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Minutes

Alumni Association Board of Directors

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4-5-2019

**April 5, 2019**

Alumni Association Board of Directors, Illinois Wesleyan University

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

April 5, 2019 | Davidson Room, Memorial Student Center, IWU

**Agenda**

- **Call to Order, Welcome, & Opening Remarks**
- **Engagement Report and Discussion**
- **University-Wide Strategic Planning Discussion**
- **Presentation of 2019 Alumni Award Selectees**
- **Appointment of 2019-20 Nominating Committee**
- **Encourage**

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

**Attendance** (bolded = present, *bold & italicized* = *phone*, unbolded = absent)

- **Scott Huch** '86, President
- **Molly Rollings** '99, Vice President
- **Dirk Behrends** '87, VP for Engagement, Committees
- **Meg Howe** '05, VP for Engagement, Affinity Groups
- **Derrick Tillman-Kelly** '09, Secretary
- **Rosetta Clay**, IWU AVP of Engagement
- **Adriane Powell**, IWU Director of Alumni Engagement
- **George Aliaga** '06, Young Alumni Council
- **Al Black** '79, Regional Alumni Chapters Committee
- **Debra Burt-Frazier** '75, Class Newsletters Committee
- **Marilynn Graves** '79, Council for IWU Women
- **Molly Munson-Dryer**, Alumni Admissions Advisory Committee
- **Ed Pacchetti** '91, Alumni Academic Resource Council
- **Teddy Petrova** '10, International Alumni Network
- **Desiree Quizon-Colquitt** '89, Wesleyan Fund Committee
- **Jim Richter** '93, Pride Alumni Community
- **Mary Wilson** '07, Minority Alumni Network
- **Claudia Brogan** '77
- **Dave Darling** '79
- **Yolanda Juarez-Sotelo** '17
- **Que Jackson** '21, President, Student Senate
- **Danielle (Blomarz) Kays** '01
- **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

**Non-Board Members in Attendance:**

- **Elizabeth Chambers-Klatt**, Director of Annual Giving
- **Brenda Milcik**, Senior Engagement Coordinator
- **Sara Vore**, Events Coordinator
- **Eric Jensen**, President, Illinois Wesleyan
- **Susan Resneck Pierce**, consultant

**Discussion and Decisions**

**Call to Order, Welcome and Opening Remarks (Scott)**

- Minutes

- Yolanda noted the misspelling of her name.
- Molly Rollings moved to approve the minutes
- Al Black seconded
- Minutes approved

### **Engagement Report & Discussion (Rosetta)**

- Rosetta has been on the job for 8 months. Up to this point she's tried to primarily observe the pre-existing processes.
- IWU Engagement has a great team; we have the resources necessary to do the work, human and systems.
- Brenda has an updated title to "Senior Engagement Coordinator." She's the best person to be a first point of contact. We are creating an experience from the first point of contact.
- Director of Wesleyan Fund is now Director of Annual Giving, because there is more than one way of giving to the University annually.
- Morgan is now Assistant Director of Engagement Communications
- Administrative changes
  - During the interview process, Rosetta learned that Morgan Massey was tasked with the phone-a-thon and marketing/communications.
  - Thanks to Dirk for support. Assistant Director of Alumni Engagement for Reunions now reports to the Director of the Annual Giving.
  - Krista Cardona's last day is April 25; her position will be posting in the coming days with a focus on the Chicago area as well as as well as young alumni and students.
  - Plans to have a full-time Engagement Officer (fully externally facing) to focus on leadership level gifts of \$1,000
  - Maggie Schnittker (starts April 15th) will manage phone-a-thon and Thank a Giver day.
  - Annual Giving team will develop a baseline set of annual giving goals; Elizabeth, Maggie, and Rosetta will each manage a portfolio.
  - Sara Vore, Events Coordinator introduced
  - Elizabeth Chambers-Klatt, Director of Annual Giving introduced
- Alumni Engagement and Annual Giving were merged just about a year ago. While the merger happened, there hadn't been a full merger of programming.
- If we do engagement properly, annual giving would be a natural flow of the experience.
- An intentional focus on students, young alumni and eventually parents is being planned.
  - If students don't learn the importance of giving while at IWU, we have more work after they leave.
  - With Young Alumni, philanthropy is different. Liking on social media for this group is considered giving.
  - Parent Engagement
    - 72% of parents of undergraduate students support their child's undergraduate institution even after the students graduate.
    - Active Parent Board in Student Affairs is being reexamined by Alumni Engagement to determine the role of Alumni Engagement in this area.

- **Question from Dave Darling:** In the past, lots of folks focused on big donors rather than all donors. Are we focusing on numbers as well as dollar amounts so that percentage of donations increase?
  - Yes, dollars and donors are always are two top priorities.
    - When thinking of donors, it is not just the number of givers, but also the number of gifts individuals give in a year.
    - How we progress donors will be examined. A program around first time donors and developing them into annual donors is being created.
    - Leadership giving of \$1,000.00 or more is also a focus.
- **Question from Teddy Petrova:** Why would engagement-reunions fall under annual giving?
  - Answer from Rosetta: reunions position was sponsored by a strategic initiative by the board of trustees with an interest in leveraging reunions as an avenue of giving.
- Focus on Tactics of Office of Engagement's Work
  - Alumni Engagement Model
    - **Experience:** any kind of interaction an alumni has with the institution (events, programs)
    - **Volunteerism:** the ways that alumni serve the university; started the process of engaging with campus partners to list all of the ways for alumni to engage with the university; Goal of a revamped website includes a button to allow folks to let alumni know all of the methods to engage with the university (mentor, panelist, speaker, board member, event volunteer)
    - **Communications:** emails, e-newsletter, direct mail, and social media that are all consistent, targeted and planned in frequency
    - **Philanthropy:** giving more than one gift (giving circle, All In, FYE)
    - These things can call happen at the same time
  - Marketing Communications
    - Morgan will be responsible for all communications that come from Office of Engagement
    - Alumni used to get a weekly newsletter of "recycled" campus news.
      - Rosetta got the campus weekly twice in similar formats and was a bit confused by it. It was often pushing information but no pull. Never asked alumni for input.
      - Goal is to make content relevant to alumni in a newsletter format that is sent out through the office Alumni Engagement instead of Communications.
    - Will ensure that Office of Engagement is aligned with the University brand guidelines
      - Monthly meetings that will ensure that there is a sharing of information, especially as it relates to content to be created by the university.
    - Morgan will function as an account executive - ensuring that things are done in a timely fashion
    - Website redesign; after May, the alumni website will leave imodules and be housed within the University website

- Will include a “give” button
  - Each affinity group would have a page on the website
- Shift from weekly communications to monthly newsletter (to happen on 1st or 2nd Wednesday) = Wesleyan Wednesday
  - There will be a calendar to build out the content, so everyone knows when to get on the calendar.
  - Kira West: I love that!
  - Would also allow space for a giving newsletter
  - Question from Dirk: We won't receive Campus Weekly
  - There will be a naming contest
  - Worked with Meg Minor to learn that it was previously called the Bulletin when it was mailed to alumni.
- Social Media Presence
  - We don't have a strong alumni social media presence
- Teddy: What are the measures incorporated into this process? And how can alumni participate?
  - **Rosetta:** we are currently building out the metrics
    - Initial metrics focus on how alumni are measured
    - Working toward an engagement score to inform how one can be better engaged as well as what they are most interested
- Teddy: do we think we are able to create a student engagement score?
  - Tracking students: started conversation with Student Affairs and Registrar; asking them to better track students' engagement while current students; potentially focus solely on senior year participation
  - Yes, once we know student engagement we can move them into affinity groups and how they can be engaged.
- 10:44 am Preslav arrived
- **So what does it mean for members of the Alumni Association Board of Directors?**
  - Focus on staff accountability - Rosetta will focus on engagement with staff from an accountability standpoint
    - Each of the committees and affinity groups now have a staff liaison as a point of contact for alumni volunteers as well as campus partners
    - List of liaisons provided in Rosetta's handout
  - Debbie noted that she likes the analogy, “staff should drive and always be in the car.”
  - Alumni:
    - Provide input and feedback
    - Keep staff in loop and abreast of activities
    - Serve as alumni ambassadors
  - **Staff Lead + Volunteer Support = Alumni Partnership (+ great alumni engagement)**
- Will continue to create policy, processes, and guidelines to support the transition.
- Next steps is to share with campus partners.
- This is an ongoing discussion; we will continue to talk about these things to ensure we are

- Office of Engagement: “Thank you for the lift you’ve done over the past few years.” There was a small token of appreciation shared.
- Scott shared:
  - We should have a role to play
  - We are volunteers and we do this because we love Illinois Wesleyan and we want to share that with future generations.
  - This is the first time in many years that we’ve had as much information shared by staff.
  - The university is in transition from BoT to President’s Office.
- Our working lunch will be with the student workers of the
  - Scott as the group to consider the following questions “What do you feel/think when Illinois Wesleyan is calling?”

## **University-Wide Strategic Planning Discussion** (President Jensen & Susan Resneck Pierce)

### President Jensen

- IWU has been working hard to increase headcount and control discount rate to increase new student revenue. We are preparing for a comprehensive campaign.
- Are trying to assemble a set of near-term goals rather than a 10-year vision so that we can focus on some project more immediately
- Can impose deadlines on self and hold ourselves accountable to the underlying strategic goals
- Goals
  - Academic Excellence: we are proudly non-scalable; we want to embrace our size and have close interactions between staff/students, faculty/students, students/students;
  - Rich experience: experiences should be rich and not just traditional classroom experiences or majors but incorporate the sharing of alumni experiences with students.
  - Supportive (inclusive) environment: Want to build a supportive, inclusive and diverse community
  - Financial health:
    - Looking at outsourcing some of our support services
    - Looking at diverse revenue streams
      - Number of college students will decrease around 2025; there is a certain set of students who can attend IWU and pay a fair share of tuition
      - Part of the job is to increase IWU’s share of the market that would include more students who can pay more of a larger share
      - Provide further training/certification to professionals such as nurses.
- Eric challenged the Trustees to raise \$250,000 of \$1M
- Susan Resneck Pierce
  - Context: After 2008, but around 2011, there was a national decline in enrollment of small private colleges of 4,000 student count or less. There’s been a continued decline at about 50% of those institutions. An example was Oberlin with enrollment decline to give them a \$5M structural deficit over the past two years.
  - A number of institutions have focused on how their alumni can mentor, support, provide internship, career development
    - Wellesley received two \$25M gifts from alumnae for career development

- Furman Received a \$40M gift from Duke Endowment in this area
    - About 72% of students graduate in 4-years at IWU.
  - Strategic Planning process led by committee co-chaired by Provost Brodl, Nancy Hutson '71 and a faculty member
  - Question from Dave: Does financial health focus on facilities?
    - President Jensen: no. Rich experiences are the focus; we need to pay attention to our business model more closely than in the recent past. Are there ways that we can operate differently to support the quality model? Are there other revenue streams we can consider.
    - Last week we received a \$10.5M gift toward a new building that combines academics on the ground floor and residential above with a focus on entrepreneurship. 90% of students take DTE elective course.
  - Question from Preslav: We know this will be a nation-wide squeeze in state funding, but what is the impact of state-level governments to alleviate this trend?
    - In Illinois, there was a focus AIM High with \$50M with half going to privates and half going to publics; when funds got tight they cut out the \$25M for privates.
    - Private universities are pushing for a comparable package for privates in IL
    - Illinois presenting \$10M for middle-income with high test scores who need financial aid (merit money)
  - **Question/comment from Marilyn Graves:** Over the last couple years, IWU has had to watch dollars. As an alumna, I have tried to help build a leadership program for students, but I can't seem to get traction, because IWU staff are too busy. How did these schools have their programs enacted?
    - We want to be able to coordinate this work intentionally with staff.
    - Susan: Without a monster grant, institutions who have initiated new programs first have a clear vision of what they were going to do.
      - Example of Dominican University decided to focus on 2 things: breaking down silos to become one Dominican and rethinking the Dominican experience
      - We come up with new ideas, but never sunset things. Susan hopes that the process allow us to say no to some old ideas.
  - **Question from Preslav:** Does strategic plan enable us to take in a large number of students (in the case an institution goes insolvent)?
    - President Jensen: what's going to happen when regional publics and mid-tier privates struggle? Where are students going to go?
    - It is to be determined. IWU is well-positioned but is not in a guaranteed position.
    - Susan noted her work with Sweet Briar
      - More than 50 institutions showed up and every student had multiple offers that matched their financial aid offers.
  - Comment from Jim Richter: that's the ultimate sunsetting
  - Question from Ed Pacchetti: can you share more about the other efforts on other campuses to involve alumni in the classroom and life beyond the education?
    - Yes, Susan will send over other efforts to Rosetta.
    - There will also be several implementation groups of which alumni can engage.

- Scott: there is a rich role of alumni in all four priority areas: academic excellence, rich experiences, supportive environment, financial health. We are still trying to gain traction in career services.
- Susan: alumni speakers bureau particularly for student majors in liberal arts (Emerson puts on career education day and alumni speak on campus about various careers.)
- Derrick:
  - Question about supportive versus inclusive environment
    - Eric says that it's more spelled out elsewhere and was focused on supportive to be more broad than inclusive
  - Question about balancing "full freight" families versus addressing students who need help who have diverse backgrounds
    - Hoping to balance full freight families to cover the costs of lower SES families
- Question from Jim: for those "full freight" students/families, what's the impact on the financial debt of students who incur debt after graduation.
  - Eric: every discount point is worth \$1M to IWU; but that's about \$500 to students
  - Susan: the more elite the institution, the less they discount the tuition.
  - Ed added that while average debt is \$30,000; college graduates earn on average \$22,000 more their first year of work post graduation.
- Scott: Amy Tenhouse gave a presentation through the Hart Career Center.
- "What do you think when you see IWU is calling?" was discussed.

**[Board took a 10-minute break]**

[Que Jackson, Student Senate President joined the meeting]

Scott noted that All in for Wesleyan is next Thursday, April 11, 2019. This is the 7th All In!

- Rosetta noted that we will see a sneak peak of the video that will launch this year's All In for Wesleyan.
- One sheet included on All In is included in the packet.

**Presentation of the 2019 Alumni Award Selectees (Dirk Behrends)**

- Recognize the nominating committee:
  - Preslav, Amy, Beth, and Derrick
- Thanks to Adriane and Brenda, staff supporting the process especially with the use of Slate system
- In transparency of process: nominees provided to the committee on March 8 with 1.5 weeks to review and share rankings (1-3).
- In all categories, there emerged a leader in each of the awards.
- Dirk invited Preslav to the mic to introduce the Outstanding Young Alumni selection
  - 17 nominees considered of which 4 were made this nominating cycle
  - We will carryover all other nominees as long as they are still age eligible
- Dirk invited Beth Messina to the mic to introduce for Loyalty Award selectee
  - 8 nominees of which 1 was new this nominating cycle



- We will carryover all other nominees
- Dirk introduced the selectee for the Distinguished Alumni Award
  - 24 nominees of which 7 were submitted during this year's nominating cycle
  - We will carryover all other nominees
- Reminder, award selectees are to remain confidential until those selected can confirm their attendance at Homecoming and the University announces the names.
- Report of the nominating committee comes as a main motion so it does not require a second.
- ***Unanimous approval of the Nominating Committee's award slate.***

### **Appointment of the 2019-20 Nominating Committee**

- With the selection of alumni awards, the 2018-19 nominating committee has been discharged.
- Scott noted that he would like to reappointment the full nominating committee:
  - Dirk Behrends, chair of the committee by bylaws
  - Derrick Tillman-Kelly, member of the executive committee
  - Three members of the board at large
    - Amy Tenhouse
    - Beth Messina
    - Preslav Mantchev
- Dirk noted that someone from the committee will be reaching out to current board members to check on experiences to date, potential new board members, as well as the executive committee (AABD leadership).
  - Next 4-8 weeks after this meeting

### **Alumni Trustee**

- 3 of 12 trustees are to be selected in consultation with the alumni association; the alumni board president also serves on the Board of Trustees
- Alumni trustee serves a 3-year term with a new member selected each year; those alumni trustees also serve as ex officio members of the Alumni Association Board of Directors
- Around 2015, this process halted.
- During BoT meeting focused on bylaws, Scott noted that the alumni trustee process hasn't been happening. President Jensen followed up to ask for alumni board to re-engage in this process by April 12.
- President Jensen has asked us to come up with 3 unranked candidates. Scott believes this puts us in an interesting position as there some expectations of trustees including \$10,000 gift to the university each year, though this is less so for alumni trustee. Two options to select the three nominees:
  - Reach out to 3, let them know the expectations, and have 2 of them not chosen
  - Confidentially vet 3 candidates and share with trustees without notification
  - Dirk shared during an Exec Comm meeting, we could also select from among the AABD.
  - To that end, Scott wants to open the discussion up to the full board:
    - Molly raised question, could we include this to the NomComm survey going forward (for identification) each October

- Dirk noted that it is not a guarantee that the alumni trustee will come from our three candidates
- Dirk reemphasized his support of current members of AABD being
- Debbie asked if it's conceivable for AABD to nominate someone.
- Jim wondered if this isn't appropriate for self-nomination? Asked to hear from folks who would be interested/considered.
  - Scott: If you are interested, please do not be bashful or shy. As someone on the BoT, I believe all in the room can be good representatives from day one.
- Teddy what are the other duties and terms for a trustee beyond the \$10,000:
  - One 3-year term with at least a one-year hiatus before consideration for a permanent seat on the board
  - Time
  - Direct giving
  - Collaboration with Advancement
    - Alumni who can bring other financial resources
  - Trustees meet in February, May, and October
    - Typically Monday morning - Tuesday at lunch
  - Rosetta noted that Barbara Scooter '82 would be rolling off.
    - Next year's rolloff will also be female
- Current board members were invited to nominating folks by paper ballot
- Names were proposed by the board to serve on the Board of Trustees.
- Nominating Committee will interview those nominees and additional nominees after the meeting.
- Derick noted that this Board of Trustee Representative will have an ex-officio status and will not be an executive committee member.

### **Admitted Student Day (Molly Munson-Dryer)**

- 140 admitted students attending plus family members (~400 people)
- Early bird tour at 9 am
- Families start showing up at 8:15/8:30
- Formal program begins at 10:30 with President Jensen speaking
- Hopes for Alumni tomorrow
  - Show up at any time after 8 am to welcome students and families and continue to be available for students and families to talk with you through 10:30 am
  - Wear name badges
  - Feel free to bring business cards
  - You refer students to each other
- Hosted at Hansen Student Center, includes table for Alumni Association
- Should finish around 10:30 am/11 am
  - Will be able to sit wherever you like; give name to cashier
- Alan asked for definition of admitted student
  - They have been admitted but not yet deposited; this essentially is a yield event

- Last year, we ended up yielding 80% of the students who attended an Admitted Student Day

## [Lunch Break]

### Student Senate Update (Que Jackson '21)

- Strong Communication with Students
  - RSO Training shift to video and questionnaire
- More engaged general assembly meetings
- More visibility for Student Senate on campus
- Advocate for key student issues (food, diversity in hiring and training, parking)
- Courtyard space between Memorial Center and Pfeiffer Hall renovation
- Resolution to make MLK Day a day off/day of service (working with Chaplain)
- **Question from Jim Richter:** how are RSOs funded?
  - Student Activity Fee
- **Question from Teddy Petrova:** How many current RSO?
  - Currently charged VP to investigate
- **Question from Scott:** How many students in Senate?
- **Question from Yolanda:** when I was a student RSO training was difficult
  - Working to record videos between April and end of May Term.
- Rosetta asked if Que could tell the board more about himself.
  - From New Orleans (born and raised)
  - First Posse
  - French and International Studies double major
  - Internship in Manilla

### Presentation by Alan Leahigh

- Since about the 2016 Homecoming, a group of fraternity advisors have been meeting to form a group of alumni focused on fraternity men. There has been some investigation related to the interaction of alumni/advisors with current chapters as well as the current physical state of fraternity houses.
- Last summer, reached out to university administration and talked about bringing together the varied alumni groups to form the Fraternity Advisors Council (FAC)
- Fraternity Advisors Council connected with the Office of Fraternity and Sorority Life as an advisory group. FAC will have first official meeting Saturday.
- Three topics for tomorrow:
  - How can chapter better engage their own alumni?
  - Membership Recruitment: about 30% of men on campus are in fraternities 33% of women are in sororities
  - Risk management and liability
- Where are the sororities? Alan started with fraternities, but welcomes sorority participation.
- Question from Kira:
  - have you discussed Title IX? **Yes**
  - Have you looked at other lawsuits related to fraternities? **Yes**

- Rosetta also noted that VP for Student Affairs is hosting the summit.
- Note from Jim: kudos to Alan
- **Question from Preslav:** What's been the role of the current director of the fraternity and sorority life?
  - It's been limited as the group worked covertly initially. They have been involved since last month.
  - Alana is leaving the position; opening is posted; and there will be restructuring of the role to attend to burnout. Going forward there will be a Director and an Assistant Director and Coordinator. This new structure will help alleviate turn over in this role.

### **Alumni Trustee Update:**

- Recommendation of two individuals: Jim Richter, Dave Darling (a third is deferred)
- Reserve the opportunity to vet other candidates for the third slot
- Unanimous approval of the recommendations and ability to bring third recommendation to Executive Committee for approval

### **AABD Charter Review and Ratification Process**

#### **Presentation and Ratification of Committee Charters (Dirk)**

- ***Alumni Academic Resource Council Charter (Ed)***
  - Overview of process
    - Working through this process with Provost Brodl
    - Google spreadsheet that includes willing alumni as well as faculty needs
    - Working to setup feedback process between volunteers and faculty
  - Now have a committee: Preslav, Danielle, and Dave
  - Goal is something large at Homecoming 2019
  - **Dirk noted:** Susan's note of One Dominion may be relevant to IWU as well; it will be necessary to breakdown walls and silos
  - Comments raised with concern related to graduation rates for IWU students. It was shared the President Jensen used a 72% number last year. This year it is 77%. 92% of graduates graduate in 4 years.
  - Ed gave his compliments to working with Morgan Massey from Alumni Engagement.
- ***Alumni Admission Advisory Committee (Molly M-D)***
  - Deposits: 20 ahead of last year (30 ahead of year prior)
    - 221 deposits as of today
    - More men than women depositing
    - 3.8 grade point average
    - ACT 26 / SAT 1213
    - International deposits are up
  - Would love 300 more
  - From alumni board, 28 deposits have come from those AABD contacted.
  - IWU is out personalizing other institutions.
  - 162 alumni volunteers over 1700 contacts

- Staff, faculty, trustees, as well as current students contacted potential students and their parents.
- Communication planned in waves
  - Alumni and trustees
  - Faculty and Staff
  - Students
  - Targeted close
- Fewer cancellations than in years past.
  - Likely alumni follow-up helpful
- Admitted student day tomorrow
- Would love alumni support following admitted student day
- Molly R asked if alumni will be asked to do an additional follow-up. Molly Munson-Dryer said it might not be the same callers, but AABD will be asked to engage.
- Scott noted that work with alumni are being felt by the trustees.
- Mary asked: what's diversity
  - Deposits are:
    - Up for Asian students
    - Same with Black students
    - Up for Hispanic
    - Up for 2 or more races
- ***Class Newsletter Editor Committee (Debbie)***
  - Charter is really similar to last years
  - Working to schedule next call
  - Dirk asked Rosetta to share about impact of change
    - Templates to come from Morgan
- ***Regional Alumni Chapters (Al)***
  - Charter is very similar to years prior; have filled in several of the vacancies
  - We are hosting five volunteer led regional events for All In: Chicago, St. Louis, Phoenix, San Diego, and Bloomington.
  - Scott liked the regional purpose of providing support and welcoming new grads.
- ***Wesleyan Fund***
  - Desiree is away visiting her daughter abroad.
  - Dirk invited Elizabeth to introduce herself
    - Tomorrow marks the end of 3rd week
    - Formerly at Bradley in fundraising for the athletics department
    - Very excited to be a part of the IWU team
    - Been in Illinois for a while, but originally from Detroit, MI
    - Gave an overview of All In document.
- **Charters as presented are ratified**

## **Presentation and Ratification of Affinity Group Charters (Meg)**

- ***Council for IWU Women*** (Marilynn)

- Current focus on engagement with current students. Summit used to be primary avenue, but smaller and smaller attendance by students.
  - Asking themselves:
    - how do we show up where the students are and partner with student groups?
    - How do we do a better job connecting with alumni off campus?
- At this year's summit, hosted alumni meet and greet with those majoring in social sciences as well as STEM and it went well.
- Basically reached endowment for four scholarships (one per class) -- special thanks to Molly Rollings
- Marilyn is currently president of IWU and remain on AABD representative for Council
- Council for IWU Women's executive committee are meeting tomorrow (4/6/19)
- **International Alumni Network (Teddy)**
  - Charter is fairly consistent with broader definition
  - 2019 is a year focused on action, while 2018 focused more on talking
  - Kick off event to happen In Hong Kong in January and planning a gathering on campus to pilot mentoring
  - Focusing on intentional inclusion of online methods beyond just in person
  - Focusing on those preparing to graduate as most of volunteers are more recent graduates
  - Request that other groups continue the collaborative spirit for events
  - Teddy confirmed she'll continue on as IAN representative
- **Minority Alumni Network (Mary)**
  - Happy to report 5 additional alumni volunteering with The Network in social media mentoring alumni recognition or social events
  - Focus on creating roadmap for future board members with a look at quarterly efforts and activities -- really preparing for the next chair
  - Quarterly networking event in Chicagoland area (possibly June); Mary is working with Rosetta to strategize
    - First event to be informal without a speaker
    - June, September, and early December
  - Working on a student liaison
  - Engaging weekly on Facebook
    - Sharing about events as well as opportunities for alumni to engage (such as Flashback Friday to share former experiences/pics from campus)
  - Networking panel and discussion as an evolution from The Network Reception at homecoming.
  - Mary promoted attending MALANA graduation
  - Meg noted that Mary did a great job staffing the committee
- **Pride Alumni Community (Jim)**
  - **Alumni:** number of alumni who have given to the pride alumni community endowment scholarship (\$22,006) The PAC Scholarship will be offered as an option to give to in the All In donation options, which is planned to increase giving in this area.

- Paige Bushman will be joining Jim as a co-chair, but Jim will remain face to AABD
  - **Being Present/Be the Change:**
    - Note about the Pride Summit in February; summit included
      - Queer trivia
      - Gender and gender diversity
      - Keynote on LGBTQ folx in higher education
  - **Communicate:** recently launched a project with Meg Minor, university archivist, collecting oral histories and artifacts of alumni
    - Newsletter: transition of volunteers from production of newsletter to social media
      - Rosetta: noted that those volunteers could be engaged in the development of content for the website; but Jim noted that they were interested in layout strictly
  - Upcoming event: Pride Dinner in Chicago, Saturday, June 15 at La Ciudad in Chicago
    - Open to partnering with other affinity groups
- **Young Alumni Council**
  - Focus on recruitment of alumni from classes of 2015-2019 with broader grab of alumni 10 years out
  - Interest in looking at current students
  - Removed the fundraising component out of priorities
  - Focus on Chicago and St. Louis and adding an ambassador for each class
  - Question raised about timeframe for young alumni. Are we moving to last 10 years?
    - Rosetta shared that the industry standard is 10 years
  - Rosetta also noted that we want to be sure that we are providing an opportunity for even young alumni to give... it's not about how much you give, but that you give.
    - Scott shared that All In is tailor made to young alumni and challenged George to think about how YAC might engage at least with All In.
    - Adriane invited Yolanda and Preslav to share their thoughts since they were on campus during the launch of All In for Wesleyan.
  - Question from Dave Darling: Is there a plan for continued engagement once you are no longer a "young alumni"?
    - Rosetta: relying on reunion planning as well as intentional collaboration
  - Teddy raised the consideration of "young professionals"
  - Preslav: we should keep giving on the table but it's about ensuring that we have a broad array of ways to get involved; this overlaps with presentation Rosetta gave in morning.
  - Kira: when I first joined the board I was asked to call prospective students as well as recent alumni, but never did it again.
    - Rosetta: Elizabeth and Maggie will be working to discuss better ways leverage to the call center
- Scott called for a vote on affinity group charters. Ratified unanimously.

**Scott**

- Scott led a discussion about how we take all of our ideas and get onto the same page noting that:
  - **Three themes from charters**
    - Philanthropy on behalf of IWU
    - Communications
    - Expanding leadership

**Group Discussion** (all directors)

- Marilyn: do we have a fit for everybody within the Alumni Association? Do we have a place for straight, white, non-greek men?
  - Let's fully take a look at ourselves and potential gaps.
  - Rosetta noted other structures in place besides affinity groups: (Committees, regions, reunions, athletic and academic department associations are examples.)
  - Derrick: affinity groups usually result from a need to make space for historically or traditionally marginalized
  - Yolanda: raised if straight white men feel disconnected
  - Jim: can our promotion of minoritized groups allows others to feel left out
  - Teddy: it's beyond just race, gender, sexuality
  - Molly R.: Schools of Music and Nursing have strong alumni groups; athletes are missing
  - Rosetta: same way we create content avenue for affinity groups and committees to connect with alumni, we will offer that to the academic programs and other areas on campus.
  - Marilyn, is there at least one group that we give thought to what gets added next.
    - Rosetta: rather than what's the identity and build content; what's the content out there and refine the engagement with the group.
  - Teddy: Is the board fair representation of the current student body? Can we map what we have in terms of representation? Is the AABD representative of alumni? What is the next step to address gaps?
  - Scott: noted that the AABD is very diverse and that we should focus on programming that attracts people. Rosetta agreed.
  - Rosetta: what content brings alumni into engagement or support what they need?
  - Jim: ideas for that content would be nice to see.
  - Dirk: there is a gap of helping alumni transition through job change
  - Marilyn: wants to measure the number of alumni each group engages and wants to then look at the ones we are not engaging.
  - Derrick: we need to focus on connecting with IWU and not focusing on affinity
  - Dave: it's all about engaging people
  - Alan: we have lots of avenues to engage folks; we have lots of giving circle that we established years ago, but I'm not sure we are using them well. We could expand those.
  - Scott: Board/Administration want reunions, regional chapters, and homecoming as primary vehicles to increase engagement which are all inclusive.
- Molly R offered two considerations:



- For George and Young Alumni: consider the \$18.50 giving campaign noting things that cost \$18.50 in metropolitan spaces as well as more rural spaces
- For everyone else for All In: can we communicate affinity group challenges to each other so we can share it broadly; cross promotion would be a quick win. Wasted opportunity for us
- Scott: at the end of the day, the point of affinity groups is connection to IWU; the reality is that when the board was reconstituted in 2002-2003, we realized that for some being a Titan was insufficient for getting folks to re-engage. Now we think about how to use groups to talk about IWU.
- Claudia: when we stop to think about different alumni, where they are, and why they would give to Illinois Wesleyan? They would give for a sense of belonging to that place, for gratitude to that place, for a class, a professor, an opportunity they would never have had on their own, and also for a need to give back to students. IWU - I came from there and that place helped launch me. When they picture real live students and that those students need them. Pulling on each of these threads of why alumni give and the ways we can reinforce that and remessage that.
- Scott: we could raise our game in the job we do to thank alumni. Don't forget the power of gratitude.
- Teddy, I want us to get more actionable. Can we identify 2-3 action steps?
  - How can we all help make All In for Wesleyan successful?
    - Every affinity group will have a dropdown for All In
    - Primary social media channels: Facebook, Instagram, Twitter
    - Do all affinity groups have challenges?
      - Council for IWU Women -- have at least 2, working on 3
      - Pride working toward Endowment
    - \$18.50 campaign

Alan raised questions about monthly newsletter. Rosetta responded about types of newsletters and communications and frequency. She shared that Morgan will be working on the website in May and then will be communicating about the Newsletter after the website gets off the ground.

**Other Items:**

**Request from Art faculty:** looking for film canisters

**Adjourned at 4:29 pm CDT**