

Illinois State University Alumni Association Board of Directors

September 29, 2018

Minutes

Board Members Present: Kathryn Bohn, Walter Brandon, Jr., Val Brown, Megan Cain, Tyler Clark, Liz Garcia, Ryan Gilbert, Michelle Guadalupe, Dave Horstein, Jerry Kerber, Daniel Lopez, Jr., Susan Nelson-Brown, Scott Preston, Doug Reeves, Marsha Reeves, Steve Smith, Alice Spann, Leah Walton

Board Members Absent: Lisa Castleman, Fellicia Foster, Joe McGuire, Danny Mielneczek, Tim Pantaleone, Stacy Ramsey, Kaci Rollings, Ron Whitton

Alumni Engagement Staff Present: Stephanie Duquette, Kris Harding, Lauren Hardy, Jamie Sennett, Jackie Marshall, Beth Theobald,

Guests Present: Pat Vickerman

Call to Order

The Board of Directors meeting was held at the University Farm in Lexington, IL. Reeves (President) called the meeting to order at 9:33 a.m.

University Update

Pat Vickerman (Vice President, University Advancement) provided the update for President Dietz who was attending to University business overseas. The following information was shared.

Enrollment

- Enrollment management, admissions, and faculty staff worked hard to help secure a fall class of 20,635 students—which follows an academic year that saw more than 5,400 students graduate—one of the biggest graduating classes in ISU history.
- Over the last five years, Illinois State's total enrollment has averaged 20,776 placing ISU behind two University of Illinois schools.
- Illinois State's freshman enrollment this fall is the second largest in two-and-a-half decades. A total of 3,689 freshmen are enrolled
- 34 percent of ISU freshmen are persons of color. ISU achieved a 38 percent increase in African-American freshmen and a 31 percent jump in Latino/Latina freshmen.
- 64 international students from 16 countries recruited by INTO University Partnerships arrived on the Illinois State campus to start their journey as Redbirds.
- The President has a goal to increase international enrollment to 5 percent of total enrollment within 5 years and 10 percent of total enrollment within 10 years. These percentages are consistent with most Universities of a similar size and mission, and do not adversely impact State of Illinois students who wish to attend ISU.

Access and Affordability

- The President recently announced Illinois State is implementing several new measures to make the University even more affordable, accessible and attractive to prospective students.
- In association with Illinois' AIM High initiative, Illinois State is adding an additional \$4 million to assist students with financial need through the Redbird Scholarship program.
- Beginning with this fall's application process, all students with a high school grade point average of at least 3.0 and an ACT of 25 or SAT of 1210, will automatically qualify for a Redbird Scholarship of at least \$1,000 and as much as \$4,000 per academic year.
- More than half of ISU's student population comes to campus from Chicago and its suburbs, while nearly 1,000 McLean County students attend ISU each year. Illinois State remains committed to growing that number with a new opportunity called the McLean County Scholarship.
- Each year, five McLean County students will be awarded four years of free tuition through a competition based on the student's leadership, community service and civic engagement. Each of these scholarships carries a present-day value of \$50,000.
- Finally, ISU will be offering a new Alumni Legacy Scholarship. Again, beginning with this year's application process, students, who have a parent or grandparent that graduated from Illinois State, will receive a \$500 scholarship each year for up to four years. Making the total award \$2,000.

Mennonite College of Nursing Anniversary

- The College is marking one century of excellence, with 20 of those years as part of Illinois State. The Mennonite Sanitarium Training School—as it was originally known, was founded in 1919.
- The first commencement ceremony was held in 1922 with 15 graduates. This past spring, MCN proudly conferred more than 200 undergraduate and graduate degrees.
- During the past 20 years, the College has increased its undergraduate enrollment, added two sequences to the master's program and created a doctoral program that includes a Doctor of Philosophy in Nursing and an online Doctor of Nursing Practice, as well as an accelerated Bachelor of Science in Nursing option.

State Appropriations

- While the University is pleased to begin the academic year with a full fiscal year budget, the appropriation for Illinois State is \$66.3 million, a 2 percent or \$1.3 million increase over the University's FY18 appropriation, which is the second smallest in two decades, excluding the budget impasse years.
- ISU is continuing to educate legislators on the value and the tremendous educational experience being offered at Illinois State and will not waver from efforts to see a more equitable funding model for higher education in Illinois.
- While the state promised to fund the renovation and construction of a new Fine Arts space, those dollars have not yet arrived, so the project is on-hold until funding is committed.

Strategic Investments

- This is the first year of an updated and revised University strategic plan — Educate, Connect, Elevate. Implementation of the five-year plan begins this semester with four strategic directions: Enhance Strength and Stability, Foster Innovation, Nurture Diversity and Inclusion, and Enrich Engagement. Collaboration and Respect were also included as additional values.
- There are several projects on ISU's priority agenda this year, including:

- The Bone Student Center revitalization continues this year with more interior remodeling and work on the two story Welcome Center. This project is slated to be finished in the spring of 2020.
- The Cyber Security classroom initiative for Julian Hall is underway with the completion of designs and preparation of construction documents. Meanwhile, two temporary Cyber Security classrooms were renovated and outfitted in Williams Hall to meet the interim Cyber Security classroom demand until construction is completed at Julian.
- The Watterson Dining Commons Expansion is well underway with completion expected during spring 2019.
- President Dietz initiated an update of the Campus Master Plan: 2010-2030. The revisions will include Master Plan projects that have been completed, those that are in progress, as well as recommendations for Master Plan actions that have not yet been addressed. Maintaining, renovating, and building new campus facilities keeps Illinois State physically and technologically up-to-date, and enhances the University's attractiveness to prospective students and their families, as well as faculty, staff and visitors.
- In addition, the University initiated a process to establish a multi-cultural center on campus. Representatives from the divisions of Student Affairs, Academic Affairs, Finance and Planning, and University Advancement have formed a group including students, faculty and staff to research successful multicultural centers at other universities and establish best practices for a center at ISU.

Recognition

- Established Metrics of Excellence continue to place Illinois State at nationally high levels. Once again, ISU remains ranked among the top 100 public universities by U.S. News and World Report. The graduation rate of 68.8 percent is 10 percent above the national average, and the 80 percent retention rate remains among the highest in the nation.
- Vickerman thanked the Board of Directors for its continued enthusiasm and effort to engage more than 215,000 Redbird alumni.

Trustee's Report

Julie Jones, Board of Trustee liaison, was not able to attend. No report was provided.

Campaign Update

Vickerman shared highlights and updates from the Redbird Rising Campaign. To date, more than 45,000 donations have been received with multiple gifts coming from all 50 states. This is the fourth year in a row that giving has surpassed \$21 million. There is a trend in bundling gifts and increased support of quasi-endowed funds. The Chicago Cruise to promote the campaign was sold-out and considered successful. Board members provided feedback and asked questions about tax law implications on giving.

Approval of Minutes

Smith (Secretary) submitted the minutes of the June 23, 2018 Board of Directors meeting for approval. Clark motioned to approve. Preston seconded the motion. The motion was approved.

President's Report

Reeves shared his enthusiasm and gratitude related to the work of the Board and the year ahead. He reminded the group that they represent 215,000 alumni and encouraged everyone to be engaged and make the most of their board experience. Reeves welcomed new members and suggested they reach out to Board mentors, staff and the College where they graduated from to learn more about

opportunities for service and leadership. Reeves reviewed the agenda and shared that as President he would encourage the Board to be supportive, collaborative, transparent and creative throughout the year.

Reeves reviewed the FY18 (final) and FY19 Financial Report (as of 9/15/18). There were no changes or significant variances discussed.

Executive Director's Report

Harding provided updates on the several items.

Scholarships

Beginning with this year's application process, new freshmen or transfer students who have a parent or grandparent that graduated from Illinois State will receive a \$500 ISU Legacy Scholarship for each year up to four years. These are in addition to existing scholarships available for legacies.

Refer a Redbird

ISU Admissions created a Refer a Redbird form online form to assist with recruitment of prospective students. Board members who know students in high school or those who attend a community college can add these individuals to a mailing list via the Illinois State web site.

Master Plan 2010-2030: Looking to the Future

Board members should have received an email invite to participate in a Master Plan survey and open forum sessions. Participation in these activities is important to the success of the planning effort. The open forums are scheduled for October 1 – 11:00 a.m. and October 2nd at 2:00 p.m. in the Old Main Room, Bone Student Center.

Homecoming Volunteer Sign-up

All Board members were encouraged to participate in Homecoming activities. Assistance is needed most for tram decorating, walking in the parade and assistance in the Redbird Welcome Tent.

Redbird Proud Young Alumni

Harding noted that the Division of Student Affairs has announced the recipients of the Redbird Proud Young Alumni Award which includes Aja Holmes, Kevin Parkinson, Alumni Board member Scott Preston, and Alumni Engagement staff member Lindsay Vahl.

Website Navigation Survey

Harding shared results from the Alumni Engagement website navigation survey distributed to Board members prior to the meeting.

Continuing Business

Homecoming 2018

Preston (Co-chair) shared the preparations are underway and encouraged Board members to participate. A sign-up sheet was passed around that included various volunteer opportunities. Each activity was briefly described and updates were provided.

New Business

Committee Assignments & Liaison Positions for 2018-19

Reeves noted that each Board member is expected to participate in at least one committee and preferably more than one. The Executive Committee reviewed committee interest worksheets and in nearly all instances were able to grant individuals their priority selections.

Chairpersons for each committee were appointed according to interest in leadership roles as indicated on the committee interest worksheet. If no one indicated leadership interest in the particular committee, the Executive Committee appointed a chairperson.

All committee assignments were completed and board members were notified in September. Board members were encouraged to communicate with Reeves or Harding if they are not interested or able to serve on an assigned committee.

Board Priorities & Action Items

At the June 20, 2015 annual meeting, the Alumni Association Board of Directors approved a list of Board Priority Action items for the years 2015-2018. Each committee was to provide action items that they worked to achieve during the three year period. Each year, committees are asked to report on their progress toward goals and whether revisions or additions are necessary. The action items were last updated on January, 18, 2018.

A new series of Board Action items was scheduled to be completed at the June 2018 annual meeting, but because there was a change in Executive Director of Alumni Engagement scheduled to occur in the spring of 2018, the Board voted to postpone creation of the new list of action items.

Reeves requested that each committee review the current Priority Action items and update the committee's goals for the next three years. These plans should be measurable and time specific. A revised or new document will be reviewed and approved in early 2019.

Graduated board member exit interviews

Reeves reported that all exit interviews with "graduating" board members have been completed. A summary of comments and themes were shared and discussed. Responses and experiences were in general, very positive. A few areas for improvement were also identified related to orientation and meeting preparation, transparency related to the nomination process, increased social time and ongoing communication. The Board Development Committee will also review the findings and discuss ideas for implementing improvements where needed. Reeves and Harding noted this was the first time interviews were conducted and that the feedback was helpful. Both recommended this practice continue in future years and that the Alumni Association continue to engage and communicate with past Board members.

Constitution review – ad hoc committee

Reeves discussed the importance of reviewing the Alumni Association's Constitution following input received in conjunction with the summer 2018 Board meeting. Reeves will appoint an ad hoc committee to review the current governing documents and procedures to ensure there is clarity and transparency regarding the nomination process. Smith, in his role as Secretary, and Guadalupe, as Past President, will co-lead this committee that will also include 5-7 additional at-large members of the Board. Staff member Rachel Kobus and Harding will provide staff support and coordinate with ISU Legal Counsel on

any potential changes that are proposed. The group will meet several times by conference call throughout the fall. Several Board members expressed interest in participating. A progress report will be provided at the January 2019 Board meeting.

Committee/Liaison Reports

The following committees provided written reports and updates in conjunction with the meeting:

- Awards
- Board Development
- Foundation
- RED
- Redbird Prime/Half Century Club
- Scholarship
- Student Alumni Council

Adjournment

Reeves requested a motion to adjourn. Bohn made the motion. Gilbert seconded. The motion was approved. The meeting adjourned at 10:56 a.m. Lunch and a tour of the ISU Farm followed.

Upcoming Meetings

Executive Committee: November 28, 2018

Board: January 12, 2019

Respectfully Submitted by Steve Smith, Board Secretary