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Minutes

Alumni Association Board of Directors

2017

October 13, 2017

Alumni Association Board of Directors, Illinois Wesleyan University

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AABD Fall Meeting 10-13-17 Minutes

Davidson Room, Memorial Center, IWU

Attendees:

George Aliaga '06, Dirk Behrends '87, Al Black '79, Claudia Brogan '77, Debra Burt-Frazier '75, Dave Darling '79, Wes Dyke '02, Megan Howe '05, Scott Huch '86, Elly Jones '91, Jennifer Jones '94, Yolanda Juarez-Soletto '17, Danielle Kays '01, Alan Leahigh '67, Steve Lessaris '12, Evan Lowery '08, Preslav Mantchev '17, Beth Messina '81, Tom Monken '92, Ed Pacchetti '91, Adriane Powell, Desiree Quizon-Colquitt '89, Jim Richter '93, Molly Rollings '99, Ryan Siemers '98, Will Teichman '18, Amy Tenhouse '97, John Thiel '66, Derrick Tillman-Kelly '09, Laine Twanow '04, Kira West '86

Phoning in:

Qiana Cryer-Coupet '06, Adebola Olayinka '11

Guests:

Earl Franz '70; LeAnn Hughes, VP Enrollment and Marketing; Beth Keegan, Director of the Wesleyan Fund; Carly Wilson '12, Associate Director of Wesleyan Fund; Karla Carney-Hall, VP of Student Affairs/Dean of Students; Mark Brodl, Provost; Greg King, AVP for Enrollment; Warren Kistner, Director of Hart Career Center; Brenda Milcik, Alumni Office; Mark Sheldon '70; Alex Snowden, Office of Student Affairs; Steve Wannemacher '73, Board of Trustees

Student Guests for Lunch:

Alex Stogin '18 (Senior Class President), Halley Shanley '18 (Senior Class VP), Helena Rosse '18 (Senior Class Alumni CH), Paxton Johnson '18, Candace Lamb '18, Taylor Williams '18, Becca Macijunas '18, Madeleine Turenne '18, Clare O'Donnell '18, Crystal Ocampo-Fernandez '18, Jade Molln '18, Caroline Monsen '18, Jennifer Hart '18, Lily Chang '18, Olivia Heffernan '18, Zoe Bouras '18

Meeting called to order by AABD President, Elly Jones at 9:00. The focus of this meeting will be how the board can help with changes in university priorities moving forward. IWU staff will share those new priorities and how the AABD can assist with those priorities. Meg, Dirk, and Wes will lead a discussion to restructure the AABD to better address those changes. The student senior committee will meet with us at lunch. We will vote on executive committee changes and then Scott will begin his role as president.

New AABD members: Dirk thanked members of nominating committee:

Meg Howe, Desiree Quizon-Colquitt, Jim Richter, and Molly Rollings.

The committee vetted 35 nominees and welcomed new members:

Beth Messina '81, Kira West '86, Ryan Siemers '98, Danielle Kays '01, Laine Twanow '04, George Aliaga '06, Steve Lessaris '12, Preslav Mantchev '17, Yolanda Juarez- Soletto '17. Molly Munson-Dryer was also added to the AABD as Admissions Constituency Relations Liaison. She will engage alumni in the process of recruiting new students.

Minutes: Scott Huch and Jim Richter moved and seconded the approval of the spring minutes. Motion carried.

Bylaws: Scott motioned for adoption of amendments of the Bylaws and Molly Rollings seconded. Motion carried. These changes support that the AABD falls under the authority of and is better aligned with the Board of Trustees and the University. The changes allow for the division of the VP of Engagement into two positions- VP of Engagement for Committees and VP of Engagement for Auxiliary Groups. Direct succession of the VP to the Presidency was removed. The next President will be elected by ballot after Scott's term as President ends.

Folder Document Review: Members signed and submitted a Volunteer Agreement. Elly gave an overview of commitment of AABD members: attending two meetings a year, serving on at least one committee and participation to the Wesleyan Fund. Elly introduced staff and reviewed member list, alumni maps, conference call schedule, IPA Model, and Alumni Recruitment Form.

Election of Officers: Dirk introduced new officers slated for election.

VP, Molly Rollings; VP Engagement Auxiliary Groups, Meg Howe; VP Engagement Committees, Dirk Behrends; Secretary, Derrick Tillman-Kelly. (Scott will succeed into the office of President according to the former Bylaws, and is not on the slate of officers.) (Committees: Admissions, Class Newsletters, Parent Committee, Regions, and Wesleyan Fund. Auxiliary groups: MAN, CFW, PAC, Young.) Nominations from the floor were requested. None were made. Scott moved that nominations be closed and Amy Tenhouse seconded. All members voted by paper ballot. Al, Amy, Evan, and Dave counted ballots. Amy reported that 27 ballots were cast and each person on the ballot received 27 votes.

Break at 10:00

Scott moved that the ballot be corrected for the change in VP of Engagement for committees and VP of Engagement for Auxiliary groups as they were reversed on the ballot. Jim seconded. Motion carried. Thank you to Derrick Tillman- Kelly for noting that error.

Priority Packet: Wes, Dirk and Meg presented on the priority packet that polled AABD committees and auxiliary groups regarding University priorities for the Alumni Association.

Wes presented survey results which noted the following as AABD's priorities:

1. Capture and involve more alumni
2. Admissions
3. Career services
4. Wesleyan Fund
5. Academic advisory- as resources are identified, allocation to this area will be reviewed.

Dirk and Meg: Given those priorities, the AABD is considering or rethinking these committees: Admissions/Parent Board, Career Services, Marketing and Communication/Class. The following auxiliary groups: International Alumni/Study Abroad, Student Athletics, Nursing and Fine Arts are being considered to expand the reach of the AABD and better represent alumni. In discussion members were encouraged to focus on 3 items for each committee or auxiliary group:

1. What is the scope of the groups
2. Who is the staff liaison(s) for the group
3. Who is the leadership from the AABD for each group.

Provost Mark Brodl spoke on diversity. Mark is working on recruiting faculty from diverse backgrounds. The University Council for Diversity (UCD) has been involved in putting into place formal plans. Recently ten positions were approved, and three went ahead due to exceptional hires. The other seven were frozen to get a better handle on finances. Two of the seven searches moved forward with funding. These positions will involve a search advocate for the first time in a pilot program. Before ads go out, the faculty is asked to actively recruit nationally. Mark charged the board to help recruit for these positions. Recruitment ads placed in journals will be highly inclusive. A very specific rubric of requirements will be set and adhered to, to assure each candidate is assessed on those qualities from the start. This will eliminate the position changing to fit a specific applicant.

IWU is defining diversity quite broadly, and it includes: cultural, ethnic, racial, socioeconomic and any experiences that are different from the norm of our typical IWU student. IWU has certain populations better represented in our faculty than others. We have zero African-American faculty and are low on faculty of Latin American and Hispanic backgrounds. Key challenges are:

- Building a diverse faculty
- Gaining faculty who implement inclusive excellence in the classroom
- Creating a learning environment that encourages input from people of diverse backgrounds in a way that is helpful for all of our students.
- Diversifying our staff and student body (Alumni are charged to recruit students that will widen the diversity of student body.)

Obstacles hindering diversity include: fewer numbers of diverse candidates, long history of recruiting non-diverse faculty, and lack of retention of diverse faculty. IWU is taking steps to create an open and inclusive environment on campus where people feel respected and

represented. Speakers have been arranged to discuss implicit biases, campus climate and inclusive classrooms pedagogies. Plans will soon be launched for each department that describe what it means to be proactive in these areas.

The group discussed whether diverse faculty attraction and retention are hindered by the larger Bloomington/Normal community or the specific IWU campus culture. It was noted that both are challenges and that there is work to be done for the next few years. Mark shared that there is willingness to change, and the AABD's help is crucial.

A quantitative goal of faculty diversity in the next 10 years is difficult to set due to the unknown turnover rate of faculty, the current limitations of the budget to attract new candidates and the unpredictability of turnover areas. (Some disciplines are more difficult to find diverse candidates than others.) Faculty diversity will be behind student diversity due to the much lower turnover rate of faculty compared to students, however our numbers are decades behind average.

Alumni can help with resources for professors by assisting with the proposed Academic Advisory Council. The faculty has ownership of curriculum, but alumni can help align the university with necessary analytical skills and with suggestions of how IWU can better prepare students for changing careers. AABD members suggested that alumni can assist with non-classroom programming and speakers.

Mark has the support of IWU in faculty and administration, but he will lean heavily on the pioneers of diversity on campus. New perspectives need to be welcomed and incorporated.

Greg King- Associate VP for Enrollment Management spoke on Admissions. Alumni have an opportunity to help via the new Alumni Recruitment Plan. Molly Munson-Dryer is the new Admissions Constituency Relations Liaison. Alumni are encouraged to sign up using the Alumni Recruitment Form. Molly will then share the Alumni Recruitment Tool Kit. This will enable alumni to better communicate with the prospective students assigned to them.

The early action period ends November 15th. The application includes bio info, references, transcripts, test scores, and an essay. The goal is to collect around 5,000 student applications and accept 50%. Alumni will be asked to communicate with specific students who are accepted, but have not committed. The conversation's purpose is to help applicants decide to visit or send a deposit. May 1st is the traditional commitment date, but is now the end of May. December through May alumni communication is needed. Volunteers are requested to make 10-15 phone calls. Alumni volunteers will also be recruited at regional events.

LeAnn Hughes, VP of Enrollment and Marketing spoke about the outstanding new Admissions marketing campaign that resulted from feedback of alumni and current as well as prospective students. LeAnn noted how important the AABD is in recruiting students especially in challenging market of Illinois. The new brand is aligning our communications strategy to our target students. We are honing in on key markets where we have a strong alumni base as well

as key student base. The campus tour has been updated. New signage will be present on campus after October. *Be Breakthrough* is the new Admissions Campaign. Every student that attends IWU has a breakthrough moment(s). Admissions staff is working on capturing those breakthrough moments. The website is being redesigned and will be released in January. The new viewbook (for admitted students) is currently being designed. Student Affairs is embracing making this a breakthrough institution, so that students are supported after they arrive on campus and steps are being developed to help students arrive at their Breakthrough moment. Andy Kreiss, Director of Marketing will be talking to alumni this weekend (Homecoming) about their 'breakthrough moment'.

Warren Kistner, Director of the Career Center reviewed current partnerships with alumni. The Career Mentoring Module was an excellent past program. We had interested alumni and hesitant students. Currently we do not have a formal mentoring database. We need to systematize ways to engage students with alumni. We have alumni speakers and panel speakers. We have great internship and employment opportunities but we can do more. Internships and employment opportunities are the area alumni can most help with. Warren noted that alumni help IWU work around the company target school problem. IWU is not included in many company target school lists due to our smaller size. Alumni help alleviate this challenge. Alumni should ask, "Is the company I work for able to offer internship experiences or jobs to students?" A committee focused on these goals would be beneficial.

Wesleyan Fund: Dirk requested and collected pledges for the Wesleyan Fund.

Adriane Powell, Director of Alumni Engagement shared that JGA is helping the Advancement Office and the University prepare for a capital campaign. Beth and Adriane have been developing an Alumni Engagement strategic plan. We have filled two positions: Director of Stewardship: Patti Brent who recently led the planning for the Benefactors Dinner. The Assistant Director of Alumni Engagement Reunions position has been posted with a target start date of December 1.

Beth Keegan, Director of the Wesleyan Fund shared giving results:

Over All Giving FY17

- Overall Dollars \$3,695,278.82
- Over all Donors 4,347
- Alumni participation 19%

All In Giving FY17

- All In was highest year for donors and dollars
- All In had 2,369 donors
- All In raised \$719,338.00 dollars

Silver Bowl Awards FY17

- Class Participation-Class of 1940-60%
- Class Giving-Class of 1964-\$524,336
- Most Donors- Class of 2004-116 donors

Greek Giving FY17

- Fraternity-Acacia-27.38%, Phi Gamma Delta-24.33%, Sigma Chi-23.52%
- Sorority-Alpha Gamma Delta-23.78%, Kappa Delta-23.51%, Sigma Kappa-23.27%

FY18 giving goals

- 5,117 alumni donors
- 22% alumni participation
- \$4 million in current unrestricted dollars

New goals that AABD can assist the Wesleyan Fund with:

- AABD calling new grads after the new year. This will not be a solicitation, but will attempt to reconnect, engage, and collect updates of contact information of recent grads.
- AABD Spring Lapsed Donor Survey to be conducted to learn how to reconnect with lapsed donors.
- AABD charged to help with All In on April 3rd, either on campus or through social media.

Karla Carney-Hall, VP of Student Affairs, Dean of Students

How can the AABD align itself to better represent student diversity on campus?

- See diversity as a goal not a program.
- Establish an AABD International Affinity Group - We have over 200 international students on campus.
- Prepare to establish a Baton Rouge, LA Regional Alumni Chapter - With the IWU commitment with the Posse Program, we have 10 students from Louisiana currently and every year we will have 10 more. So we will have a growing hub of alumni in Louisiana in the future.
- Consider creating or strengthening alumni regional chapters to align with strong recruitment regions.
- Make diversity of leadership a priority on the AABD.
- Consider diversity when making Alumni Award Nominations.

How can the AABD capture and involve more alumni?

- Involve international student alumni by creating an International Alumni affinity group, nominating international alumni for alumni awards, and involve international alumni in leadership on AABD.

- Partner with the Student Affairs Parent Advisory Board. This board has 60 members (15 parents from each class) and meets twice a year. It is a feedback and information sharing board only.
- Steward the Senior Committee (30 members) that you will be meeting at lunch. We hope that that committee will be the reunion committees of the future. They will host their first 'zero year' reunion at the Homecoming tailgate with 140 seniors attending.
- Tap into your expertise to help students:
 - Be an alumni advisor for your fraternity or sorority. Create a Greek alumni board boot camp.
 - Join the Posse plus retreat- Hope, Hate, and Race in the United States, Feb 16-18 in Carlinville/Carbondale with students, faculty, alumni and staff. (Goal of 60 IWU participants.) Look up www.posse.org.
 - Speak at or recommend speakers for 3-D: Diversity, Dignity, and Dialogue every Thursday.
 - Participate in Poly Talks, a forum to discuss the impacts of the political terrain and how students are affected.
 - Open doors for our students offering internships or jobs.
 - Align themes of summits and Homecoming with campus annual themes.

1:15 **Lunch with students** got positive feedback. Amy suggested preparing short bios and photos of students and board members prior to meetings with students. The new executive committee was welcomed. Elly thanked everyone for the opportunity to serve for 11 years. Elly and Wes are stepping down from the AABD. Molly thanked Elly and presented her parting gift. Wes and Jennifer were given parting gifts as well as a thank you for their service. (Rachel Paturi, Ted Zook, Marianne Wolf-Astrauskas and Cecilia Mendoza will receive their parting gifts by mail.) Scott moved and Elly seconded the adjournment. 1:25 pm.

AABD President Scott Huch called to order the special meeting of the Board of Directors. 1:25 pm - He gave historical perspective of the Alumni Association.

Steve Wannemacher '73, BOT spoke. You are all important to IWU as volunteers. As good as we are; we can be better. Assistance with Admissions is crucial. BOT is grateful for efforts for the University. He thanked Elly and admired her skill of leadership.

Pledges for Wesleyan Fund were collected. Jim discussed the Heritage Fellows which recognizes estate giving to IWU. Scott noted that IWU can also be a named beneficiary of a life insurance policy; it does not have to be a will. Carly discussed the goal of stewarding Heritage Fellows and that encouraged contacting IWU about estate plans.

Restructuring the AABD: Dirk and Meg Howe led a group discussion.

1. **Parent Board:** Tom agreed with Dirk that the Parent Board needs to merge with Alumni Admissions Advisory Committee (AAAC). Legacy Student recruitment could then be addressed in the AAAC. Tom noted that alumni are not even considering visiting IWU as

a potential university for their children because it is too expensive. Suggestions was made to go beyond sending a gift at birth and follow up at age fifteen, sending potential legacy students a key chain. Approximately fifty out of 400 first years are legacy. How does that compare with peer institutions? The actual cost and the sticker price are vastly different; this needs to be communicated.

2. **Board Assignments:** Dirk noted that in the past board members had primary and secondary committee assignments. This structure has evolved to everyone now having a role in committees such as the Wesleyan Fund Committee and Alumni Admissions Advisory Committee at certain times of the year. AABD members are asked to commit to one Auxiliary group as a primary responsibility and to support committees as well.
3. **Admissions:** Molly Munson-Dryer noted that from her point of view, Admissions has to be our top priority. Admissions numbers are declining and the competition to recruit students increasing. The class of 2021 is 408 students and the target was 515. Our overall enrollment is around 1750. Is it still possible to have an enrollment of 2000? Main challenges: 1. Illinois is number one in exporting students out of state for a college education; 2. Parents are questioning the value of a liberal arts education in this tighter economic climate, 3. Decrease of student population; 4. Competition for those students is greater than ever before. This competition results in some schools increasing their discount rate. The current price of tuition and room and board is approaching \$60,000.00 a year. Tuition is \$45,000.00. Competitor liberal arts universities are also increasing their discount rate so that their cost to attend is \$10,000.00 less than IWU. Those competitor schools are also increasing their class size and possibly decreasing quality. IWU has kept true to promise of low faculty/student ratio. The difficulty comes in the getting students to commit. The target is 5,000 students to apply, 2,500 students accepted, and then 500 to commit. November to the end of May is the key time to encourage students to commit to IWU. Preslav shared that current students are worried that the social aspect of the university will change in a negative way if IWU becomes a smaller school. Young alumni are hesitant to donate for fear that they won't receive their return on investment. Retention rate is around 91% which has declined but remains above average. The primary reason for lack of retention is financial. CFW committee committed to calling students. In her new role, Molly Munson-Dryer will help organize and train AABD members in Admissions recruitment. Meg noted that all Auxiliary groups can think about how they can help Admissions. Scott encouraged board members to think about how we use this opportunity to grow the volunteer pool of the Auxiliary Groups. Ed spoke about numbers vs quality and if there is a way to get the word out to students that we are striving to maintain that quality. Preslav noted that professors do touch on this in classes.
4. **Marketing and Communications:** Should it stand alone or should it be a part of the Admissions Committee?

- There is a need to market the brand of the Alumni Association and the work that committees and groups are doing. Ade and Molly and Derrick spoke to need for marketing and branding to stand alone to help with Class Newsletters, Social Media, LinkedIn, Venmo (like PayPal).
- There is a need to support the university in their marketing efforts in Admissions and in raising money.
- University status in this area: Dirk noted that Advancement is doing a review of CRM platforms that would be used to communicate to alumni. This would affect the alumni website, email communication, event posting and data. Carly noted that IWU has a social media presence. John Twerk, Assistant Director of Communications, is in a newly configured position for the university. He is in charge of the University Facebook Page and University social media. The Wesleyan Fund Facebook page is run out of the Wesleyan Fund Office.
- Who would lead the charge on this group? Preslav was nominated by Molly, but he is also in law school. Molly Rollings thinks that if we are going to grow participation we need social media platforms up and running by spring meeting. Jim nominated Rachel Paturi to serve with Molly Rollings. Send your interest to Derrick and he will share with Molly Rollings.

5. **Career services:** Warren presented ways to help the Career Center:

- Providing new internships and career opportunities is the best way alumni can help the Career Center. Scott spoke to the promotion of internships and jobs being a positive for employers as well.
- Identifying cities and people to continue the Career Immersion Excursion (CIE.) A select group of students travel over spring break to meet with alumni in specific businesses in one city in the CIE. This program was funded for 5 years. In 2016 students studying communications and entrepreneurship met with alumni in Chicago. In 2017 students with a focus in government, public policy/advocacy, non-profits, law/healthcare and the intersections between business and government met in Washington DC. In 2018 CIE will be held in New York City with a focus on Banking, Investment, and Finance. For 2019 San Francisco is being considered and may focus on DTE (Design, Technology and Entrepreneurship). Alumni are needed to provide financial support to extend the CIE program beyond the years that are currently funded. Kira asked about performing arts and Warren noted that music students travel at that time.
- Scott asked about opportunities for alumni involvement on campus. Warren noted that the Tech Panels on November 2nd are an example of alumni speaking on campus. Warren and assistant director recruit alumni to speak. Is this the time to formalize career committee?
- Is there a place for a career subcommittee? Warren thinks this is not as much a priority as the other two items.

- If interested is serving on a working group send a note to Derrick.

Four new groups: Meg led the discussion of including more affinity groups in AABD:

1. International – This would better align us with the diversity of the student body, prepare support for the new admissions international recruiter, and would make our alumni association international or globalized. Robyn Walter is the staff member to contact.
2. Student Athletes – They have their own alumni group of athletic boosters, and the AABD should offer them a seat at the table. Mike Wagner is the staff member to contact.
3. Fine Arts – They have their own alumni group and host events, and the AABD should offer them a seat at the table. Mario Pelusi, Music; Julie Johnson, Art; and Thomas Quinn, Theatre are the directors of their respective schools in the fine arts on campus.
4. Nursing – They have their own alumni group and nursing alumni awards, and the AABD should offer them a seat at the table. Vickie Folsie is the Director of the School of Nursing.
5. Residential Life – This group is engaged as students and could be potentially engaged alumni.

These groups would diversify the alumni association, help make the alumni association better aligned with the makeup of the current student body, and would assist the AABD in promoting the alumni association to both new grads and all alumni.

Committee plans moving forward for the next six months:

1. Admissions/Parent– We will put the Parent committee into Admissions in working order and will formalize it with a Bylaws amendment in the Spring.
2. Career Services- Jim Richter will work on developing this area.
3. Academic Advisory – Dirk Behrends will work with Provost to determine the need.
4. Marketing/Communications/Class newsletters – Will report back with suggestions in the Spring from Molly Rollings and Rachel Paturi and possibly Preslav Mantchev.
5. AABD members will give input on calls and via email. Leadership will reach out for volunteers.
6. Spring 2018 is the goal for formalizing a new structure.
7. Admissions (Molly Munson-Dryer) will implement the Admissions tactical plan according to the Admissions timeline. AABD members can volunteer to help by filling out the Alumni Recruitment Form. Molly will contact alumni volunteers and share the toolkit being established.

Meeting wrap up:

1. Jim Richter invited all to attend the Pride meeting at 3:15. Other auxiliary groups were also encouraged to meet on their own as well.
2. Steve Lessaris was also welcomed on board.

3. Fill out the Alumni Recruitment Form and give to Brenda if interested in helping Admissions.

Scott adjourned meeting at 3:05.

Spring meeting will be Friday, April 13, 2018 on IWU Campus.