SIU Alumni Association  
Executive Committee Meeting  
Student Center - Vermillion Room  
Friday, April 28, 2017  
1:00 p.m.

The Executive Committee of the SIU Alumni Association Board of Directors met in the Vermillion Room at the SIU Student Center on Friday, April 28, 2017. The meeting was called to order by President Larry Mieldezis at 1:28 p.m. The following committee members, staff, and legal counsel were physically present unless otherwise noted:

Britten Follett  
Gary Heflin-Absent  
Molly Hudgins  
Dede Ittner  
Mike Kasser  
Larry Mieldezis  
Scott Moller  
Randy Ragan-Absent  
Laura Soucy  
Rick Wysocki  
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.

ACTION ON MINUTES
Mr. Mieldezis asked for a motion to accept the minutes from the February 11, 2017 Executive Committee meeting. It was noted that by accepting the minutes of the February 11 meeting, this motion will also accept the Treasurer’s Report overlooked due to phone conference call issues during the February 11 meeting. Dede Ittner made the motion to accept, seconded by Molly Hudgins. Motion carried unanimously.

PRESIDENT’S COMMENTS – Larry Mieldezis
Mr. Mieldezis has now been in this position for nine months. From time to time he grades his organization on performance to understand where they are and where they need to move to. Upon reflection of this he has taken a look at Board Engagement, Membership, and Operations within the Association and how we are focusing and performing in those areas.

• Board Engagement – Continues to see a positive change in the Board but also some negatives. There has been quite a bit of turnover in the past year. One thing we are doing and will continue to do moving forward is asking or demanding more commitment of participation. We have a resource in the Executive Committee and Board to help with some of the pressures that have been added on the Association staff due to some of the budget cuts. Mr. Mieldezis currently rates the board as a B to
a B- in this category. This is definitely an area that needs improvement and he sees a consistent move in the direction of a more engaged and committed Board.

- Membership – We need to find a way to turn the decrease in membership around. Mr. Mieldezis and Ms. Suarez have talked about focus, should there be a fee for membership, and what other opportunities there might be. The budget has handcuffed the people driving membership. They buy in with the theory that when everything is a priority nothing is a priority which gets worse when a team gets constricted and tied. This is kind of where we are right now. Mr. Mieldezis believes if we can focus on a few top items we can turn things around. The talent and capability within the board and staff is second to none. This is an area where the board will be asked to step up and help. One of the areas that will be discussed at the Breakout Session tomorrow is regarding membership. This area currently rates as a C.

- Operations – This area is also reflective of the budget situation. Mr. Mieldezis feels this area should be rated an A for effort but a B for results. The reason being the Association staff has been asked to do more than what is logical. The board needs to work with staff to identify and focus on those key factors for the rest of 2017 and into 2018 that are critical for the Association. He also feels whether working with uncertainty of the budget or whatever it might be that they will come to pass and the key is how we protect and maintain our operation and organization through that valley.

Applied Research Consultants (ARC) will facilitate the Breakout Sessions tomorrow. The two questions presented at the Breakout Sessions tomorrow are:

1. Consideration of shared services with the SIU Foundation.
2. Whether or not a fee should be charged for membership, pros and cons of each, and how we plan to get growth from it.

The information gathered from the sessions will be reviewed by ARC. A report will be submitted of their findings.

**EXECUTIVE DIRECTOR'S REPORT** – Michelle Suarez

The Association strives to engage alumni on campus and around the country. Please reference the third quarter engagement report, which is page 12 of the meeting materials:

- Engagement Report - To date, 26 events have taken place on campus and around the country, which engaged more than 7,500 participants;

This year, the Extern Program paired 88 students with 69 sponsors – 29 of which were alumni - over the week of spring break. Students worked at such locations as LMI Aerospace, Missouri Botanical Gardens, Meredith Funeral Home, and Cypress Creek National Wildlife Refuge to name a few.
We’re happy to report unique page views on the Association’s website are up this year over last, and we hope to surpass the total page views — especially with the new mobile-friendly version of the site, which launched earlier this month. If you have not already done so, please access siualumni.com via your smart phone or tablet to see the newly redesigned site.

Membership fell below the 16,000 mark as of the end of March, however the telemarketing campaign, which began last month has been well-received, gaining several hundred new and renewed membership pledges;

Scholarships are currently being offered and accepted — therefore, final numbers for this category will appear on the fourth quarter report. Please note that: in addition to the chapter scholarships, the Association offers awards to legacy families, transfer students, as well as supports awards from alumni donors such as the Pulliam and Sanders’ families.

• 2017 Distinguished Alumni - Four worthy alumni will be recognized later this afternoon as the 2017 distinguished alumni.

• Student Alumni Mentoring Program - We are pleased to announce after more than two years of planning, the Student Alumni Mentoring Program will launch this fall with phase I. In the near future, communications will be sent to alumni to invite them to become mentors for SIU students. Phase II is scheduled to launch in spring of 2018 which will include opportunities for Extern and Internships. The Office of Career Services will manage this program with support from the colleges and the SIU Alumni Association.

• Advocacy - Representatives of the Edwardsville, Carbondale, and School of Medicine alumni associations, along with President Dunn and John Charles, Director of Government and Public Affairs for SIU, met last week at the Stone Center.

Also in attendance was Marissa Brewer, Assistant Vice President for Alumni Advocacy for the University of Illinois Alumni Association. Marissa walked us through the current strategy employed by Illinois Connection, the U of I Advocacy Network.

The System Office will lead the effort to create a tactical plan to establish a series of opportunities for alumni to advocate for SIU, while also establishing a common voice for campuses and the SIU system. The Alumni Associations would act as conduits for communications to alumni.

Since the fall meeting of the Association, the public universities that comprise the Illinois Consortium of Illinois Public University Alumni Associations, provided counts for student and alumni who reside throughout the state of Illinois. This data is incorporated into a dashboard, along with the house districts and their representatives, to provide a tool that can demonstrate by university — in which districts alumni reside.

This tool will also be used by the Consortium of Illinois Alumni Associations to demonstrate the collective number of alumni and students from all institutions who reside
in Illinois. (The map was rolled out to all just last week – so we need to get back together with the President Dunn and John Charles to determine the best way to use this tool.) For updates on advocacy issues, please consider visiting www.si.umatters.com to register for updates and to support SIU.

- Coast to Coast - Work continues on the series of events scheduled around the country, known as Coast-to-Coast. Registration is live for the events in Washington, DC and Richmond, VA. Dates in Springfield, Illinois are confirmed for later this summer and plans progress for Chicago, Los Angeles, and Nashville, TN. Please visit siualumni.com for the latest news and updates as well as to register for these events. If you are interested in serving on a committee, please contact Michelle or Zoe.

- Association Team - As you are aware, the staff of the Association has been evaluating its vision for engagement and has been discussing and planning how it can best use its finite resources to support the university. Under consideration are current programs and services. Do they meet the needs of the University? Are there other opportunities or needs that are greater? Are current programming and events sustainable and relevant where younger and future alumni are concerned? What kind of communication strategies work best to connect as many alumni as possible with their alma mater?

There are several questions on the table as to how we proceed, as well as what we will look like in the future. Understanding the priorities of the next Chancellor will help the team to determine direction.

INTERIM CHANCELLOR’S COMMENTS – Brad Colwell

- Unofficially, Steak and Shake will be replacing McDonald’s at the Student Center.
- Campus Lake is filling quickly. Progress is being made on the Becker Boathouse.
- Commencement is coming up on May 12 and 13. Four Star General, Larry Spencer, and Cheri Bustos, United States House of Representatives Congresswomen and daughter of Gene Callahan, will be speaking at Commencement on May 13.
- NASA and a couple of other agencies and private foundations will be on campus this coming Monday, Tuesday, and Wednesday. This is the big prep meeting for the Eclipse to determine what to bring and where to place. A lot of progress has been made in preparation of the Eclipse.
- SIU Alumnus, George Loukas, opened up the Cubby Bear in Chicago to the extended campus office, as well as Undergraduate Admissions. There were over one hundred Student Guidance Counselors who attended with a new approach for recruiting.
- Homecoming will be a BIG event this year. Dr. Colwell asked that everyone invite their neighbors and friends to attend. We want to get people back to campus.
- Preparations are underway for SIU’s 150th Anniversary. A book on the history of SIU is being put together, some larger named speakers are being considered, and a committee will be selected. Ramping up for this event will probably occur once the Eclipse has passed.
- Regarding campus, Interim Chancellor Colwell assured everyone that we have a strong campus, faculty is fantastic, the students are resilient, and staff is second to none. He has
worked hard to remind everyone that it is not just Carbondale who is struggling. There are ten plus other publics that are struggling as well.

- Interim Chancellor is very disappointed with SIU Edwardsville faculty. A video message is running electronically about how wonderful they are, how awful Carbondale is, and how Carbondale has mismanaged money, which is untrue. He wants everyone to know that he will fight this as it is wrong for a system not to work together as a system. SIU Carbondale has made more cuts than Edwardsville both in dollars and percentage. We want to make sure that fake news and misinformation are stopped and the truth is spoken.

VICE CHANCELLOR'S COMMENTS – Jim Salmo

- Vice Chancellor asked if anyone had seen the article released from the Post-Dispatch about a postage stamp being released in mid-June with a sun that turns dark when touched. This shows just how big this Eclipse is.

- The Foundation’s part in the Chancellor search is complete. Mr. Salmo thanked the Association Board for their representation at the Chancellor dinners. There was a good turnout of Foundation and Association attendance for all of them. The candidates were pleased and expressed that the discussions were positive and the highlight of a very long day.

- Mr. Salmo also thanked Ms. Suarez for representing him at the Big Event which occurred April 1. This event was scheduled to come off of campus to provided community service. It was the first time an event such as this had been done by the students for the community.

- The Day of Giving was held on May 1 and went very well. An amount of $340,000 was raised in a 24-hour period. Reports are still being finalized but it looks as if 30-40% were first time donors.

- The Foundation has approved its budget and the full board will be meeting next week for validation. In their structure the Executive Committee approves the budget and the full board validates. In this budget, $10,000 has been allocated for the Mentoring Program. An amount of $50,000 per year has also been allocated for Foundation and Association administrative costs associated with the Coast to Coast program.

- The amount of the budget covered by the Division for the next fiscal year is $166,000. This amount came about as the Division planned ahead and submitted a plan last August. This plan anticipated and adjusted so current employment levels will not be affected right now. However, there is a possibility in “bumping” with Civil Service. Someone may lose their position in one office and Civil Service will help them find a position somewhere else. It can take up to six months to see any affects. There may be some structural changes as well. This may affect the way the Division looks at things since we serve the University. This is difficult on all staff and morale is tough right now. Any encouragement makes a difference.

- Next Saturday is the SIU Foundation 75th Anniversary Gala. On the back end of this event will be a campaign announcement which began in January.

TREASURER'S REPORT – Randy Ragan, presented by Asst. Treasurer, Patrice DeBlois

Finance Report – Looking at the Statement of Financial Position, the main headliner is that investments are performing well and assets are up 8.5%. In the first quarter of this year, earnings were over $400,000. Liabilities are down 6% from last year but is due to
timing. On the last day of March last year a bill was created to transfer money to a prepaid account but did not actually happen until April 1. Taking a look at Statement of Activities, event fees are up from last year due to have two SIU Day at Wrigley events in one fiscal year. Total revenues are up considerably due to investments. Gains are $757,000 and last year at this time there was a loss of $560,000. Overall expenses are down 12%. One driver of this is being understaffed and not doing as much as we would like to. Also, tailgate costs and on campus is down due to collaboration with Athletics and the Chancellor’s Office to support those events.

Mr. Mieldezis asked for a motion to accept the Financial Report. Mike Kasser made the motion to accept, seconded by Scott Moller. Approved by voice vote. Motion carried unanimously.

Budget for FY18 – Ms. DeBlois presented a proposal for FY18 budget. Looking at the side providing a graph, the three lines are representing actuals through March 31, the current working budget, and the proposed budget which is the yellow line that falls in the middle. It is proposed that we will spend more than what was spent this year but less than what was thought would be spent. On the reverse side is data detailing the graph lines. Our expenses will be about $250,000 more than revenue. This shortfall will come out of investments but is 7% down from what our shortfall was that was budgeted for this year and is also equal to about 3.5% of our investment balance.

Mr. Mieldezis asked for a motion to accept the Budget for FY18. Mike Kasser made the motion to accept, seconded by Molly Hudgins. Approved by voice vote. Motion carried unanimously.

Mr. Mieldezis took a moment to recognize and thank Ms. DeBlois for working with him and Ms. Suarez in looking at membership fee versus a non-membership fee. They have a tremendous amount of information regarding what that looks like depending on how we move forward.

OTHER COMMITTEE REPORTS – Larry Mieldezis
Audit Committee – Randy Ragan
Will report at tomorrow’s meeting.

Communications – Molly Hudgins
Will report at tomorrow’s meeting.

Investments – Scott Moller
Investments continue to do well.
Member Services – Britten Follett
DirectLine has netted more than 500 membership pledges worth roughly $60,000 during the spring membership calling campaign. Membership totals in general continue to hover around 16,000. Caleb has spent some time looking at a concept of what a non-dues based membership would look like and has a proposal to present for consideration that would eliminate dues in FY19. The problem is that the $235,000 that membership brings in would be lost. The advice as we consider this tomorrow is that we need to be prudent on how this lack of revenue would
impact the operations of the Association. Under this proposal we would still provide a membership card, welcome packet, two issues of SIU Alumni magazine per year, and Member Advantages which currently costs $3,500 with our current membership base. If we choose to continue offering the discount program (Member Advantages) this cost would increase as the membership base increases. The College dues sharing would also cease. The concern is, in this climate is it possible for us to sustain as an organization without dues. One thing to consider is the morale of those who recently joined during the spring membership campaign. Mr. Mieldezis noted that this is one of the items for discussion at the break-out sessions planned for tomorrow. We should have a summary of that discussion back in two weeks to present to the Executive Committee in July. This would then move forward to the full board at the October meeting.

Policy and Organization – Rick Wysocki/Molly Hudgins
At the February Executive Committee meeting there were changes to the Bylaws that were discussed. These changes are reflected in the proposal in addition to whether an employee or anyone affiliated with the University could serve on the Association Board of Directors and also voting privileges for School/College Directors. From input at the February EC meeting, the Policy and Organization committee, and guidance of legal counsel, a proposal was drafted to present to the full Board for a vote at tomorrow’s meeting.

Changes were made on pages 5, 9, 10, and 12. Page 5 reflects the most direct changes:

- Page 5B also includes language stating that employees of the University may also serve as a member of the Association Board (there are currently 2 employees on the board). No more than 5 voting members of the Board of Directors may be employed by the Southern Illinois University System at one time.
- On Page 5B there is clarification as to whether School/College Directors should have the right to serve on Ad Hoc/Standing Committees and have the right to vote. After extensive discussion, both the P&O Committee and the EC Committees agreed that College/School Directors should have the right to serve on ad-hoc and standing committees and vote. As a result, the attached Bylaws contain new language that grants this privilege. If a matter presented before an Association Standing or Ad Hoc Committee or before the full Association Board presents a conflict of interest for the College/School Director, then the Director shall recuse him/herself from the vote, or the Committee or Full Board shall vote to recuse the Director from the vote.
- On page 9, the language was updated to reflect the current university administration position who would be consulted for input on the selection of the Executive Director for the Association.
- On page 10, the Bylaws were missing a word under Section 4, Powers and Duties of Officers, under C, the last word “President” was missing.
- Pages 9 and 12 have been updated, respectively, to reflect the ability of the BOD and EC to respond to a vote electronically.

Mr. Mieldezis asked for a motion to accept the changes to the Bylaws. Dede Ittner made the motion to accept, seconded by Laura Soucy. Approved by voice vote. Motion carried unanimously.
Scholarships – Gary Heflin
Will be reported on Mr. Heflin’s behalf by Rick Wysocki at tomorrow’s meeting.

Student Relations – Laura Soucy
Will report at tomorrow’s meeting.

OLD BUSINESS – Larry Mieldezis
• Lake Project – A review of the discussion regarding the Lake Project will take place at tomorrow’s meeting to finalize the outcome of the vote.
• Breakout Session Topics – The two topics that will be discussed in tomorrow’s breakout sessions are:
  o The concept of a fee vs. no fee membership model
  o Shared services between the Association and Foundation
There will be three breakout groups and they will all discuss these same topics. The consultants will consolidate feedback from the discussions and make a recommendation in two weeks.
• Board Survey - Mr. Moller suggested that the Board Survey continue to be sent each year to reflect member contributions to the Board and let new members know what they can be doing to support the Association and also their engagement on the Board. Ms. Suarez stated the results from the recent survey will be tabulated and posted to the Board Intranet.

NEW BUSINESS – Larry Mieldezis
• At tomorrow’s meeting the Board will be asked to ratify the appointment of Drew Stoker ’75 as representative for the College of Business.

• The Board will also be advised of Jeff Goffinet’s resignation. As a result of that, Mr. Mieldezis asked the Executive Committee to approve the appointment of Greg Wright to fill Mr. Goffinet’s vacancy and complete his term. Mr. Wright has also agreed to serve as Treasurer. Mr. Mieldezis asked for a motion to appoint Greg Wright to fill the vacancy left by Mr. Goffinet and complete his term. Rick Wysocki made the motion to accept, seconded by Molly Hudgins. Approved by voice vote. Motion carried unanimously.

• Dede Ittner has agreed to continue serving as Secretary. In addition, Mr. Mieldezis and Mrs. Ittner will represent and speak on behalf of the Association at the upcoming Commencement. Mrs. Ittner will be recognized and receive the Service to Southern award during that weekend.

• Board Election
At tomorrow’s meeting the Board will be asked to ratify re-elected Board member, Scott Moller. New elected Board members to be ratified are Forrest Fairall, Nick Harkovich, and Darzel Price. All were elected to 4-year terms.

• A request has been received by Board member, Steve Brown, to consider a Resolution from the Board that would outline the Board’s support for an aggressive approach to
resolving the financial crisis in the State. Mr. Mieldezis immediately took this request to Ms. Suarez and Mr. Huffman. Mr. Brown has submitted a draft resolution and has requested it be put into a resolution vote at tomorrow’s Board of Directors meeting. Mr. Mieldezis and Mr. Huffman have discussed this and our position is twofold. As an organization we need to be careful in how we message and communicate our position as it relates to political differences within the State and our 501 (C)3 status. If there is an interest to state our support for the University through the financial crisis and the importance we have on the region and the impact it might have on the University, it needs to be done in a collaborative way between the University and the Association. Mr. Huffman elaborated that the Association is a 501(C)3 tax exempt organization which is rare for Alumni Associations. We may advocate certain issues but cannot politicize. The proposed Resolution is clearly political and Mr. Huffman advised it would be highly inappropriate to adopt this Resolution. It would clearly put the Association’s 501 (C)3 status at risk. Mr. Mieldezis will plan to speak with Mr. Brown before tomorrow’s Board meeting and advise him of legal counsel’s advice.

- Executive Committee Slate
The Board will be asked to ratify the Executive Committee slate for FY18 at tomorrow’s meeting:
  
  President – Larry Mieldezis  
  Immediate Past President – Mike Kasser
  President Elect – Rick Wysocki
  Vice President – Scott Moller
  Vice President – Molly Hudgins
  Secretary – Dede Ittner
  Treasurer – Greg Wright
  Director at Large – Gary Heflin
  Director at Large – Laura Soucy

  There is still an opportunity for an additional Director at Large position. This will be looked at as we go into the next year.

ANNOUNCEMENTS

- Distinguished Alumni Induction Ceremony – Friday, April 28, 2017
- Association Board and Director Social – Friday, April 28, 2017
- Spring 2017 Board of Directors Meeting – Saturday, April 29, 2017
- 44th Annual Great Cardboard Boat Regatta – Saturday, April 29, 2017 Carbondale Reservoir, Evergreen Park – 10 a.m. to 4 p.m.
- SIU Foundation 75 Anniversary Celebration – Saturday, May 6, 2017
• SIU Day at Busch Stadium – Friday, May 12, 2017

• Forever SIU – Friday, May 12, 2017 – SIU Student Center

• Callahan Saluki Baseball Bash – Wednesday, May 17, 2017
  D.H. Brown’s, Springfield, Ill.

• SIU Day at Wrigley Field – Sunday, June 4, 2017

• Chicagoland Area Golf Outing – Monday, July 10, 2017

• SIU/SIUE 4th Annual Springfield Alumni Reception – Wednesday, July 12, 2017

• Black Alumni Group Reunion – July 13 – 16, 2017

• SIU Day at Brookfield Zoo – Saturday, July 15, 2017

• Summer Executive Committee Meeting – Saturday, July 22, 2017

• SIU Day at Guaranteed Rate Field (formerly SIU Day at US Cellular Field) -
  July 27, 2017

• Football Tailgate for SIU vs. Memphis – Saturday, September 23,
  2017(Tentative)

• SIU Family Weekend Tailgate – September 30, 2017 –
  SIU vs. Northern Iowa

• Fall 2017 Executive Committee Meeting – Thursday, October 12, 2017

• Fall 2017 Board of Directors Meeting – Friday, October 13, 2017

• Half Century Club and Class of 1967 Banquet – Friday, October 13, 2017

• Alumni Band Group Reunion – Friday, October 13, 2017

• SIU Homecoming Tailgate – Saturday, October 14, 2017

• Homecoming Football Game – Saturday, October 14, 2017 –
  SIU vs. Illinois State

*Visit www.siualumni.com for a complete list of events.
ADJOURNMENT
Mike Kasser made a motion to adjourn. Motion was seconded by Dede Ittner. Meeting adjourned at 3:00 p.m.

[Signature]
Corporate Secretary