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Minutes

Alumni Association Board of Directors

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2016

September 30, 2016

Alumni Association Board of Directors, Illinois Wesleyan University

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**AABD Fall Meeting 9-30-16 Minutes, Davidson Room, Memorial Center, IWU**

**Attendees:** Dirk Behrends '87, Lane Bennett '18, Al Black '79, Claudia Brogan '77, Debbie Burt-Frasier '75, Qiana Cryer-Coupet '06, Dave Darling '79, Wes Dyke '02, Scott Huch '86, Elly Jones '91, Jennifer Jones '94, Alan Leahigh '67, Evan Lowery '08, Tom Monken '92, Ade Olayinka '11, Adriane Powell, Desiree Quizon-Colquitt '89, Jim Richter '93, Molly Rollings '99, Jennifer Shaughnessy '98, Amy Tenhouse '97, John Theil '66, Derrick Tillman-Kelly '09, Marianne Wolf-Astrauskas '76.

**Phone in:** Cecilia Mendoza '13

**Meeting Guests:** Greta Franklin, Brenda Milcik, Jodi Rowe, Mark Sheldon '70, and George Vinyard '71

**Lunch Guests:** Marissa Cozzi '17, Alex Stogin '18, Will Teichman '19, Paxton Johnson '18

Elly Jones '91 called the meeting to order. Dave Darling '79 introduced new AABD member, Al Black '79, regional committee chair of Peoria and class president for 1979. Dave noted Al was a fantastic student and basketball player. Elly introduced IWU Board of Trustees President, George Vinyard '71 and past Alumni Association President, Mark Sheldon '70. Directors went around the table and introduced themselves to Al Black including Greta Franklin new Director of Office Diversity and Inclusion.

Spring meeting minutes with the correction of class year last page '02 were moved to be accepted. Dave Darling '79 moved and Debbie Burt Frasier '75 seconded. The Board approved and entered the minutes into the record.

Elly noted that the Stevenson Hall Updates, stable enrollment, increased diversity enrollment, and signature work are a focus of the University for current and future students of IWU. Women's Power and Women's Justice is the IWU annual theme. Map grants were funded for this year, but their future is unsure. Greta Franklin is new Director of Diversity and Inclusion, and she will speak today. Elly spoke briefly about the annual fund, but AABD had 100% giving. Thanks to directors for helping with that. Elly encouraged the Board to be good ambassadors for IWU. She also noted that she wants to share her excitement about ways the AABD can help students, such as helping with the Career Immersion Excursion 2017 in Washington, D.C. as we did in Chicago in March. Elly shared that the MAN Picnic event hosted by the Darlings was a way to connect with students as is the Pride Brunch this Sunday, MAN Networking Event on Saturday and Council for IWU Women today. Elly thanked the AABD for all you do. Everyone is invited this evening for the Alumni Awards Reception and the Tailgate on Saturday. Elly noted that we are changing our approach by making a contribution with money toward events to be good stewards of the university. She encouraged the AABD members to support this effort. Elly thanked the Alumni staff for their work to make Homecoming happen. The AABD is here to augment what the university and the staff is doing and the mission and vision of the university. George Vinyard '71 noted that he has found in his work with the Board of Trustees that ideas are great, but balancing the policy and oversight roles is important as well. He reminded us that we are all volunteers. We are here to work in tandem with faculty and staff.

Greta Franklin shared that it has been a great experience at IWU. IWU reminds her of her alma mater, University of Mary Washington in Virginia. IWU has loyal, family-like alumni who care about this institution and the students. She shared her commitment to students being successful and maximizing their potential. She is still learning a great deal about what her role is in her position. She talked about a small liberal arts college being beneficial to her student success especially regarding the support networks and student groups. She has her masters in higher education and is looking for the best way to support students and help them. In her past roles she founded a multicultural committee and found that is her passion and the area she wants to work in. She started mid-July and began working with students in the summer enrichment program and multicultural orientation. Greta shared that what is going on in society directly effects what is happening on campus. There was a discussion on campus on what is happening in race relations in the world and how that affects campus. Her working style is to first see what is going on before she starts making in changes or institutes new programs. She is focusing on meeting students now. Wes asked is there anything that the AABD can do to help on campus. Jim Richter invited Greta to meet with directors in their committee meetings. She is still getting a sense of what role alumni can play. MAN (the Network) AABD members are so essential in coming back to campus and showing students what role alumni play after IWU and how they give back to students. She noted that being mentors and attending events that students are present at is the best way AABD members can give back. It would be helpful for alumni, who were here as students when some student groups were stronger, to share the group's history with today's students. She noted her goal is to help empower students as the office tries to help students find their voice and make change, and motivate them. Students get weary and tired when they feel they are the only ones who care or speak up. Elly thanked Greta.

Mark Sheldon '70 shared a new project, called The Fund for Human Rights, Sustainability, and Social Justice at Illinois Wesleyan that he and Roy Hankins '70 proposed to President Wilson and was accepted by President Jensen in honor of their parents. It will support student internships, activities, training, and research in the areas of human rights, environmental protection, sustainability and social justice. The fund is to encourage interest and support IWU students who wish to pursue life-long careers and enduring commitments to those afore mentioned areas domestically and internationally. The fund will support IWU students and programs for the Center for Human Rights and Social Justice, the Environmental Studies Program, the Action Research Center, the Evelyn Chapel and University Chaplaincy. This first year will be a silent fund development year. The goal is to raise \$250,000 which has been started off by Mark and Roy with a \$50,000 contribution. Mark asked AABD members to see him if you are interested or you know someone who may be interested in contributing.

Qiana Cryer-Coupet '06 joined us and introduced herself.

Jodi Rowe with Dirk Behrends '87 reintroduced the IPA model. They encouraged board members to invest, partner and advocate as you work today. Wesleyan Fund representatives will be around to talk you today about how you can implement the invest part. Wesleyan Fund has a 2017 goal of 3.75 million and a 24% participation rate goal. This goal is \$100,000.00 less than 3.85 million goal of 2016. Last year we raised 3.2 million, so we need to raise \$600,000 more than in 2016 to meet the 3.75 goal for 2017. They challenged each committee to set a committee member who is a Wesleyan Fund representative.

They challenged committees to build on what you are already doing or what you can re-implement that has worked before. Wesleyan Fund will meet and then come to each of your groups for 15 minutes. As we break you may use Cartwright, State Farm Hall, CNS, the Dugout, Davison and Henning, instead of the Nell Eckley Lounge registration area, which we should reserve for Homecoming guests. Elly went over the schedule for the rest of the day. She encouraged groups to note the strategic priorities document in the packet as you go to your primary assignments.

10:00 am Break and move to Auxiliary Break Out Sessions.

11:45 Photo Session Young Main Lounge

12:00 Working lunch in Henning with Student Alumni Council

1:00 Break

1:15 Break out and Discussion of Wesleyan Fund

Dirk – Wesleyan Fund Board did great (Jodi will give results report to add into the minutes.) Follow ups from all include they liked Zoho and felt the organization was great. Thank you notes and emails are something the AABD needs to focus on. Campaign was long – look at shortening it up from 8 weeks to 6 weeks. Thanks to the staff – Van and Carly were great help – Carly processed all of the numbers. Spreadsheet in folder showing selections that you made with contact preferences and groups to contact. If any changes are to be made please mark and give to Carly. Thank you to the leadership for giving him the opportunity to help with these projects. Dirk gave out gifts to all board members that made 10 conversions or more. Guy – 10 gifts, Ade – 10 gifts, Jim – 11 gifts, Molly – 12 gifts, Debbie – 14 gifts (she called every single one of her contacts, Evan – 16 gifts, Elly, Scott & Alan – 17 gifts, Claudia – 19 gifts & biggest \$ amount of \$4000+, Meg Howe – 26 gifts!!! Outstanding Achievement Award goes to Alan Lehigh - worked with the Acacia giving circle – reached 31.8% giving rate, raised over \$17,000 and will convert to 7 scholarships!

Mark Sheldon – Recommends thanking Van in the official record for all his hard work.

Dirk – Agreed. IWU is in the process of looking for his replacement – have 10 applications in and will be reviewing next week and hopefully have a new person in by end of October. 2017 Wesleyan Fund – work on more focused giving campaigns – how do we make our activities year round. Identify opportunities to improve peer to peer giving, improve stewardship, say thank you, work more on gathering data and assist in any way we can within the board guidelines with Trustee approval. Only 2 members of the board were unable to help last year. We are going to ask for the board's help year round now, for 3 key events, talking points will be provided. First round will be after Thanksgiving and run until Christmas. Instead of going by numbers of people you want to approach – it will be a running list of LYBUNTS, based on your preferences, but names will only be removed once gift has been achieved. Second round will be All In – potentially focusing on PYBUNTS and never givers, so you may have a new list. Would like to have more board participation on All In day – more focused towards the stewardship and thank you's. Ade – why are we focusing on PYBUNTS and never donors. Jodi –

Acquisition of donors is the hardest thing to do, and to grow giving, we need to start converting those. We have a really great handle on the LYBUNTS, so we need to focus on these critical areas. Dave – is there any list cleaning? Jodi – Yes, but unfortunately if they don't respond, we can't do the updates, but when you find one on your lists please let us know (Zoho doesn't talk to current system, so they have to be gone through manually and put into Advance). Mark Sheldon – Is attention being given to class wide groups and what about international students – very important group that we can't lose. Dirk – we are working on providing you better messaging assistance and best practices guidelines. Ade and Jim – personalizing makes it easier – social media should be utilized. Dirk – is everyone comfortable with the ask for the PYBUNT/never-giver? Scott – Is there any way the University can try to cull out the "problem" people so there is some "protection" from potentially bad calls? Dirk – Yes, they do try to review the lists prior to giving them out, but sometimes those calls that go bad can be turned around and a donor can be saved. Scott – Using us for thanks you's/stewardship is a good use for us. Jim – What role do students have in the ask, thank you, conversion during All In? Carly – It is very important for the students to see alumni participating. All In has helped. Students are really part of the ask – they are just involved in the day. Thank a Giver Day is in February – which is Tuition Runs Out Day – they send out post cards to all givers. There is a call center that the students work at as well. Dirk – in group sessions, ask yourselves how to get the students involved in your group and what their role is. Jim – Having had lunch with Lane and the student crew, the group they are trying to create SAC – should we try to give them a task or role in some of these events. David – any high school data access? Dirk – Yes, but only after 2003. Debbie – Had three hang-ups – she recommends using quality education as a key point when talking to LYBUNTS.

#### 2:30 Auxiliary Group Discussion

Jim PAC – have been the co-chair of PAC, Derek is a co-chair, Rachel is a co-chair, Ed is a co-chair. We have a philanthropy chair, folks self-identified for what committees they wanted to be on. Two goals for this year, find a donor who would fund the giving circle for \$2,500 gift so they can do matching donations, so scholarship can go from 1 to 3. Funding summit All Out For Wesleyan. Have a commitment for 3 years from anonymous donor for the \$2,500. 3 other committees, membership, student outreach. Colin is philanthropy chair and will be WF contact.

AI - Regional – How do we help others and create challenges. When the president comes to visit always brings in the crowds. What about setting up watch parties for events on campus, have him live stream a message, bring students in – a lot of people would love student interaction, etc. Have to start mentioning the WF at events, but has to be done in the right way. Pains and Gains, announce donors in the house, talk about participation rates. Dirk – enhancing communications to quarterly for participation – so you can discuss these items with better accuracy.

Qiana MAN – Need a list of the MILANA Alumni – 25<sup>th</sup> Anniversary is this year. Will still be the MAN picnic, the Monica Taylor scholarship recipients attended picnic and they want to continue that. Higher social media presence. Focus is not giving; it is more on engagement. Had an alumni presence at MILANA initiation and graduation. The Mentor program is still going – only 10 students have signed up. Black Greek letter association is a point of interest that we need to adopt – need to get websites

updated. Dirk – Do we have this identified in ADVANCE? If not, we need to get this done. Qiana – we will work on philanthropy chair.

Scott GAN – If you are a Greek letter society – you have a place in our organization. Have organizational problems, but they have cause to celebrate because of Greek giving challenge. Giving is 25% or higher, versus non-greeks at 19%. We will let you know when we come up with a plan for our leadership.

Jim – Conference calls work – they have helped PAC gel so much.

Molly – Cross-sell – work with all groups to make the whole better

Scott – Opportunities for resources other than the university – always look for alternate pass.

Claudia – Student and Alumni connections – find different ways to connect with Student Senate – each alum that sits with students tends to give back. Micro-volunteer opportunities. We need to go to them, not them coming to us. Students are very intimidated by alums. Chalk talks. Jim – engagement with students – is there an opportunity on this board in a more formal way to engage with students and create a portal to interaction. One idea might be to have a committee tasked to student engagement. They would have responsibility to work on this and find ways to make it happen whether it is mentorship, engagement. Elly – that is the intention of SAC, but it is coming from the students versus the board side.

Jen S. – Leaving IWU and is taking a job with Mizzou and is moving to Atlanta. Today is her last day. She is working on her replacement.

Elly – Congratulations to Jen – best wishes. In closing, thank you so much for taking time for the university. Be stewards this weekend!

3:00 Meeting Closes

## End Notes

Notes presented by Dirk Behrens:

### WF2016 Update

- Participation: 22%
- Total Dollars: \$3,199,422

### WF2016 AABD FY End Campaign Discussion and Awards

- Results
  - Contacted just over 1,000 LYBUNTS
  - Converted 265 Gifts – increasing the total participation by over a percentage point
  - Nearly \$30,000 raised
- What worked
  - Structured and Organized
  - Zoho was fairly easy to use
  - Transparent with weekly updates
  - Progress and Purpose
- What didn't work
  - Perhaps 8 weeks is too long
  - Could have had clearly instructions on Zoho
- Awards
  - Thank Staff
  - Dugout Double Digit Club
  - Most Gifts – Meg Howe
  - Outstanding Achievement – Alan Leahigh

### WF2017 Major Goals, Objectives and Campaigns

- Focus on All Year Round Giving Campaigns
- Increase Peer to Peer Giving Opportunities
- Improve immediate thank you, stewardship and enhance our moves management strategies
- Improve Content, Messaging, and Targeted Campaigns

Increase Participation and Dollars over Prior Year

Notes presented by Mark Sheldon:

## Gift Agreement

### **The Fund for Human Rights, Sustainability and Social Justice at Illinois Wesleyan**

*To Honor Our Parents*

Helen Marie '40 and Chester Elton Sheldon '43

Arthur Wayne and Norma Royene Hankins

#### University Mission Statement

Illinois Wesleyan University, an independent, residential, liberal arts university founded in 1850, strives to attain the ideal of a liberal education while providing unique opportunities with distinctive curricula and programs. A liberal education at Illinois Wesleyan fosters creativity, critical thinking, effective communication, strength of character and a spirit of inquiry. Our curriculum deepens the specialized knowledge of a discipline with a comprehensive world view. The Illinois Wesleyan experience affords the greatest possibilities for realizing individual potential while preparing students for democratic citizenship and life in a global society. As the University pursues this ideal for all of our students, we help students to follow a wide range of career and life paths, offering diverse curricula in liberal arts, fine arts and professional programs as well as opportunities for interdisciplinary study and off-campus learning. The University through our policies, programs and practices is committed to diversity, social justice and environmental sustainability. A tightly knit, supportive university community, together with a variety of opportunities for close interaction with excellent faculty, both challenges and supports students in their personal and intellectual development.

#### Gift Purpose

**The Fund for Human Rights, Sustainability, and Social Justice at Illinois Wesleyan** (the Fund) is being established to support student internships, activities, training and research in the areas of human rights, environmental protection and sustainability, and social justice. The **over-riding mission** of the Fund is to



interest, encourage and support IWU students who wish to pursue life-long careers and enduring commitments to human rights, environmental sustainability and social justice, broadly defined, domestically and internationally.

The Fund is designed to support IWU students particularly in the following activities and areas of endeavor:

- 1) Internships leading to careers in the fields of human rights protection and advocacy, environmental justice, sustainability and mitigating climate change, and social justice, domestically and internationally.
- 2) Research, advocacy and engagement in these fields in public policy and non-governmental organizations addressing these concerns.
- 3) Advocacy work and on-campus programs for inter-faith dialogue and understanding, including Fall/Spring break and summer programs in these areas.
- 4) On and off-campus programs serving the community and addressing the three areas, in the domestic and international realms, and
- 5) Resources and training for the Hart Career Center to build capacity in assisting IWU students as they pursue careers in these areas of endeavor.

The Fund will support all IWU students in these areas and programs without regard to their gender, race, status of disability, nationality, religious affiliation or belief, socio-economic status and/or gender orientation.

Initially, the Fund will support IWU students in the work and programs – especially the internship placements – for the **Center for Human Rights and Social Justice**, the **Environmental Studies Program**, the **Action Research Center** and the programs of the **Evelyn Chapel and University Chaplaincy**.

### **Nature of the Fund**

This is a restricted fund for current use (not an endowed fund) for the purposes described above to support IWU students as they pursue relevant off-campus opportunities and career directions. As a general guideline, it is expected that approximately 70% of the Fund will be utilized for internship placements and student support and approximately 30% for on-campus programs.

## **Gift Administration and Use**

Policies and procedures for the use of these funds and grants to support students shall be determined by an on-campus steering committee, appointed by the Provost, and composed of representatives of programs focused on human rights, social justice and sustainability. The initial members of the Steering Committee shall include the **Director, Center for Human Rights and Social Justice**, as Chair of the Committee, (currently the Ben and Susan Rhodes Professor of Peace and Social Justice, Dr. Irving Epstein), **Associate Director of the Center for Human Rights and Social Justice** (currently Professor of Political Science, Dr. William Munro), **Director, Environmental Studies Program** (currently Dr. Given Harper), **Associate Director, Environmental Studies Program** (currently Dr. Abby Jahiel), **Director, Action Research Center** (currently Ms. Deborah Halperin), The **University Chaplain** (currently Rev. Elyse Nelson Winger), the **former Executive Director, AsiaNetwork** (Professor of Sociology, Dr. Teddy Amoloza), **Student Senate President** (currently Mr. Jake Thaker) and the **Student Senate Civic Engagement Commissioner** (currently Ms. Crystal Ocampo). The Provost (currently Dr. Jonathan Green) and the Director, Hart Career Center (currently Mr. Warren Kistner) will serve on the Committee ex officio.

The Fund shall be administered by the Center for Human Rights and Social Justice. Annually, the Center will provide a report to the Founding Donors on the uses and distribution of the Fund's resources. Fund recipients shall be expected to submit a final report and share their experiences and perspectives with interested IWU faculty and students, encouraging other students to make use of support from the Fund.

## **Founding Donors and Initiators**

The Fund is being established by two Founding Donors, Roy Hankins '70 MD and Mark L. Sheldon '70, both former Student Senate Presidents. Dr. Hankins, along with his spouse, Dr. Dorothy Anderson MD, are experienced child psychiatrists, long active in work related to child health, the environment, agricultural sustainability, and social justice. Both are active in church and community-based

work for social justice. Mr. Sheldon, a former IWU Trustee and President of the Alumni Association, enjoyed an extensive career in the fields of Chinese Studies, international education and philanthropy, most notably through the Yale-China Association, The Chinese University of Hong Kong, and the Hong Kong-America Center (Fulbright Commission) based at New Asia and Chung Chi Colleges, in Hong Kong. More recently, he has worked to assist IWU in recruiting international students, especially from China and the Asia-Pacific region.

Dr. Hankins and Mr. Sheldon are providing an initial gift of \$50,000 to start the Fund and will “champion” the fund for at least five years, seeking donations – large and small – from interested IWU alums and University friends to support this Fund’s development. The Fund Initiators will seek other Founding Donors who are willing to make an initial gift of at least \$5,000 to support this initiative. The goal is to secure \$250,000 over five years to support IWU students interested in the fields of human rights, social justice, and sustainability.

A period of Fund development will proceed from January 1, 2016 to May 30, 2016, with the objective of raising the first \$100,000. The Steering Committee will begin making decisions about grants from the Fund on March 1, 2016 for summer, 2016 internships and program activities and internship placements for the 2016-2017 academic year.

**Signature:**

Mark L. Sheldon '70  
Founding Donor

Roy Hankins, MD '70  
Founding Donor

Dr. Eric Jensen  
President, Illinois Wesleyan University

**(Signed by all parties to the Gift Agreement on November 10, 2015).**