CALL TO ORDER –  
President Larry Mieldezis called the meeting to order at 9:00 a.m.

Mr. Mieldezis introduced newly elected board members who were ratified at the spring Board of Directors meeting: Forrest Fairall, Nick Harkovich, and Darzel Price, along with new student board members Kevin Jenkins (SAC), Johnathan Flowers (GPSC) and Joshua Bowens (USG). Each was given the opportunity to tell everyone a little about himself or herself. SAC Vice President, Karli Illum attended on Kevin Jenkins’ behalf.

New Ex-Officio board members, Chancellor Carlo Montemagno was recognized. Harold Bardo, representative for the SIU Foundation, was unable to attend.

Kimberly Dahlen, appointed as representative for the School of Law, was introduced. Mr. Mieldezis asked for a motion to ratify appointment of The Honorable Kimberly Dahlen to serve on the Association Board. Motion made by Gary Hefflin and seconded by Dede Ittner. Motion carried unanimously by voice vote. She provided some background about herself.

The resignation of board members, Paul Piché and Hazel Loucks was announced.

ROLL CALL – Tina Singleton, Corporate Secretary, called the roll and the following reflects participation:

<table>
<thead>
<tr>
<th>Board Members in Attendance</th>
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<tr>
<td>Joshua Bowens(arrived 9:51) Molly Hudgins</td>
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<tr>
<td>Steve Brown                 Dede Ittner</td>
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<tr>
<td>Treg Brown(arrived late)   Karli Illum(for Kevin Jenkins)</td>
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<td>Ken Buzzbee                 Mike Kasser</td>
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<td>Kimberly Dahlen             Bethany Krajelis</td>
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<td>Randy Dunn                  Holly Kruep</td>
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<td>Forrest Fairall             Camille Logan</td>
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<td>Mike Farmer                 Larry Mieldezis</td>
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<td>Johnathan Flowers           Scott Moller</td>
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Nick Harkovich  Allison Niendieck  Rick Wysocki
Gary Heflin  Slade O'Keefe
Rick Hiatt  Jeff Parks

Board Members Unable to Attend

Ben Weinberger
Steve Wiyatt

Alumni Officers and other Participants

Michelle Suarez (Executive Director)
Kathy Dillard (Director, Corporate Relations)
Caleb Hale (Director, Member Services and Mktg.)
Zoe Owens (Director, Constituent Relations)
Tina Shingleton (Corporate Secretary)
John Huffman (Legal Counsel)
Jim Salmo, VC for Development and Alumni Relations
Joel Sambursky (Board of Trustees)

Mr. Mieldezis acknowledged legal counsel John Huffman, Board of Trustees representative Joel Sambursky, and SIU President, Randy Dunn.

ACTION ON MINUTES
Mr. Mieldezis asked for a motion to accept the minutes from the April 29, 2017 Board of Directors meeting. Gary Heflin made a motion to accept the minutes, seconded by Steve Brown. Motion carried unanimously.

PRESIDENT’S COMMENTS – Larry Mieldezis
Mr. Mieldezis announced that the Statement of Economic Interest form was posted to the Board Intranet. Signed forms due by the end of the meeting. Tina or Zoe have forms if needed.

President Mieldezis welcomed everyone back to campus. He again extended a welcome to Chancellor Montemagno and expressed excitement of having him on board and leading our institution into a new era, which is critically important. As a Board and an Association, he feels he speaks for everyone that we pledge our support, input and resources. Over the last couple of months, a number of the Executive Committee members have had the opportunity to sit down with the Chancellor to discuss how the Association can play an important role in moving SIU forward and supporting his vision.

Mr. Mieldezis stated that it has been more than a year now since he accepted the role as this board’s president. He believes a lot has happened around us, which has positioned us for great progress in the coming year. Budget certainty and where we were a year or two ago is drastically different. We may not be where we need to be as a State but are getting there.
University Leadership is now in place and we have had a very active dialogue over the last twelve months around what we, as an Association, can help this University moving forward.
With this dialogue and milestone of certainty, we are now in position for a more aggressive approach to action going forward. He also believes this institution and this alumni association NEEDs to act with urgency.

Out of that dialogue with our administration, a number of key principals from his perspective as president has come about.

- The AA is and should be thought of as a “value” to our members and as such, something members will continue to pay for in whole or at possibly varying levels. Our most important members are those that are recent graduates and he believes we should expand the free membership to graduates for 3 years. If we can connect with them at graduation and bring value, we are more likely to build a long sustaining term of engagement. Obtaining a new customer is sometimes 10 times more expensive that maintaining an existing customer.
- We as an Association, have a unique mission that is different while still complimenting that of the Foundation. As such, he believes the Foundation and Association should maintain different purviews and attainable goals. These two sets of goals will converge and can fit like two puzzle pieces - in the end, in that we are here to support and advance this institution.

We have begun the process of assessing the new opportunities and direction being brought forth across our campus, and what this means for the Association. As such, a subset of the Association Executive Committee plan to sit down with the Foundation leadership and more clearly define our complimentary roles.

As the campus is exploring its direction and strategy for the future, so will the Association. Mr. Mieldezis believes Membership and Revenue must increase so that the programs and services, which engage alumni, are fully supported.

He believes we have two significant challenges that have not been as successful as we need. Some of this has been out of our control and some may need better definition:

1. **Membership** – numbers of engaged alumni who call themselves AA members

2. **Revenue** – We need to make more money or identify funding sources so that we can have a positive impact on item 1.

Historically he believes we have struggled with Membership because we have not found the key to success in driving revenue and funding. The staff and our board can only do so much, on blood, sweat and hard work. Therefore, immediately Michelle and her staff will be performing an aggressive review of ALL programs and initiatives in order to identify and categorize those which have the greatest interest to alumni and also support the University – supporting our two key measures – REVENUE and MEMBERSHIP. With that said, until we solve this problem, we must FOCUS, FOCUS, and FOCUS our precious resources and dollars on things that have the highest probability of positive impact. Once that sustainable income develops and grows, at that
point, we can afford to take more broad bets. As such, Michelle, the staff and myself will be working together to make some hard choices about where to spend our time. Through this process, he and Michelle will reach out to some board members that can bring unique perspectives to the table in regards to operations. Results will be presented to the Executive Committee at their February meeting, and subsequently shared with the board.

EXECUTIVE DIRECTOR’S REPORT – Michelle Suarez
Ms. Suarez extended a welcome home for Homecoming to everyone.

- Action Plan: The action plan for fiscal year ’18 was included in the Board materials. The Association continues to operate within three pillars: Tradition, Pride, and Opportunity.

The overarching theme as one reviews the action plan is engagement. Engagement to preserve traditions; engagement to instill and enhance Pride; and Opportunities that lead to alumni engagement.

As one reviews the plan, please note 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, support for philanthropic efforts and the 150th anniversary of SIU are included. If anyone should have questions, they were asked to contact Michelle, or a member of the Association team.

- 150th Anniversary of SIU: book is being put together under the direction of Dr. John Jackson. Previously, a pictorial book of SIU history authored and managed by Betty Mitchell, was created with Association support. Caleb Hale, from the Association Office, is writing a Chapter for this book that will provide an overview for the Association and SIU Foundation. Mr. Hale stated the book is intended to be the modern history of SIU from 1970 to the present and will be released in honor of the 150th Anniversary of the University in 2019. Colleagues across campus, in respective areas of the campus, will be asked to offer brief histories as well. Ms. Suarez advised Founders Day is March 9 and the 150th Anniversary celebration will kick off on that day for the year.

- Alumni Support of Student Recruitment: A copy of the Saluki Strong Forever promotional piece was provided to each person. She reminded everyone that a presentation was provided by Zoe Owens last fall regarding opportunities to assist with student recruitment. In addition to the legacy tuition rate for the children of alumni, there are opportunities to refer a future Saluki, or write to prospective students. Since March, seven alumni have signed up to refer students and 49 have written postcards and emails to prospective students. We are looking forward to launching Recruit Salukis 2.0 later this month. Board member, Laura Soucy, has been a part of this program. Mrs. Soucy stated this is a very easy program to take part in and highly recommended everyone take part in the program. It is a way to give back and is not a big commitment of time. If anyone would like to become involved, Ms. Suarez noted that contact information is provided on the provided promotional piece.
• Get Engaged Survey: Ms. Suarez asked how many Board members had received the fall issue of the magazine. Captured on the cover is the Chancellor, along with a feature that provides insight into his passion and vision for SIU. Additionally, this issue offers a number of ways in which alumni can engage in support of the university. There is a survey on the Association website. Ms. Suarez asked that everyone take time to complete this survey. Mr. Mieldezis will share more about the fall issue of the SIU Alumni magazine during his comments at the luncheon.

• Student Alumni Mentoring Program (SAMP):
  o Career Services will support and provide training for all three facets of this program; mentoring, job shadowing, internships, as well as job postings. The Office of the Provost, the SIU Foundation, and the SIU Alumni Association provide financial support for the program. Additionally, the Association continues to collaborate to engage alumni in all facets of the program.

  o The Extern Program will evolve into this program—however, greater flexibility may be an option.

The Extern program has traditionally occurred the week of spring break. The process to assess participants and match students with shadowing opportunities is extremely labor intensive. With the new software platform the matching process could occur electronically. Additionally, this electronic platform could provide support for a time during the year other than spring break for a shadowing experience.

We look forward to working with Career Services and our colleagues across campus to roll out this exciting plan for alumni engagement.

• Personnel: The Association recently added personnel.

  o 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.

  o The Association was able to work with University Communications to fill voids in personnel. Specifically, the creation of two positions that support both entities:

Barbara Eidlin is a Public Information Specialist. Barb will manage execution of marketing strategies including social media for promotion of events, services, and membership. Barb has several years of experience working with the Southern
Illinoisan, as a freelance writer and a full-time reporter. Barb joined the team last month as well.

Chelsea Johnson will assist the Association and Foundation in building and maintaining event and registration pages online. While Chelsea has been a member of the University Communications team for some time, she will support the Association’s iModules platform, which hosts the Association’s website and the event and registration pages for the both the Association and Foundation.

We are very excited to have Kayla, Barb, and Chelsea join our team and help us move the Association forward.

- Engagement Report: Ms. Suarez noted the NSP (Net Promoter Score) – derived from event surveys - is no longer a part of the engagement 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.

Patrice DeBlois provided an overview of the engagement report for the first quarter of FY 2018.

- **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

- **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 USPS 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.

Mr. Mieldezis introduced USG President, Joshua Bowens, who just arrived at the meeting due to having been in class and was asked to tell a little bit about himself.

**SIU PRESIDENT’S COMMENTS – Randy Dunn**

Since last meeting as a full board, we now have a state budget. This included a full year FY17 budget and an FY 18 budget that provided a 10% cut in state appropriations to higher education. MAP was fully funded, in the sense that we define it looking at our last base year of funding. Going to FY15, having an increase on top of that, and picking up more students, which is a great help to SIU given the profile of our students of whom many depend on MAP. This budget impasse breaking had the effect of unfreezing activity across SIU and stopping paralysis that had set in. The flow of money from the State Comptroller since July has been timely. On the other side of the record, even though we have a budget the Chancellor’s work and vision is critically important for SIU Carbondale as we move forward. As a side note, President Dunn stated the SIU Alumni Association has been relied upon to assist in advocacy efforts through this period. This started with what role and involvement was appropriate for SIU Carbondale, SIU Edwardsville, and the School of Medicine to tell the stories of the institutions without crossing into any partisan or political undertaking which the associations cannot do. They worked with the leadership of the associations in efforts of how to navigate and use the associations and foundation for capacity building in helping to tell the stories of higher education. He thanked Ms. Suarez and her staff for helping think through this. A copy of the System Strategic Plan was distributed. One thing concentrated on is where we can continue to do more shared services and centralizing office operations in non-academic areas. Dr. Dunn also mentioned that he would be doing a State of the System Address on YouTube this year. This will be pushed out next week and he is working with the Association to ensure that all Board members receive it.
CHANCELLOR’S COMMENTS – Carlo Montemagno

One of the things the Chancellor found when he visited campus is the unique passion and spirit alumni have for this institution. Saluki spirit is a unique phenomenon that everyone appears to bleed maroon and are always willing to tell you the virtues of coming to campus. This passion will be the foundation that allows forward movement to the next level.

The recent performance of the institution has been somewhat less than inspiring and is not consistent with our legacy or aspirations of the entire community. During this past recent time, many needed changes, did not occur. There are a number of reasons why they did not occur. The result is a prolonged period of stagnation. We did not adjust to a change in marketplace or the fact that the students of 2014 are different from the students of 1979. The fact that the educational offerings to these students has changed dramatically. The world that we live in has changed dramatically. Because of that, he thinks we lost some luster associated with this jewel of an institution. His game is to move it forward, dust off that jewel, and make it shine brightly maroon again. The cornerstone for this change is reasserting and redefining who we are. We have allowed other people to define the narrative of who SIU is and to pigeonhole us in with lesser institutions so we were dropped into a box of institutions such as Eastern, Western, and Northern in a coordinate of a compass so all must be the same, but we are not the same. It is now being stated that SIU is distinctly different. If we do not behave any different, act any different, or provide different offerings then they are probably right in sticking us in that box. The Chancellor’s intention, as well as that of all of our community, is that we are a jewel, we are different, we are distinct, and we are special. We are the cornerstone that enables prosperity in southern Illinois. We have a mission, which is materially different. One of the cornerstones of our mission is creating new knowledge to enable growth in the economy to provide a support for our infrastructure, and to provide opportunities for the next generation of students. We also have a mission of inclusivity. SIU was established in 1869 with an understanding that we would become a fully inclusive institution. In the late 1870’s we graduated our first African-American male student who became a physician, school director, and senator in the state legislature, all through the opportunities provided by SIU. In the late 50s, Delyte Morris, despite the turbulent times, enabled students to come to campus even though they could not find places to live in Carbondale. Students lived in Murphysboro and buses transported students to Carbondale. We have a long legacy of being an inclusive institution where anybody with the drive and desire to come is allowed to come and is provided with a world-class educational experience. We also have to make sure we provide that experience.

In doing so, we are looking at revamping all of our programs. All of our forty-two departments would be eliminated and these academic programs will be reorganized into schools. These schools will focus on areas that allow a free flow of ideas and synergy of our faculty and students because they will be placed in an organization that will allow the adjacency of fields to become a significant strength. The Chancellor believes we will be use our resources to create programs with bright lights rather than dimmed bulbs. The programs are and will be reinforced by the programs around them to support them. There will be new programs such as the School of Homeland Security where we will integrate forensics, criminal justice, cyber security and plans are also to build a police academy. We will look at creating a School of Sustainability and Earth Sciences. A College of Clinical Science and Human Services will bring in all of the health programs that vary throughout the college. We have had health programs in three or four
different colleges and these will come together in one entity where our students and external people who we want to interface with will see it. Lastly, we will upscale the rigor of all of these programs. The focus is to ratchet up the ACT scores of accepted students. Most recently, the budget management of the Law School has been moved directly into the university so it is no longer separate and distinct. Chancellor Montemagno has given direction that no student is to be admitted if their LSAT scores are below the threshold which indicates they are competent to pass the bar. This means we will probably have a few law school classes with 60 students. Excellence of quality will have to be the cornerstone that defines this institution. We never ever again must sacrifice excellence and quality, as this defines a great institution. The opportunities of this will be manifold. We will see large number of students who recognize this as a place of choice.

Putting all of this academic organization is administrative, but what about the heart and soul of our academic programming. What will we do to make this different? The entire core curriculum will be redone and will be announced on the 19th. In this core curriculum, we a focus of defining traits of a Saluki that we wish to convey to the world and why this makes us different. We will work with Student Government to create an honor code so our students will have a moral center that when you hire them to work for you they will do the right thing, work forward to ensure that they represent your organization, and themselves well. We will make communications a central focus throughout the entire curriculum so that students not only communicate well in writing but also verbally, both in person and on video. That they are able to represent your company or organization and themselves in an effective way, communicate in an effective way, and be persuasive in their arguments. That they are able to be creative in looking at information from different places to synthesize that knowledge, to create fresh ideas and communicate those ideas. In doing so we will change the way communication is delivered. Instead of teaching in a disjointed way, we will work with faculty to integrate that directly into the curriculum.

Therefore, if you are taking a Physics class, the physics lab will be three credits and may be Physics 214A and 214B will be a technical writing course that goes with that course. An English professor whose focus is on educating you and how you appropriately write that lab report will teach that course. If you work in the Automotive Technician program, how do you write that report and convey the information? The idea is to create individuals who are able to advance and be very functional when they walk out the door.

The last thing to incorporate in our core is cultural competency. There are many challenges that are going on in our society today. We are blessed with a population of individuals from different countries, cultures, religious beliefs, and orientations. To be an effective global leader you have to understand how to interact, understand, and communicate with people and what drives them. When you wrap this together, what we will do is produce the next generation of leaders. Therefore, the focus of what it means to be a Saluki is educating people who are leaders and when you hire a Saluki at an entry-level position you understand that individual has the framework necessary to run your company in 20 years. They will have all the skills necessary to make them extraordinary hires. As we work and provide that kind of educational opportunity, the demand for students who want to participate in an experience like that will grow exponentially.

Along this path, the Chancellor needs some help and alumni are one of the principle areas we need in moving forward. He sees alumni as one in expanding and helping us to define learning
opportunities for students and be an educational cornerstone of our platform. Alumni are the key to dramatic expansion through internships, externships, co-op opportunities. A second thing alumni can do is a mentorship program where we have individuals who act as mentors to students so undergraduates can contact them to bounce off ideas, get career ideas and guidance, and help provide an understanding of what they need going forward. The last is our alumni will be at the tip of the spear that we need to raise money. We cannot afford to have so many individuals raising money on the Foundation staff. We need to rely on alumni for two reasons. One, it is far easier to get alumni who have been disengaged to be reengaged by fellow alumni versus someone calls and says they are from SIU and would like you to help me. Secondly, by doing this we also end up spreading the word and brand of SIU, which will help in recruiting. It was mentioned earlier about writing ten postcards. Think about writing twenty. Have your friends write notes and letters. It means a lot to a student, is a differentiator, and shows that we care. One of the principle focus’ of the educational experience that we want to provide is a personalized educational experience. We have always done that. You can go to U of I and be with 40,000 students where nobody knows who you are and nobody cares and is not concerned until you graduate. You can come to SIU with 18,000 students and the faculty know your name, the students know their faculty, students know other students, and they get to be a Dawg. The Chancellor thinks getting that word out is having our alumni push to do this. He asked those who can engage in the social media world to follow us, tweet us, retweet us, and engage. The result is exponential in the contact we make, not linear. This is going to be a very exciting time. He pledges that SIU in 2025 will be as different from 2014 and 2017 as it was between 1940 and 1970. In 1939 and 1940, SIU hovered between 800 and 3,000 students, depending on the economy. In 1970, we were 26,000-27,000 students with fully comprehensive research and nationally ranked football and basketball teams, with activities that had us on the map nationally. We will do the same change. We will be different but the same as 1970. We will begin a new journey and he asked everyone to run with him.

VICE CHANCELLOR’S COMMENTS – Jim Salmo
With the prospective changes and reorganization of the University, the Division of Development and Alumni Relations will also need to change. The Division will be about a half step behind in order to watch how the University restructures so the Foundation and Association can make adjustments. One such item is the current SIU Foundation Campaign. The current colleges are aligned with the Forever SIU Campaign. If a shift in the Colleges occurs, the campaign structure must adjust. The same thing would need to happen under the SIU Alumni Association area because if an alumnus is a member of a college today and assuming a year from now that college is no longer there, what are they a part of. We, as the Association, would need to be educated and able to communicate and make them understand their programs are still there. The Foundation and Association will need to react quickly once the structure is in place. A good thing is the Association has a very talented staff and he has complete confidence in accomplishing this. Like the University, we have a lot to come. This will be a year of reconfiguration and rethinking. The best thing about this is we are going to have a vision and a strategy. The element is time.
SIU FOUNDATION REPORT – Harold Bardo
Mr. Salmo reported for Dr. Bardo since he was unable to attend due to another commitment. The SIU Foundation is also holding their Homecoming board meetings the same as the Association and will be attending the Joint Board Luncheon. Foundation President, Susie Rashid, will provide an update on Foundation activities for FY17 in the same way as Association President Larry Mieldezis. The luncheon is an opportunity for the two boards to come together to talk to each other and hear what has occurred with each in the previous year. The Foundation is proud to work with the Association as a sponsor of several events held this past summer and fall. They include the Coast-to-Coast event in Washington, D.C. in June and Chancellor Receptions in St. Louis, MO and Memphis, TN. The Foundation is also pleased to provide the Association each year with $100,000 so the fall issue of the SIU Alumni magazine is mailed to all alumni. In November, the Foundation does an annual report of Foundation activities, which should be mailed in the next 3 to 4 weeks. Included in this report will be successes from the previous twelve months. Their fiscal year runs from July 1 through June 30 of each year, the same as the Association. This report will be as of June 30, 2017. Some information that will be included is that the Foundation transferred $7.9 million to the University and $13.2 million in new gifts and pledges were reported which is an 81% increase in the previous fiscal year. Investments went very well last year. Last May the Forever SIU campaign was introduced. The numbers are running at a higher percent than predicted for this period. Mr. Salmo is happy as both the Vice Chancellor of the Division and the CEO the Foundation about working together with the Association.

TREASURER’S REPORT – Greg Wright
On the Statement of Financial Position, we see figures from the FY16-17 audited financials ending in June. Assets are up almost $1 million, which can be attributed to our investments. Under Statement of Activities, revenues are also reflective of the increase in the investment income. We had a loss in 2016 of $455,000 in the investment balance. In FY17, we had about a $1.5 million swing to the positive. Revenues are up reflective of that increase. Expenses are relatively flat. They went down a little bit mainly attributed to transition of vacant positions that were budgeted but not filled. This is the primary reason expenses are down. The difference between revenues and expenses are from the net income. In 2016, we had a loss of $500,000 in net assets and $963,000 positive in 2017. We are dependent on the investments on whether or not we have a positive or negative bottom line.

Mr. Mieldezis asked for a motion to approve the Treasurer’s report. Gary Heflin made the motion; seconded by Slade O’Keefe. Motion carried unanimously.

COLLEGE/SCHOOL REPRESENTATIVES REPORTS – Larry Mieldezis
Reports provided were posted to the Board Portal. Mr. Mieldezis asked if any College/School representatives had additional information they would like to share and if there were any questions from the Board.

A. College of Agricultural Sciences – Mr. Rick Hiatt
B. College of Applied Sciences and Arts – Ms. Camelle Logan
As President of the CASA board, Ms. Logan commented that with the reorganization proposed by the Chancellor, their Board would be affected. Probably more so than many of the other Colleges due to their engaged alumni being disbursed among three or four Colleges. With that being the case, they do have some very engaged alumni and she feels we need to move rapidly to determine how we continue to engage them during this transition. Especially because of being in the middle of the Forever SIU, campaign to make sure momentum is not lost.

C. College of Business – Mr. Drew Stoker
D. College of Education and Human Services – Vacant
E. College of Engineering – Mr. Slade O’Keefe
F. College of Liberal Arts – Mr. Stephen Wilson
G. College of Mass Communication and Media Arts – Ms. Bethany Krajelis
H. College of Science – Dr. Treg Brown
I. School of Law – Hon. Kimberly Dahlen
J. School of Medicine – Dr. Jeff Parks

A question posed by a College Representatives, are College reports are sent to anyone else? The exact question could not be heard clearly as microphone was not used. Ms. Suarez responded that reports are a part of the Board meeting materials and sent them to the archives to be kept for historical purposes. Another representative offered comments, however the microphone again, was not used and therefore the question was missed. Ms. Niendick responded that she receives communications from the College of Business through email. It is nice to be able to read the report to get a quick update on what is happening in the College and there are many great links to take you to additional information. Ms. Logan stated that for CASA the Dean sends a Monday morning update each week, which is very detailed and comprehensive. Mr. Mieldezis stated there have been internal discussions in the College and Professional School Relations committee and there will be an opportunity to share and discuss with the various schools how they leverage that communication mechanism.

STUDENT DIRECTORS’ REPORTS – Larry Mieldezis
Reports that were provided were posted to the Board Portal. Mr. Mieldezis asked if any student representatives had additional information they would like to share and if there were any questions from the Board.

A. Student Alumni Council (SAC) President – Vice-President Karli Illum on behalf of Kevin Jenkins
The Student Alumni Council extended a thank you to the Association for the support they have given over the years. Their goals for the year focused on team building, community outreach, and alumni relations. At the beginning of the year, they had their first leadership retreat for their Executive Committee members as a group at Touch of Nature where several activities occurred. This retreat taught them how to lean on each other, trust each other, ask each other for help, and get acquainted with each other in a different ways as in previous years as just general members. In order to increase participation, they had a bowling night for New Member Night. There have also been other opportunities for recruitment, such as tables at the Student Center to increase student engagement and get more people involved in SAC. They are looking to participate next week in a 5K run
for all RSOs on campus. All money raised goes to Breast Cancer Awareness. They will also have a chance to work on recruitment. At the end of the semester, another leadership retreat is planned to get better acquainted with one another as new people take office. Regarding leadership, they plan to attend the campus Leadership Conference this Friday. The last Thursday of each month, which is their general meeting day, they have professional dress meetings in a business setting to create an atmosphere for individuals much like a work environment. In order to meet their goals in Community Outreach, they have been volunteering at the local Gumdrop organization where they pack meals for children who get free or reduced lunch at school and cannot afford meals for the weekend. They are getting ready to start up again with Adopt a Spot and have volunteered once a month with Green Earth. SAC is currently working with their advisor, Kayla Bredar, to develop a bridge program that will close the gap between current students and SIU alumni. They are working on carrying their professional alumni with SAC members so they can have mentors to help them be more acquainted in a profession that interests them and have an idea where they would like to go once they graduate. They hope to be able to give success stories after this next semester.

B. Graduate & Professional Student Council – Johnathan Flowers

Mr. Flowers commented that the GPSC report provided provides updates of some of the elements in the GPSC report. Therefore, as an aside, his report is organized and the responsibility is granted to GPSC as a student constituency group under Board of Trustees policies that each of these subheadings relate to their given responsibility by the BOT to represent Graduate and Professional students in the areas listed in the subheadings. Under student activities, GPSCs reallocation board has begun the process of allocating funds to support graduate student travel and events. The report states they ran out of money in the summer because there were so many graduate students requesting travel support. The portion of the GPSC President’s salary that was folded into the GPSC travel of funding has allowed them to potentially fund over 100 Graduate and Professional students at the full amount offered by GPSC - $150. To date, GPSC remains the only organization on campus, outside MCMA to provide graduate and professional students with over $100 in travel support. GPSC investigated other means of funding for graduate student travel and professional development and welcomes the input of the Association as they develop these initiatives. Under student participation and campus affairs, institutional planning and administration, the Chancellor has declined GPSCs invitation to an open forum and instead has opted for an open forum with the campus community at large on October 19 to discuss his proposed straw man reorganization plan. GPSC plans to encourage graduate student participation in the open forum. GPSC has successfully appointed representatives to all 45 of its committee responsibilities, including the five HLC reaccreditation subcommittees. The appointment to the HLC subcommittees is the first for any SIUC student government organization in a decade and represents GPSCs commitment to participation in institutional planning and organization. GPSC is in receipt of information concerning the Chancellor’s plan where the provision of graduate student financial support. This plan is a concern of GPSC and the Chancellor’s proposed intention to eliminate graduate students as instructors of record, reduce the number of GAs appointed, and his intention to restrict GA funding to only that which can be provided through grant funding is inimical to the Chancellor’s stated
intentions of growing the graduate student population. Further, they are concerned the Chancellor’s decision not to commit to at least a yearlong support for international students will have a chilling effect on international graduate student enrollment. GPSC intends to reach out to the Chancellor to obtain additional information concerning these items and, subsequently, take them up for discussion at its October 17 meeting. Where GPSC efforts for student support are concerned, they have convened an ad hoc committee on graduate and professional student mental health which has begun its work in investigating existing mental health support structures for graduate and professional students and will convene at its next meeting an ad hoc committee on graduate student mentorship to address constituencies concerns for mentorship and development of graduate students. Finally, the graduate student satisfaction survey is in its initial phase of development. The survey was devised as a vehicle to represent graduate impressionable student areas of need through the collection of quantitative data for incorporation into the Chancellor’s reorganization plan. Mr. Flowers also noted the President’s salary is his salary so he gave up half of his salary to provide additional travel support for GPSC students.

C. Undergraduate Student Government – Joshua Bowens

OTHER COMMITTEE REPORTS – Larry Mieldezis
Audit Committee – Greg Wright
The Audit Committee had a conference call with our auditors Gray, Hunter, and Stenn from Marion toward the end of September. There were no violations or suggestions. Everything was clean with our financials. He thanked Mrs. DeBlois and her staff.

College/Professional School Relations – Allison Niendiek/Steve Wiyatt
Ms. Niendiek stated the committee has just formed so they have not had a meeting. There is nothing to report at this time.

Communications – Molly Hudgins
Ms. Hudgins thanked Mr. Hale and the rest of the Association staff for another great issue of the SIU Alumni magazine. As Ms. Suarez mentioned earlier, the staff is excited to have a couple more people to assist with the magazine, our website and social media.

The Communications Committee will be meeting later today to discuss a digital membership card system. At the moment this may not necessarily be a replacement for hard cards, but a digital card, which is compatible both iOS and Android smartphones is a convenience feature for the member that could also serve as an additional communication channel for renewals, event reminders, as well as other specific notifications.

Constituent Organizations – Gary Heflin
The committee has been working on creating a new Constituent Handbook and the goal was to have it updated for this meeting. Once they started working on the handbook, they discovered it would take more work than they had anticipated. They are still in the process of updating the handbook and going through some other resources available to make revisions to submit to the Board at the next meeting.
Investments – Scott Moller

Mr. Moller reported some very good news on the status of the SIU Alumni Associations' Investment Portfolio. He provided some quick background on the investment committee for those who were new to the board. The committee meets quarterly with Hewins Financial, the outside investment firm that actively manages our portfolio. Their last meeting was Friday, July 14. They are meeting with Hewins again this afternoon. During these meetings, they review and evaluate our investments and consider adjustments. The current investment strategy is a 70/30 split between Equities (Stock) and Fixed Income (Bonds). This strategy is slightly more aggressive, meaning more heavily weighted in stocks, than would be typical for an institution like ours. That said, due to the rising stock market we have been experiencing over for the past 8 years, this strategy has served us well. Mr. Moller thanked Patrice for her support of the work on this committee. It adds a ton of value and makes our workflow much more smoothly. Our investments are doing well. This year our investments have grown from $7.9 million to $8.955 million, an investment gain of $1,146 million. This represents a 14.6 percent return after fees and beating the benchmark (industry average) of 13.3%, so our advisors are earning their money. Regarding our performance since the portfolios inception, we started with $6.8 million and have had an investment gain of just over $4 million. Again, Hewins is beating the benchmarks. Here are three key takeaways.

- Our Investments continue to grow.
- These investments returns exceed our withdrawals, so we are not eating into any of our principal.
- Our investment advisors remain bullish on the markets and we will continue to follow their recommendation to continue with our current investment strategy.

Member Services – Rick Wysocki

- Total membership as of today stands at roughly 16,000. The SIU Alumni Association spent much of Fiscal Year 2017 discussing the future of the membership program, namely whether or not the organization would continue with a dues-based model. In the course of that conversation, the Association learned not only is keeping dues payments important, it is necessary to continue operating. Revenue from member dues represents roughly a quarter-million dollars per year; that is money that simply cannot be matched by another source.

- As the result of a meeting with the Chancellor, his recommendation is that we give graduating seniors a 3-year membership at no charge. This might be a good move, as we are not getting memberships from them now. The idea is to get them involved and help them stay involved with the University. At the end of the three years, there might be an opportunity where they have found some value in membership and join. The committee plans to meet between now and the winter Executive Committee meeting to formulate a plan to bring to the full board for a vote at the April meeting.

- The Association also seeks to implement some changes to the auto renewal process. We hope to have this in place by the end of the year. A mechanism and plan is developed. Because of the nature of this, it does not require board approval. The hope is to have this in place by the end of the year.
• Mr. Wysocki asked Mr. Hale if he would like to provide any information regarding the digital membership card. Mr. Hale noted the digital card lives in between Communications and Membership. This card is a modern means of delivering something that people are more likely to be carrying with them. The digital card is essentially placing an electronic version of your membership card on your smart phone for use. This would also serve as an additional communication channel for renewals, event reminders, as well as other specific notifications. The cost of putting in this system probably will not be minor but it will not be that bad either. The question to look at in the long term is what value this digital membership card can offer. This is something that will probably live parallel for a number of years before possibly phasing out the physical card. Mr. Wysocki thanked Mr. Hale for his work on the membership committee and Ms. Suarez for the work she is doing.

Policy and Organization – Rick Wysocki/Molly Hudgins
Ms. Hudgins reported that since April the Policy and Organization Committee, along with the Executive Committee created a Memorial Contribution policy. In the past, the Association had given a memoriam of flowers or a donation in memory of a staff person, immediate family member, or an alumnus who had made an impact in the Association. A policy was established that, at the discretion of the Executive Committee, (President, Past President, and President-Elect) they could designate a memoriam to an immediate family member who had passed away. Mr. Wysocki stated this is already being done but a policy needed to be established. The Board will be asked to vote on this under New Business.

Scholarships – Gary Heflin
The committee has earmarked $31,000 of the $51,000 that was allocated for the year. Plans are to allocate the additional $20,000 in the next 30 days. Once this is done it will be communicated to the full board. Mr. Stewart asked if a scholarship could possibly be established for the children of fallen fire fighters. He would be willing to work with the committee to fund this scholarship.

Student Relations – Laura Soucy
The Student Relations Committee is meeting this afternoon and have invited SAC members to join them to discuss how the committee can be more involved and help them out. She is part of the Recruit Salukis program again this year. If anyone has any questions regarding this program please let her know. It is a very worthwhile program to be involved in. She will also be the Alumni representative speaker at the University Center Extended Campus in Grayslake for the December and May graduation ceremonies.

OLD BUSINESS – Larry Mieldezi
On June 19 through June 23 voting for the Advocacy Resolution and Scholarship Fund Guidelines were put forth separately to the full board separately for electronic voting. There were twenty out of a possible thirty votes cast. Both items were passed.

NEW BUSINESS – Larry Mieldezi
• SIU Alumni Association Support of Forever SIU Campaign –
Mr. Mieldezis introduced an interesting opportunity for the Board discussed by the Executive Committee to engage in the Forever SIU Campaign. It is a concept of an Alumni Association sponsored program. It would be tied to an alumni-gathering point on campus or a tradition of continuing our journey of becoming a Saluki as we transition into graduation. An example of that might be the University of Georgia. They have a set of arches on the campus funded through a campaign driven by their alumni. The legend is that you do not walk through the arches until you graduate. As they graduate, they make sure to walk through the arches before leaving campus. It is also an area Alumni gravitate to, it is a common emotional pull and he thinks if we take that creative project/opportunity and combine it with the fundraising program opportunity around Forever SIU there will be exciting ideas we can put forward. Mr. Mieldezis asked for volunteers from the Board to participate in a committee that would be responsible for soliciting ideas around what we might want to look at and entertain for this type of a project. This committee would bring these ideas together with an explanation of how the project would be referenced or used by the alumni, and provide an estimated cost of the project. This information would then be sent to the full board for a vote. We would identify through the Board the most popular opportunity and start putting together a program for a fundraising drive as part of the Forever SIU Campaign going forward. It is interesting, creative, and he would like to promote the creativity of everyone on the Board. If you have an idea, solicit it, share it, and see what creative thought process comes through. This project idea came about as a result of a conversation that took place the day of the Eclipse. A project of this kind would put an anchor or point on campus that alumni can associate with and, as an Association leaves our mark physically on the University and campus. Larry asked that anyone who would like to participate in the sub-committee contact him, Michelle, or Tina. Everyone will have an opportunity to bring his or her idea forward. The idea from a timing standpoint if this could fall in line to be a part of the 2018 Day of Giving on March 7. Mr. Mieldezis asked if there were any questions are anything that needed clarified.

- Purchasing, Receiving, Disbursement Guidelines (Spending Policy) -
Mr. Mieldezis advised the Board that the Purchasing, Receiving, Disbursement Guidelines were approved by the Executive Committee on August 25. The policy information was included in the posted Board materials.

Mr. Stewart stated he was unclear about policy and procedure regarding some policies that are approved by the Executive and not by the full Board. He feels this is somewhat of ‘a disconnect’ between the Executive Committee and full board. Ms. Suarez stated that the Bylaws allow the Executive Committee to act on behalf of the Board. In this situation, approval was needed by the auditors in a timely manner in order to be provided to the auditors. Mr. Mieldezis commented there are some situations that do require Board approval such changes in membership and classification. Mr. Mieldezis asked if there were any other comments or questions.
- Memorial Contribution Policy -
The Executive Committee has brought this policy to the Board for a vote. The information was included in the posted Board materials. Mr. Mieldezis asked if any discussion was needed.

Mr. Mieldezis asked for a motion to approve the Memorial Contribution Policy. Gary Heflin made the motion, seconded by Charles Stewart, III. Motion carried unanimously.

- A presentation was made to Association Board member, Steve Brown, who was inducted into the Daily Egyptian SIU Hall of Fame

ANNOUNCEMENTS

- Mr. Mieldezis asked anyone who reserved football tickets to see Tina
- SIUAA/SIUJF Joint Board Luncheon – October 13, 2017 - Noon (Ballroom D)
- SIU Alumni Association Committee Meetings – Student Center, River Rooms
- Half Century Club and Class of 1967 Banquet – Friday, October 13, 2017
- Alumni Band Group Reunion – Friday, October 13, 2017
- SIU Homecoming Parade – Saturday, October 14, 2017 – 10:00 a.m.
- SIU Homecoming Tailgate – Saturday, October 14, 2017 – 11:00 a.m.
- Homecoming Football Game – Saturday, October 14, 2017 – SIU vs. Illinois State
- SIUAA Textbook Scholarship Awards Ceremony – Tuesday, January 16, 2018
- 13th Annual St. Louis Trivia Night – Friday, January 19, 2018 – St. Louis, MO
- Winter Executive Committee Meeting – February 2018 (TBD)
- 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
A motion was made by Johnathan Flowers to adjourn. Seconded by Gary Hefflin. Meeting adjourned at 11:44 a.m.

[Signature]
Corporate Secretary