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Alumni Association Executive Board, Illinois Wesleyan University

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AAEB MEETING

April 12, 2013

In Attendance: Molly Rollings, Adriane Powell, Brenda Milcik, Sundeep Mullangi, Jim Richter, Steve Lassaris, Marsha Guenzler-Stevens, Brian Beam, Jessica Shull, Ann Harding, Pat Palmer, Joyce Anderson, Van Miller, Barb Nathan, Rich Marvel, Scott Huch, Brexton Isaacs (Student Senate Pres.), Elly Jones, Tracy Garrett, Jen Shaunessy, Sonny Freeman, Matt Kurz- VP of Communications, George Jackson- Multicultural Student Affairs, Jeff Mavros- Director of Wesleyan Fund

Phone in: Rachel Paturi, Tony Gray

Marsha called the meeting to order at 9:10 a.m.

L. Tracy Wych '77, remembered by Marsha & Elly.

- Children: Elayna, age 22, Class of 2012; David, age 20
- The IWU scholarship Tracy started in honor of her parents will be renamed the Tracy Family Scholarship.

>>Action Item for all board members – If you feel comfortable doing so, please reach out to Elayna & David when you feel it is appropriate.

Marsha thanked Ann Harding & Sundeep for their help and support during her tenure then turned the meeting over to AAEB President Sundeep Mullangi.

Sundeep and Elly Jones thanked Marsha for her dedication and all she's given to IWU.

Fall 2012 meeting minutes - Scott Huch moved the minutes be accepted; Molly Rollings seconded. Minutes were approved.

Sundeep welcomed everyone and outlined the day and his goals for the AAEB over the next 3 years.

>>Action Item for all board members – Sundeep requested reports be turned in two weeks before the meeting. Please turn them into Brenda Milcik in the Alumni Relations Office, bmilcik@iwu.edu.

Ann Harding introduced new staff Adriane Powell, Assistant Director, & Brenda Milcik, Office Coordinator.

At-large members Rachel Paturi '13 & Sonny Freeman '70 were presented as new at-large members of the board. They were approved by acclimation.

2013 Alumni Award Recipient recommendations were presented by Secretary Tracy Garrett. Recommendations were approved by acclimation. The candidate pool was larger this year.

>>Action Item for all board members - Next year every member of the AAEB is challenged to nominate at least one person.

Jen Shaunessy joined the meeting at 9:48am.

TRUSTEE REPORT – Barb Nathan

- 10-year accreditation was received.
- State Farm gave a gift toward the new State Farm Hall.
- Carlo Robustelli, Director of Grants and Foundation Relations, is partnering with faculty to increase grants to IWU bringing money and partnerships. The department brought 2 million in grants to IWU.
- Admissions is looking into ways to bring up application numbers, such as the new Lacrosse team which brings in 40 people.
- 2020 Strategic Plan is being worked on currently.
- A record number of applications from MALANA students were received as of February 5, 2013 (1/3 of total applicants!)
- University is working toward becoming a fully receptive community for diversity. A Strategic 2 Day Hazing Summit was held with multiple levels of education and detection for training for student leaders of many groups, staff, advisors, and faculty.

REVIEW OF WRITTEN REPORTS

COUNCIL FOR IWU WOMEN - Jessica Schull

- Attendance ratio at events is 3 to 1 student to alum, and 1 to 1 faculty to alum.
 - o Suggestions for other groups to look at that WC does well: sample social situations such as, If you're an introvert... and What do I wear in these social situation? and Mocktail Hour
 - o Women's Council working to reflect the current make-up of the university in their membership

REGIONAL- Guy and Marianne

People are talking about Wesleyan fund.

We are trying to keep alums tied to projects to help them feel connected.

Race to Wrigley 8th Annual 5K event in Chicago is May 11.

PRIDE - Jim Richter

- Would like to have an alumni speaker from the LGBT community for Homecoming -being an Alum is more important than the topic - Will have 3rd Annual Homecoming Breakfast in Turfler Room

>>>Action Item for all board members – Please send recommendations for possible speaker for PRIDE event at Homecoming to Ann or Jim or Sundeep.

Suggestion: IWU should develop a speaker's bureau, maybe make available on website such as on LinkedIn or data base that pulls some of the existing information from IWU Career Center, all groups, Alumni Office, faculty, etc. Sundeep will put that discussion on a later AAEB agenda.

MAN DISCUSSION

Sundeep asked a rep from Women's Council-Elly, a rep from PRIDE-Jim, AAEB-Ann and a couple of Exec Committee members to help MAN with restructuring. Barb Nathan and Steve Lassaris volunteered to help. Further discussion was put on hold until Tony Gray and George Jackson could join the meeting.

IWU LOGO DISCUSSION - Matt Kurz, VP of Communications

A strategic planning process is going on now about how IWU identity is put out in the community with Admissions, Alumni Office, and Development. He wants AAEB input on a proposed web survey (see handout) for bookstore merchandise. The survey will be sent out campus-wide and to all alums. Scott Huch commended their office for sending out the Campus Weekly out to all alumni. They mail to 10,000 and get 30% open rate.

Rachel Paturi joined the meeting via call at 10:45am.

BREAK at 10:50 am

Meeting was called back to order at 11:15am.

Sonny Freeman joined the meeting.

George Jackson, Multicultural Student Affairs, joined the meeting.

Tony Gray joined the meeting via call.

SCHOLARS DAY - Jen Shaunessy

- AAEB members were requested to attend meet-and-greet with prospective students and parents on Saturday, April 13, 9:30 a.m. in Hansen Student Center.
- 300 students and parents are expected.
- AAEB members were requested to attend lunch in Main Lounge from 12- 1pm and Breakout Sessions in the afternoon in Science Center.

NEWSLETTER/BLOGS - Brian Beam

- Student helper, Pete Ruther, has been invaluable. Natalie Schmidt was thanked for building pro-types.
- Newsletters are going up: 1995-2012 in blog format, 1965-1994 in e-newsletter format, 1964 and before as hard copy mailed newsletters.
- The blogs are interactive; alums are informed about blogs via email; and newsletter editors are largely supportive of changes.
- Wordpress Blogs hosts the blogs. There are links to each newsletter/blog on Titan Pride site.
- Can we add a diversity link or button to this so that alums can click through to the Multicultural web page, MAN, and PRIDE?
- Pat Palmer – We need to look into having pages/updates be auto-posted to Facebook, Twitter, or Instagram through a link on the page via share button.
- Jessica Schull added the idea of having a custom links section to Facebook pages created for homecoming events, class reunion, giving circle, etc.
- Rachel Paturi can help with the WordPress platform.
- Challenge:
 - develop better mobile access
 - add Facebook share buttons
 - collect and report data on open rate and clicks

STUDENT SENATE REPORT - Brexton Isaacs

- Campus-wide wireless capability is being implemented to all indoor spaces by IWU. The student senate allocated \$15k to implement to outdoor spaces. The campus will be wireless for Fall 2013. Bandwidth increase is 6 fold.
- A Civic Engagement Commissioner was named with the task of increasing student engagement in service and civic engagement.
- #HereAtIWU was excellent student initiated and driven event. 150 students participated. All shared problems they'd encountered on campus; discussion was encouraged; students wrote issues on cards, and then replaced their "issue" card with a "solution" card. The cards were displayed. It was an excellent growth opportunity for students.
- New Constitution and Bylaws prompted Senate to create a Public Relations Commissioner to open lines of communication with students and promote both senate activities and on-campus activities. They are looking into installing screens for communication. They will use a couple as a trial. Ann suggested they look into sharing the Distinguished Award Winner photos and stories which the Alumni Association will display in Ames and the Nell Eckley Lounge on the screens.
- Professor of the Year nominations went out to the full student population. 190 nominations for 75 faculty members were received. Feedback was shared with professors who were nominated. We will know the winner soon. Senate is considering a Staff of the Year recognition for next year.

- Senate adopted a new funding allocation model so funding goes to those groups that are using it. They are also sharing a calendar so we can better use resources for best attendance/participation.
- Senate reorganized senate seats and will be voting on a bill to have each Senator give 1 hour a month "office" hour at lunch totaling 30 hours a month outside Bertholf Commons and Dugout to be available to students.
- Meetings are tweeted real-time.
- Quad Day is planned for first 3-4 weeks of school on the Quad to help freshman get acclimated and engage faculty and staff with students including food, bags tourney, bands, games, sand volleyball.
- Leadership Training is scheduled for first 3-4 weeks of school for all Registered Student Organizations (RSO).
- Brian Beam suggested including RSO's in the Quad Fair.
- Adriane suggested using photography students to make portraits featuring staff members (Sodexo).
- Scott Huch asked what the Student Senate was planning during Homecoming.
- Fall Concert might be the weekend of Homecoming.
- Pizza Taste of Bloomington is planned that has had 500-600 students participate in the past.
- Scott Huch asked if there was discussion on how the Alums can be more involved with students.
 - One on One Mentoring program is successful.
 - "What does a liberal arts degree get you?", and events that highlight alums that are successful in many careers with their degree are well attended.
 - The board suggested using Alums as speakers and getting their information available to RSO leaders.
 - Having AAEB members attend a student senate meeting to promote Alums helping students was suggested.

Jeff Mavros: Can the Development office get RSO information on each student to build an archive of involvement? - Brexton has a roster of group leadership and will look into gathering the list.

WESLEYAN FUND REPORT - Jeff Mavros

- AAEB has 100% participation in Wesleyan Fund.
- Goal is 4,063 donors for the year; That number will put IWU in the top 50% of like institutions. We are at 2,991 (74% to goal) today, which is 140 donors better than this time last year. The trend is up from 2009 to present.
- Campus Weekly includes donor tracking
- Jeff shared Retention Summary of "Entry" type donors (see handout)
- Seniors who do not update their contact information before they leave IWU become very hard to find after graduation.

Scott Huch - All events must have a messaging component to thank those who have given and remind those who haven't yet given.

The AAEB took approximately 30 minutes to write thank you notes to Class of 2012 donors - gave as a senior and again this year; Class of 2013 donors - gave this senior year; and all other first time donors.

STRATEGIC OBJECTIVES DISCUSSION

Scott reviewed the AAEB history from 2000 [Alumni Council]-present

- The Alumni Association started building on Regional Groups that began planning their own successful alumni events. The next success was the Council of IWU Women, which we are looking at to help other groups fulfill the AAEB role.

- AAEB's Role is:
 1. Mentor undergraduates- current students
 2. Support Admissions-potential students
 3. Boost participation in the Wesleyan Fund
 4. Serve in advisory role to faculty
 5. Networking

AAEB's Three Year Goal is to have a completed AAEB Dashboard that can be used going forward.

- Written reports will be distributed before each meeting.
- Write a Purpose Statement: All auxiliary groups should have an easily stated purpose, for example, Young Alumni Purpose is to keep the recently graduated connected to the University.
- Groups should identify core strengths and activities and create a formal measure success.
- Groups should identify their audience.
- The existing template for auxiliary charter from 2009 Strategic Plan should be expanded upon.

Using the Council for IWU Women as a learning tool:

- Planning for the future / Succession Planning / Multigenerational Leadership
 - Past Chair
 - Current Chair
 - Chair-Elect / "Chair in Waiting"
- Scheduled events for members and students
 - Summit in spring with students
 - Subcommittee for Summit
 - Survey after every event
 - Include Students - Alumni - Faculty
 - + Comfort Zone(s)
 - + Make it easy
 - + Make it fun
- Membership:
 - "Exclusive" - Membership by invitation = set expectation that all members will give of their time, talents and resources = Women's Council wants the students to see that we pour our lives into them; Council wants the membership to be representative of the female student population; invitation only helps achieve that goal.

Sundee and Scott Huch -- Could the Alumni Council establish a membership of some kind, where alums pay \$25 to become a member with benefits - \$5 for Wesleyan fund - \$20 for bumper sticker, discounted tickets, special members only alumni newsletter, something for those not near campus.

Scott Huch -- We need a mechanism for those alums who can only give of their resources.

Pat Palmer -- What is the purpose of the Auxiliary Groups? Does every alum and every undergraduate find a connection to one of the affinity groups? The answer is no.

Scott Huch--Homecoming and Class reunions are the general mechanism to connect with every alum and undergraduate. How do we include the volunteering component (such as mentoring) of each affinity group at Homecoming?

Tracy--There is a need for other affinity groups such as music and nursing that may help other alumni connect.

Scott Huch—Survey last year found 60% of people not attending an event said main reason they stayed away “I’m afraid I will not know anyone there, or I’m afraid there will not be anyone around my age there.” How can we give people a reassurance that they will have something in common with others at events?

Brian Beam - overarching mission is to engage alumni and bring in their time/talent/treasure to support our purpose; to create engagement among our alumni populations is our main goal for the purposes of utilizing time/talent/treasure; affinity groups become a vehicle to create that engagement

Scott Huch—Survey also polled alumni about why they attended and motivator to attend. Results found that they attended to meet old friends and secondly to meet IWU alumni.

George Freeman—Cluster events help draw more people. His class was not responding to calls.

Sundeep—We are looking at who we are not reaching (such as nursing) and thinking about when to add them, but we don’t want to add anymore until we have our current group working as well as possible.

Current Strategy: The way in which alumni are most likely to engage with the university is through one or more affinity groups as opposed to general IWU alumni.

Sundeep—Measurement:

Participation-Now we have 19% participation. If that goes up we are doing something right.

Donation

Meeting goals of serving students and providing scholarships

--Exclusivity will not work for every group, but does work very well for Women’s Council.

--Ratios: 3 to 1 student to alum ratio at events and 1 to 1 faculty to alum for Women’s Council

- Mentoring – driven by students, female students wanted help in ensuring the growth of female leaders on campus, to be sure when group leaders graduate there will be other young women to step into those leadership roles - now Women’s Council had a subgroup to help with mentoring

Rachel Paturi -- we need to help the MALANA students find affinity groups and their alumni connection, we need to keep and strengthen MAN organization

Jessica Schull -- maybe MAN should become a source for connecting minority students to their affinity group

Tony Gray—MAN should focus on the current IWU MAN students and their needs

Ann Harding -- Young Alumni can also be a source for connecting to the affinity groups and MAN can be revved up at homecoming

George Jackson—MAN name needs to be changed to represent women, there are angry alumni that need healing while current student and young alumni needs must be met.

Jim Richter – Folks self select their affinity groups. There can't be too many options. Engagement is between students and alumni. Groups are going to need people close to campus so students have face time with alums. "Touching" students - requires a physical presence in Bloomington; you have to have people involved who are in Bloomington or very close; Regional Clubs and travel courses

SUGGESTIONS to help with overcoming the need to be in Bloomington to mentor:

- LinkedIn - create a discussion group
- Google Hang-Out

Measuring Success for AAEB groups and events - Time, Talent & Treasure

- Event Attendance: Include event attendance in future reports (student, alumni, faculty)
- Wesleyan fund participation:
 - 100% participation by AAEB early in fiscal year, so that it can be used when we talk about leadership giving when we solicit other alumni
 - Following a major event, is there a Wesleyan Fund Solicitation that goes out to them that is signed by a volunteer who is involved with the activity
- Survey Responses
- Admissions Goals: track number of letters sent, alums participating in events, alums contacting prospects
- Goal-setting tied to students
- Pat = Digital Marketing: Small, frequent, repeated, tracked - send message multiple messages in one day instead of one once a month--C.O.P.E. = Create Once. Publish Everywhere.
- Create a digital media content calendar

Molly Rollings - Can we have an Alum "Did You Know" corner in the Campus Weekly? Ann will do this in an e-Connection once the purpose statements of groups are determined.

Scott = Transaction vs. Stewardship
Program vs. Engagement

>>Action Item for Auxiliary - come up with a recipe and a form of measurement for the next meeting. Leaders of groups can continue discussion by compass with Scott Huch.

Meeting was adjourned at 3:40 p.m. AAEB Members invited to tour the new State Farm Hall classroom building. A reception was held at the President's home; staff from Development joined us. We held a working session over dinner at Kelly's Bakery to review the day's work and finish defining our goals and action items. Working session ended at 9:00 p.m.