

**Illinois State University Alumni Association Board of Directors**  
**Meeting Minutes January 21, 2017**  
**Illinois State University**  
**Ewing Cultural Center**

**Members Present:** Lisa Castleman, Jeff Charnogorsky, Michele Guadalupe, Dave Horstein, Maggie Im, Julie Jones, Jerry Kerber, Daniel Lopez Jr., MaryAnn Louderback, Ashley Mayor, Joe McGuire, Kathy Murdoch, Bob Navarro, Tim Pantaleone, Scott Preston, Doug Reeves, Kaci Rollings, Brian Sher, Steve Smith, Alice Spann, Ron Whitton, Jerry Wright, Linda Yap

**Members Absent:** Kathy Bohn, Bob Freitag, Ryan Gilbert, Alicia Ramos, Jen Wiebel, Mike Willis

**Alumni Staff Present:** Doris Groves, Ashley Pritts

**Guests Present:** University Advancement Vice President Pat Vickerman, Interim Provost Jan Murphy, Director of Ewing Cultural Center Toni Tucker, Lynda Lane

1. **Call to Order:** President Tim Pantaleone called the meeting to order at 9:35 a.m. He thanked the Board for travelling to the Ewing Cultural Center for the day's meeting and reminded board members that the meeting was being recorded.
2. **University Update (Dr. Jan Murphy):**
  - Alumni Board President Tim Pantaleone advised the group that President Dietz is unable to attend the day's meeting as he is headed to Florida to visit with alumni and donors and plans to attend the upcoming alumni events that we are hosting. Attending the meeting in his place is Dr. Jan Murphy, Interim Vice President of Academic Affairs and Provost.
  - Dr. Murphy acknowledged Dr. Janet Krejci's service as the former Provost and remarked on how much she is missed.
  - Murphy commented on the successful Martin Luther King Jr. dinner held at the Bone Student Center the previous evening. Speaker Marc Lamont Hill provided a strong and timely message to the University community.
  - The men's basketball team is experiencing a very successful season and recently beat Bradley. The team is currently holding first place in the MVC Conference.
  - Unfortunately, there is still no State of Illinois budget, including MAP grant funding. We did receive \$38.3 million in stop-gap funding at the end of June 2016. Despite the State's intent to use the funds during FY17, the funds were necessary to pay FY16 bills. That amount was still just a portion of the typical state funding. President Dietz met with Governor Rauner face-to-face last month, but unfortunately there was no progress and no new information shared. Despite this frustration, Illinois State University remains strong and stable with high morale on campus.
  - ISU is preparing for Greg Alt's upcoming retirement by beginning the search for the vice president of Finance and Planning. Alt has appointed Doug Schnittker Interim Comptroller (a position previously held by Alt) during the search.
  - Dr. Murphy reminded the Board that Founders Day is quickly approaching on February 16, and alum Jane Lynch will be accepting an honorary doctorate during convocation. Dr. Murphy plans to attend the Alumni Awards Dinner hosted by Alumni Relations that evening, and she hopes to see many members of the Alumni Board throughout the day of celebration.
  - Board member Doug Reeves asked whether or not continuing to provide MAP grant funding to new students of need was fiscally responsible given the current budget. Murphy answered that we are continuing to move forward with the MAP program in future semesters, and

University leadership meets regularly to discuss ways to fund the MAP grants in the absence of state support. For now, in order to support our enrollment and continue to bring in a large diverse class, ISU will continue to offer and fund MAP grants.

- Reeves also asked if Illinois State University had any plans to significantly increase enrollment. She reminded the Board that the final enrollment numbers are the President's decision, but enrollment certainly does play a role in the financial stability of an institution. As far as she is aware, there are no solid plans in place to "grow" ISU beyond the 21,000 students currently enrolled yearly because of the increasing difficulty seen in supporting a student population of that size. Illinois State University does plan to increase its international student population. There are some additional options on the table, like more online graduate programs, that could contribute to an increase in nontraditional students as well.
- Board member Jerry Wright asked about our retention rates, and Dr. Murphy answered that ISU maintains an 81-82% retention rate which is still quite high. The retention rate combined with our top graduation rates are just a few of the reasons students choose ISU. Wright also asked about transfer student numbers, and Dr. Murphy answered that they are down about 5% for Fall 2017. This is not a large concern at this time, mostly because the enrollments are down in general for community colleges in the area. Private schools are also increasing their enrollment of transfer students which tends to affect the numbers for public schools.
- Alice Spann asked about our recruitment and retention of minority students, and Dr. Murphy agreed that is an incredibly important population for ISU. The retention rate is slightly lower for minority students. She spoke of support services that the University can offer to help to increase this rate and the retention rates of many different diverse groups of students.
- Daniel Lopez, Jr. mentioned that the Latin@ Alumni Network recently helped to coordinate a graduate cohort in the Chicago area in conjunction with other Latino education organizations, a new initiative that they hope can help with graduate retention rates amongst Latino students.
- Board member Jeff Charnogorsky voiced his concern regarding the increase in students going out of state for college due to the amount of financial aid being offered. He also discussed the Normal Police Department's enforcement of laws on and near campus, how that affects students, and what we could be teaching students about their rights.
- Ashley Mayor asked for more information about the international student recruitment strategies mentioned earlier. Murphy noted that the University is still in the early stages of planning their new strategies for attracting more international students, but they can very easily bring that information before the Alumni Board once they have more concrete plans.

### **3. Vice President's Remarks (Pat Vickerman):**

- Vice President Vickerman first recognized some recent retirements in Development, Jenny Ward and Norris Porter, and how that has led to more new hires within the department. The division has also added two new "generalist" fundraisers whose territories can be moved around strategically to help support the other development directors throughout the remainder of the campaign.
- Our total fundraising productivity so far this year is \$13.6 million, and we have hit \$7.5 million in cash receipts thus far. The Foundation is still working toward a goal of \$12 million in cash receipts and an overall goal of \$23 million for this fiscal year. Vickerman noted we are in good standing to hit those overall goals.
- Vickerman spoke of the recent success of Giving Tuesday and thanked the Alumni Board for their support and interaction with other alumni during the day to promote the effort and encourage support of the University.
- We are now halfway through the campaign, and the official kickoff is planned for September 16, 2017. A save-the-date will be sent in the next few months with more formal invitations to

follow. We are currently working with the deans and unit leaders to prioritize fundraising goals. Campaign priorities will be presented to the Foundation Board on February 24. Recruitment dollars are a big topic of conversation in these discussions. Campaign volunteer recruitment has just begun, and the Foundation hopes to have those volunteers in place by the end of the fiscal year.

- Vice President Vickerman also recognized Doris Groves, Executive Director of Alumni Engagement, for her recent Distinguished Service Award at the University. Colleen Rice, Associate Director, has also been recognized as an Emerging Leader
- Board member Kathy Murdoch asked Vickerman to expand upon his discussion of the recruitment funds the Foundation hopes to increase during the campaign. He indicated they do not plan to create one large general fund, but rather several new smaller targeted scholarships aimed to bring more students through the door. The Red and White Scholarship and the ISU Excellence fund are two scholarships that currently serve to support recruitment efforts.

#### **4. Trustee's Remarks (MaryAnn Louderback):**

- Board of Trustee representative MaryAnn Louderback announced that recently three board members decided to retire, Jay D. Bergman, Betty Kinser, and Anne Davis. Louderback announced three new BOT members were appointed the day before, and all three are alumni of Illinois State University. Sharon Rossmark, John Rauschenberger, and Alumni Board member Julie Jones will be joining the Board of Trustees. Bob Dobski's term has been renewed as well.
- Board member Julie Jones remarked that she was thankful for a new and challenging opportunity to serve Illinois State University as a member of the Board of Trustees but will miss working with the Alumni Association.

#### **5. Approval of Minutes from the September 24, 2016 Meeting:**

- The motion to approve the minutes from the September 24, 2016 meeting was made by Jerry Wright and seconded by Linda Yap. The motion was passed with unanimous consent and no discussion.

#### **6. President's Report (Tim Pantaleone):**

- Pantaleone reminded the Board that the updated financial report was included in the board packets, and he is pleased to see how much the Alumni Association Scholarship fund has grown over the last few years. This effort goes along with the campaign priority of recruiting students. The fact that the Alumni Board showed a 100% participation rate in giving towards the Alumni Association Scholarship last year is a testament to their dedication to the success of future ISU students.

#### **7. Executive Director's Report (Doris Groves):**

- Groves indicated many updates on behalf of the Alumni Relations department are included in the Executive Director's Report available to all board members.
- Alumni Relations Office Manager Ashley Pritts will miss the next two Alumni Board meetings due to maternity leave. Assistant Director Juliana Duncan will be covering her duties to support board members and facilitate the meetings while on Ashley is on leave.

Staff member Beth Theobald will be covering Ashley's financial responsibilities for the department.

- University Marketing and Communications writer Susan Blystone had a successful heart transplant in November. Everything has gone well with no signs of rejection. Susan is back in Bloomington-Normal and plans to return to work soon.
- Groves encouraged board members to check out the Alumni Day presentation by Danielle Miller-Schuster that is now posted on the Traditions website.
- February 16 is Founders Day on campus, and Alumni Relations will be hosting the Alumni Awards Dinner that evening as well. We will honor several wonderful alumni at that dinner and encourage board members to attend.
- Alumni Relations has just launched a new online book club. Within the first week we saw nearly 300 alumni sign up. The process seems to be fairly user friendly, and we plan to collect feedback from the alumni participating and the facilitators to see if we should expand to multiple topics.

#### **8. Continuing Business (Tim Pantaleone):**

- Doug Reeves provided a review of Homecoming 2016, which was overall a very successful event. The Campus Decorating Contest had slightly fewer entries than in the past with 24 participants this year, but the judges plan to limit the number of judges and possibly reroute the day's travel around campus next year. The Faculty/Staff Luncheon went well, and the alumni royalty (Parker and Sharon Lawlis) enjoyed themselves. Reeves thanked the board members who came over to help bag up footballs and supplies in preparation for the parade. Next year, in an effort to better utilize merchandise dollars we may order more beads than footballs to toss out during the parade. The Spread the Red tailgate tent was highly successful once more with hundreds of alumni in attendance. Efforts to streamline the sign-in process were suggested for next year, and it was mentioned that it might be helpful to have board members outside the tent welcoming alumni inside. Reeves reminded the Board that we do need more help to clear out the tent and pack once the tent zone hours wrap up before heading over to the football game. He thanked the board members that had stayed and asked that next year more people consider staying for clean-up.
- Lisa Castleman suggested we look into online or electronic check-in/registration processes for the Spread the Red alumni tailgate tent next year in an effort to accommodate more people while speeding up the process of collecting alumni information. Doris Groves agreed it was something the Alumni Relations department can look into for next year.

#### **9. New Business:**

- President Tim Pantaleone passed around copies of a new Alumni Board involvement form that will be accessible online for all board members to submit quarterly as a measure of how well the group is collectively meeting their goals as outlined in the Board Priority Action Items. This involvement survey will not be used to judge how much or how little individual board members are volunteering or interacting with the University, but this information will be used to collectively analyze the areas of involvement for our Alumni Board and to help us better utilize our board members in areas that are of interest to them. Board members will submit these involvement surveys online (either after each event, monthly, quarterly, etc.). Collective results will be compiled and shared with the Board. Executive Director Doris Groves also mentioned that we will remind board members to submit the involvement survey online quarterly, otherwise the form can be found online on the Board of Directors website (once made live). Jerry Wright and Kaci Rollings agreed this would be a good way to both

track how much the Board of Directors are giving back to the University in terms of involvement and to measure the effectiveness and completion of the Board Priority Action Items.

- Bob Navarro asked if they also needed to include information on how much they are giving back to the University financially, but Groves and Pantaleone reminded the group that we already have access to that information through the Foundation. For this particular project we are more interested in the participation, engagement, and involvement of our board members.
- Ashley Mayor also mentioned that it will be interesting to view trends over time in terms of the types of events board members are involved in and to help perhaps pinpoint areas where they should direct their attention or support. Board members may then get new ideas for involvement in areas in which they see a need.
- Groves reminded the Board that the form is not online as of yet, but they can look over the printed version they were just provided and let her know if they believe anything else should be included. In April we will send out an email with a link to the live online survey and ask all board members to submit involvement information for the previous three months. After that they can certainly submit the information monthly if they would like or continue with the quarterly submissions after reminders are sent.
- Kaci Rollings updated the Board on the development of the Alumni Association Board of Directors resource webpage. She thanked Alumni Relations staff member Rachel Kobus on her work to get the site together. It will include the Board manual, meeting minutes, documents, and additional resources for the Board.
- Kathy Murdoch also mentioned that the results from this survey should not and will not be used to judge other board members on their involvement but to collectively analyze how engaged the group is, and it can specifically be used to learn more about their fellow board members and the areas to which they are devoting their time. The involvement survey can provide valuable information for the group about what everyone else is doing and how else they can get involved.

#### **10. Committee/Liaison Updates:**

- Tim Pantaleone introduced former board member and RED committee member Lynda Lane who updated the group on behalf of the RED committee. Lane discussed the service project the committee had been developing as another way to engage the Alumni Board. The afternoon of April 8 has been designated as the date for their afternoon of service. The volunteer opportunity will take place after the meeting. Lane discussed the various volunteer opportunities the committee looked into before settling on spending the afternoon at the local Home Sweet Home Mission. Lynda will also be hosting a social hour at her house after the service project. Board member Bob Navarro asked about how this project fits into the purpose and goals of the RED committee, and committee member Kathy Murdoch reminded the group that part of the goal of the Redbird Engagement and Development Committee is to serve as mentors and examples of engagement both within the community and the University. Just like student groups on campus are all challenged to complete a community service project, the RED committee would like to see the Alumni Board complete a service project as well. Board President Tim Pantaleone reminded the group that service and civic engagement are key values of the University, and the Board can promote those values amongst other Redbirds. He expanded on the idea of “Redbirds in Service” and how the Board can reflect those values. Alumni Relations executive director Doris Groves also mentioned that we can expand this idea in the future to perhaps hold a “Redbirds in Service” day that can include regional networks and perhaps other areas of campus. More information regarding the details of the April 8 service project will follow.

- Lisa Castleman provided an update on behalf of the Awards committee. She reminded board members to RSVP for the upcoming Alumni Awards Dinner on February 16. Pantaleone mentioned the Awards Dinner has grown to a very well attended event, and RSVPs are necessary to ensure seating.
- Kaci Rollings provided an update on behalf of the Board Development committee. There could be as many as four open spots on the Alumni Board this summer, so the committee will be evaluating interest forms that have been submitted by alumni recently and identifying potential candidates. They will also be reviewing interest for Executive Committee membership. Dave Horstein asked if there were any particular demographics they are looking for in potential candidates. Rollings noted that the quality of the applicant is more important than particular demographics. We currently have a good sized list of alumni that that have submitted Alumni Board interest forms. If anyone knows of someone that has expressed interest in getting involved, now is the time to have them reach out to Doris Groves.
- Steve Smith provided an update for the Half Century Club committee. The dates for this year's reunion weekend are April 28 and 29, when they plan to "induct" the class of 1967. Smith reviewed some of the events the committee has worked to plan, including tours and a presentation by Student Affairs Vice President L.J. Johnson about the student experience today. Smith and board member Kathy Bohn have worked with Alumni Relations staff member Colleen Rice to meet with several other departments across campus to explore ways to build the "Redbird Prime" program, how to encourage our older alumni to get involved, and how to create a more welcoming environment when they visit campus.
- Julie Jones provided an update on behalf of the Scholarship committee. This year we saw an increase in complete applications submitted with 170 total. Jones provided the group with an overview of the remainder of the timeline for reviewing applications and choosing this year's recipients. We should have six returning students who will be able to renew their Alumni Association Scholarships this coming year. She reminded the Board that the Legacy Scholarships are \$500 each semester, and the Alumni Association Scholarships are \$1000 each semester and renewable. Currently, the wording of the scholarship agreement is being reviewed because it does not specifically say that it is renewable up to five years. They plan to maintain flexibility in the wording that allows for the committee to make decisions based on individual circumstances.
- Linda Yap, liaison to the Bone Scholars, has been reading through the extensive applications from the incredibly talented students who applied this year. She is very impressed by the caliber of students applying for the program and encouraged other board members to get involved with the Bone Scholars as they are able.
- Joe McGuire has recently been named liaison to Athletics Council which meets monthly. He is providing a voice to alumni during the meetings and is plugging alumni events as often as he can, especially when they are athletic themed like the recent Bradley pregame at Kelleher's.

#### **11. Director's Comments:**

- Steve Smith told the group that Student Affairs Vice President L.J. Johnson has formed a task force to study Greek life on campus, and many alumni are involved. They plan to meet for the first time soon and may be able to share information regarding the task force findings at the April meeting.

**12. Adjournment:** The motion to adjourn was presented by Scott Preston with a second by Bob Navarro. Motion approved. The meeting adjourned at 11:24 a.m.

**13. Special Presentation on the Ewing Cultural Center (Director Toni Tucker):**

- Director of the Ewing Cultural Center, Toni Tucker, provided a special presentation on the history of the Ewing Family and the construction of the mansion. She and former board member Lynda Lane then led the board members on a tour of the home.