

**Illinois State University Alumni Association Board of Directors**

**Meeting Minutes September 30, 2017**

**9:30 A.M.**

**Illinois State University**

**Illinois State University Alumni Center**

**Members Present:** Kathy Bohn, Lisa Castleman, Tyler Clark, Fellicia Foster, Ryan Gilbert, Michele Guadalupe, Jerry Kerber, Daniel Lopez, Jr., Joe McGuire, Danny Mielneczek, Kathy Murdoch, Bob Navarro, Tim Pantaleone, Scott Preston, Stacy Ramsey, Doug Reeves, Kaci Rollings, Steve Smith, Alice Spann, Mike Willis, Linda Yap and Megan Cain (SAC)

**Alumni Staff Present:** Doris Groves, Juliana Nelson, and Beth Theobald

**Guests Present:** Pat Vickerman-VP University Advancement; Levester Johnson-VP Student Affairs; Alex Snowden—Greek Life; Aiden Walton, Logan Thompson, Lexa Vogelsburg, and Bryce Thomas (Scholarship recipients)

1. **Call to Order:** President Michele Guadalupe at 9:35 a.m. Michele reminded the board members that the meeting was being recorded.
  - New board members Tyler Clark, Felicia Foster, Danny Mielneczek, and Stacy Ramsey were introduced.
  
2. **University Update (President Dietz):**
  - President and Marlene Dietz recently traveled to Denver for our Alumni Event. Many positive comments were shared by guests at the event about their time at Illinois State University. The friend-raising and fund-raising go hand-in-hand.
  - President Dietz congratulated the University Advancement team for their work on the capital campaign event. \$103 million has been raised toward \$150 million goal.
  - Ground Breaking Ceremony at the Bone Student Center to begin renovations took place on September 15th. The Bone has not been renovated since opening in 1973. It is the most used non-academic building on campus. It holds 4,500 events per year and 5,000 guests daily. This is a \$33m project with 2020 completion goal. State funds have not been used for this renovation and student fees will not increase due to Bone renovation.
  - Cyber Security major beginning this fall. IT Program taking on this challenge and it has resulted in the first program of this kind in the state.
  - We are also considering development of an engineering program. Looking at systems, mechanical, computer, biomedical engineering all as possibilities. Faculty is driving this project as they did the Cyber Security program.
  - Increasing international student population is also an initiative. Currently 2% of students are international, with 10-15% more typical for universities our size. Our first goal is to go from 2% to 5%, then continue to plan. Looking for diversity in international growth.
  - Began Fall 2017 academic year with enrollment close to 21,000 students. Decline of 255 students from last year which is about 1%. Numbers of students in underrepresented populations continues to increase.
  - Campus Diversity Task Force continues to report progress. One initiative is adding a standing diversity council that reports to President Dietz.
  - The budget for the successful Trio Program which assists underrepresented students by providing mentors, tutoring, and time management training has been doubled for this year. This will help with retention of the underrepresented populations.
  - Dr. Dietz continues to meet with legislators and government representatives in Springfield to advocate for an FY19 budget. Also still advocating for capital funding for projects like the Fine Arts renovation.

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

- Michele complimented VP Vickerman on the campaign kick-off event, noting that the transformation of Redbird Arena was impressive. She also noted that the student involvement and their stories were a key part of the success of the evening.
- VP Vickerman asked for feedback from BOD members who were in attendance that evening. There were positive comments on student table hosts, and the Hamilton-style rap about the history of ISU was successful. Kathy Murdoch commented that each table saw a mix of students, alumni & donors that prompted active discussion about their loyalty to ISU. Approximately 450 people attended the event. A campaign media blitz occurred the following week to engage constituents inside and outside the University community.
- A gift of \$1m from Give Something Back was acknowledged at the event. Bob Carr has created 22 scholarship funds at different universities in the country. These scholarships provide families in need with assistance. Give Something Back has 1,500 scholars across the country with a 95% graduation rate. This \$1m allows this program to begin here at ISU. Focus of the campaign will be on the impact that private gift support will make on campus.
- Fundraising in FY17 resulted in our third year of reaching the \$21m mark. Of the \$103 raised in the campaign to date, almost \$70m has come from alumni. Corporate support is at \$15m and community support is at \$17m. Scholarship support has received the most gifts at \$47m, with \$36m dedicated to program enhancement, \$9m toward faculty support and \$12m to facility support. There have been 16 gifts valued at \$1m or more and over 136,000 under \$25,000, totaling \$47m in support. Over 25,000 alumni have already made a gift to the campaign which began on July 1, 2013 and will continue until June 30, 2020. There have been 14,000 new donors to date.
- Vickerman indicated that together we can have a tremendous impact. A cadre of 50 volunteers are leading the campaign efforts. Alumni Board members can help by maintaining enthusiasm for the university, celebrating successes of students, and supporting philanthropy. Contact Pat or Doris if there are alumni that should be contacted for support.
- Michele Guadalupe asked if the Day of Giving will be tied to campaign. Pat indicated it will all be tied together, but will not be noted specifically as campaign. The 2017 Day of Giving is Tuesday, November 28.
- Scott Preston asked if the revocable (wills or bequests) deferred gifts are actually received. Pat said about 90% of these gifts do actually come in. Once we're in someone's estate, it's rare that we are removed.
- Steve Smith asked how giving to legacy scholarships is determined. Pat indicated that there is a continuing need to provide additional scholarships to students with legacy relationships. It was suggested that we encourage support of legacy scholarships (particularly the Marion H. Dean scholarship) at the annual legacy brunch.

### **4. Trustee Remarks (Julie Jones) did not attend meeting, due to BOT meeting today.**

### **5. Update on Greek Task Force (Dr. Levester Johnson and Alex Snowden)**

- Dr. Johnson and Greek life staff member Alex Snowden reported on the work of the Fraternity and Sorority Life (FSL) Task Force. The FSL Task Force first looked at the National Outlook on Greek Life including national trends and issues. Fellowship remains number one value of FSL, but leadership and service/philanthropy are also key values. There are also nationwide issues that challenge Greek life including incidents of sexual assault and hazing.
- Here on campus we are looking at housing options for FSL. A survey will be sent to students asking for feedback for the Housing Master Plan. We are also looking for ways to engage undergraduate students and alumni.

- Greek Life staff member Alex Snowden shared a number of facts about FSL at ISU. We have the 2<sup>nd</sup> most vibrant community in Illinois, with 13% of ISU's student population participating. Participation is growing about 200-300 students each year and there is greater diversity in organizations as well. There is an increase of new organizations on campus, with expansion scheduled until 2022. Greek grade point averages continue to rise. Retention is very high at about 90%.
  - Student members of the task force shared their experiences from serving on this task force.
  - Task force is looking at moving recruitment to the spring semester, allowing students to first connect with the University and then to Greek life. Kathy Murdoch asked about plans for recruiting students who are not freshmen. Snowden indicated that we are seeing an increase in transfer students and more students at sophomore and junior level getting more involved in Greek life.
  - Daniel Lopez asked about recommendations for strengthening multi-cultural organizations. We are currently working to strengthen multi-cultural organizations, making sure to unite all Greeks. Snowden indicated that we are seeing increases in participation in these organizations.
- **Recommendations from Task Force:**
    - Recommend that there be consistency within Greek housing, as well as a leadership role in oversight of Greek housing.
    - Recommend greater partnership with Town of Normal to improve Greek housing options near ISU. Creating a "Greek Row" has received a lot of chatter around campus.
    - Recommend shifting the Greek culture away from an emphasis on consuming alcohol
    - Recommend expanding Title IX and Bystander Education and Training to all of Greek membership
    - Recommend developing initiatives and investing in existing programs that build a caring and safe community
    - Recommend increasing the Greek community's commitment to the values of the institution
    - Recommend marketing and promoting achievements and contributions of Greek Life to ISU campus and local community.
    - Recommend increasing alumni engagement
    - Recommend developing a training and leadership program for students and advisors
    - Recommend establishing a Greek Organization Accreditation Program that promotes alumni engagement and incentivizes leadership for upper-class members

#### 6. **Approval of minutes from June 24, 2017 meeting:**

- The motion to approve the minutes from the June 24, 2017 meeting was made by Bob Navarro and seconded by Kathy Murdoch. The motion was passed with unanimous consent and no discussion.

#### 7. **President's Report (Michele Guadalupe)**

- For FY17, all committees are under budget with the exception of Homecoming. Monies were transferred to the Homecoming budget to cover expenditures.
- 100% of our board members gave to the Alumni Association scholarship in FY17, which now stands at over \$500,000
- Biography information for each board member is now online.
- Michele reported that we have been active in legislative initiatives and advocacy. President Dietz has been a key leader in Springfield for the public universities. They have been working on the budget and other initiatives including community college involvement and admissions practices. We are working to increase our reach by calling on alumni who are in positions of influence to get the Redbird voice heard. A group of interested board members and alumni met here at the Alumni Center on September 22.

Scott Preston shared that this is an example of being pro-active that will serve the University well.

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

- Groves shared staff changes in Alumni Relations: Ashley Pritts has moved to another office on campus. Beth Theobald will transition into Ashley's vacant role. A search for the registrar/front desk is open. Groves expressed her thanks to Juliana Nelson for her help with the meeting.
- Board members will be receiving an email asking for members to share how they have been engaged on campus.
- Illinois State University's strategic plan – Educate-Connect- Elevate --was shared with Board members. The strategic plan task force was pleased with feedback provided by the Alumni Board in April. The draft being shared is open for review and feedback.

#### **Scholarship Report (Doris Groves):**

- The plan for the Alumni Association Scholarship began in 2008. Ten years ago a group of board members started by making donations and encouraging other board members to give to the scholarship. Initiatives to raise monies for the scholarship included advertisements in the Illinois State magazine and postcards. Additionally, some revenue from the Alumni Association credit card, along with balances in accounts for specific classes, was added to the scholarship endowment. This fund is now over \$500,000. The first recipient was in the fall of 2010 and was one of 54 applications. This year 21 students received the Alumni Association Scholarship, legacy scholarships or legacy tuition waivers, totaling \$41,000. Four of these students attended the meeting and shared their thanks and stories with the board. Jerry Kerber noted his appreciation for the students attending the meeting and sharing their thoughts

#### **9. Continuing Business**

- **Homecoming 2017 Update (Doug Reeves)**  
Signup sheets were routed allowing board members to volunteer for activities during Homecoming Saturday. Each Board member is responsible for helping in one of the Homecoming activities. Michele reminded everyone to respond to Jamie Sennett by October 2 regarding tickets for the Homecoming football game and by October 11 regarding attendance at the Alumni Day Luncheon.

#### **10. New Business (Michele Guadalupe)**

- **Approval of 2017-18 Committee Assignments**  
Kathy Bohn moved to accept the 2017-18 committee assignments as presented. Scott Preston seconded. Motion approved unanimously. (Committee list attached to minutes.)

#### **11. Committee/Liaison Updates**

- Awards Committee (Lisa Castleman): Lisa advised that several board members have met to review the processes and procedures of the Alumni Association Awards selections. The group is considering changes to the application process to make it more effective and easier to navigate and to the selection process to ensure that there are appropriate numbers of well-qualified candidates from which to select. More details will follow once the group meets again and shares thoughts with the Executive Committee.
- RED Committee (Kaci Rollings and Mike Willis): Advised that Dr. Jan Paterson met with the committee to share information about civic engagement. The committee is now looking at where we are and will determine the direction to pursue. More information will be provided to the full board at a later date.

- Redbird Prime (Kathy Bohn): Creating 50 gift bags to be distributed during homecoming in order to collect contact information from our alumni. Half Century Club reunion dates are April 27-28<sup>th</sup>.
- Athletics (Joe McGuire): No Report
- Bone Student Scholars (Linda Yap): Scholars have been selected. Fifty-one applications were received and 14 were selected.
- Foundation Board: No report
- Student Alumni Council (Megan Cain): A successful Glow Skate event was held at the Bone Student Center with 300 attendees.

## **12. Director's Comments**

- Steve Smith thanked VP Johnson for his work on the FSL Task Force and his involvement both on campus and off campus. Thanked Doris and Michele for the opportunity to engage with the scholarship recipients.
- Doug Reeves shared his positive experience with the Human Library this fall. Encouraged board members to participate in the future.
- Fellicia Foster noted the positive impact that the new Cyber Security program will have for the campus.

**13. Adjournment:** Motion to adjourn was made by Bob Navarro and seconded by Linda Yap. Motion approved. The meeting was adjourned at 11:52 a.m.

### **Upcoming Board Meetings**

January 20, 2018

April 14, 2018

June 23, 2018

### **Upcoming Executive Committee Meetings**

February 15, 2018 (4:00 p.m.)

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

**2017-2018 ISU Alumni Association Committees**  
**Approved by Executive Committee 8/29/17**  
**Approved by Alumni Association Board 9/30/17**

**Executive:** Michele Guadalupe (Chair/President), Lisa Castleman (Secretary), Kathy Murdoch, Tim Pantaleone (Past President), Doug Reeves (Vice President), Steve Smith, Alice Spann

**Awards:** Lisa Castleman (Chair), Kathy Bohn, Tyler Clark, Fellicia Foster, Ryan Gilbert, Joe McGuire, Danny Mielneczek, Kathy Murdoch, Tim Pantaleone, Michele Guadalupe (Ex-officio)

**Board Development:** Tim Pantaleone (Chair/Past President), Dave Horstein, Bob Navarro, Doug Reeves, Kaci Rollings, Steve Smith, Alice Spann, Jerry Wright, Michele Guadalupe (Ex-officio)

**Homecoming:** Doug Reeves (Chair), Linda Yap (Vice Chair), Danny Mielknecek, Kathy Murdoch, Scott Preston, Stacy Ramsey, Alice Spann, Jen Wiebel, Michele Guadalupe (Ex-Officio)

**RED:** Kaci Rollings (Co-chair) , Mike Willis (Co-chair), Fellicia Foster, Ryan Gilbert, David Horstein, Daniel Lopez, Bob Navarro, Scott Preston, Stacy Ramsey, Ron Whitton, Michele Guadalupe (Ex-officio)

**Redbird Prime:** Kathy Bohn (Chair), Maggie Im, Jerry Kerber, Bob Navarro, Ron Whitton, Jen Wiebel, Mike Willis, Jerry Wright, Linda Yap, Michele Guadalupe (Ex-officio)

**Scholarship:** Maggie Im (Chair), Lisa Castleman, Tyler Clark, Jerry Kerber, Daniel Lopez, Stacy Ramsey, Steve Smith, Michele Guadalupe (Ex-Officio)

**Liaisons Assignments:**

**Bone:** Linda Yap

**Athletics:** Joe McGuire

**Foundation:** Tim Pantaleone

**Honorary Degree:** Michele Guadalupe