SIU Alumni Association
Executive Committee Meeting
Student Center – Vermillion Room
Saturday, July 14, 2018
9:00 a.m.

AGENDA

I. Call to Order – Rick Wysocki, President

II. Roll Call – Tina Shingleton, Corporate Secretary

<table>
<thead>
<tr>
<th>Gary Heflin</th>
<th>Rick Wysocki</th>
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<tr>
<td>Molly Hudgins</td>
<td>Greg Wright</td>
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<td>Dede Ittner</td>
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<td>Larry Mieldezis</td>
<td>Michelle Suarez</td>
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<td>Scott Moller</td>
<td>Patrice DeBlois</td>
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<td>Allison Niendieck</td>
<td>John Huffman</td>
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<td>Laura Soucy</td>
<td>Tina Shingleton</td>
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<td>(Corporate Secretary)</td>
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III. Action on Minutes of April 27, 2018 – Rick Wysocki

IV. President’s Comments – Rick Wysocki

V. Executive Director’s Report – Michelle Suarez

VI. Chancellor’s Comments – Carlo Montemagno

VII. Vice Chancellor’s Comments – James Salmo

VIII. Treasurer’s Report – Greg Wright

IX. Other Committee Reports – Rick Wysocki

- Audit – Greg Wright
- College/Professional School Relations – Rick Wysocki
- Communications – Molly Hudgins
- Investments – Scott Moller
- Member Services – Rick Wysocki
- Policy and Organization – Molly Hudgins
  o Board Expectations
- Scholarships – Gary Heflin
- Student Relations – Laura Soucy
• Constituent Organizations – Gary Heflin
• Saluki Alumni Plaza project – Rick Wysocki
• SIUAA Planning Committee – Larry Mieldezis

X. Old Business – Rick Wysocki
• Legacy Project/Alumni Magazine Update – Dede Ittner
• Woody Hall

XI. New Business – Rick Wysocki
• EAB Advancement Forum–Alumni Relations and Engagement – Michelle Suarez
  (See accompanying materials)

XII. Announcements – Rick Wysocki
• SIU Day at Wrigley Field – September 28, 2018
• Family Weekend – Saturday, September 29, 2018
• Fall 2018 Executive Committee Meeting – Thursday, October 18, 2018
• Fall 2018 Board of Directors Meeting – Friday, October 19, 2018
• Half Century Club and Class of 1968 Banquet – Friday, October 19, 2018
• Alumni Band Group Reunion – Friday, October 19, 2018
• SIU Homecoming Parade – Saturday, October 20, 2018
• Homecoming Football Game – Saturday, October 20, 2018

*Visit www.siualumni.com for a complete list of events.

XII. Adjournment – Rick Wysocki
A Library of Research and Tools Designed for Advancement Leaders

Key Subject Matter Areas and Sample Resources of the Advancement Forum

**Talent Management**
- Gifted and Talented: What Makes a Top Performer in the Age of Venture Philanthropy
- Competing for Talent: 9 Strategies for Improving Major Gift Officer Recruitment

**Campaign Strategy**
- Optimizing the Campaign Pipeline: New Approaches to Mid-Level Giving
- The Donor Investor Imperative: Engaging Academic Partners for Transformation and Impact

**Fundraising Innovation**
- Winning Donor Mindshare in the Attention Economy: Maximizing ROI from Multichannel Annual Giving
- The Changing Pace of the 21st Century Donor: Working With Diverse Alumni Segments

**Alumni Relations and Engagement**
- The Strategic Alumni Relations Enterprise: Ensuring Relevance and Impact in a New Era
- The New Rules of Engagement: Building the Next Generation of Alumni Leaders and Volunteers

**Metrics and Accountability**
- Making Meaning of Metrics: Leveraging Accountability and Analytics to Enhance Fundraiser Productivity
- Leveraging Benchmarks to Make the Case for Investment

**Student and Parent Philanthropy**
- Creating a Culture of Giving Among Current Students

**Additional Resources**
- The Professional Development Playbook: A Toolkit to Target Skill Building and Maximize Advancement Staff Performance
- Perfecting the First 180 Days: A Toolkit for Onboarding Major Gift Officers
- Agile Campaign Strategy
- Mini-Campaign Playbook
- Applying the New Rules to Campaign Committees and Other Volunteer Structures
- Disruptive Innovations in University Fundraising: Mobile Optimized Giving, Text to Give, & Social Media Fundraising
- The Power of the Crowd: New Frontiers in College and University Fundraising
- The Alumni Leadership Volunteerism Resource Center
- Reinventing Alumni Career Services
- Presenting and Promoting Success: Creating Actionable Advancement Dashboards for Strategic and Managerial Reporting
- Advancement Investment and Performance Initiative
- Reorienting to the Top: Targeted Strategies for High-Value Parent Fundraising
Delivered Through Comprehensive Member Support
And Overview of the Advancement Forum’s Services

<table>
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<th>Executive-Level Strategy Guidance</th>
<th>Practical Implementation Support</th>
<th>Marshalling Data and Benchmarks</th>
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<td><strong>CAO Roundtables</strong> Two-day, in-person executive summits featuring concise presentations of current research and discussion with peers</td>
<td><strong>Implementation Toolkits</strong> Turnkey solutions to enable best practice implementation through a variety of tools, templates, and other resources</td>
<td><strong>Tools and Analytics</strong> Online tools that provide institution-specific analyses and assist in strategic planning</td>
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**Leadership Summits**
Annual summit for rising campus leaders (AVP level) to review our research on selected hot topics and network with peers

**Best Practice Solutions**
Produced regularly, our best practice studies are available online in our research library; hardcopies can be ordered in unlimited quantities by members

**AskEAB**
Access to EAB researchers who can track down answers to your particular questions, pulling from existing research and making networking connections

**Onsite Sessions**
Facilitated, on-campus strategy session for boards, leadership teams, or staff retreats

**Hot Topic Webinars**
Virtual education sessions focused on select strategies from best practice research open to all staff with unlimited registration through the year; archived presentations available on demand via EAB.com

**Peer Networking**
Facilitated introductions to other members facing similar challenges, with relevant experience to discuss organizational benchmarks and implementation guidance

"We recently convened a task force of eight members of the team to look into the adoption of one of your best practices; we used your study, on-demand webinars, and EAB experts to help us determine our position and recommendations for the provost and president. We'll be using your implementation toolkit to make those recommendations happen."

SVP Development and Alumni Relations
Private Research Institute in the West