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Alumni Association Board of Directors, Illinois Wesleyan University

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AABD Fall Meeting – October 9, 2015

Attendees:

Dirk Behrends '87, Claudia Brogan '77, Tim Brophy '84, Dr. Debbie Burt-Frazier '75, Dave Darling '79, Wes Dyke '02, Sonny Freeman '70, Guy Gebhardt '69, Megan Howe '05, Scott Huch '86, Elly Jones '91, Alan Leahigh '67, Evan Lowery '08, Rich Marvel '98, Cecilia Mendoza '13, Tom Monken '92, Sundeep Mullangi '97, Ade Olayinka '11, Rachel Paturi '13, Adriane Powell, Desiree Quizon- Colquitt '89, Jim Richter '93, Jim Ridenour '54, Molly Rollings '99, Jennifer Shaughnessy '98, Jake Thaker '17, John Thiel '66, Derrick Tillman-Kelly '09, Ted Zook '85

Phone In: Qiana Cryer-Coupet '06, Carole Liske '77

Guests: Marty Smith, Van Miller '04, Carly Wilson '12, Mark Sheldon '70, Earl Franz '70, George Vinyard '71, Karly Carney-Hall, Tim McKeown, Jodi Rowe, Brenda Milcik

Call to Order: Sundeep Mullangi '97 at 9:00 a.m. Scott Huch '86 presented a sounding block to the AABD and a gavel to Sundeep to use for this process on behalf of the AABD.

Council For Women (CFW): Carole Liske '77 - CFW worked on updating their bylaws and increasing diversity in their organization. They will be proposing 20 new members this afternoon. They have 72 members out of 100 possible with bylaws. Estimate of 50% of members are active. They worked with AABD members Ted Zook, Adriane Powell, and Scott Huch in the creation of their bylaws. Their goals are to increase student participation and to serve students even more. The tenth anniversary of the CFW will be celebrated at the February 2016 Summit, which is being co-chaired by Laine Twanow and Abby Sullivan. New officers will be installed and four student scholarships will be awarded at the Summit.

New Directors to the AABD were elected:

Guy introduced Alan Leahigh '67

Scott introduced Dirk Behrends '87

Elly introduced Ade Olayinka '11

Spring 2014 AABD Minutes: No changes. Minutes were approved.

Student Senate: Jake Thaker '17 – The April Meet and Greet event with AABD was not well attended. Notes to improve success of such an event in the future were taken. Students need to be educated about how alumni can help them and how to interact with alumni. Jake shared that a security forum took place early this fall as a campus response to two robberies that took place around campus. Students felt better about security following the forum. Jake discussed the incident of the chalked racial slur on campus at the beginning of the semester and the IWU campus's unifying reaction to that occurrence. A group of over 40 students (two student speakers) joined the first faculty meeting of the year to inform faculty of how students feel about diversity on campus. Jake plans to meet with President Jensen to discuss what students on campus are doing on campus to support each other.

Minority Alumni Network (the Network): Cecilia Mendoza '13 and Qiana Cryer-Coupet '06 – Cecilia, Qiana and Deon Hornsby '97 met in person in May. A committee of Josi Banales '14, Deon, David

Darling '79, Desiree Quizon-Colquitt '89, Cecilia, and Qiana had a leadership team phone meeting in June. Josi, Desiree, Qiana, and Cecilia had a mentoring committee meeting in October. Four sub-committees are established: Mentorship with Josefina Banales '14 and Desiree Quizon-Colquitt '89 sent out mentorship surveys at the end of September 2015. 35 students and 41 alumni responded, and the committee is in the process of pairing mentors with mentees now. A mentorship newsletter is planned for spring semester. The committee needs help researching 1 on 1 mentorship programs to model the program after. Debbie Burt- Frazier '75 will help as she has done this previously, and Carole Liske '77 will help. Dirk Behrenda'87 suggested they look at existing professional organizations such as National Society of Black Engineers, Journalists or Architects, Society of Professional Hispanic Engineers, Journalists or Architects. Social Activities/Networking – Cecilia, Qiana and Campus Alumni Liaison, Danny Sherrod '03 planned the Network Annual Summer Picnic August 2, 2015 with 64 attendees including students, alumni, administration, and friends of IWU. The Minority Alumni Networking Event will be Saturday, October 10th at the Multicultural Center. Admissions/Recruitment with David Darling '79 and Cecilia are working with Melissa Ramirez '14, Admissions Counselor to get involved with recruitment and Tu Universidad. Van Miller '04 and Dave spoke about the decrease in first year MALANA students. IWU is working actively to correct that change. IWU had high numbers of MALANA applicants and accepted MALANA students, but the number of committed students fell. Sundeep offered his house in Chicago for a MALANA student event in March or April 2016. Qiana noted that bringing diverse faculty to campus will bring more MALANA students to campus. Incoming President, Eric Jensen, was suggested as the best person to talk to regarding faculty diversity. They are working on enhancing Facebook presence by redoing the current MAN Facebook page.

Wesleyan Fund: Claudia Brogan '77 and Van Miller '04 - Fiscal Year 2015 Review: 5, 228 alumni made a gift with at 23.6% participation rate. The average alumni gift was \$457.00. There was a 25% increase of alumni participation over a three year period, while our peer institution group had a decrease of 20%. \$3.43 million was raised to fill the gap between where tuition ends and endowment begins. 3,062 hand written postcards were sent to donors from IWU students as part of Thank a Giver Day. Claudia Brogan is the new AABD Chair of the Wesleyan Fund Committee. She expects 100% AABD membership giving to the Wesleyan Fund. She is interested in learning more about what make alumni give to IWU. Claudia wants to work on coaching AABD members on how to talk to fellow alumni about giving. Sundeep suggested Claudia work with Scott Huch and that the AABD develop many one on one conversations with fellow alumni about their IWU journey and why AABD members give to IWU. All In for IWU will be April 7, 2016. Van and Carly Wilson '12 were commended for their work this past year, especially for their work to help develop a tradition of giving with current students. Ted Zook noted that we should bench mark peer institution data. IWU AVP of Institutional Research, Planning and Evaluation, Michael Thompson is a good resource for peer institution data. Van addressed questions regarding alignment with peer institutions and data collection. Van feels all institutions including IWU are more in line with each other than at any time previous. Wes suggested that the AABD members can assist the Wesleyan Fund to pace out the giving groundwork throughout the year to prevent a mad sprint at the end of the fiscal year. Wes noted the need to provide, especially young alumni, with the ability to donate by making one click on their cell phone. Rachel Paturi '13 has expertise in this area and is willing to help. Ade Olayinka '11 asked if there are any groups or subgroups of alumni that raise concerns about their level of giving and suggested that affinity groups be looked at more closely as a way to target donors. Dirk Behrends '87 suggested we look to Penelope Burk, Donor-Centered Fundraising specialist and reexamine what IWU is doing regarding moves management. Debbie Burt-Frazier '75 shared that

nothing beats that personal touch in invitations and asks for giving. We need to find the benefits alumni received from IWU and promote paying that forward by giving back. She noted that as a group the AABD can do this. Guy Gebhardt '69 asked about the donor recognition booklet not being sent out last year. Van shared that Advancement made the call not to publish the annual report due to cost, but that an electronic version going forward is the plan. An updated monthly honor roll of donors on the website is a future goal as recognition.

IWU Student Affairs: Dean Karla Carney-Hall: First the Dean shared three new student affairs related accomplishments on campus. A new multi-faith meditation room was created from the former small chapel area in the Memorial Center. The Aspiration Fountain in the Egbers Quad was donated by the Egbers family. Writing your dreams, goals, and aspirations on the walkway around the fountain now serves as an IWU tradition for students. The campus community participated in a student organized and led diversity meeting to address racism incidents on campus and to further bind the campus into a supportive unit standing against any form of racism. She also addressed the campus response to recent security concerns. The Bloomington Police joined staff and students on the annual safety walk around campus at night to look for areas where campus security can be increased, to make sure lighting and grounds work to promote a safe campus and to determine whether the blue light call boxes are well placed. Student Affairs has been working to educate students at Turning Titan and many other campus programs on how to minimize risk. Currently IWU has 85 security cameras and is looking into adding more. We have security staff on campus 24/7 and 365 days a year. 4 safety alerts have been sent out to students, faculty/staff and families this fall. 3 of the 4 were off, but near campus. (We have had no more than 4 safety total alerts prior to this fall in 4 years.) To keep things in perspective, Dean Carney-Hall shared that ISU sends out 2 or 3 alerts a week. IWU has had conversations with the Bloomington Police Department and found that the Bloomington/Normal Community as a whole has seen an increase in crime. There have been more car tamperings with most theft occurring when doors are unlocked. IWU has increased Titan Transport hours and added weekend hours for students working and attending activities. IWU security visibility has been increased on campus. There has been ongoing education of parents and students. A security forum was held with city government (mayor), the police force (chief of police) and campus (president, faculty/staff and students) in attendance. An incident of chalking a racial slur near the aspiration fountain took the wind out of everyone's sails at the beginning of the year. Students engaged in a positive reaction to the incident and held a meeting to unify the campus. Students have asked for a clearer social justice curriculum in the classroom. The university organized over 70 programs but they are optional. The university wants to increase faculty/staff intercultural fluency. IWU currently has one African-American faculty member. Diversity needs to be increased within IWU faculty. IWU has an annual community diversity report as a way to hold ourselves accountable to our dedication to diversity. The report can be seen here: <https://www.iwu.edu/studentaffairs/iwudiversityprogress.pdf> Dean Carney-Hall is happy to return to speak at any future meetings.

Break - 10:46 – 10:56.

Pride Alumni Committee (Pride): Jim Richter '93 and Rachel Paturi '13 - Derrick Tillman-Kelly '09 was also included as part of the team. The committee invited the AABD to attend the Pride Brunch HC Sunday where Jason Dennis '99, School Teacher will be speaking on power of allies. They are working to plan the biennial Pride Summit. Hopefully the Summit will be aligned with Spring AABD meeting, Saturday, April 9, 2016. 2014's theme was Identity and the 2016 theme will be Diversity. Rachel met

with Pride Student Group to talk about a future “All Out for IWU.” She also spoke with Brandon Common with Office of Diversity and Inclusion. Brandon encouraged them to reengage alumni by sponsoring Alumni of the Month on the website. The committee will be working on how to engage or reengage alumni digitally. One idea is live career tweets with Office of Diversity and Inclusion and a suggested topic would be: How to be out at work safely. Derrick will use his expertise to help AABD and IWU with diversity. Sundeep asked about the membership: 30 members of PRIDE student group, 250 on alumni list. Membership: anyone who supports the LGBT community. Pride is celebrating the 25th anniversary of GLOW (the former title of Pride), which Jim Richter was a member of.

Newsletters Editor Committee: Tim Brophy '84 - Data analysis was presented about Class Newsletter usage. How many board members have posted something to class newsletter in last 6 months? Not many. We talked about how to use different channels other than newsletters (such as Facebook) to communicate with the classes that use other social media channels. Derrick's class 2009 is using newsletters more. Classes with editors with more social media presence have more activity.

Alumni Admissions Advisory Committee: Jennifer Shaughnessy '98: The multiple database system on campus creates problems for Admission and Alumni to work together. There are limits on past data collected making past data not as relevant to today's students. Limited data also inhibits alumni helping Admissions to make calls. Admissions is looking to using alumni in creative ways. Alumni have staffed 6 college fairs this fall. Admissions will stock a box for alumni to use at fairs. Parent Board is still under Dean of Students but is collaborating with Admissions and AABD Parent Committee.

Regional Alumni Chapters Committee: Guy Gebhardt '69- Currently we have 19 regions. We have had 2 events in Naples, so with Naples we actually have 20 groups. Regional presidents are working with alumni office to create events. Number of attendees and variety of events vary geographically. Most clubs do an annual event. Some clubs do an event every 2 years. A few have many events in a year. We discussed adding a possible additional club in NY. We are trying to develop more events in FL and create more structure in the group in FL. Promotion of events varies from a formal, mailed invitation to post cards or local phoning as well as emails which work very well. But there is no substitute for phoning in event promotion. The YAC has been promoting events to their constituents through email, phone calls, and social media. Can that be expanded with calls to encourage attendance? Posting to Facebook so posts can be forwarded for certain events was suggested. Some events are planned around visits by the choir. Parts of university can improve communication with alumni regarding when faculty or students will be traveling to places that have an alumni population for service trips, performances, or presentations. That communication is still in progress. Marianne Wolfe-Astrauskas '76 is the co-chair.

Greek Alumni Network (GAN): Rich Marvel '98 - Annual Fund Greek Giving moved from 21.8% to 28.3%. See report for details. Undergrad chapter participation is needed to increase alumni Greek giving participation. A Greek system problem is lower number of Greek students residing on campus, but Greek membership at IWU is high. GAN has added members and wants to expand committee members. Affiliation is with houses not the whole Greek system. We need events by house, not by Greek all together. GAN wants to have Greeks on committee as undergrads to help disseminate info to Greek students and help student chapters disseminate info to alumni. Call for individual names from the board. Ted Zook '85 and Rich will start promoting Wesleyan planned events to Greek Alumni. This would be one measurable start. Then GAN will move toward assisting undergrads. Sonny Freeman '70 will help with Greek alumni communication with students and vice versa. Committee liaison between

Greek students and Greek alumni was proposed. GAN encouraged AABD members having interest in GAN to attend committee meeting in afternoon. GAN is especially looking for a AABD sorority representative. Sonny Freeman wants to grow the component of mentoring to chapter leaders. GAN wants to look for ways to help Sigma Pi and A O Pi be involved-Scott. It was asked if they have peer institution perspective/numbers comparison. The committee will look into it.

Ratification of Charters: Charter for Greek Alumni Network and Wesleyan Fund Committee were ratified by the AABD.

Young Alumni Council (Young Alumni are 0-15 years past graduation): Wes Dyke '02 - Goals: Fell short on non-homecoming events and homecoming attendance goals– we are decreasing. We need to do something different. Giving fell short by 1% or 58 donors. BOT offered a young alumni giving challenge. Through that challenge we were able to add 8 total scholarships or \$20K. Activities: Young alumni attendance was low at recent Chicago YAC event. The committee learned a lot through planning. Long term stewardship initiative is being planned by Teddy Petrova '10. Execution: Organized a team of 5 active individuals. Committee met on a 1 hour call monthly plus frequent email. It takes energy and commitment to action to see a future explosion of results. Future: Megan Howe '05 will chair going forward. We are working to refine 2016 goals to achieve event and Homecoming attendance goals and how to increase giving of young alumni. We are planning how to work smarter in the future.

AABD Conference Call Sheet was discussed. Please note those dates on your calendar.

The next AABD meeting will be Friday, April 8th.

Parent Board: Tom Monken '92 – The committee has established an alumni and legacy recruitment focus. They plan to use Tiny Titans program data and develop a program to help maintain and enhance the connection between alumni families and IWU, and to help transition the children of alumni into legacy students. Current legacy students can help recruit new legacy students. Admissions would love to have this information. Evan Lowery '08 suggested that parents want to stay active after their student graduates, but have not had that opportunity with the current Parent Board format.

Election: Officers elected today will be in office to Fall 2017. President-Elect will automatically roll into presidency. A ballot vote is required. Other nominations were called for and none were given. Nominations closed. Ted and Rich pass out ballots. Ted and Jim collected ballots.

Break for lunch and then photo at noon.

Sundeeep called meeting to order at 1:10 p.m.

Board of Trustees: George Vinyard '71 - Thanked members of AABD for their service to IWU. Eric Jensen, the new 19th President of IWU will be on board November 1. Search committee did a spectacular job. He welcomed to board Elly Jones as incoming AABD President. A thank you was extended to Sundeeep Mullangi as outgoing AABD President.

Governance Committee: Ted Zook '85 oversaw voting. 25 ballot votes unanimously elected: Elly Jones '91 President, Scott Huch '86 President-Elect, Wes Dyke '02 Vice President of Engagement and Molly Rollings '99 Secretary.

Sundeep's Presidential Closing Remarks: Thank you. During my tenure we instituted an executive committee call every month, turned around dwindling attendance, eliminated committee reports that went too long, asked for new leadership, and created more time for discussion. As a board we are pushing a wonderful institution forward. We are at the precipice and soon this thing is going to explode with results.

Elly's presidential Opening Remarks: Background: Why Wesleyan? For me it was and is the people. Elly's Priorities: Faith, Family, Friends (IWU), Farm. Purpose: AABD is the liaison between IWU and the alumni. Mission: strengthen relationships between the University and alumni, enhancing relationships among alumni, developing a culture of stewardship, and offer alumni greater opportunities to participate in the University community and contribute to the mission of IWU –educating students. Plan: Engage alumni with IWU, develop a relationship with AABD and Student Senate, increase alumni participation rate by 2%, and succession planning for AABD leadership.

Committees: Scott Huch: Asked board members to report on their primary and secondary committee participation. Molly appreciated having the help with WF. Derrick said that secondary assignment could engage him more. Committee assignments are as assigned last year for returning members. Jim appreciated time limits and specific agendas for conference calls. He asked about a 5-6 pm time for calls. Claudia complimented the prioritized topic order on agendas and the respectful time limit of one hour. Scott Huch asked members to report on highlights and goals.

Young: Refine initiatives that we have. Recruit new folks for vacant roles.

Pride: Revamping communication focusing on digital. Focus on incoming students and communicate progress to alumni. Pilot program: Pfeiffer's rainbow dedicated LGBT floor. IWU (through outreach to students) has been recognized as a LGBTQ award winning campus.

Admissions: Dirk Behrends '87 and Ade Olayinka '11 and Tim McKeown: Technology: Will set up meetings to establish a new database to tie alumni back to IWU.

Regional: Megan Howe '05 and Guy Gebhardt '69: Megan will look for young alumni for NY and help reorganize NY.

WF: Claudia Brogan '77: Folks give for different reasons. Younger alumni want a tangible result and older alumni in general give to feel good. She will enlist the board to help get folks to give. Write a letter or send an email asking folks to give. She plans to create a one page sheet of WF terms.

Greek: Largest discussion occurred since Greek has started. Great ideas were shared such as tapping into preexisting house organizations for giving and events and organizing a Greek golf outing.

The Network(MAN): Admissions and Office of Diversity and Inclusion meetings focused on retention and recruitment. Proposed the idea of having students go to high schools to recruit new students accompanied by alumni. Will research how we can increase alumni presence at graduation and Turning Titan. Work with Derrick Tillman-Kelly and IWU Student Affairs.

Newsletter Committee: Post a picture and a story on your class newsletter and sign up to receive emails.

Executive Committee: Will be setting up a meeting with Jodi for a Tactics and Measurement discussion.

Meeting concluded at 3:00 pm.