

**Illinois State University Alumni Association Board of Directors**  
**Meeting Minutes April 14, 2018**  
**9:30 A.M.**  
**Illinois State University**  
**Alumni Center**

**Members Present:** Lisa Castleman, Tyler Clark, Fellicia Foster, Michele Guadalupe, Dave Horstein, Jerry Kerber, Daniel Lopez, Jr., Joe McGuire, Danny Mielneczek, Kathy Murdoch, Bob Navarro, Stacy Ramsey, Doug Reeves, Kaci Rollings, Steve Smith, Alice Spann, Mike Willis, Jerry Wright, and Megan Cain (SAC)

**Alumni Staff Present:** Kris Harding, Beth Theobald

**Guests Present:** Pat Vickerman-VP University Advancement, President Larry Dietz, Julie Jones Board of Trustee

1. **Call to Order:** President Michele Guadalupe called the meeting to order at 9:36 a.m. Michele reminded board members that the meeting was being recorded.
  
2. **University Update (President Larry Dietz):**
  - President Dietz expressed his excitement for being a Redbird.
  - He stated the University Staff is gearing up for the Fall at ISU. Applications are up for this period of enrollment and we are looking to continue that trend.
  - Having a State Budget this year has been a big help. President Dietz feels this provides more comfort to parents and students looking to attend the university.
  - President Dietz addressed the recent reports citing ISU's decline in enrollment and he stated the context of that decline comes off of a record number of enrollments in the three previous years. 20,800 students on average have been enrolled at ISU on average over the past eight years. The fall class will include more international students as our new initiative starts ramping up to gain interest from international students to Illinois State University. President Dietz stated the increase of international students will not affect or displace any Illinois Students who are applying who meet our academic standards.
  - President Dietz will be testifying in Springfield in the upcoming weeks. He will be thanking them for investing in the institution and asking them for predictable funding. President Dietz will not ask them for more money, but for consistency, and equitable and predictable funding. ISU continues to excel while receiving the lowest funding per student of all of the state universities.
  - Currently over 116 million has been collected from the ongoing capital campaign, Redbirds Rising, and President Dietz expressed his thanks to the board for their service and helping with the success of the campaign.
  - Joe McGuire asked President Dietz why the appropriations committee has not created a consistent funding lever per student for all state universities and President Dietz noted that he had the same question. He stated that no one knows and there is currently no formula for higher education. There was a political process several years ago that led to the current funding process. \$3500-\$13000 is the current range for student funding. As enrollment at other universities has decreased, their funding has remained the same which has increased the amount per student they are receiving. ISU's enrollment has remained steady and our funding has remained steady, leading to a smaller per student funding percentage.

- Steve Smith asked if we should be reaching out to our legislators in our home districts about the funding issues. Steve noted while they may represent other institutions, they also represent constituents who are IS alums and who care about the university.

### **3. Trustee Remarks (Julie Jones)**

- The Board of Trustees is meeting more frequently so they can be more informed and stay on top of pressing issues. The Board of Trustee Meetings are open under the Open Meetings Act.
- There is 30 minutes of every meeting included for public comment and Trustee Jones extended an invitation for the Alumni Board to attend these meetings.
- The Board recently met to discuss the increase in international student enrollment. This has been a long standing goal of the Board and they have recently entered into a partnership with a recruiting firm to help meet the goals of increasing the number of international students on campus.
- In February the Board met to discuss a Cyber Security measure and also discussed renovations to Julian Hall which would house the Cyber Security major.
- There have been recent discussions about housekeeping and maintenance issues including a new turf at Hancock Stadium, Wilkens Hall, Watterson, and Fell Halls.
- The Board had lunch with students on a recent occasion and the students noted they enjoyed the visit and how unique it was at ISU to have this opportunity.
- President Dietz encourages the Board to tell there ISU story. ISU stands apart from other state universities and the Board is attempting to share that positive story.
- In an upcoming meeting in May, the Board will be looking at tuition, fees, and room and board for the upcoming fiscal year. ISU is under a strategic new plan that will guide the university over the next few years.
- The Board of Trustees is trying to be as active as they can in telling the story of ISU and several members of the Board will be heading to a national conference in San Francisco to better position our Board to promote ISU and get our name out there.
- Joe McGuire asked about the possibility of an engineering program. Dr. Dietz stated that is currently in the investigation stages.
- Kathy Murdoch asked where the new international students will be housed while they are on campus. President Dietz shared they are now housed all over the campus but their vision is to hopefully in the upcoming years to have a place where they can be housed together.
- Steve Smith thanked Julie Jones for her service to the Board and the increase in communication from the Board of Trustees of Illinois State University.

### **4. Foundation Report (Pat Vickerman)**

- Pat thanked the Alumni Relations staff for their efforts during the transition from the outgoing Executive Director Doris Groves to the new Executive Director Kris Harding. The department did not miss a beat and continued to move forward during this transition time.
- Fundraising at this point continues to align with recent years and we have exceeded the mark for cash receipts for the year.
- Alice Spann asked why giving was up so much to which Pat responded we are asking for more and engaging in the relationships with donors. President Dietz noted the increase in engagement with alumni and asking them to share their stories which leads them to increased giving.
- Redbirds Rising Campaign is at \$116,607,415.00 is the current total. Alums want to support students and they will continue to do so.
- All indicators show we will increase the \$150 million dollar goal.

- The Campaign newsletter with the new updates has been shared and similar newsletters will be released throughout the rest of the Campaign.
- All on the Board should have received a Save the Date for an upcoming Campaign event happening in Chicago.
- On June 22, campaign volunteers will be invited to campus to be a part of the Campaign discussion. Close to 60 volunteers will be meeting on the ISU campus to discuss moving the Campaign forward.
- Dave Horstein asked about Friends of the University giving to the Campaign. Pat stated we do have a friends to the university who are donating to mainly Athletics and the Arts.
- Pat also shared his interest in changing the name of Alumni Relations to Alumni Engagement to more align with the role of the department. The name change would accurately reflect the purpose and mission of Alumni Relations.
- The Board was unanimous in the decision to change the name.
- Pat also thanked the board for their service and engagement.

#### **5. President's Report ( Michele Guadelupe)**

- Michele noted there was a full packet available for the Board to review and thanked Beth for her efforts and welcomed her back from her recent maternity leave.
- Michele reminded the Board members of their commitment to have 100% of the Board contribute to the Alumni Association Scholarship Fund. Michele also thanked the Board for their ongoing contributions to the fund.
- Michele has enjoyed a busy winter as a Redbird. She was a part of Founders Day and enjoyed that experience as well as her experience at Commencement.
- Michele also noted her thanks to Lisa Castleman and the Awards Committee on the recent Awards Dinner celebration.
- Michele has recently been to Springfield and noted the number of legislators who are ISU Alumni.
- Bob Navarro noted the success of the recent Alumni Initiative in Springfield.
- Steve Smith asked if there was a campaign among the state universities to keep students in Illinois. Data indicates a lot of students are leaving the state and attending universities elsewhere due to better funding for out of state schools.
- Jerry Wright asked how many ISU students are from out of State. President Dietz stated 97% of the ISU students enrolled are from Illinois. Jerry noted what the state has done by giving us the least amount of money should be criminal.

#### **6. Approval of minutes from the January 20, 2018 meeting:**

- The motion to approve the minutes from the September 30, 2017 meeting was made by Lisa Castleman and seconded by Stacy Ramsey. The motion was passed with unanimous consent and no discussion.

#### **7. Executive Director's Report (Kris Harding)**

- Alumni Relations is finally at full staff for the first time since October of 2018.
- Kris asked the Board members to remember to fill out their Board Engagement reports.
- Kris also noted there will be a photographer present at the June Board meeting to take new members headshots and for anyone else who would like to get a new headshot taken.
- Kris then shared a power point slide on her Illinois State Story.

## **8. Awards Report**

- Lisa Castleman shared the success of the February Awards dinner. Lis noted the nominations are now open for the 2019 Awards.

## **9. Red Committee**

- The Red Committee has re-designed the purpose of the RED committee to focus on civic engagement centered in the following areas:
  - i. Encourage Alumni to be Civic Minded
  - ii. Create a tradition
- Kaci Rollings made a motion to accept the proposed changes to RED. Bob Navarro seconded the motion. The motion passed with unanimous support.

## **10. New Business**

- Board Member Linda Yap will be moving to Texas soon. Michele thanked her for her service and has a gift to present to her as a thanks for her years of service.
- Michele shared proposed dates for the upcoming Board meetings for this next year. The proposed date for the September Board meeting conflicts with the Redbirds Rising Campaign event in Chicago. The meeting was moved to September 29, 2018 to be held at the Alumni Center.
- Kathy Murdoch suggested an informal event for Board members to meet in the Chicago office before the Redbird Rising Event.
- Michele asked the Board members to let her or Kris know if you are interested in serving on any ad hoc committees to work through the process of identifying new Board Priority Action Items.

## **11. Committee Updates**

- Board Development
  - i. We are looking to add a slate of 5 new members to the Board.
  - ii. They will be presented to the Executive Committee for approval in May.
  - iii. Surveys will also be presented to the Board again to seek input on ways they would like to serve.
  - iv. If any mentors have feedback on the new mentor program, please let Michele know.
- SAC
  - i. SAC will be hosting a “Mocktail Event” with over 90 student registered so far. This is to encourage the Student to Alumni Transition.
  - ii. Sibling’s carnival and an end of the year awards night are also coming up.
  - iii. The number of new SAC members has doubled this year
- Peoria Area Network is having a wine event at Mackinaw Winery on May 5.
- Joe McGuire shared from Athletics that the Missouri Valley Conference made \$9 Million on the NCAA tournament with ISU making \$800,000 on their advancement through the tournament.
- Redbird Prime and the Half Century Club is having an event on April 27-28. Kathy Bohn thanked Stephanie Duquenne and Alumni Relations for their leadership and planning of this event. Board members are encouraged to attend throughout the weekend.

## **12. Adjournment**

- Motion to adjourn was made by Kathy Murdoch and seconded by Bob Navaarro
- . Motion approved. The meeting was adjourned at 11:57 a.m.

**Upcoming Board Meetings**

June 23, 2018

**Upcoming Executive Committee Meetings**

May 17, 2018 (5:30 p.m.)