Anna.

Jim Stahly, '62, chair of the 2012 50th Reunion gave his report: kickoff scheduled at Tommy's Friday night; 97 registered for dinner Saturday night; Apollo Quartet Reunion; the Sigma Chi alums had a gathering Thursday evening; there is interest in making it an annual event.

Rachel Paturi, Student Senate President - working in collaboration with students, faculty, the University and the alums to improve student life.

- » \$180k renovation in student center
- » Created new scholarship named for Dean Kathy Cavens
- » Donations to Peace Garden - sustainability garden project & Tool Garden
- » Working with Sedexo to remove plastic water bottles from campus
- » IWU app will go live in 3 weeks
- » Civic Engagement Speaker program - Tim King, school with 100% graduation rate in Chicago for African American males
- » Communication & Reconnect with Alumni
- » Bridging gap between Pan-Hellenic and student body
- » Creating fund for ongoing renovations to student center
- » Guest performer program
- » Making Wesleyana available via e-book
- » Partnership with Home Sweet Home for food drives
- » Adopting a Highway
- » More work with Peace Garden

- » Peer to Peer leadership training/structure
- » 100th Anniversary of Student Senate - meeting on Saturday to commend all those involved in Student Senate over the years.

YOUNG ALUMNI NETWORK - Justine & Van Miller gave report on recent events.

- » Transitions Receptions - Chicago, Champaign, Bloomington
- » Steve Lazaris - Chicago = Alumni-owned "The Poor House" gave them a free room; more that 100 registered; most from '12; 60+ attended.
- » Van Miller - emailed all graduates welcoming them to the Alumni Association and Justine emailed graduating seniors
- » Molly Rollings - Champaign = small turnout but more interested in getting involved; Molly McLay will take over the Young Alums in Champaign.

PRESIDENT'S REPORT - Dick Wilson shared on the current state of affairs at University

- » "All is right at IWU because the head of Aphrodite is back on the theater building and there's grass on the quad."
- » Physical location of the Alumni Association - Blackstock won't work. Looking for some alternatives.
- » Plan to do major renovations in the DugOut. Asked Sedexo to look at doing Nell Eckley Lounge as well; it is one of the University's "front doors."
- » Total Enrollment down about 30 students; \$1m budget shortfall; average indebtedness of student after four years is \$30k - the University offsets it to keep it at this level; default rate is 1-2% after 3 years (3-6 students); number high school students graduating is declining which makes for intense competition for qualified students; SHORT TERM - looking for savings in non-recurring expenses: don't fill a position for a while, keep financial aid from students who leave--so we don't tax any budget permanently. LONG TERM - faculty looking at plan for their role in student retention;
- » Adding LaCrosse as a sport: men in 2013, women in 2014; kids ages 14-16 are the fastest growing group of interest; turf on football field means they can use the field; hiring coaches now; should be an activity for around 70-100 students.
- » Provost working with an alum in China to serve as our admissions counselor in all of Asia. Expect we can recruit 10 more students - 2 more covers his salary+.
- » TRANSFORMING LIVES - \$100m as of fall toward \$125m goal. Big gift from 50 year class.
- » Art Building, new classroom building
- » 10 year site visit for accreditation completed. Nothing fundamentally wrong but some suggestions. Waiting to receive report. Like our assessment of education programs and suggest we go the next step to measure success of programs (i.e. Do they write better after writing basics course).
- » Sickle Cell research grant; Linda French – grant to research asteroids around Jupiter.
 - both grants include significant funds for student involvement in research
- » Eckley Grant funds 5-6 students to remain on campus through the summer to continue research and interaction with faculty.
- » New apartment building - utilities being connect in two buildings on Empire; 48 students, 4 per apartment. Building slated for completion in June, 2013; early sign up has booked 44 beds already. 10month lease allowing students to move out for the summer without losing space. Bonded, student fees/rent will pay for the project. Apartment manager on site in each building, but not part of campus housing department.

- » 92 or 93 international students this year; 25-35 new students each year, retention is consistent with other students. Now allow them to study abroad. Aiming for 5% of student body.
- » Cost versus price of student education; Dick will include a Q&A version of the student debt e-letter in the next magazine.
- » Accreditation
- » Assessment activities
- » Enrollment/budget challenges (contingency planning for 5-10 years out).
- » Refining of student targeting information gives us a broader pool of potential students in a more efficient and more rapid method.

WESLEYAN FUND-SUNDEEP MULLANGI & JEFF MAVROS

- » Fund is doing okay because the donors we have are giving a lot of money, but we don't have a lot of donors.
- » Looking at Fund and see if we can do things differently - Scott Huch, Josh Butts, Kathy Lewton are writing a new strategic plan.
- » Women's Council is a shining star on including the Wesleyan Fund in their strategy.
- » Time / Talent / TREASURE. Give something!
- » We have an endowment but it isn't anywhere near what other institutions our size have.
- » Jeff presented Strategic Plan: 2013-2022
- » 66-68% of IWU students are "Gapped" the additional \$6600 they don't have covered by Aid.
- » Current 18% participation now compared to 36% in 2005 - LAST among our peer institutions 38% decline in donors, twice that of our peer schools.
- » Email sent yesterday = Do you have faith in your alma mater? You vote with your checkbook! Participation puts us in line for large grants from corporations, foundations, etc. Does your degree mean anything to you?
- » We need a culture change, if we can make the message understood alums will step up.
- » Steward; 2. Engage; 3. Acquire; 4. Retain; 5. Upgrade
- » Understand responsibility to care for IWU
- » Will begin to track Wesleyan Fund separately (metric)
- » Board requested a copy of this Strategic Plan
- » Questions and comments from the AAEB:
 - Will we add a Donation-check here box; any success? Add donation options to Homecoming Brochure? This is done; received five donations so far.
 - The Participation Rate is completely under the control of the Alums. Each of us needs to engage our fellow alums.
 - Handwritten note from student for giving was great.
 - Consider doing a "cluster email/letter" from a group on the board in that cluster of class years.
 - Do we understand WHY we are not participating? Why we give or don't give? Use on-campus resources--faculty, staff, students--and come up with a marketing plan to improve the perception and participation.
 - Student Senate is implementing this with existing students and psychology dept.
 - Get Alums giving and they will keep giving; need to develop a tradition of giving
 - Use the luncheon to make giving fund - a raffle or gift?
 - Create a stewardship mentality, give 1% of all you have because of IWU's role in what you've become.
- » This information will be presented to the Trustees in 2 weeks.
- » Sundeep reported that we've achieved 100% giving on AAEB.

BARB NATHAN, BOARD OF TRUSTEE REPORT

- » Eckley Grants - accolades/recognitions continue to come in;
- » reviewed appointments, officers appointed;
- » Student Senate recognized for student center work;
- » Hart Career Center - 85% increase since 2007 of student appointments, 70% increase of experiential learning/internship opportunities.
- » Mark Sheldon reported we will have an Admissions Counselor in Beijing, China, next year.

JEN SHAUNESSY - ADMISSIONS NETWORK

- » To make it easier for alums to contact students, Jen will have the letter ready to go with alum's contact info and the office will send it out with alum's approval; alum will be cc'd; it will include a hyperlink of alum's email; the students may contact the alum if they wish.
- » We have alums helping cover college fairs.
- » Moving forward with Coffee Chats - Josh Butts did one in Boston/Nadick. Admissions can cover up to \$200 of travel expenses to get prospective student to visit campus.
- » Questions from AAEB:
 - Can we add an At-Large Member to the Admissions team - Jen is open to that; feel free to volunteer.
 - What are the target cities where Admissions needs help? Jen said all of them. The national territory means the students are spread out. Will mail out a target area map.
 - What academic target are you most concerned about? JEN - Need Fine Arts alums in the northeast; always need help in the sciences & fine arts & business.
 - What is the goal of the emails? JEN - engages alums; it's another way to set us apart from other institutions; gives students as much information as possible.
 - Did Admissions receive any feedback from our participation at Young Scholars Day? JEN - yes. Van noted there's no real way to know unless the student or parent specifically mentions the contact. Trying to clean up the process so we can get to the point of being able to measure that.
 - Marsha suggested we amp up the "coffee date" idea; see how the new contact process works. Can we keep the names of those we talk with?
 - Could the AAEB members have business cards to give to the parents at Scholars Day? Name, major, job, grad year, contact info.
 - Do we have a program to track the contacts, etc., to give us the feedback we need about effectiveness of efforts?
 - Scott noted that this is the biggest obstacle at the university - pulling clean data quickly.
 - Rachel reported that the Provost has a task force (BUG) looking at how do we combine all the legacy systems to reach these goals.

BRIAN BEAM-NEWSLETTERS

- » Thanked Natalie for her help on the newsletter project, for hiring new student worker;
- » 26 class newsletters on TitanPride, 4 mailed, 3 more in editing.
- » WordPress blog - draft shown - goal is to have 2 sites functional by December;
- » Goal to have an interactive method of sharing information that keeps a consistent message and quality for the sake of the University.

- » Will link to IWU Facebook page. Updates in the Alumni Office will put the update on the blog real-time.
- » If any AAEB members have experience with WordPress, Brian would like your input and help troubleshooting the new platform.
- » Mark Sheldon asked that we let the classes keep their autonomy and input.
- » Questions from AAEB:
 - How will you push this out to the users? Not just passive "go look". How can you get alums to actually read it?

Broke for lunch at 12:04. Discussions on newsletters and with Jeff Mavros continued at lunch.

Meeting brought back to order at 1:27pm

Rachel Paturi requested a moment of silence for Andrew Wishmore, who played football in 2009; he died last night of a rare colon cancer.

GREEK ALUMNI NETWORK - GREGG GAROFALO

- » All houses have a welcome meeting with their alums Saturday; goal is to reconnect alums to their houses; Gregg and Rich Marvel will walk the houses and take notes on good/needs improvement.
- » Van reported on Sigma Chi alumni group--monthly meetings, relationships with current students in house;
- » Stepping back from "events" and focusing on relationships between alums and current students.

PRIDE - JOSH BUTTS

- » Jim Richter co-chairing PRIDE.
- » Sunday morning brunch with Phil Wilson speaking, 50 people signed up;
- » Giving circle, tying giving to participation. Will do follow-up with attendees to review what they liked, expected, etc.

WOMEN'S COUNCIL - CLAUDIA BROGAN

- » Built on helping women students with mentoring, practical skills, support--and helping alumni members, too.
- » 77 members of council, diverse group.
- » Spring Summit - 2 days, 86 students (male & female) participated last year, means to encourage and teach; events this year are networking time, guest speaker; service project in Hansen Center, "mocktail" session, members' breakfast, members' session on social media
- » 4 scholarships given each year.
- » Council is now self-sustaining, 69% participation in giving to Wesleyan Fund.
- » Plan is to endow Council in 3 years.

REGIONAL ALUMNI CLUBS - GUY GEBHART

- » Marianne Wolf-Astraskas has joined as co-chair with Guy;
- » Alumni clubs are reaching out to students moving to their area;
- » Budget of Alumni Office is decreased;
- » Van solicited Regional job descriptions for use in the Advancement office;
- » Events will need to be self-funding;

- » SCOTT HUCH - Survey Results & Related Response Data from an IWU Regional Alumni Event: Exploring the Possibility of Broader Application to Other Alumni Association Programs. Question was is their room for giving discussions at Alumni events? From on-line survey after D.C. event in June, 2012; 50% responded. Also surveyed those who didn't attend, 24% responded. Handed out giving envelopes; did Post-Event Fund Solicitations, good response. Another email at end of fiscal year; again, good response. Conclusion - Alumni boards can do the 'friend-raising'

Questions from the AAEB:

- » Standardize the post-event outreach right away so we get the same questions answered at every event. Van will expedite this into a survey all regions can use.

Marsha introduced guests, Multicultural Center staff George Jackson, Director, and Tonya Daniel, Assistant Director.

MALANA program - 105 new students of color, 60 at MALANA this year.
- "White Privilege" summer class

MINORITY ALUMNI NETWORK - TONY GRAY & GEORGE JACKSON

- » Reaching out to African-American alums
- » We have to revisit the name MAN to include other groups without alienating AA students and alums. Will work with George's office to expand student participation and that will spill into the alumni ranks.
- » Have a roster of potential Hispanic alums to reach out to for inclusion.
- » Not sure of RSVPs for Mentorship event.
- » Working "early & often" to bring the picnic back. On campus presence (Black Student Union)
- » Question from the AAEB:
 - Do you see the group pulling all the MALANA students into one group? Most students want to participate with their own group;
- » Tony will be on campus the week after Thanksgiving to work with George and Tonya.
- » "Multigate" - Saturday tailgate for multicultural students at Multicultural Center
- » Postgame Reception - Library Rotunda
- » Tony asked AAEB to remind minority alums to stop by and meet the students.
- » George - please use his office to help make the contacts to the students before they graduate (Multicultural Affairs and LGBT Services)

PRESIDENT'S REPORT – MARSHA

- » Requesting a bylaws change per Jeff Mavros to remove Parents Board from our "wheel" to their new home in the Dean of Students office.
 - Scott noted that another component is the Parents Fund, though the Board is dormant at this time. Suggests a task force to report in April. Is there some way this AAEB can offer support to keep the engagement and giving from Parents?
 - Marsha will speak with Jeff Mavros further and bring it back to the AAEB.
- » Physical Presence - Library display of published alum authors and books about alumni - library recommends filling the walls of the staircases with "stories" of alums. Please volunteer if you want to work with the librarian on that.
- » Eckley Lounge - award winners posters

HOMEcoming REPORT - ANN

- » 916 registered as of this morning; 186 down from last year; expect to reach 1100 again;

- » 50th Reunion kicking off at Tommy's which was a pool when they were here; class gift is impressive - will find out at luncheon.
- » 30 golfers today at El Paso Golf Club
- » Featuring Kemp Hall, open for tours tomorrow
- » 10 year celebration for Ames Library.
- » Back to College Classes.
- » 100 Years of Student Senate on Saturday.
- » Ryan Bupre Run Saturday with 65 pre-registered runners; \$4900 donations for scholarship; Illinois Patriot Guard Riders will escort the runners.
- » Inaugural All-Titan Homecoming Celebration - all reunion classes and attendees together except 50th this year, \$10, heavy appetizers, wine/beer, post-game for three hours.
- » Update on Assistant Director Search - Thank you Van! Had 40 applicants, 9 phone screens, short list of 5, executive committee will do phone interviews.
- » Events scheduled - Atlanta, Rockford, Phoenix, McLean County, San Francisco.
- » THANK YOU to Connie & Natalie.
- » 1% cut in budget for 2013, will have to either cut events or charge more or have Alums host and cover costs. Might cut Back to College program.
- » Dedication of Cornerstone to classroom building- Saturday 10 am, under tent in case of rain. Cornerstone will be placed into right brick pillar and sealed.

SECRETARY'S REPORT

- » Nominations for Alumni Awards are open, will be accepted until March 1, 2013
- » We have several AAEB members who have agreed to serve another 3 year term that need to be approved. Scott / Marsha
- » Marsha has led us well for 3 years but she wants to move on to something new. Our slate of new officers:
 - President Sundeep Mullangi
 - 1st Vice President Elly Jones
 - 2nd Vice President Scott Huch
 - Secretary Tracy Garrett

Motion to accept slate of officers made and seconded; slate approved.

MARSHA – adjourned meeting