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Minutes

Alumni Association Board of Directors

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April 10, 2015

Alumni Association Board of Directors, Illinois Wesleyan University

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AABD Spring Meeting - April 10, 2015

Attendees: Sundeep Mullangi '97, Elly Jones '91*, Scott Huch '86, Molly Rollings '99, Steve Lessaris '12, Desiree Qizon- Colquitt '89, Rachel Paturi '13, Ted Zook '85, Tim Brophy '84, Sonny Freeman '70, Carole Liske '77, Cecilia Mendoza '13, Dave Darling '79, Wes Dyke '02, Evan Lowery '08, Jim Ridenour '54, Amy Tenhouse '97, Megan Howe '05, Adriane Powell, Jennifer Shaughnessy '98

Phone In: Claudia Brogan '77, Tom Monken '92, John Thiel '66,

*Elly Jones was acting secretary for 2015 Spring AABD Meeting.

Guests: President Wilson, Marty Smith, Van Miller '04, Carly Wilson '12

All In, April 9, 2015: Marty Smith, Vice President of Advancement: Summarized activities for our third annual day of giving. Raised over \$500,000.00, exceed 1,500 donors, 45 states and 10 countries. We are trying to build a tradition of giving. Comments: excited to see student involvement; it will be great to see what this means for students going forward when they become alumni.

(Updated totals: donation dollars: \$599,000.00, alumni and friend donors: 2,238)

Nominations: Scott Huch '86

YAC changes: Move to ratify Wes Dyke '02 as leader and Steve Lessaris '12 as at large. Scott moved and committee passed.

2015 Alumni Award Nominees:

- **Young:** Korey Coon '00 is HR Director in Building Construction Products Division at Caterpillar in NC, leading a team of 4,000 employees worldwide. The governor of NC named him the chair of NC Commission on Workforce Development. He also volunteers outside of CAT and coaches for his children's teams. He offered a \$15,000.00 challenge donation to first All IN. He graduated Magna Cum Laude from IWU. While at IWU he developed Korey's Kids at games to engage young titan fans. He is from East Peoria.
- **Loyalty:** Jim Mullins '03 is the Chair of the Captain Ryan A. Beaupre '95 Memorial Scholarship 5K at Homecoming. He did not know Ryan but came to know his family. Jim has brought Ryan's family back to IWU for Homecoming and has grown the committee and race participation.
- **Distinguished:** Stephanie Whyte '91 served as the Chief Health Officer of Chicago PSD and board certified pediatrician. She was Medical Director of Mobile Healthcare for children with asthma. She currently is a Medical Director for Aetna Better Health of Illinois and is an assistant clinical professor at Rosalind Franklin University of Medicine and Science.

The alumni award nominees were approved.

Alumni Awards Process Discussion Items:

- Report nomination sources
- Cast the net wide for nominations
- Go to back to the nominator and get more information about nominees
- Move up nomination date to allow extra time to get more information

- Have the Awards Committee do research on those nominated for the nominator, so the nominator does not have to provide all that information
- Rename the awards as they lose meaning over time (Robert M. Montgomery Outstanding Young Alumnus Award: named for a former Alumni Relations Director who died shortly after leaving IWU)
- Rethink eligibility in regards to AABD
- Promote nominations through social media platform.

Bylaws: Scott Huch '86 presented proposed changes. Jim Ridenour '54 discussed Golden Titans, those who have celebrated a 50th reunion. He is working with Steve Seibring '81 in Advancement with this group with deferred giving. The focus will be on planned giving.

Bylaws Vote: Ted Zook '85 motioned. Molly Rollings '99 seconded. The AABD passed the following underlined additions to the Bylaws of the IWU Alumni Association:

Change 1: **Article VI. Board of Directors**, Section 2., (f) Three Alumni Trustees who shall serve *ex officio*;

Change 2: **Article IX. Auxiliary Groups**, Section 2., (f) The Golden Titans.

Auxiliary Committee Charters:

Sundee Mullangi '97 reminded the Board of the purpose of the charters: to establish 3-4 measurable, attainable goals for each Auxiliary Group and Committee. Charters were updated and discussed so that the group can help to move each committee forward. Each committee should ask, "What can the rest of the Board do to help you?"

Be sure to notify the Young Alumni group of events to publicize.

- **Wesleyan Fund Committee**, Molly Rollings: Assist Alumni Office with Event Participation and Planning; Assist in determining ways to get Alumni more involved with IWU. Suggestion to obtain alumni name, phone, and e-mail listing to each of the Directors in their network. Use "All In" as a springboard. Focus on those who gave 2 years ago but did not give last year. This group is the most likely to donate. Jim Ridenour will be assisting as well. Utilize Tim McKeown in Advancement for the data.
- **Alumni Admissions Network**, Jennifer Shaughnessy '98, IWU Admissions Office. Discussion tabled until this afternoon.
- **Regional Alumni Groups**, Scott Huch '86 spoke on behalf of Guy Gebhardt '69 and Marianne Wolf-Astrauskas '76: New regional chapters are developing in Indianapolis and North Carolina. The Washington D.C. chapter organized an event on their own for the IWU Collegiate Choir Tour and plan to organize their own event at a baseball park with the multi-school alumni group, Capital Alumni Network hosting a social following.
- **Class Newsletters**, Tim Brophy '84: reviewed the Charter. Tim will partner with the Young Alumni Committee to connect with other social media platforms and will work on Google Analytics data.
- **Parent Board** – no report.

- **Minority Alumni Network** – Cecilia Mendoza '13 and Qiana Cryer-Coupet '06: Develop a leadership structure, actively work with Admissions, work with diverse incoming class, mentoring students on campus, and involve students. Identify the strategic plan for MAN. Spoke regarding the updated Charter. Establish committee chairs and parliamentary procedures. August – Deon Hornsby '97 will step down. Qiana and Cecilia will lead. Considering a name change. Multi-cultural Alumni Network. Discussion from Sundeep that the name should be changed. We will support both Cecilia and Qiana on their decision.
- **Council for IWU Women**, Carole Liske '77: Continued discussion around efforts to diversify presenters at the Summit; goal is to invite presenters from other Affinity groups. Carole Liske will continue as current President through the 2016 Summit.

10:20 Short Break

- **Pride Alumni Community**, Rachel Paturi '13 and Jim Richter '93: Increase student and alumni involvement in Pride. Focus on networking events. Publicize what Pride is doing. "All Out for Wesleyan Day." National Coming Out day coincides with the Homecoming Brunch. Suggestion to incorporate Giving Circle as a way to bridge the gap between those alums that did not have a good experience for being LGBT at IWU. Asking them to help mentor the next generation.
- **Greek Alumni**, Rich Marvel '98: no report. Discussion is tabled.
- **Young Alumni**, Wes Dyke '02: Increase young alumni engagement with existing events and activities (working with Tim McKeown in Advancement – Data/Analytics). Increase stewardship to 24%. Auxiliary group hopes to get more "unique" attendance, meaning people who have not previously attended. Recommendation to add on the ground folks to help further build our Chicago group. Steve Lessaris '12 put together a list on how to plan a party at a restaurant or bar. Consider an on-line panel like a Ted Talk. Call it Tommy Talk? (Any trademark issues?)

Charters were ratified by the AABD.

12:00 Lunch in Joslin Atrium, President Wilson and later Van Miller '04 presented

Afternoon - Reconvened Ames, Beckman Auditorium

Alumni Admissions Network, Jennifer Shaughnessy '98, IWU Admissions Office: Jen discussed the purpose of Scholar's Day and encouraged board members to attend the morning welcome and or the lunch on Saturday and share positive experiences at IWU.

Committee Working Groups

Tactics

Wesleyan Fund

- Define alumni
- Create a dashboard
- Total # giving

- What is the total goal?
- Number of givers by class year. Take top 10 giving classes. Survey through Survey Monkey to determine what alums give. Consider a \$100 gift card to get alums to respond.
- Facebook/Wesleyan page – needs activity throughout the year. Use it to tell stories about giving. Funny memes.
- Determine top giver in every class, before the next year, AAEB contacts that person to lead it for their class.
- Visit with Van Miller, Director of Wesleyan Fund and Carly Wilson, Assistant Director of Wesleyan Fund.
- Monthly calls. Jim Ridenour '54 – Golden Titans. Rachel Paturi '13 – Statistics (interim). Evan Lowery '08 – Facebook.

Young Alumni

- Events: 5/6/15 Peoria; 5/7/15 Chicago
- Next steps for a Chicago specific event. Partner with Chicago Regional Chapter.
- Communication strategies: Class of 2015 – great FB page. Get in touch with the site owner to partner.

Alumni Admissions Network

- Improved database is needed. Difficulty in accessing IWU data off campus.
- Contact members listed on the database to determine their level of involvement, i.e. coffee chats, high school visits, college fairs, etc.
- Develop detailed descriptions of the expectations.
- Jen has contacted other schools regarding the models for reaching out to other schools.
- Looking at if interviews should be required for students – not currently.
- Steve to connect with Jen to see what stewardship YA can help with.
- YouTube training video for getting college fairs? Webinar, Ted Talk?

Greek

- Not giving up – stay tuned – contacting some new potential members.
- Competition to raise money for Wesleyan Fund at homecoming possibly.

MAN

- Internal organization structure discussion – emailing Deon Hornsby '97 and Qiana Cryer-Coupet '06 to verify structure before going to whole board.
- Set tangible goals so that they can bring in more membership
- Dave Darling contacting admissions staff to build relationships with them and what they can assist with
- Mentoring program being taken over by Desiree Quizon-Colquitt '89. It is key to build upon the success of MAN.
- Build social media presence as soon as possible.

PRIDE

- Rachel Paturi '13 went to office of student affairs and discussed 25th anniversary. Determined how best to mend fences with LGBT that are unhappy with the University.
- Identified some speakers for Pride brunch.

Following the Working Groups those available joined the IWU Student Senate for a Mixer in Ames Art Atrium and an optional dinner was held at Tony Roma's.