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Minutes

Alumni Association Board of Directors

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Alumni Association Board of Directors, Illinois Wesleyan University

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## **IWU Alumni Board Meeting – October 17, 2014**

Attending members: Austin Aldag '16, Claudia Brogan '77, Tim Brophy '84, Dr. Debra Burt-Frazier '75, Qiana Cryer-Coupet '06, Dave Darling '79, Wes Dyke '02, Guy Gebhardt '69, Deon Hornsby '97, Megan Howe '05, Scott Huch '86, Elly Jones '91 (phone), Steve Lessaris '12, Carole Liske '77, Evan Lowery '08, Rich Marvel '98, Cecilia Mendoza '13, Tom Monken '92, Sundeep Mullangi '97, Ed Pacchetti '91, Adriane Powell, Desiree Quizon-Colquitt '89, Jim Ridenour '54, Molly Rollings '99, Amy Tenhouse '97, John Thiel '66, Derrick Tillman Kelly '09, Marianne Wolf-Astrauskas '76, Ted Zook '85

Attending guests: President Wilson, Marilyn Neis '71, Mark Sheldon '70, Marty Smith, George Vinyard '71, Brian Beam '91, Brenda Milcik, Van Miller '04, Carly Wilson '12,

8:45 Scott – introducing new members and letting them know committee assignments.

9:00 Meeting called to order. Sundeep Mullangi '92 thanked Scott Huch '86 for doing such a great job with the nominating committee. We will go through particular committee assignments later – as part of the on-boarding process. The Board of Trustees has allowed us to do what we want. We are all volunteers, and we do have day jobs, but Sundeep expressed his deep appreciation for the time that we are committing to IWU. Later, you can figure out which direction you would like to take your committee – if new goals and strategies are necessary – please feel free to put them in place. After establishing their direction, committees will then work on updating or creating their charters.

Current board members introduced themselves.

Spring Board Meeting - April 10, 2015, Joslin Atrium, Memorial Center.

Minutes from Last Board Meeting: Evan Lowery '08 moved, Deborah Burt- Frasier '75 seconded, - motion carries and the minutes are approved as submitted.

Scott Huch '86– Time, Talent and Treasure agreements were distributed and filled out by each Alumni Board member. Van took the envelopes back and tallied the results. Every person in the room volunteered to give (100% Giving – Woo Hoo!!) and the total was \$32,778.

### **Committee Reports:**

Steve Lessaris '12 – Young Alumni Council – a lot of the activity seems to be centered around Bloomington or Chicago, and we would like to have the activity moving elsewhere too. YAC is reaching out to people who are leading the alumni groups in the regions and asking them for young alumni representatives. Our committee participation is much more in-flux than other alumni committees due to job changes, moving, etc.

There was also discussion about maintaining email addresses for everyone – Van Miller '04 reported that we are improving on that front. Marianne Wolf-Astrauskas '76 recommended that this was a good opportunity to ask all of our regional chairs to reach out to alumni. The database has to be the central focus. If any of us have updates, we should send copies of updated contact information to Van and/or Adriane.

Scott Huch '86 commended Steve on his charter and noted that with young alumni, we do have a much higher percentage of email addresses, and noted that social media can also be used to reach

this demographic. Chicago regions young alumni had a Facebook-only publicized event. The Auxiliary Group Charter was approved by the Board.

There are names on the charter that are not AABD members. How do we pull them in?? Folks who reach out to Adriane – Steve reaches out to them – has a brief phone conversation with them – and they determine how their activities will fit in. Will leave it at 15 years for Young Alumni, although Sundeep suggested 25 years... ☺

### **President Wilson's Update**

President Wilson noted that our board meeting occurred on the nicest day in a month – leading up to Homecoming. Following a welcome to returning and especially to the new members on the Board, President Wilson provided his update.

First – over the last three years, we have established an intellectual theme for the campus for the year. This year the theme is “Walls and Bridges” – we have walls up around the world, but bridges are also being built – immigration activity for instance. He attended an absolutely fabulous panel on this theme here on campus – the event captured the fall of the iron curtain in four different countries – Berlin, Somalia, Cuba and the Soviet Union – from a political and historical perspective.

Second – roughly 75 international students enrolled this fall with 90 MALANA students. Our commitment to diversity is alive and well. We are preparing our students to live in a global society.

Third - The city of Bloomington gave the university the portion of Beecher Street between East Street and Franklin Street, and it has been closed. Students can now walk from Harriett Rust to the library and never cross a street. It is creating a new quad, and it will be named next spring. It could be a Broadwalk or a Promenade – in future months we will settle on what we will be calling that space. Trees, benches and lights have been installed. One more thing – the first IWU water sculpture will be installed next spring. It is a meditation sculpture, but there is a volume that will fill with water and spill out over the edges down into a pool. Students voted for a water sculpture.

Finally, if you haven't heard – through the generosity of the Shirk Family and other IWU basketball alumni, an addition will be put on the Shirk Center to expand our fitness capability on this campus. There has been an explosion of interest in fitness among students, so the Shirk Center will be added onto in order to meet current and anticipated future needs.

At the Board of Trustees meeting next week – President Wilson will make a significant announcement regarding the Transforming Lives Campaign– the university almost doubled the amount of money that had been raised in a comparable campaign.

This past spring – approved a new strategic plan for the university. We take it pretty seriously here. We are looking at what is our niche – we certainly are a liberal arts college, but we have professional programs and pre-professional programs grounded in that tradition. It is a unique niche for us, but one that we need to capitalize on in every way that we can. It needs to be thoroughly vetted with faculty, students and staff.

It is a very competitive world out there when it comes to attracting students to Illinois Wesleyan. President Wilson shared some things IWU is thinking about – If you begin talking with people about

Illinois Wesleyan, what do you say that is distinctive about this campus? Often, small, intimate relationships with faculty and staff. But, how do we pull together some of the things that push that distinctiveness to another level, such as Hendrick's Odyssey and Auggie's Choice? Hendrick's Odyssey\* (<https://www.hendrix.edu/odyssey/>) – defines four or five areas – if a student came to Hendricks – they would expect to have these experiences and they make sure that you get them. Auggie Choice\*\* (\*\* <http://www.augustana.edu/academics/majors--areas-of-study/business-administration/internships/funding-your-internship/augie-choice>) – guarantees to every student a sum of money that a student could spend on some activity or another – study abroad, etc. IWU is thinking of establishing the Wesleyan Pledge or the Wesleyan Commitment that communicates a distinctive part of what we do. Such as, financial aid packages can be used to study abroad – lots of people don't know that. If you come to IWU, you can take your financial aid with you to study abroad. Through our career center – 69% of students have a paid or unpaid internship. What would it take for us to say that 100% of students would have an internship before they graduate?

Entrepreneurship by Design – a cross-curriculum endeavor – a liberal arts environment is perfect for someone thinking about becoming an entrepreneur. Jonathan Green – our provost – has met with faculty – students would get a certificate – a minor or a major – theater, music, business and the social sciences. It is a cross-disciplinary based curriculum with a major that spans many, many areas. The curriculum would provide an answer to the question: “I have an idea – how do I take it to the production stage???” How might we put that together in an effective way?

Finally, over the next 6 months – we will be putting together our priorities for fundraising for the future. We have had our own experiences as students – what should those priorities be?? President Wilson has his own thoughts, but will not prejudice the conversation before it begins.

Another idea would be to capitalize on the fact that 80-85% of our students graduate in four years – students who enrolled as first year students – as part of this plan – we guarantee that every student will graduate in four years. Why not make that guarantee – are we talking about a four year degree or a six year odyssey. Wesleyan Forward is one idea for a name.

Is there a way to help us, since we don't know how to make the next step? How do you get that incubated or off the ground.

The networking that we have to develop – the internship is a nice idea – and it will require more networking for offering paid or unpaid internships. In the first instance – guaranteeing internships – many of us are in organizations that provide those – there may be a chance to allocate one of those to Illinois Wesleyan. A student is advantaged tremendously if they have an internship at IWU. In some cases it confirms what they want to do and in other cases it lets them know that this may not be for me. In either case, that knowledge is incredibly useful.

Let's do a course – the physics of lighting, the impact of lighting – in a liberal arts college – if we do this right – students are taking courses in a variety of areas.

Faculty diversity – frankly the numbers are down. Part of it is a pool problem – our undergraduate diversity is growing – if we could build a relationship with the University of Illinois – could we create summer research opportunities for those students to come to U of I – and then they can continue at U of I to earn their Ph.D.?

School of Nursing – three or four of their own alums have come back to be faculty members. It seems that we could do this in other fields as well.

We have incredible resources here due to International Faculty. What is the overall institutional mechanism for a strategy on that? But, the momentum for International students is so great that we could increase those numbers. Mark Sheldon '70 stated that he wants an Asian surnamed building on this campus before he dies and wants to add a clear focus to fundraising with alumni residing in Asia.

On the one hand, we have developed a very effective strategy on international student recruitment – we are the envy of most liberal arts colleges that he knows – to have an alumnus in Asia involved in student recruitment – we have a contract with an international recruiter – and we are expanding his reach so that he moves to other countries. It is partly numbers, but it's partly life in the global society. Walk across campus – you are likely to see a student of color or a student from some other country – we are getting there. This year for the first time, all students assigned to room with an international student were involved in international student orientation.

IWU Board of Trustees President, George Vinyard '71 expressed hope that we can raise more money to help to bridge the gap between what students can afford and how much they need. As a student of IWU history for 41 years, IWU has never been better than it is today. External challenges have never been greater, and we have never had a better alumni group. He challenged alumni to be mentors and be contributors. IWU appreciates the service of its alumni.

Break and reconvene

### **Rich Marvel '98: Greek Alumni Network**

In support of George's comment, the Greek Alumni Network has tried to increase giving through giving circles and house participation. The overall charge has been to create competition in giving through the house. Van and Adriane have helped with that charge.

We are also working to promote the development of additional connections within the chapters. The alumni will affiliate with the individual chapters, but we want more outreach with the individual Greek houses to give them the opportunity to offer time, talent and treasure.

Marianne Wolf-Astrauskas '76– In Chicago, IWU held Pan-Hellenic Alumni tea, but the fourth time the tea was expanded to include all local women who had graduated from IWU. We should have that tea again, but do it in conjunction with the Greek alumni committee. Tell alumni what it's like to be in the Greek system today and to help them to reconnect with the campus.

### **Van Miller '04: (filled in) Admissions**

When working with current and incoming students – increasingly there is a gap between family's ability to pay and what we're going to be able to provide. Over 2/3's of our students are gap students and the average gap is \$6,000 per year after loans and financial aid. IWU has worked to help bridge that gap with two programs. The Promise Scholarship is a new giving opportunity – it is \$5,000 a year and a four year commitment. The Giving Circle is made up of multiple alumni who pool their money to provide scholarships over a three year period of time.

### **Carole Liske - '77 - Report on the Council for Illinois Wesleyan University Women.**

The Council for IWU Women originated out of a task force from the Alumni Board Executive Committee. The mission was to focus on promoting that connection between IWU and career progression and making sure that female alumni were progressing appropriately. At first, a major goal was to enhance self-esteem and confidence. Look at their career like a lava lamp – not sure what shape it would be in the future, but just appreciate where you're at.

Council for IWU Women will be hosting the 9<sup>th</sup> Annual Spring Summit at the end of February 2015. The Council captures different markets of women, spanning the entire nation and all ages. The Council wants to bring more of our young alumni in. Young alumni are key to bringing in other young alums and student activities as well.

Spring summit has been phenomenal and participation is at all-time highs. Carole would like to tap and bring in more diverse members. A career fair was added last year and that was very successful. They have also done mock interviews and career advisement. Still seek to invite IWU faculty and staff to attend summit activities. New membership is currently on hold.

### **Minority Alumni Network - Deon Hornsby - '97**

MAN is rebranding the Network. When it started back in 1992 – it was a totally different environment. The term “minority” is not used so much anymore. Also, there has been some talk that this is really a Black Student Union and that has never been the intent. There has also been a leadership vacuum that is now being filled by old and new membership. Finally, it is not just Deon and Tony Gray '98 running the network. We have new energy and new blood coming into the network. Cecilia will help to include all MALANA – multi-racial – Latino, Asian American and Native American - aspects and reach out to students and alumni. Deon feels very comfortable with where the network stands. Mark Shelton '70 brought up that there is also a cross-cultural group as well. Austin noted that students have an organization called CIA, the Council for Inclusion and Awareness. Summer Picnic had 85 attendees.

### **Student Senate - Austin Aldag '16**

Student Senate has worked on a Student-Alumni ad-hoc committee. That was proposed at their first meeting of the semester. Campus events include: Dub after Dark – had T-shirt guns and a lot of participation for “All in for Wesleyan”. Future campus events include: Second City – at 9:00 at the Hansen Student Center, and Nick Offerman and Ron Swanson – Park and Rec fans. - coming up on October 25. Proposed event ideas include: Talked about hosting a Halloween trick or treat for local alumni. Also, more informal dinner guests for alumni and students. Austin is also interested in hearing any other input.

Curricular priorities on campus – been focused on Gateway – the freshman writing course – and they've been working on improving academic advising – just making it easier for students to get through their four years here. That is what Student Senate has been working on this year. There are 200 registered student organizations – the student activity fee may need to be raised.

Hansen Center wireless was paid for, and student organizations were funded. Austin thinks we're getting there with making students more knowledgeable about where the funding for their education comes from.

## **Regional Alumni Committee – Guy Gebhardt ‘69**

Guy Gebhardt ‘69 – over the last 2 or 3 years – increased participation by Regional Presidents. As we have more groups set up around the country – more is being done. The possibility of a book club concept around the IWU community reading book was discussed.

We are more and more coming around to discussing university finances and the importance of giving when it comes to regional events. More of a coming around to this concept of giving. 3 or 4 years ago there was a reticence about discussing fundraising at those events, but we have found a way to communicate the needs of the university and opportunities to give at these events. 12-15 regional alumni networks. The number is fluid and they are growing – one in Indianapolis is being added.

Ted Zook ‘85 asked about interest in a travel course with alumni.

## **Class Newsletter Committee – Brenda Milcik**

Brenda supports the Class Newsletter effort and Brian Beam ‘91 is the exiting board member, along with many alumni newsletter editors. In the past year, the individual online class newsletters in the 60’s, 70’s and 80’s decades became three decade on-line newsletters. (1970 retained their own on-line class newsletter at their request.) Go to [www.titanpride.org](http://www.titanpride.org) – to submit an update to your class newsletter and also to communicate through the newsletter with the people who we went to school with.

The Alumni Office began tweeting items from the class newsletter to try to expand the class newsletters to other areas of social media. They are also looking at creating metrics around each individual newsletter. Currently, we have 31 editors – 25 are on-line and 6 are print newsletters. 1992, 1997, 2001, 2002 and 2003 have current editor openings. Training for class newsletters editors is happening at Homecoming this year. 1959 and before – still have paper newsletters that went out in May.

## **Marty Smith – VP of Advancement**

The campaign Transforming Lives was announced in May of 2009 right in the middle of a horrible economy. Our goal was \$125 million – Lots of questions about if we should announce, but during a 5 year period – the economy will be good and the economy will be bad. So, IWU moved forward.

19,201 total donors - 8,844 alumni donors – \$67,309,000 – 62% in cash – other in deferred gifts.

All of the new buildings and renovations are paid for – no debt. And, there is an endowment for Tucci Field. \$25 million – largest single gift. \$81.4 million in alumni donations.

From 4,048 to 5,077– the alumni donor growth between 2009 and 2014.

Greek giving – 46% and Athletes – 46%.

231 newly established scholarships – over \$23 million.

20 new endowed professorships as a result of the campaign.

We did exceed \$125 million in the campaign. Exact totals will be announced next week.

The position of Director of Corporations/Foundations is now open, as Carlo Robustelli took another position. Shireen Schrock is leading that area until the position is filled. Under Carlo's leadership, IWU now has Government grants – 22 under development – 7 funded – 8 under construction. Right at \$3.5 million. 24 grants – corporations and foundations. The impact of this is significant. Carlo developed a really strong relationship with faculty.

Adriane has done an outstanding job of carrying on the alumni work here at IWU as they are doing a search for the next Director. Right now, the equivalent of 3.5 people are doing homecoming.

Van Miller was appointed Director of Annual Giving after Jeff Mavros '98 took another position. An alumni committee consisting of Scott Huch '86, Sundeep Mullangi '97, Cathy Lewton '70 and Josh Butts '01 worked to help develop a 10 year Wesleyan Fund Plan. Much of the work here is due to their efforts. Our alumni participation number was sliding– we had reached a low of 18.5%. These four alums have experience in a variety of areas, and this group helped put together a strategic plan for annual fund alumni giving. Now, we have 23.4% of alumni giving. Thanks to these four for giving much of their time and energy – we have been successful. \$3.6 million – 24% alumni participation for the Wesleyan Fund are our goals for this year.

When Jeff Mavros and Ann Harding departed, it gave us a chance to look at work in Alumni relations and the Annual Fund. They were trying to find a location where the two could work together – would prevent them from stepping over each other. They knew that they had to do a better job of communicating with each other. They may renovate some space in Shaw Hall – to all be under one roof. One of the things they really need to do is engage their alumni more effectively. Many small private colleges were merging the two departments with one director over both. The search that they are currently involved in is for an Assistant Vice President for Alumni Engagement and the Annual Fund. This will help us measure the effectiveness of our two offices in better ways. Right now, Van and Adriane are doing a wonderful job of moving those two departments forward.

Every study shows that – the more engaged alumni are – the more likely they are to be consistent donors. All of our activities feed into what we're trying to do to raise money for scholarships and student support. Our students need your wisdom, and would love to hear from you as mentors. The Benefactors' Dinner is held each fall to bring donors and students benefitting from those donations together. Donors get to hear what students are doing, and in the process donors see and hear the impact they are having.

There were a few downsides to the campaign:

More friends than alumni contributed to the campaign and there are some areas where we didn't get the traction we wanted – the endowments for excellence did not generate the type of support that they thought it would.

There is a new strategic plan – [IWU 2020](https://www.iwu.edu/institutes/strategic-plan-final-04_22_2014.pdf) ([https://www.iwu.edu/institutes/strategic-plan-final-04\\_22\\_2014.pdf](https://www.iwu.edu/institutes/strategic-plan-final-04_22_2014.pdf))

April 10 will be the date of our spring meeting. It will be held in the Memorial Center's Joslin Atrium. Sundeep is getting ready to set the schedule for AABD conference calls to continue committee momentum until spring.

The Board meeting adjourned and sub-committees met.