SIU Alumni Association
Executive Committee Meeting
Student Center - Vermillion Room
Thursday, October 12, 2017
2:00 p.m.

The Executive Committee of the SIU Alumni Association Board of Directors met in the Vermillion Room in the Student Center on Thursday, October 12, 2017. The meeting was called to order by President Larry Mieldezis at 2:10 p.m. The following committee members, staff, and legal counsel were physically present unless otherwise noted:

Gary Heflin
Molly Hudgins-Arrived at 2:54 p.m.
Dede Ittner
Mike Kasser-Arrived at 2:31 p.m.
Larry Mieldezis
Scott Moller
Laura Soucy

Rick Wysocki
Greg Wright
Michelle Suarez (Executive Director)
Patrice DeBlois (Asst. Treasurer/Controller)
John Huffman (Legal Counsel)
Tina Shingleton (Corporate Secretary)

Mr. Mieldezis recognized legal counsel, Mr. John Huffman and Chancellor Montemagno.

Due to other commitments, Mr. Mieldezis announced that Chancellor’s Comments would be moved up in the agenda following the “Action on Minutes“. Mike Kasser and Molly Hudgins will be arriving late.

ACTION ON MINUTES
Mr. Mieldezis asked for a motion to accept the minutes from the July 22, 2017 Executive Committee meeting. Gary Heflin made the motion to accept, seconded by Scott Moller. Motion carried unanimously.

CHANCELLOR’S COMMENTS – Carlo Montemagno
Chancellor Montemagno expressed that he was honored and pleased to be here. It is an interesting time of change. Most of the programs of the organizational structure have been in place for at least 10 years and many over 20 years. The landscape of higher education has changed dramatically in the last five years. Students see who adapts to changes and use their feet to go to places where they feel an institution is the most current and adaptive.

We are engaged in significant reorganization to regain our position as a national institution. In the past 20 years, if not longer, we have allowed others to define our narrative. In fact he has
found that many of the previous leaders have accepted this narrative. A narrative that we were a regional institution comparable to northern, eastern, western and we were somehow inferior or out of the league of the normal university. We accepted and allowed people to define us as that. The end result is we drifted to where we are and our campus has become indistinct. Our leadership in the past, because of budget cuts, has made decisions to cut the soul out of what it means to be an SIU institution and distinguishes us as being different. Our incredible vibrant student life has dimmed to a glow versus a great shining light. The ability for faculty to engage has been reduced to being regional players instead of national players. Our academic programs as inspiration have dwindled to the point that we have considered ourselves to be nothing more than one of the many, many regional institutions of which we try to carve out the lowest hanging fruit possible to come here. That, in effect, has diminished our brand. We have lost that difference in what it means to be a Saluki.

On October 19 the Chancellor will announce the reorganization structure of the entire university. All academic departments will be eliminated. Programs will be consolidated and placed where there is synergy. An infrastructure will be provided which will allow faculty to extend their reach in what they do and hopefully re-inject an idea of “what if” and impart this misunderstanding that a great academic institution, the promise of “X” is always a driver of where we go. We need to re-instill that feeling among our faculty and staff. We will provide an educational experience to the students which is unparalleled any place else in the nation. We will reaffirm the historic commitment we have had to personalize educational experience, to diversity and inclusion, and creating the next generation of leaders. While doing his research to gain a fuller understanding of what SIU was, the more the Chancellor read, he felt he was a kindred soul and belonged. This was an institution that, from its very inception, believes that no matter who you are, what circumstances you come from, if you have the drive and will to be successful, we will provide a path for you. Not only will you be successful but you will excel. It is the Chancellor’s personal mission to reinstate this.

The core curriculum will be redesigned so that every student who graduates will hold on to a series of attributes that can be directly attributed to being an SIU graduate and what it means to be a Saluki. Students will be educated to have a moral center of right or wrong and there is honor in being righteous in what you do and how you conduct yourself and your business. We will develop students who have the ability to synthesize knowledge in wide areas to do coach assessment of circumstances, be rational thinkers, and be relied upon to help chart the way. We will integrate our educational programs and communications in both verbal and written in unique ways to ensure that all of our students have the ability to express themselves either in writing, verbally, or on video tape so they know how to conduct themselves. Finally, we will create the concept of cultural competency as element within the entire institution and will work towards getting our students educated within a private framework of their discipline specific of understanding of different peoples, cultures, ethnicities, sexual preferences so they can become true global citizens and leaders and have the ability to use this lens of understanding to communicate complex organizations. The ultimate goal is when employers hire our students they understand they are hiring an entry level employee who has the potential twenty years later to be their CEO. They are hiring leaders that will allow their company to excel. We will differentiate ourselves to provide world class students in virtually every area that matters. We will differentiate ourselves from U of I with a personal educational experience where they come
from a caring institution where students know their faculty and faculty know their students, and where they have an allegiance that defines themselves.

Mr. Mieldezis advised Chancellor Montemagno on behalf of the SIU Alumni Association Executive Committee and Board of Directors want to be available to him as a resource going forward and understand change is uncomfortable but is a necessity.

Mr. Wysocki asked the Chancellor where the Association should be regarding changes. Chancellor Montemagno stated there are several ways the Association can help.

- Many alumni are nervous about the reorganization. They need to be reassured and understand that their programs are not going away and that they are only being restructured and at the end they will be bigger and better than they were before. There will be a level of uncomfortableness among our alumni. If we would like to schedule gatherings with groups of alumni the Chancellor would be happy to meet with them and explain what is happening.
- He would like the Association to think about how they would organize themselves to begin identifying internships and externships and co-op opportunities with our alumni so we are reaching out to them and asking them for opportunities and clicking them into our placement office so we can start connecting our growing Salukis with our mature Salukis.
- The Association needs to be on point in helping raise the next generation of resources in terms of alumni by providing opportunities for identifying potential donors, bringing them back into the fold, and help organize activities that allow him or others to come out and solidify relationships so more resources can be generated back into the institution.

PRESIDENT’S COMMENTS – Larry Mieldezis

Mr. Mieldezis advised the Executive Committee that the Board will be asked to confirm the appointment of Kimberly Dahlen as Board representative for the School of Law. They will also be advised of the resignation of Paul Piché and Hazel Loucks. Larry spoke with Paul regarding his resignation and shared his conversation with the EC regarding Paul’s frustration as it pertained to his level of engagement and involvement and that he felt there was a lot of dialogue, connection, and engagement during the recruiting process but once he came on board felt that it fell off. He felt he travelled quite a distance for the Board meetings and then was not necessarily engaged or asked to do a lot. Mr. Mieldezis stated that sometimes it is easy for us to think, as members of boards, that people feel comfortable enough engaging and putting themselves in the middle of that, which may not always be the case. Paul also expressed that he felt the EC was making a lot of the decisions and moving forward with quite a bit of the actions. Larry talked with Paul quite extensively about this. Hazel has chosen to resign as she feels she is not able to give enough attention to the position due to her busy schedule.

Mr. Mieldezis had an opportunity to meet with the Chancellor one month ago and again this morning. He is very excited about the Chancellor’s energy and desire to make a change and there is some thought put into these changes. He agrees with the Chancellor that these individuals who are new candidates for this university think differently than we did when we chose our university. Acknowledging this and creating a structure, organization, or brand that
connects with this generation is very critical and important. The fact that the Chancellor has acknowledged and seen this is a great indicator going forward. These changes will not be easy.

At the last Executive Committee meeting it was discussed what action should be taken in sitting down with the SIU Foundation leadership to see how the Association and SIU Foundation fits together. It was suggested that we understand as the new Chancellor came in what his priorities are and to understand where he sees the Association fitting in with relation to the Foundation. He feels we can now start moving forward and sit down with Foundation leadership. Mr. Salmo has mentioned they are aware that we would like to ask and offer to sit down with them to have a conversation. At the last EC meeting it was suggested that this group consist of two or three individuals from the Association Executive Committee and two or three from the Foundation, particularly the President, President-Elect, and potentially the Past President and that the Association go into this meeting with a strategy in place. He is hoping this meeting can take place either by phone or face-to-face before the holidays and asked Michelle and Tina’s assistance in scheduling this meeting.

A couple of things Mr. Mieldezis will speak about in the meeting tomorrow are:

- The two challenges for the SIU Alumni Association are Membership and Revenue. One idea he has is to have a group from the Board to work with Michelle and her staff and look at areas of focus to make recommendations.
- Support for the Forever SIU campaign with the concept of having an area, location, or alumni magnet on campus that can be tied to the campaign. This is an opportunity for the Association to support the campaign that has a unique way and special meaning to alumni and the Association. He will ask for a committee of board members to orchestrate a process and program that would engage the board and provide some examples of soliciting ideas from the board including a cost. That committee would prioritize these ideas and bring forth the top five or so for the board to vote on.

EXECUTIVE DIRECTOR’S REPORT – Michelle Suarez

Ms. Suarez suggested that one of the things that would be prudent for the Association and staff to do is to think about what the Alumni Association should look like that correlates with the higher education and advancement changes over the last five years which was mentioned earlier by the Chancellor.

A copy of the Action Plan was provided to the Executive Committee. The Association continues to operate within three pillars: Tradition, Pride, and Opportunity. Some of the action items pertain to membership, enhanced value for alumni, review of current programs and/or services for optimal involvement and best practices, and support for philanthropic efforts and the 150th anniversary of SIU are included. The University’s Founder’s Day is March 9. She believes the kickoff will be in 2019 and there will be a year-long celebration and then will culminate the following year.

The Association has a role in working on a book that Dr. Jackson is putting together which starts in 1967 or 1968. This will be more of a narrative than a picture book like the Betty Mitchell
Pictorial book which was previously underwritten by the Association. Caleb Hale and Gene Green are working with a number of others to write a chapter on the Association and Foundation. This book will be coming out soon.

A Saluki Strong Forever promotional piece for alumni support of student recruitment was given to the Executive Committee. These are opportunities for alumni to recruit students. This program is in collaboration with Undergraduate Admissions and is supported by Chester Hood, Associate Director for Undergraduate Admissions. She will share statistics of what has been happening since March at tomorrow’s meeting. There are a couple of opportunities for people to become involved with student recruitment. One is to refer a possible future student and the other is to write to students. The reason for bringing this up again is that a presentation was made by Zoe regarding this in our meeting last fall and Laura Soucy has participated by writing to students since then. It still doesn’t seem like the message is getting out.

At the luncheon tomorrow, Larry will share information regarding the fall issue of the SIU Alumni magazine and the overall theme of getting involved and supporting the institution. There is an opportunity to take a survey by going to siualumni.com/getengaged and is specifically designed to see what kinds of professional skills alumni have and would be willing to share with the institution. Based on the results of that survey, there will be a pilot program that is created. She asked the Executive Committee to take the survey if they have the opportunity to do so. So far there have been twelve responses.

The Student Alumni Mentoring Program (SAMP) will be managed by Career Services. The process of moving the program from the Extern Program to Career Services has slowed due to the departure of the CS Director and a restructuring of that area which now reports to Student Affairs. Now that the University will be managing the Extern Program and other pieces there has to be a Memorandum of Understanding with every corporation that will have an Intern or Extern which is now at Legal Counsel being developed. There is a date by which we will need to decide if the Extern Program will happen this year. We think we can still hit this time and get some students out into the field. If not, former sponsors will need to be notified that it will not be happening this year. The exciting thing about putting these opportunities for students to engage with alumni through Career Services is the electronic platform which will allow for flexibility.

Kayla Bredar joined the Association Team in September, on a temporary basis to support the Student Alumni Council, the transfer of management of the Extern Program to Career Services and support for the mentoring program, and campus and college collaborations. Kayla was a member of the Association Team previously both as an undergraduate and graduate student. We are excited to have Kayla working with the team again during this time of transition.

We are currently going through applications and are narrowing down candidates for the position of Assistant Director and should be moving this along pretty quickly.

We have established a relationship with University Communications and are funding a percentage of positions. Barbara Eidlin started last month and will help to execute our marketing strategies including social media for promotion of events, services, and membership. She will
report 50% to the Association and 50% to University Communications. Chelsea Johnson will assist the Association and Foundation in building and maintaining event and registration pages online. Caleb and our student webmaster will be backup. What this means is that of the budget we had for salaries, we had to dip into those dollars to pay these wages. When it comes time to talk about a Director of Communications or Member Services, we will have to figure out where the revenue will come from if this is the direction we move in.

Ms. Suarez pointed out in the Engagement Report that will be provided by Patrice, the NSP (Net Promoter Score) derived from event surveys, is no longer a part of the report. After two consecutive years of tracking the percentage of promoters and detractors, we have seen a consistent score of 60% - 65% for promoters and 30% - 35% for detractors. Additionally, given the nature of the series of questions – A question is asked and the next question asks why the survey respondent why they gave that response to the previous question. The format was proving to be tedious for the survey respondent – and we believe the redesigned format will garner a greater percentage of responses.

Mr. Wysocki had asked about Advocacy. Ms. Suarez advised that she has sent an overview to the Chancellor including Association operating guidelines and the Resolution from the board materials. The reporting lines are set up for us to communicate to the system office through the Chancellor’s office. This program is set up for us to communicate to the system office through the President’s office. She wanted to make sure the Chancellor was aware of what was happening. She is waiting for a response on how he would like to operate in the future. Ms. Suarez mentioned that she and John Charles, Government and Public Affairs Director for SIU, will be sitting on a panel at a conference in December along with Marissa Brewer, Director of Illinois Connect U of I, her Governmental Affairs person, and Steve Rich from the Eastern Illinois Alumni Association. They will share how they endured the budget crises over the last two years and the efforts Illinois Public Institutions were able to manage and pull together to do something in support of higher education.

Engagement Report was presented by Patrice DeBlois:

Membership - Total membership has increased by approximately 100 members.
- The pickup in membership can be seen in the annual membership type, which increased by more than 200 members since June

Events/Attendance - In the first quarter of this fiscal year we have had 5 off campus events and 3 on campus events.
- BAG Reunion in July
- 2 home tailgates in September
- 4th Annual Spring field Alumni Reception in July
- Brookfield Zoo/Chicago event in July
- 2 meet the Chancellor events in September (one in St. Louis and one in Memphis)
- SIU Day @ Guaranteed Rate Field in July (Sox vs Cubs)
- The events in combination engaged over 1,000 attendees

Student Engagement - Nothing to report
- The scholarship process and extern program will not happen until later in the year.
Communications -
- 34 emails were sent out in the first quarter reaching over 700 thousand emails
  - The open rate on the emails sent was 11.4 percent
- Facebook fans and Instagram followers have increased since the last report, however there was a small decrease in the number of linked in members and twitter followers.
- The fall issue of our Alumni Magazine went out this past quarter reaching 214K addresses.
  - The fall issue is the one magazine per year that goes out to all of our addressable alumni on file. The remaining quarterly magazines go to our members only.
  - Website users and page views are down in the first quarter. The drop correlates to the same timeframe that we had our website redesign. It appears that there is a technical issue with our analytics report since the redesign and iModules (our primary website host and engagement platform) is looking into it.

Data Stats - Our records for good mail addresses, phone numbers, and email addresses have all increased since our last report.
- Addresses updated in the first quarter of FY18 were approximately 27,000, up from 12,500 during the first quarter of FY17

Alumni Engagement -
- No updates to the number of groups, chapters, and clubs.
- Our website provides alumni a platform to submit their unique SIU stories. We currently have 344 approved “Tell Us Your Story” submissions.
- The number of people who have signed up on Volunteer SIU increased by 3 since the last report.

VICE CHANCELLOR’S COMMENTS – Jim Salmo
The Vice Chancellor was unable to attend due to SIU Foundation obligations.

TREASURER’S REPORT – Greg Wright
Nothing additional to report since covering the financials for June 30 at the July meeting. The full financials will be covered at tomorrow’s meeting.

Mr. Mieldezis asked for a motion to accept the Treasurer’s Report. Molly Hudgins made the motion to accept, seconded by Gary Heflin. Motion carried unanimously.

OTHER COMMITTEE REPORTS – Larry Mieldezis
Mr. Mieldezis asked committee chairs if they have anything that needs to be brought up.
Audit Committee – Greg Wright
On September 27 a conference call was held with our auditors regarding the annual audit. No material issues or controls. There were only a couple of immaterial audit entries. It was a very clean audit from their perspective.

College/Professional School Relations – Rick Wysocki
Nothing to report at this time.

Communications – Molly Hudgins
Caleb has been researching a digital membership card.

Constituent Organizations – Gary Heflin
The committee has been working on updating the Chapter Handbook.

Investments – Scott Moller
The Investment Committee will be meeting tomorrow afternoon. We are doing well and are up 14.6%.

Member Services – Rick Wysocki
From a conversation with the Chancellor earlier today, there may be a new directive on membership.

- The Chancellor’s belief is that a $40 membership the first couple years after a student graduates is a lot to them. His suggestion is that for the first three years after graduation we offer membership at no charge. Patrice brought up the question of what impact this might have in current students joining for $15 per year if they know there will be a free membership for three years once they graduate. We are in the process of promoting student membership.
- Begin using the membership program’s auto renewal system, which already exists, as an opt-in measure when purchasing a membership. This will help to cut down on costs in the renewal process.

Policy and Organization – Rick Wysocki/Molly Hudgins
We have some new members on the committee who will bring a lot of experience needed for this committee. Now that we know where the Chancellor is and his position toward the Association we will start looking at the Master Contract. Ms. Hudgins added that the Constituent Handbook will also be reviewed. Mr. Huffman offered his assistance when the Master Contract is reviewed. He is in the process now of writing an Article on contracts between foundations or UROs and their university.

Scholarships – Gary Heflin
We had a $51,000 budget and have earmarked $31,000. The additional $20,000 will be allocated between now and the next meeting. A motion will be needed at tomorrow’s meeting to move forward.
Student Relations – Laura Soucy
A committee meeting is being held tomorrow. Mrs. Soucy has had conversations with Kayla the last two weeks. They are hoping that some SAC students will attend the Student Relations Committee meeting. She is part of the Recruit Salukis program again this year and has spoken with Chester Hood regarding more postcards to send out. She received clarification this week that she will be speaking in December and May at the University Center in Grayslake at the Extended Campus graduation ceremonies.

OLD BUSINESS – Larry Mieldezis
It was discussed earlier in the meeting regarding SIU Alumni Association support of the Forever SIU Campaign. Mr. Mieldezis if there were any questions or additional conversation that was needed. He will ask for volunteers at tomorrow’s meeting to take the helm and brainstorm to bring ideas forward. Mr. Moller suggested we have a distinct statement that we are asking this group to drive against. Mr. Mieldezis stated it should be a physical location on campus of significance to alumni and that can be tied to some form of tradition or legacy.

NEW BUSINESS – Larry Mieldezis

- Results of Purchasing, Receiving, Disbursement Guidelines EC Vote (Spending Policy) will be presented to the Board of Directors at tomorrow’s meeting.

- Memorial Contribution Policy will be brought before the full Board for approval at tomorrow’s board meeting.

- Mr. Huffman commented on his admiration of Patrice and his legal assistant, Ashley, on what they have been doing to get sales tax exemption through the state of Illinois.

- The winter Executive Committee meeting was scheduled for February 3, 2018.

- Suggested dates for the summer Executive Committee meeting are July 14 or 21, 2018.

ANNOUNCEMENTS

- Men’s MVC Basketball Tournament – March 1 – 4, 2018 - St. Louis, MO

- Student Extern Week – March 12-16, 2018

- Spring 2018 Executive Committee Meeting – Friday, April 27, 2018

- SIU Distinguished Alumni Award Ceremony – Friday, April 27, 2018

- Association Board and Director Social – Friday, April 27, 2018

- Spring 2018 Board of Directors Meeting – Saturday, April 28, 2018
• SIU/SIUE 5th Annual Springfield Alumni Reception – Wednesday, July 11, 2018
• Summer Executive Committee Meeting – July 2018 (TBD)
• Fall 2018 Executive Committee Meeting – Thursday, October 18, 2018 (Tentative)
• 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
• SIU Homecoming Tailgate – Saturday, October 20, 2018
• Homecoming Football Game – Saturday, October 20, 2018

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

ADJOURNMENT
Dede Ittner made a motion to adjourn. Motion was seconded by Gary Heflin. Meeting adjourned at 3:42 p.m.

[Signature]
Corporate Secretary