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Minutes

Alumni Association Board of Directors

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2018

October 5, 2018

Alumni Association Board of Directors, Illinois Wesleyan University

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

October 5, 2018 | Davidson Room, Memorial Student Center

**Agenda**

- **Working Breakfast with freshman contacted by a member of AABD**
- **Call Annual Meeting to Order, Welcome and Opening Remarks by Scott**
- **Discussion of the Heritage Fellows Luncheon with Michele Brady**
- **Welcome Rosetta Clay**
- **Bylaws Amendments**
- **Designation of Alumni Academic Resource Council Representative**
- **Presentation & Review of Auxiliary Group and Committee Charter Updates**
- **Heritage Fellows Luncheon**
- **Group discussion of morning charter review & inter-group collaboration**
- **Closing Remarks and Good of the Order**

**Called to Order at 8:00 am by President Scott Huch**

**Attendance** (bolded = present, 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
- **Rosetta Clay**
- **Adriane Powell**
- **Carly Wilson** '12
- Krista Cardona '03
- George Aliaga '06, Young Alumni
- **Al Black** '79, Regional Chapters
- **Debra Burt-Frazier** '75, Class Newsletters
- **Marilyn Graves** '79, Council for Women
- **Mary Miller** '07, The Network
- **Molly Munson-Dryer**, Admissions
- **Ed Pacchetti** '91, Alumni Academic Resource Council
- **Teddy Petrova** '10, International AN
- **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
- **Alan Leahigh** '67
- Steve Lessaris '12
- **Evan Lowery** '08
- **Preslav Mantchev** '17
- **Beth Messina** '81
- **Tom Monken** '92
- **Ade (Adebola) Olayinka** '11
- **Ryan Siemers** '98
- Amy Tenhouse '97
- **John Thiel** '66
- Kira (Larson) West '86

**Mark Sheldon** '70 (former president 2001-2004)

## **Earl Franz '70 (Denver regional chair)**

### **Discussion and Decisions**

Meeting began informally with three first year students contacted by alumni association board of directors members.

Scott asked those by phone to introduce themselves.

Derrick Tillman-Kelly presented Mary Miller '07 with her name badge officially welcoming her to the Alumni Association Board of Directors.

Scott expressed appreciation to the board for its support during the loss of his sister.

Scott also made note that in past meetings we predominantly spent time around this table figuring out the business of the board. This year, however, we are predominantly focused on engaging around campus focusing more on engagement with students and alumni.

This year the IWU AABD is joining the Heritage Fellows Luncheon rather than splitting the group since there are a number of board members who are Heritage Fellows. Scott invited Michelle Brady, Associate Vice President for Advancement, whose role is focused on major gifts and gift planning, to share directions for our time together.

**Heritage Fellows** - alumni, parents, and friends who have decided to invest in IWU through deferred gifts. Giving a gift today to make a difference tomorrow. Heritage Fellows were named to recognize their work to continue the work of IWU's founders, which was to preserve, create and share knowledge.

To learn more about these efforts at Illinois Wesleyan, visit: <https://iwu.planmygift.org/>

Michelle noted that people provide gifts because of what's going on at IWU. Feel free to share with the Heritage Fellows why students are currently attending IWU and what's going on right now.

### **George Vineyard, Chair of the Board of Trustees**

George offered a number of thanks to the IWU AABD for the work the board has put in over the last year. He called out the alumni's help with the recruitment of this most recent class.

Keep volunteering. Faculty, staff, and students have a much better perspective of what's going on when alumni remain engaged helping students get here and as they finish up their degree at IWU.

Scott acknowledged visiting alumni including:

- **Mark Sheldon**, class of 1970 and former board president (2001-2004).

Scott acknowledged **Carly Wilson '12** and her upcoming transition out of the University as she prepares to move to Danville, IL and enter the mortgage loan industry. Scott awarded Carly the **Titan Spirit award**.

Scott acknowledged **Rosetta Clay, Assistant Vice President of Engagement**, and presented her with the Honorary Titan title!

**Rosetta Clay** shared remarks including thanks to the board and a little about her background. "I have not worked with a group that is so engaged in the ways that you are."

Scott called for a review of the minutes. Because they were provided in advance.

Motion to approve Molly Rollings

Seconded by Al Black

Approved unanimously

Scott asked all directors to sign the Board agreement for the 2018-2019 year.

Scott also reminded directors to share their financial pledge to the University.

Scott presented the proposed bylaws amendments (green sheet in AABD packet).

There are 6 proposed edits. The first three are to correct the name of the Office of Alumni Engagement and ex officio staff member. Final three are the elimination of defunct Parent Board and Golden Titans and add Academic Resource Council.

- Dirk made note that the Parent Board work are absorbed to other parts of the university through Admissions and Wesleyan Fund as well as Golden Titans through

Report of the bylaws committee (requires  $\frac{2}{3}$  affirmative vote)

Unanimous approval of bylaws change.

### **Academic Alumni Resource Council Update from Ed Pacchetti**

Formalizing what we can contribute through academic spaces and career center.

Approximately 17 members of AABD completed the survey shared by Ed.

Provost Mark Brodl would like to set up a feedback loop that allows faculty members can share specific needs that would be helpful to have an alumni speak.

This will allow us to reinforce to and help students articulate how things relate to what they want to do once leaving IWU.

Scott pointed the group to a sheet labeled "IWU Priorities for Its Alumni Association" highlighting our six focus areas and updates to date.

### **IWU Priorities for Its Alumni Association**

1. **Increase Alumni Involvement**
2. **Admissions**
3. **Wesleyan Fund for Annual Giving**
4. **Career Services**
5. **Alumni Academic Resource Council**
6. **Diversity**

**Scott turned the meeting over to Meg Howe (Auxiliary Groups) and Dirk Behrends**

**Marilyn Graves: Council for IWU Women**

Marilyn shared

- 86% of the Council for Women contributing to IWU in excess of \$19,000.
- 19 new women nominated to join the Council.
  - 15 have accepted the invite
    - 8 (10 were invited) of those who graduated in 2018 or current students. We are trying to figure out how to get our students more actively involved so that Council for Women events are reaching current students as well as alumni.
- Summit is February 8-9, 2019
  - Theme: Navigating Change
- Touchpoints, Council for IWU Women newsletters, has found great success with the membersh
- **Questions**
  - Dirk - current count for Council?
    - Approximately 80 members.
  - Claudia: How would you describe the council for women?
    - Organization to really help female students with opportunity to connect with alumni and learn from their experiences.
- Molly reminded that any woman on IWU AABD is welcome to attend all Council for IWU Women events.
- Scott appreciated: need to improve recruiting approach and desire to reach into the

**Teddy Petrova: International Alumni Network**

- Approach to international alumni must be different given the lived experiences and locations of our international alumni.
  - Teddy brought attention to movement from “Originally from” to “currently living in.” This highlights the need for this work to be intentionally broad and inclusive.
- When Teddy started, there were ~300 international alumni in the database. Estimate that there are another 150 or so, of which 45 have responded to connect and share how they’d like to get involved.
  - One way to further this effort would be for IAN to collaborate on invites. Teddy is really excited to collaborate beyond the Chicagoland area especially.
- Teddy is particularly appreciative of the robust feedback and insight she’s received from alumni.

- Number one priority outside of engagement and recruitment is mentorship. Alumni want to re-engage the university by serving as mentors.
- **Comment from Scott:** Thanks for your continued hard work and diligence.
  - Begin building a contact list
  - Start conversation with that list to ask what they'd be willing to do.

### **Jim Richter: Pride Alumni Community**

Signed letter of understanding shared with Carly Wilson that works to establish the Pride Alumni Community's endowed scholarship. Jim gave a kudos to Dirk Behrends for idea and seed funds. Dirk returned to the Kudos to Jim for his seed funds as well.

Each of the past recipients of the PAC scholarship gave to the scholarship.

### **Areas yet to make progress:**

- Jim is preparing for transition of leadership in the next year or so. With consideration of his own obligations and such, there is an intention to transition out of the PAC role in the next year or so. So additional focus on leadership transition.

### **Events during Homecoming**

- PAC reception tonight
- PAC brunch on Sunday

PAC Summit to be determined

Membership identification has always been a challenge.

### **Questions/Comments**

Dirk asked Jim to share about participating in the President's Convocation.

### **Mary Miller: The Network/Minority Alumni Network**

Successes thus far:

- The MAN Picnic
  - Moving it forward one weekend to the last Sunday in July
- Hoping to develop strategy for social media use... including personalization with individual alumni to get them engaged or re-engage.

### **Meg Howe (for George Aliaga) for Young Alumni Council**

- Katy Buoscio '11, chair of the Chicago Regional Network, is a former leader within YAC.
- Need more alumni volunteers

Board took a brief break at 10:30 am and resumed at 10:40 am.

**Scott gave Yolanda Juarez-Sotelo the Titan Spirit Award from April after much challenge :-)**

## Returning to Updates from the Committees

### Molly Munson-Dryer: Alumni Admissions Advisory Council

- Molly shared that everyone who participated in the student calling will receive a class photo in the mail
- Ended up with incoming class of 540.
- Changes for this year's program:
  - Students appreciated handwritten note
  - Will encourage handwritten note with follow-up phone calls.
  - Plan to potentially move up timeline because a number of students had already made their decision. Working on exact dates
  - Will work to make pairings even more intentionally with use of an affinity score for a prospective student (noting for alumni students likelihood of attending).
  - Request from Alumni Volunteers to see samples of letters written. Molly will put out request to board to capture templates or examples from this passed round.
- Molly wondering the extent to which we can continue the relationships that connected alumni and prospective student once here.
- Focus on collaboration to engage alumni
  - International Alumni Network
  - Pride Alumni Council
  - Council for IWU Women
  - Regional Alumni Networks
- 98% of alumni volunteers said they'd like to continue involvement this year
- Questions
  - Mark Sheldon - what is being done to stop the international student decline?
    - Not really plugged into that area, but IWU has a new international recruiter, Tie Sun '17
  - Teddy Petrova - what about efforts beyond Asia?
  - Dave Darling - has this decline in international student enrollment happened at other institutions?
    - Yes, a number (but not all) institutions have experienced decline in international student. Mark Sheldon shared that approximately  $\frac{2}{3}$  of higher education institutions saw a decline, while  $\frac{1}{3}$  of institutions saw number remain steady or increase.
  - Jim Richter - It seemed that any personalized communication seemed to fit with prospective students.
  - Scott was interested
  - Alan Leahigh: Is there anything beyond not closing Gulick Hall that resulted from extra students?
    - George Vinyard mentioned that we are not out of the woods yet. There is still a decrease in overall enrollment because of varied class sizes.

### Al Black: Regional Alumni Chapters

- No walk-up music.

Evan Lowery

Jim Richter is new chair of Minneapolis regional alumni chapter.

Todd Kumler is NYC regional alumni chapter

Katy Buoscio '11 is new chair of Chicago regional alumni chapter.

Erin Milligan '04 in STL - October 20, 2018 event

Scott Black '10 for McLean County

Still need chairs in Dallas, TX and Rockford, IL.

Dallas Connection- Sunday, November 4

West McQueen Street Band (Rick Simpkins '70) at McGuires tonight (unsanctioned)

Rockford recommendation to come from Jim Richter.

Scott gave AI kudos for the work of alumni volunteers doing the work of the regional alumni chapters.

Additional kudos from Dave Darling!

Desiree Quizon-Colquitt: Wesleyan Fund

- Three calling campaigns
  - All in for Wesleyan
    - Chicago "All in"
  - Fiscal Year End
  -
- Acknowledgement of the work and time invested in this work from Carly Wilson and team.
- In the future, interest in working more with regional alumni chapters for "All in"
- We have met the 100% participation goal amongst the IWU AABD.
- To work on:
  - Better coordination of the calling efforts that happen around the university, especially considering Admissions and Career Center
  - Would like to work on other endowed scholarships as well as setting goals for other efforts.
- Questions
  - **Teddy**: Approximately 5 years ago, there was interest in having an international student scholarship. Conversations about that suggested that there were legal issues. Any change in that status?
    - **Carly**: There should be something possible, but needs further offline conversation.
- Carly noted that Desiree sits on the university committee for
- Carly talked to some Sigma Chis at the Benefactors Dinner and let them know that Acacias has 7 scholarships, so Alan they are coming from you.
- Carly offered thanks to Dirk and Desiree as liaisons to the Wesleyan Fund doing her tenure



- All in - April 11, 2019 (Thursday)
- Alumni participation rate has been slipping over the past few years since 2015. As of October 1, 2018, we are running 50 donors ahead of where we were last year.
  - It's early, but October 1 has been a pretty good indicator of where we end each fiscal year.
- Unrestricted
  - From individuals: highest we have finished since the campaign ended in 2014.
- Ade added her thanks and well wishes to Carly.

### **Ed Pacchetti: Alumni Academic Resource Council**

- Ed to have conversations with Provost Brodl and Warren Kistner in the Hart Hart Career Center has software to connect
- Ed is interested in learning ideas about collaboration

### **Dirk for Debbie Burt-Fraizer: Class Newsletters**

- Newsletters are active and pretty popular amongst the older groups.
- Thanks to Debbie and Brenda

### **Bob Ladd: Student Senate**

- Goal for Senate to get it back to where it should be.
- Vandalism of Black Lives Matter signs and working with BSU and campus community to address issues.
  - Request for diversity education to be required by faculty, staff, and students.

### **Scott:**

- **Kira West** as an excused absence today because she's in court today.

Before we break, Scott called **Rosetta Clay** to share some of her plans:

- Given Carly's transition and vacancy of Director role, working with HR to
  - Title will be transitioned to "Annual Giving" rather than just the Wesleyan Fund. This change is to focus on the broader scope of annual giving.
    - Director of Annual Giving
    - Associate Director of Annual Giving
- Working with current students and "Turning Titan" to figure out what happens after that:
  - Possibly "Titans in Training"
  - Conversations to come with Student Affairs about partnerships.
- Working to ensure that there are liaisons for all auxiliary groups and committees and how that is split across the Engagement staff.
- Further assessment of current programming to figure out what is best aligned with where we want to be in the next 5-10 years. More details to come in the next few months.

Scott acknowledge **Steve Seibring**, Vice President for Advancement. Steve shared his thanks to the work of the AABD. He believes there are 23,000 volunteers/workers and that group requires coaches and trainers and that's you, the Alumni Association Board of Directors.

Earl Franz shared recognition and admiration for Alan Leahigh and the work he's done with the Acacia Fraternity and fundraising.

AABD took recess to attend to the Heritage Fellows Luncheon at 11:29.

Scott reconvened the Board meeting at 1:07 pm.

Scott offered a small personal plug about the Heritage Fellows. You don't have to be a wealthy individual to have Illinois Wesleyan as a recipient of a planned gift. Also, please be sure to notify Illinois Wesleyan.

**Scott turned it over to Meg and Dirk for Group Discussion.**

Dirk: There seems to be a lot of interest related to regional alumni chapters.

Molly: Highlighted the potential overlap with Champaign region with international students who go to U of I. Molly also offered if there could be an opportunity for the leads of the various groups to share information about their auxiliary groups and committees and that could potentially result in more targeted involvement/recruitment.

Al: in favor especially since the Regional Alumni Chapter events are open to everyone.

Jim: How do we best communicate with each other and share relevant information?

Scott offered that regional alumni chapters could be another venue for information sharing. This could be especially useful at the Regional Alumni Chapters sharing about other alumni programming as well as the things that usually happen: events for regional alumni chapters and what's happening on campus.

Teddy: One way to maximize communication is to have materials shared when available to the AABD listserv.

Derrick: proposed that we share materials in a slightly more coordinated effort in which we try lessen the impact of email.

Al: There is a bit of an elaborate process for sharing information that results in an enormous volume of communication, email usually.

Claudia: How do we work smarter not harder.

Rosetta: We are inundating alumni with information through email. Can we better leverage social media more proactively, intentionally?

Teddy: Not more messages, not more of the same. It's about more intentional, personalized communication.

Meg: This can be a lot of work for an auxiliary lead or committee. Helpful to have a designated person to manage communication.

Dirk: Let's return to social media. Is it worth conducting an inventory of social media presence.

Claudia: Love that no one has used the word "synergy." Instead we have focused on commonalities. Where might our people and events fit together naturally. What are the more organic combinations?

Dirk: Could we hold up the regional alumni networks and identify top 2-3 priorities.

Molly: Idea of putting other groups in front of regional alumni chapters is to help build out capacity and tap into under leveraged areas/regions.

Jim: At times, I wonder if we (PAC) keep the mission of the broad mission of those auxiliary groups and committees.

Teddy: maintain the contact information of alumni.

Rosetta: with transition of systems, we are doing a push related updating information.

Scott: We have focused on communication channels with limited focus on the message. **What do folks think about the message?**

Marilyn: Is there an unspoken message that's perceived by those not attending IWU events for alumni?

Ade: To get people excited about the things we are actually doing. We are helping our community as Illinois Wesleyan alumni and we have fun. (**These are the things we are doing, did you know?**)

Scott: If we are focused on "Increase Alumni Involvement," what are a few things that we could do?

Rosetta: Focus on how we give interest toward engagement and participation (events, communications, volunteerism, and giving). What are the benefits and services we are offering to alumni?

Danielle: What do we know about the individuals who are not engaged/participating in regional alumni chapters?

Rosetta: I made a similar request to our data team most recently.

Mary: How are you sharing the value of the university, alumni association, or specific event?

Derrick: we have to think about the balance of communications. From my two other alma maters, I receive 1 communication about give for 6-7 about services/benefits to me.

Dave Darling: That's potentially the value of the Alumni Academic Resource Council

Danielle: We can also engage folks if we make it easy to access.

Teddy: we have to be attentive to what we ask of times. Mentoring is current student to alumni as well as alumni to alumni.

Marilyn: Virtual Coffee/Wine within the Council for IWU Women. Point: one-on-one conversation to sustain community between in person gatherings.

Ryan: We don't have Division I sports, but what do we have? We have faculty. Could we leverage them as engagement opportunities? Talks, webinars?

Molly: we could also leverage alumni to talk about how do you build a personal brand.

Preslav: there are a lot of informal connections that happen around resume edits and other use of alumni experience.

Claudia, Marilyn, Preslav, and Teddy focused on reusing the story of Illinois Wesleyan (e.g., small, intimate) as a part of alumni engagement. Teddy went on to focus on those who are not as willing to engage.

Dirk: What do we do from a regional alumni chapter perspective or group perspective that welcomes an alumni into a new region or profession?

Danielle: asked about today's version of the alumni book she received after graduation. **Dirk** shared that it's on the backburner for now.

Al: How do we bring the meeting to alumni?

Marilyn: consider leveraging Facebook.

Debbie Burt-Frazier:

Molly: how do we identify alumni with businesses that we can give back to them.

### **So what are the takeaways?**

We are all focused on engaging folks in ways that are inclusive, nonthreatening, ... time to narrow our work and energy.

Lots of things that happen informally that need to come into our structure. How do we handle it from an operations perspective.

We should be intentional about the two populations we are trying to reach: those who are happy and want to engage; those who are struggling

We can work smarter not harder. Amplify the things we are doing rather than just starting new things to start new things.

**Mark Sheldon:** Mark and colleague (Hankins sp?) made a donation to begin a new fund, the Fund for Human Rights, Sustainability, and Social Justice. Gave \$50,000 to get it started.

- Internships \$2,500-4,000 depending on locale.

IWU AABD will participate in

\$23k

**Adjourned at 2:57 pm**