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Minutes

Alumni Association Board of Directors

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4-13-2018

**April 13, 2018**

Alumni Association Board of Directors, Illinois Wesleyan University

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**Illinois Wesleyan University**  
**Alumni Association Board of Directors**  
**Full Board**

April 13, 2018 | Davidson Room, Memorial Center, IWU

**Agenda**

- **Call to Order, Welcome, and Opening Remarks**
- **Introduction of Robyn Walter, International Student & Scholar Advisor**
- **Bylaws Amendment - Creation of International Alumni Network**
- **Introduction of Teddy Petrova '10**
- **Election of International Alumni Network Representative**
- **Presentation of 2018 Alumni Award Selectees**
- **Appointment of 2018-19 Nominating Committee**
- **Presentation & Ratification of Committee Charters**
- **Presentation & Ratification of Auxiliary Group Charters**
- **Formally Welcome Posse Scholars to Alumni Association**
- **Presentation of Slate CRM System for Alumni Engagement**
- **Group Discussion of IWU Priorities & Inter-Group Collaboration**
- **Closing Remarks & Good of the Order**
- **Adjournment**

**Called to Order at 9:00 am by AABD President Scott Huch**

**Attendance** (bolded = present, *bolded and italicized* = *by phone*, unbolded = absent)

- **Scott Huch** '86, President
- **Molly Rollings** '99, Vice President
- **Dirk Behrends** '87, VP for Eng (Comm)
- **Meg Howe** '05, VP for Eng (Aux)
- **Derrick Tillman-Kelly** '09, Secretary
- **Adriane Powell**
- *Carly Wilson* '12
- **Krista Cardona** '03
- **George Aliaga** '06, Young Alumni
- **Al Black** '79, Regional Chapters
- **Debra Burt-Frazier** '75, Class Newsletters
- **Qiana Cryer-Coupet** '06, The Network
- **Marilyn Graves** '79, Council for Women
- **Molly Munson-Dryer**, Admissions (ex officio)
- **Desiree Quizon-Colquitt** '89, Wesleyan Fd
- **Jim Richter** '93, Pride Alumni Council
- Claudia Brogan '77
- **Dave Darling** '79
- **Yolanda Juarez-Sotelo** '17
- **Danielle (Blomarz) Kays** '01
- **Bob Ladd** '19 (ex officio)
- **Alan Leahigh** '67
- Steve Lessaris '12
- **Evan Lowery** '08
- **Preslav Mantchev** '17
- **Beth Messina** '81
- **Tom Monken** '92
- Ade (Adebola) Olayinka '11
- **Ed Pacchetti** '91
- **Teddy Petrova** '10
- Ryan Siemers '98
- **Amy Tenhouse** '97
- **John Thiel** '66
- **Kira (Larson) West** '86

## **Guests**

- **Robyn Walter**, International Student & Scholar Advisor

## **Discussion and Decisions**

### **Welcome and Opening Remarks - Scott Huch**

Preslav did an excellent job with last night's Law Career Panel. Also thanks to all the alumni.

Kira mentioned book Reasonable Doubt, which was written by a member of Krista Cardona's family.

Scott thanked everyone for thoughts, prayers, and kind words following his accident.

Scott called the group's attention to several documents in the packets provided. Special note to the color coded meetings schedule from April 2018 to October 2018. Derrick will provide calendar invites for each meeting with call in information.

Molly Rollings welcomes Marilyn Graves to the IWU AABD. Marilyn Graves '79 is the president-elect of the IWU Council for Women and the new representative to the IWU AABD.

Motion to adopt minutes from the Fall 2017 AABD on-campus board meeting, which occurred 10-13-17.

Minutes adopted unanimously.

### **Introduction of Robyn Walter, International Student & Scholar Advisor**

Between 2013-2015, our number of international students doubled. Robyn started in her role, 3 years ago April 17. One of her goals was to create an international alumni network to connect current international students with international alumni. Last fall at homecoming the IWU AABD had a conversation about international alumni network and Scott approached Robyn at the first annual IWU International Alumni and Student Reception. Since that time Teddy Petrova '10 agreed to fill the role of AABD representative for the International Alumni Network.

Noted: Students financial challenges and student visas' restrictions on the ability to work while in the US. IWU doesn't have anything especially targeted at our international alumni.

Appreciation for Adriane's guidance and support. It is easy to get caught up in the day-to-day.

Last fall at homecoming the IWU AABD had a conversation about international alumni network and Scott approached Robyn at first IWU International Alumni

During the conversation, Teddy Petrova '10 was engaged and asked to fill the role of AABD representative for the International Alumni Network.

## **Bylaws Amendment - Creation of International Alumni Network**

Meg Howe motioned, Amy Tenhouse seconded.

Article 9, Section 2

Add G. International Alumni Network

Motion approved unanimously.

Scott: When we have a good idea, it is not enough. There has to be someone in the staff or university administration who says I want this to happen and help guide the process. We hope to see more of this kind of close collaboration. Example of how

## **Introduction of Teddy Petrova '10**

Came to US from Bulgaria in 2007. After a few years on campus, I got a job in Chicago because of IWU connection.

Management consultant and data science capacity in McKinsey.

Work is probably a few years overdue, but certainly something that I'm glad to see move along. There has been a pretty informal network of international alumni... but it's nice to have that become more formal. There has been the sentiment about being left out... int'l alumni don't frequently stay in the country for a variety of reasons including immigration. This is 2018. There's no reason that we cannot form more formal interactions given all of the technology solutions.

One request: I'm building the network of international alumni who want to be actively involved.

Over 300 noted international alumni today.

If you have any former international student contacts, please forward that information to Teddy Petrova and provide a soft introduction.

Scott noted Bulgarian connection on the board with Preslav.

## **Election of International Alumni Network Representative**

Preslav Mantchev '17 moved that we elect Teddy Petrova '10 to the IWU AABD as the International Alumni Network Representative.

Molly welcomed Teddy with her AABD nametag.

Scott welcomed those joining by phone: Qiana C-C and John Thiel

## **Presentation of 2018 Alumni Award Selectees**

Sincerely thank Meg Howe, Desiree, Molly, Jim R. plus Adriane and Brenda.

Thanks to all alumni board members who nominated folks.

Dave Darling, Debbie Burt Frazier, Al Black, Preslav Mantchev, Derrick Tillman-Kelly, and Steve Lessaris

Rule change: current and former members of the board of trustees are eligible, plus previous winners are eligible, but AABD members are not eligible.

Methodology: Nominations came in through March 1;

Other considerations: look at homecoming year (century of celebration to celebrate 100 years of homecoming) plus educational theme for the upcoming academic year (climate change)

Unanimous decision to accept the report.

### **Appointment of 2018-19 Nominating Committee**

2017-18 Nominating Committee is now discharged.

### **Scott appoints 2018-19 Nominating Committee**

Dirk Behrends '87

Derrick Tillman-Kelly '09

Beth Messina '81

Amy Tenhouse '97

Preslav Mantchev '17

### **Ad hoc Bylaws Committee**

Dave Darling '79, Chair

Kira West '86

Danielle Kays '01

Steve Lessaris '12

Yolanda Juarez-Sotelo '17

Ed Pacchetti '91

New Assistant Vice President for Alumni Engagement should be on board come June.

### **Governance Committee**

Molly Rollings '99

Kira West '86

Amy Tenhouse '97

Preslav Mantchev '17

### **Student Senate Update - Bob Ladd '19**

Future visioning

Working on transparency, hearing student concerns

Wrapped up the semester -- budgeting and such

Student Senate Executive Board working on goals/planning for Fall 2018

## Presentation & Ratification of Committee Charters - Dirk Behrends '87

### Wesleyan Fund Update - Carly Wilson and Desiree Quizon-Colquitt

3 objectives:

(a) make calls to 2017 alumni to update contact information -- would appreciate feedback on process; area of improvement - CRM (Zoho), more comfortable with phone calls and/or email?

(b) All in for Wesleyan: thanks to everyone for participating in #AllinforWesleyan. Carly thanks for all of your work; Krista thanks for mini-All in in Chicago. Great pilot; any feedback is welcome. Potentially expand to other regional chapters

All in Stats: 2193 donors

- 2193 donors
- Just under \$715k
- Great challenges including our own Dirk Behrends for \$25k challenge

(c) Calling donors who have participated in the past but not most recently to learn why or what the disconnect is.

Carly: Caution in comparing numbers between this year and last year. We were down \$5k from the previous year, but that corresponded with \$50k less in challenge funds; but we were ahead in gifts beyond the challenge dollars.

Thank you notes: Carly had staff pull addresses of those who gave during All in related to auxiliary groups and committees. We will leverage time later

Question from Kira: did we have 100% AABD participation?

Question from Dave: are the donor numbers down from last year? There were 2369 donors last year, compared to 2193? When Carly removed duplicates we had 1993 donors, but this year we had 1995 donors this year. More information to come!

Special thanks to Desiree and Carly for their work!

Scott: Is there any topic the Wesleyan Fund committee would like to talk about around collaboration? Calls and expected involvement of Board. Appropriate time commitment.

Scott: various directors

### Alumni Admissions Advisory Committee Update - Molly Munson-Dryer

Numbers:

- Last year 209 deposits; this year 283 deposits
- Academic quality is up, diversity is up
- Engaged in reaching out to
  - 166 alumni volunteers
  - 28 trustees
  - 89 faculty members

- 20 current students
- Alumni and trustees 1108
- Faculty 1656

Started with admissions reaching out and then moved to alumni and trustees with faculty reaching out a month later, then current students reaching out.

Will be mining data in the summer and will follow up.

Admissions staff will be reaching out right after May 1 deadline and then will send out picture taken when the class of 2022 gets to campus... to all who volunteered.

We are able to track two types of affinity on prospective students.

Historical affinity: high schools, parents college attendance, income

Real-time affinity: use of website and where they are moving about

Most effective reach out has been the handwritten notes. We are leaning on that more heavily for next year's efforts.

Admitted student weekend: 140 families, up approximately 40 families

Dave: was there a reason admitted student weekend was last week rather than this weekend?

Unsure... but Molly will check in with

Danielle: to what extent are students more busy this weekend?

Kira: can we get a list of the students I contacted to get a sense of who we "converted."

After May 1, Molly will pull the full list and

Ed: What is our goal for freshman class? Approximately 460. Last year was 416.

Historically approximately 40% of deposits come in over the last two weeks.

Bob Ladd - you mentioned wanting to engage more current students? What are your plans for increasing that number? More conversation to come with Student Senate.

80% of students who stayed overnight last week, have already deposited.

Jim R. you are a pleasure to work with; you helped make this a worthwhile effort. When is alumni's next opportunity to engage committed and new students?

Event in Chicago?

Conversation around connection events and admitted students events.

Jim: Is there anything in the shorter term that the IWU AABD can do/discuss? We have two weeks left until May 1 deadline. We are following up again with the students who are sitting on the fence. If AABD can be on call, that would be fantastic. More directed approach now.

Preslav: one thing we should be conscious of is the order in which arrange things/outreach.

Kira: competition for students is just so great? Yes.

Evan: different area codes might help pique interest. Self identify people with "good" handwriting for the written notes.

Yolanda: when I was a student, there was engagement with SALSA and engaged in Spanish calls to talk with students, but especially for parents whose primary language is Spanish.

### **Regional Networks - Al Black**

21 regions most with university sponsored events

In 2017, 16 regional events, 11 regions with multiple events

8 events planned through may for 2018 plus 8 expected

Several regions needing regional chair: Mclean, Rockford, NYC; possibly transitioning in STL area

Events to introduce President Jensen, Provost Mark Brodl, and 20+ year faculty members

### **Class Newsletters Editor Committee - Debra Burt-Frazier**

Just recently newsletter editors were engaged sharing the giving of their class members during All in for Wesleyan.

Thanks to Brenda Milick for assistance with editors plus Emily and Amy, who help post in timely manner with the editors cannot. Goal is to have postings made within 3 days.

Next meeting of the Class Newsletter Editors is Tuesday, May 8.

If you refer to the charter, we would like to add the PAC newsletter editor to the Class Newsletter groups.

Creation of pamphlet about the IWU Alumni Association Board of Directors to come.

Jim: noted al profiles on TitanPride.org

Dirk: Think of Newsletters as just one channel in the communications pipeline.



### Note about: Senior giving

Dirk moved 2018-2019 Committee Charters be ratified  
Meg seconded the motion. Unanimous approval.

**Scott welcomed Krista Cardona '03.** In the past class reunions were always something that we said we would name a committee of alumni to get it done. For the first time, IWU Office of Alumni Engagement has dedicated a staff position to help coordinating

In next couple days, reunion pages will be up online. Verbal RSVPs will be noted until the formal registration process opens later this year. Additionally, there will be a thermometer to track giving.

Dirk pointed out that bylaws committee, we will need to provide attention to reunions in the bylaws.

Scott noted desire to institutionalize the alumni engagement around careers. Warren Kistner given go ahead for healthcare careers panel during homecoming.

### **Presentation & Ratification of Auxiliary Group Charters - Meg Howe**

#### **Young Alumni - Georgia Aliaga '06**

Recently had first 2018 event in Lincoln Park, Chicago, IL; had nearly 20 people attend for NCAA championship on a Monday night. Tried to tie it with All in for Wesleyan.

Big plans for 2018; added 3 individuals to committee in the Chicagoland area

Crystal Thelen 2013

Aaron Sutherland 2010

Walker Ambrose 2013

Asks:

- permanent committee membership up to around 10 individuals
- Focus on 2014-2018 cohorts of alumni... want to focus on up to 5 years out
- Reaching out to the full spectrum of alumni, who are up to 15 years out
- Seeking more touchpoints in each class... ideally creating "ambassadors" for getting alumni within their class engaged.
- Still looking for McLean county and St. Louis

On horizon for the year... are there any other alumni who are in comedy, are comedians -- comedy show, sporting events (not necessarily cubs/white sox)

- Al mentioned that his daughter is in improv

Engaged with Fred Hoyt around marketing alumni engagement

Dave noted that Wolves are in the calder cup

Sliding scale subsidy for the alumni to foster younger alumni participation considering their engagement and fiscal work.

Dirk: Thanks for re-energizing young alumni presence in Chicago.

Meg: also commended George on his work.

### **Council for IWU Women - Marilyn Graves '79**

CfW are known best for its Summit. Hosted event at beginning of March. Always looking for more student involvement. CfW will be hosting summit February 8-9 to move further away from spring break, which this year's summit occurred weekend before break.

CfW had a wonder year for All in (74 gifts/72 donors/76 members) raised in a bit more than \$14k. CfW is a self-funded group.

Reminder: anybody in the AABD is an ex-officio member.

We are on target to hit endowment goal (\$60k) by 2020. 4 awards each year.

Always looking for diverse membership. Everyone can help us with that.

Dirk: Is there a target number of CfW membership? Marilyn said under 100. Molly expects that number to be down because of a participation review. All members are nominated and voted in.

### **International Alumni Network - Teddy Petrova**

250 alumni, but massive gap with classes of 2009-2012; fairly large classes, but pretty inactive with participation. Current international alumni list of 300 individuals.

- Six have expressed commitment for participation, but none of them are going to be in Chicago within the next year.
- We have work to do with updating location of international alumni
- We need to tap into broader alumni network = great resource
- Main objectives:
  - Build network; collecting contact information and find 10-20 alumni based in US or abroad to participate actively across classes
  - Defining who the international alumni network includes
    - Those individuals who were new to the US for college as well as
  - Reach out within your own networks and find those international alumni and share contact information with Teddy including soft introduction.
- Dave asked if the classes least engaged were predominantly Asian? No, influx of Asian students came later in the recruitment cycle.
- Molly: is there any way to get a list of international alumni
- Important to remember the job market for Classes of 2009 and 2010.
- Anything before 2004, there is missing list of who counts.

- Reflected on international students who took trip up to Chicago to meet with Alumni and paired students up 1 or 2 on 1 who showed Chicago and translated into mentorship.

### **The Network - Derrick Tillman-Kelly**

New incoming co-chair: Mary Miller, class of 2007 + further conversations about who the second co-chair and AABD liaison to be determined

Evan: is there potential for collaboration between International Alumni Network and the Network (MALANA Alumni Network).

### **Pride Alumni Committee - Jim Richter**

University of Minnesota Graduate Medical Education also in this conversation.

Potential collaboration opportunity for summer event in Chicago.

Engagement of PAC in AABD

- Great success with All in
- Generally good success with
- Less successful with engagement in recent grad calls.

Areas of great success was when there was good alignment between PAC goals and AABD activities, but less so when those goals diverged a bit more.

Still trying to enhance/create culture of diversity and inclusion.

Thanks and appreciation to Meg.

Meg moves for ratification for the 2018-2019 auxiliary group charters! Molly seconded! Carries unanimously.

Scott thanked the group for participation in today's meeting, development of charters, and presentations for each committee and auxiliary group.

Next up: Lunch with Posse Scholars. Our bylaws says that anyone who has completed a semester of coursework at IWU is officially an alum. Posse Scholars have officially made the cut!

Now to recess for lunch with Posse Scholars. 11:55 am

### **Formally Welcome Posse Scholars to Alumni Association during Lunch!**

### **Presentation of Slate CRM System for Alumni Engagement - Gina Mandros**

Gina is Director of Operations in Advancement... she's been here about a year.

Data system was not web-based.

Slate provides the opportunity to be more transparent and protective of data.

Gina believes that with more efficiencies in the backend (Advancement Operations Services) and have more time to be more forward-thinking about engaging alumni more thoughtfully.

Homecoming will be the first event in the system.

### **Dirk shares Higher Logic and introduces Clint Brotherton of HL**

Full disclosure: Higher Logic is a product of the company Dirk works for!

During our fall meeting, one point of conversation focused on what we might need in the form of technology tools for collaboration.

Is this something you would be interested in utilizing?

The content and involvement around engagement in collaboration is all driven by our time, energy, and efforts.

Clint from Higher Logic will share about: Profile management, directory searches, collaborative workspaces, microsites, and mentor-mentee/protege engagement.

Is there a way to streamline and work with technology in our work?

- Jim: I do see an opportunity for folks to refine their interests and strengths. That could make life easier in some ways, recognizing that there is an investment of capital and time on frontend to get things ready.
- Scott: This looks like a new social network, but also a way to manage volunteers and mentorship. There are a lot of moving parts, but perhaps it makes sense to start it as just a tool for the AABD. Also, second step would be microsites for regional clusters, committees and auxiliary groups.
- Dirk: definitely pre-populating groups within platform prior to inviting others to use.
- Dave: question of return on investment? Cost of platform?
  - Dirk mentioned that Gina and advancement are working on a volunteer engagement score and would be beneficial for identifying the best volunteers and individuals to move up in donation levels.
  - Gina: beyond fiscal investment, there is also a concern for personnel and ability to
- Can this kind of platform help with all in giving? No, but there is likely a way to connect the streams.
- Evan: Integration between Slate and Higher Logic? Yes, I believe there is. Both platforms are at a point to speak to each other. We want to be sure that we can better regulate entry points into system and data keeping.
- Scott: What is the limit of the reach of something like this? These technology solutions should be considered an additional mechanism to supplement person-to-person work.
  -

What does Gina need from us?

- Most viable groups?
- How might AABD use this internally?
- ROI? How should we look at it?
- Share feedback with Gina!

Timetable? End of summer!

Preslav: concern about ranking/recognition aspect of the platforms.

## Group Discussion of IWU Priorities & Inter-Group Collaboration

Themes:

- Learning from our differences
- Launching something...
  - International Alumni
  - Young Alumni
  - The Network (MALANA Graduation)
- Staff Liaisons
  - Alumni Engagement
  - Admissions
  - International Students
  - Diversity & Inclusion

Challenge:

- Hope one of our takeaways will be looking ahead over next six months. How do we operationalize the conversations in time for homecoming?

Conversation from Committees?

- **Career Services Committee = career networking, entry-level job placement, internships/externships.** Is it time that we bring someone from Career Center as a staff liaison into the board?
  - George: It would be good to have hard figures of students in need of placement for internships/externships!
  - Evan: There is certainly some benefit to a system/tool like Higher Logic to these efforts.
  - Meg: How do we bridge the gap between needs/wants of AABD members and other alumni and the needs/wants of IWU/students?
    - Teddy: added idea that we should be engaging students leveraging idea of long term relationship maintenance rather than just transactions.
  - Marilyn, what about unpaid internships? There needs to be some guidance from the university and perhaps a form that outlines what is required.
  - Preslav: enhanced communication with departments/schools as central component of our efforts around internships.

- Is there consensus for Executive Board and Adriane to enter into conversations with Warren about Brian and representative from Hart Career Center? Yes... next steps to reach out to Warren and HCC.
- **Informal coordination between PAC and IAN in Chicago at PAC summer dinner.**
- **International Alumni Network:** 6-month goal: structure, organize and establish an active membership. First introductions are critical.
  - If you want to look at names, please shoot Teddy an email and she will
  - If Debo accepts young alumni award, is there a way to leverage that award to build on international student engagement? Certainly
  - Is there any interest in US alumni living abroad? Yes
  - Hubs: London, Hong Kong, Singapore, Dubai ... once we see where alumni are and active, building networks around them.
- Teddy: Labels have their own stigmatizing effect and so focus on the alumni event versus just a “x” or “y” event can help include a broader swath of alumni.
- **Wesleyan Fund:**
  - Discussion of campaigns this year:
    - timing of events
    - how useful was the assignment
    - additional information about purpose of the efforts and streamlined system to gather information of interest
  - Reconsider the end of year calling campaign

**Adjourned at 4:06 pm**