SIU Alumni Association National Board of Directors
Fall Meeting
Student Center - Ballroom B
Friday, October 19, 2018
8:30 a.m.

CALL TO ORDER –
President Rick Wysocki called the meeting to order at 8:43 a.m.

Newly appointed board members ratified in August by electronic ballot, Andrea Nickrent and Michael Blumhorst, were introduced and asked to tell a little about themselves. SAC President, Rachel Seay, and GPSC President, Clay Awsumb, were also introduced.

The resignations of Board members Ben Weinberger and Bethany Krajelis, representative for College of Mass Communication and Media Arts, was also announced.

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

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<th>Board Members in Attendance</th>
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<td>Clay Awsumb</td>
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<td>Harold Bardo</td>
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<td>Mike Blumhorst</td>
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<td>Steve Brown</td>
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<td>Treg Brown</td>
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<td>Ken Buzbee</td>
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<td>Kimberly Dahlen</td>
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<td>J. Kevin Dorsey</td>
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<td>Forrest Fairall</td>
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<td>Mike Farmer</td>
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<td>Nick Harkovich</td>
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(Note: Board members who arrived after roll were attending an Investments Committee meeting scheduled prior to the Board meeting.)

Board Members Unable to Attend

Dede Ittner
Toussaint Mitchell
Holly Kruep
Joel Sambursky
Alumni Officers and Other Participants
Michelle Suarez (Executive Director)
Kayla Bredar (Director, College/Student Relations)
Patrice DeBlois (Controller)
Kathy Dillard (Director, Corporate Relations)
Caleb Hale (Director, Member Services and Marketing)
Trent McKay (Office Support Specialist)
Cathie Mieldevis (Director, Constituent Relations)
Tina Singleton (Corporate Secretary)
Pat Hewson (Legal Counsel)
Jim Salmo, Vice Chancellor for Development and Alumni Relations

Mr. Wysocki acknowledged presence of legal counsel, Pat Hewson and guests Rae Goldsmith, Chief Marketing and Communications Officer; Matt Baughman, Chief of Staff; and SIU alumnus, Dean Bidle, Nominee to the SIU AA Board. All non-legal counsel guests were invited to attend by Rick Wysocki.

ACTION ON MINUTES
Mr. Wysocki asked for a motion to accept the minutes from the April 28, 2018 National Board of Directors meeting. Gary Heflin made a motion to accept the minutes, seconded by Charles Stewart, III. Motion carried unanimously.

PRESIDENT'S COMMENTS – Rick Wysocki
Mr. Wysocki announced that the Statement of Economic Interest was posted to the Board Intranet. If anyone has not yet submitted a signed form they may see Tina after the meeting for a form. Trent or Tina will be collecting the forms after the meeting.

Mr. Wysocki shared some reflections on Chancellor Montemagno and asked for a moment of silence.

Prior Association presidents have focused on membership, engagement, and thinking “outside the box” as a means of improving our organization. After surviving a major state budget crisis and leadership changes, the University must transform and rebuild itself and he believes we need to focus our efforts on helping SIU. With enrollment now approximately half of what it was 20 years ago, he believes our calling is to combine our efforts with the University to overcome the current challenges. For the next two years Mr. Wysocki hopes we can go beyond the work of the Association, which is still very important, to support this Institution and help increase enrollment.

“SIU is my home and you are my family. Together we will succeed.” This was the last line of Chancellor Montemagno’s 2017 State of the University address. With this, Mr. Wysocki is hoping to move toward “Together we will succeed”. We will work with the SIU Foundation, the University, and alumni to promote the University. There are a few parts to this plan:

• In the last three months, members of the Association and Foundation boards met to discuss ways to not only improve our working relationship but our relationship with
the University as well. From that meeting came two areas of focus: elevate the brand, which will be addressed by Scott Moller later in the meeting and corporate sponsorship to be addressed by Gary Heflin.

- Breakout sessions are scheduled this afternoon. Three groups broken down as the northern, central, and southern part of the state, as each of their needs may be different and recruiting activities may vary, will all meet with Undergraduate Admissions representatives. The hope from these meetings is to have a better idea of how Admissions works, provide ideas for possible improvement, and see what role the Association might play. Some things have already taken place, such as events in the Chicago area, Association board members have already been making phone calls, mentoring, and speaking at high schools.

Mr. Wysocki asked for a motion to amend the agenda to move SIU President’s comments up in the agenda due to other obligations Dr. Dorsey has on campus. Gary Heflin made the motion to accept, seconded by Nick Harkovich. Motion carried unanimously.

**INTERIM SIU PRESIDENT’S COMMENTS – J. Kevin Dorsey**

Dr. Dorsey and Meera Komaraju have met with every college and most of the constituency groups on campus in the last few days to let them know who he is and where he comes from. Dr. Dorsey provided a brief background about himself.

The question now is where to go from here and how to get there. As he and Dr. Komaraju have traveled across campus there are two big items people want to know: how do we get to another Chancellor and what about the reorganization process that was started.

Regarding the Chancellor search, Dr. Dorsey believes we need a President in place first so the Chancellor knows who will be the boss. The search has not yet begun but should begin soon. The best case scenario is that a new President would be seated by late next summer. Once that person is seated, the search for Chancellor would begin in the fall which may take about twelve months. This means the Interim Chancellor would step in for 18 to 24 months. Dr. Dorsey stated that he and the BOT will meet in a special session on November 9, and he plans to attend that session with names of internal candidates with previous experience to bring forward for the position.

With regard to reorganization, the BOT hired Dr. Montemagno because they felt a change was needed. We keep doing the same things and expect different results. There is no doubt Dr. Montemagno came in and brought change with him. Change is hard. Some are less willing than others, as they feel threatened, which he understood. Others are eager to change. The fact is if we are to be viable in the market place, we have to sell something people want to buy. We have to become current. The plan that Carlo started will move along as we search for an Interim Chancellor, permanent President, and permanent Chancellor. He feels at the end of it, we will have a person in the 21st Century.

The board was given a head’s up from Dr. Dorsey that a year from now they will probably read that SIU Carbondale’s enrollment has fallen by maybe 2,000 but not to worry about it. We have
4,200 seniors potentially graduating. With regard to the freshman class, 1,153 students enrolled for fall 2018 - a terrific recruiting year but may still be short by 2,000. In spite of the good recruiting year enrollment will be down. Remember we are not alone. If you were to talk to other Chancellors and Presidents, they are dealing with the same thing. The growth rate is down across the country. The budget crisis almost killed a lot of the state universities. Dr. Dorsey would prefer to hold on to Chancellor Montemagno's vision of what we need to be - as a reorganized comprehensive university - and move forward with that agenda. Dr. Dorsey asked for everyone's help and thanked everyone for what they do.

EXECUTIVE DIRECTOR'S REPORT – Michelle Suarez

Ms. Suarez welcomed everyone home for Homecoming. Also welcomed back from maternity leave were Association team members, Patrice DeBlois and Kayla Bredar. New team members, Cathie Mieldezis and Trent McKay were also introduced. Cathie is a two-degree graduate, having earned degrees in '89 and '06. She joins the team as the Director of Constituent Relations and will work to build the Saluki Alumni Network around the country. Trent is a May 2018 graduate and joins the team as an Office Specialist. As such, he will manage the front office team and provide support to all units of the organization as needed. Interviews for a special event facilitator have taken place and we hope to make an offer soon. Next are interviews to identify an Accountant and Membership Coordinator.

- Support of Recruitment: Conversations continue with our colleagues at Admissions for opportunities to collaborate. This afternoon, members of the UGA team will attend the breakout sessions with all of you to further explore opportunities for collaboration. Next, our team will work the UGA to identify opportunities to include a recruitment component in a regional event strategy.

- Regional Event Strategy: In the past, the SIU Alumni Association participated in an event series with the Foundation. The Association hopes to improve upon that experience by adding an academic and student recruitment component. Our team will collaborate with the academic units to create events that offer the following framework:
  o Inclusion of an academic theme or program – include current students when possible;
  o Student recruitment component;
  o An opportunity for alumni to engage;
  o Provide SIU Leadership a platform to share news of SIU;
  o Increase Association membership;
  o Gain news coverage – when possible.

Meetings are occurring with Deans and Academic Program Chairs and we are collecting information. The goal of these meetings is to learn of programs and events already in place that could be built out to meet the event framework. Where and when it makes sense, new events will be created.

- US Map: Our goal is to have at least one event in every region of the country each year - when we are up and running. Depending on the number of alumni that reside in a given
area, more than one event will occur. If you look at the slide, adjacent to the title of the region, the number of alumni who reside in those states is listed. This regional map also demonstrates the regional assignments for the SIU Foundation development officers.

- Woody Hall: The Association submitted a proposal to the University to relocate to Woody Hall and develop an alumni center. This is the wing that faces Altgeld to the south and the patio to the north.

A move to the main campus would allow the Association to be in the every-day life of the SIU – as well as create a center for alumni to visit while on campus. Our request to move was approved.

Several meetings have taken place with architects. A business center, library, and activity room for the Student Alumni Council are some of the spaces planned for the alumni center. Slade O’Keefe is the Association Board representative to this committee. Our goal is to be moved in by homecoming of next year. Ms. Suarez asked Mr. O’Keefe if there was anything he would like to add regarding the project. As Michelle mentioned, Association staff and PSO facilities have met and the design has been determined. Patrice will work with Mike and Greg on the budget. The architect has provided a base bid and these will be worked on as well. By next week we hope for the ‘go ahead’ from the architect to begin construction.

- Saluki Mentor Network: A few years ago, the Association embarked on a journey with SIU Career Development to create a platform to connect current students with alumni for mentoring, extern, and internship opportunities. SIU Career Development launched a platform that met their needs, but also promised to also handle mentoring and the extern program. However, the mentoring module for that platform was not developed in the timeline we’d hoped. Now that’s changed! Today, alumni can register to mentor students and they can use a single sign-on option with LinkedIn. The Association, in collaboration with Career Development, have launched the Saluki Mentor Network.

Since its launch in late August, more than one-thousand alumni have registered. On Monday of this week, the Extern platform launched. Within 48 hours:
  - 60 professionals and businesses have signed on to host students;
  - Of the 60 who have registered, 96% are alumni and 85% are new sponsors – which means they have not hosted a SIU Student previously;
  - One of the unique features of this platform is the ability to send communications directly from the platform. Additionally, the company: known as WISR – whose main focus is to engage alumni to connect with students and one another. Ms. Suarez asked everyone to please consider signing up for the network.

- Action Plan 2018: The final version of the action plan for FY 2018 is posted to the Board intranet. Also posted, is the Strategic Plan for FY 2019 through FY 2023. Ms. Suarez asked everyone to take some time to review these plans. They may contact her or a member of the Association Team with any questions.
• Engagement Report: Ms. DeBlois provided an overview for the third quarter report. Looking at Membership, the first quarter ended with just under 15,000. Through the Foundation, the Association has recently contracted with a 3rd party vendor. They will be calling for memberships throughout the year and we are hopeful the membership numbers will increase. There have been two events so far this year, our annual SIU Day at Wrigley Field and the Route 66 event in Springfield. There has not been much happening with Student Engagement in this 1st Quarter which is due to timing of awarding Scholarships. In Communications, our social media platform have all increased. In data stats, we continue to update our records and have had over 23,000 updates this fiscal year. Regarding Alumni Engagement there have been 349 Tell Us Your Story submissions and 232 alumni interested in volunteering.

Ms. Suarez advised that the Association team will have produced and participated in 21 meetings, events, and activities from yesterday through tomorrow. Ms. Suarez asked everyone to join here in thanking them for their dedication to the Association and our great institution, with a round of applause.

VICE CHANCELLOR’S COMMENTS – James Salmo
Mr. Salmo advised that everyone would be hearing a lot more of the development and Foundation side through Dr. Bardo’s comments in his report and a review of both will be done during the luncheon. Mr. Salmo stated he is attending as Vice Chancellor of the Division which means Alumni and fund raising both report to him. The good news on the budget this year for the Division is that an additional $100,000 was received to help increase staffing in the alumni area. It is important to note the staff in the Alumni area right now is very strong and they work hard. We know Ms. Suarez will bring in qualified people to help with the efforts occurring in alumni relations. The Foundation office will remain where it is right now. We allowed the Association staff to go first to get the space they needed. The Foundation will work with the Administration to determine where their offices will be located in the future. The reason these movements are happening is because the University is trying to move the offices in the Greek Row area so the housing units can be removed. The offices currently on Greek Row are the Alumni, Foundation, and ROTC. Everyone else has been relocated to other areas of campus.

A contract has been signed with a consulting firm that worked with the Foundation on the Forever SIU campaign to start preparatory work of reviewing whether or not there should be a Phase II or extension of the current campaign. Eventually this will include interviewing donors or prospective donors and how they see things. The plan is to report to the Foundation board by February. They will review and discuss with President Dorsey and the Chancellor as to whether or not we will follow up with the recommendation and then take to the full Foundation board if they are in a campaign mode and for how much. The university then advises what the money would be raised for. At this point they are in the second year of the campaign and on January 1 they will be starting the third year of Forever SIU. The campaign is going well and numbers are so strong that it has been suggested they should take a look at Phase II. Dr. Bardo will provide numbers in his report.
CHANCELLOR DELEGATE COMMENTS – Meera Komaraju
Dr. Komaraju stated she was attending on behalf of the Chancellor’s office to offer comments and provide an update regarding the University. She provided brief comments regarding her background. She has served in various positions which have been administrative in nature within SIU for over twenty years. Her goal has always been to serve SIU and move the Institution forward. During her six months in this position, she has had the opportunity to some extent, to see her role as making a difference. The vision for reorganization is:
- Enrollment is priority. This includes recruitment and retention.
- Rethink the curriculum – Revitalize programs to appeal to future students
- Recruiting initiatives within the region by holding SIU Day
- Pilot programs for automatic admissions
- Freshman mentoring initiative
- Associate Chancellor for Enrollment Management has been hired
- University Communications is launching a new marketing strategy
- SIU will host a Science Fair and Steel Bridge competition in the summer
- Points of Pride stating University achievements were shared

Dr. Komaraju ended on a note of optimism that we are poised to do well as we move forward to the future and are working hard to reorganize and revitalize what we offer our students, our prospective students, and as we receive our students, are doing our best to take care of them and help them succeed.

SIU FOUNDATION REPORT – Harold Bardo
Dr. Bardo stated he believes the Board of Trustees made a wise decision to appoint Dr. Dorsey as Interim President. Looking around the room he sees a lot of familiar faces and feels at home. He has been here since 1957 and values his experiences. Dr. Bardo thanked everyone for serving on the Association board as it means a lot to him. There were three Foundation items reported to the Board.
- Crowd funding is being done to raise funds for special events requested by our students and faculty in terms of special projects. There have only been five or six of these funding projects done at this time. If anyone is interested in these projects, they are posted periodically for 35 to 40 days on the SIU Foundation website in an attempt to help foster research or special projects on campus. Ms. Hudgins spoke to the Foundation board regarding the Alumni Saluki Plaza project in May. We have a goal of raising $320,000 by 2019 to help with this project.
- Coming upon March 6, 2019 is the 3rd annual Day of Giving. This event happens on the first Wednesday of March each year. In 2017, $341,121 was raised and in 2018 $479,061, both in a 24-hour period of online giving done here on campus. He asked that everyone go online that day to give as the goal is to raise at least $500,000.
- The biggest campaign done by the Foundation is the Forever SIU campaign. The goal is to reach $75 million and we currently have reached 83% of this goal or $62 million. In fundraising this year from FY19 there is over $22 million in production, $17 million in cash. This is the best cash and giving year in the Foundation’s history and the second-best production year. Later today, a total of $50,000 will be awarded to ten (10) grant recipients. Dr. Bardo stated he has only been on the Foundation Board for a couple of
years, but his impression is that like the Association Board, there are several committed SIU alumni with a vast amount of experience who are using this experience to try to help this University in major ways. He feels the University is in good hands with both Boards and Dr. Dorsey’s leadership and looks forward to improvements over time.

TREASURER’S REPORT— Greg Wright
As of the end of the fiscal year, June 30, assets are up by approximately $100,000 from 2017-18. This can be contributed to investments which continue to do very well. On breakdown of the Revenue and Expense side, there are total revenues of $2.2 million. The reason for the decrease is due to a spectacular year in investment returns in 2017. In 2018 we still had a very good year but not quite as well as 2017. Expenses are down in 2018, mainly due to timing of events. There were no programmatic type changes to cause the expense change. Net Assets increased $505,000 in FY18 compared to $963 last year. Again, the investment gain was less.

Mr. Wysocki asked for a motion to approve the Treasurer’s report. Slade O’Keefe made the motion, seconded by Liz Walker-Smith. Motion carried unanimously.

COLLEGE/SCHOOL REPRESENTATIVE REPORTS—Rick Wysocki
Mr. Wysocki announced that reports provided are included in materials posted to the Board Intranet. Previously these reports were referred to unless a representative had something of significance regarding their College/School they wished to report. In the future, one to three representatives will be asked to provide a summary of their report during the meeting.

Mr. Rick Hiatt from the College of Agriculture and Mr. Drew Stoker from the College of Business presented reports from their Colleges.

A. College of Agricultural Sciences – Mr. Rick Hiatt
   • Karen Midden is serving as Interim Dean of the College of Agricultural Sciences, Associate Dean is John Groninger, Susan Graham is support for the Dean’s Office and coordinates everything, Peyton Gehrs is the Coordinator of Student Transition and Success (recruiting). The College recently received approval for search of a tenure track person in the Ag Education field.
   • Activities: Started last year with a new alumni party that was very successful; staff and volunteers attended fourteen different conferences and sponsored events for students and alumni throughout the state; on campus, the College of Ag has hosted FFA activities, Forestry and AG Council conferences, and, for the last 40 plus years, the annual All Ag Banquet. Attendance for this event has increased significantly over the years from 150 to over 250 last year.
   • Resources: Currently 797 students (689 undergraduates, 108 master and doctoral students) The College is very privileged to have 563 acres of crops with several livestock and specialty crop plots for research. There are four major departments: Agribusiness Economics, Forestry, Animal Science, and Food and Nutrition (Plant, soil, science is within agriculture systems).
• Outside support: They have many agriculture corporations throughout the nation and the state that support dollars for research and sponsoring internships, which is very important for the students. A Leadership Board was started approximately fourteen years ago, FFA activities are a huge part of the College of Ag. Junior colleges are also very critical. They receive approximately two thirds of their transfers from junior colleges.

In conclusion, their vision is very good, the Leadership Board is well engaged and is expanding. Mr. Hiatt thanked Provost, Meera Komaraju for the meetings with her and meetings with the Chancellor in looking to the reorganization and the College of Agriculture is in full support of change and moving ahead. He pointed out the one challenge he has and others may as well, is if you look at the leadership and Deans, everything is "interim" and feels it is important for this term to be removed, if possible, as it is a problem in recruiting.

B. College of Applied Sciences and Arts – Ms. Camelle Logan

C. College of Business – Mr. Drew Stoker

• The College has started a new analytics program. Dean Clark met with company leaders and learned that our graduates were not being as competitive as they could be - as these companies need graduates with experience in education and data analytics. The Dean worked with Jim Nelson, Director for the Pontikes Center for Advanced Analytics and Artificial Intelligence. They engaged with several major corporations that are heavily into data analytics (Caterpillar, Jones, Nike, Amazon, Boeing, etc.) to find out how they use data analytics to develop a curriculum that allows our students to get this education. There is a focus on data analytics for managers as there is a large gap between traditional business managers and what the technical specialists can offer and we are hoping to bridge that gap. The College has an online MBA program up and running which happens to be the AACSB accredited program in the country. This program offers a focus in analytics for managers or a focus in agricultural business economics. The College is in the process of the steps and procedures to offer a BS, which will be an on-campus degree, and an on-line Master of Science in business analytics.

• The College had their 4th annual etiquette dinner here on campus in the ballroom. Melanie Broyles, from Etiquette in St. Louis, presented an outstanding education for the College of Business students. The first year, this dinner was available to anyone and there were over 400 attendees. It was changed the second year as a required event for only Business 101 students. This year it was opened to other incoming business students and was their second largest attendance of 180 students.

• Something new this year was a fashion show to learn about business casual and business professional attire. They teamed up with the College of Business Women’s Business Association from Alpha Kappa Psi and the College of Business’ Business Relations Center. This was a great event.
D. College of Education and Human Services – Mr. Paul Melzer
E. College of Engineering – Mr. Slade O'Keefe
F. College of Liberal Arts – Mr. Stephen Wilson
G. College of Mass Communication and Media Arts – Vacant
H. College of Science – Dr. Treg Brown
I. School of Law – Hon. Kimberly Dahlen
J. School of Medicine – Dr. Jeff Parks

STUDENT DIRECTORS’ REPORTS – Rick Wysocki
Mr. Wysocki noted these reports were also included in the Board materials that were posted to the Board Portal. Feel free to review them on the website and if there are any questions feel free to contact the student directly.

A. Student Alumni Council President – Rachel Seay
B. Graduate & Professional Student Council – Clay Awsumb
C. Undergraduate Student Government – Toussaint Mitchell

OTHER COMMITTEE REPORTS – Rick Wysocki
Athletics Committee – Rick Wysocki
The Athletic Committee has been dormant for several years. With the recent changes in Athletic leadership, it was determined it might be a good time to revive the committee. The first initial meeting took place last evening. Mike Blumhorst, Andrea Nickrent, Molly Hudgins and Rick represent the Association and others may be asked as well. Athletics is represented by Jason Fairfield and Drew Novara. Groundwork was laid for a working relationship to help each other. Information will be shared as we move forward.

Audit Committee – Greg Wright
The Association has retained Atlas CPA Advisors who has joined Gray, Hunter and Stenn. The Committee held a conference call with the auditors regarding the annual audit. It was a clean audit. There were no management control or financial issues.

College/Professional School Relations – Allison Niendiek/Steve Wiyatt
Ms. Niendiek thanked Rick Hiatt and Drew Stoker for being the first College/School Representatives to present a three to five-minute synopsis of their reports to the full Board. This is a test trial for more Board engagement. She and Steve welcome any feedback or suggestions regarding this test trial. This will not take the place of college reports provided each fall and spring in the board materials. Mr. Wiyatt added that a survey might be conducted before the spring meeting asking what everyone might like to hear and see. One of the concerns is if we limit the information coming from the Colleges, this could be a negative and they might stop writing all together. With the synopsis we hope to get the highlights of each College and promote what they are doing. He reiterated that feedback would be very much appreciated.
Ms. Niendiek stated that a discussion took place regarding the Distinguished Alumni. We need to make sure the College/School representatives communicate to the Deans that there is a Distinguished Alumni Award opportunity - to recommend nominations from all Colleges.

Communications – Molly Hudgins
Ms. Hudgins asked that Nick Harkovich has expressed a keen interest in the Communications Committee and was privileged to ask him to present this report.

- Online Community Platform - A committee made up of Association staff and board members recently finished demonstrations of online community platforms meant to enhance alumni ability to interact with one another. Three platforms – Higher Logic, 360Alumni, and WISR – were selected for demo viewings over the summer. After some consideration, the committee and Association staff agree that we will move forward seeking a formal proposal and contract with WISR.

WISR was selected because of the value per dollar and due to the fact SIU is already working with the platform for online mentoring opportunities between student and alumni via the Career Development Office. The Association was part of the team that brought this platform online earlier this year. WISR has agreed to develop the online alumni community as a sister platform. For the end user, this will translate into a seamless experience for students transitioning to alumni, as the same credentials used to sign in to the mentor platform can then be applied to sign in to the alumni community later.

The Association is currently looking at a Spring 2019 launch date for the new online community. This will be the first significant replacement of a website component currently facilitated by iModules. As many are probably already aware, the Association will seek to replace all facets of the iModules platform with new and improved services, as it prepares to move website hosting away from the company before December 2019.

- Magazine Back-Catalog Scanning Project - The Association, in conjunction with Special Collections at Morris Library, have started a project to scan editions of the alumni magazine from 2012 all the way back to the 1940s. Given that the magazine is a perk of membership, editions available in the digital back catalog will stop approximately five years prior to the current year. While this initial scanning project is being funded through a donation from the Pfeffer Foundation of Philip and Pamela Pfeffer, '65 and '67 graduates respectively, of Nashville, Tennessee, annually the Association will support the cost to update the next available year.

This collection, once completed, will contain a digital library of 460 magazines, made up of an estimated 11,000 pages of content. It will be quite the repository of archival information for the Association and for SIU.

- Content Marketing Update - The Association continues to make progress in implementing new methods of distributing content meant to help market the organization. The Association has a mission with its content – associate success with the SIU brand via
the stories of its alumni. Already, the Association has launched with two regular social media series “Alumni Spotlight” and “I Am Town-Gown,” highlighting the achievements of our alums and how they are helping to give back to the community. New content vehicles will appear in the coming months, such as a periodic podcast focusing on interviews with alumni of note, and later more video content designed to tell visually engaging stories. This content push will only grow as the Association moves into its new alumni center in Woody Hall, which will house a dedicated multimedia center meant to help alumni share their stories and interact with students on campus.

- **Constituent Communications** – In an effort to grow membership and constituent organizations, emails communications are set to go out to specific zip codes soon. The first areas to be targeted are St. Louis, MO; Austin and San Antonio, Texas; Chicagoland, and South Florida. The email will direct recipients to the Constituent Organization’s Facebook page in their region and ask them to join. Each constituent leader will be contacted with the anticipation of building their numbers.

**Investments** – Scott Moller
The investment committee met earlier this morning ahead of the full board meeting. Although the market has been up and down this year, our outside investment advisors continue to beat industry benchmarks. Since our last full board meeting, the investment committee converted $750,000 from our investment portfolio to cash. This was for the purpose of addressing the Association’s one-time cash needs, specifically the Alumni Center and Saluki Plaza. Going forward, we anticipate that we will need additional cash. Patrice will establish an estimate for our needs and then we will convert additional funds from the portfolio to cash. Going forward and based on operating cash needs, we will be changing our investment portfolio ratio from a 70/30 equities-to-fixed mix to a more conservative 60/40 mix. Finally, we are cleaning up some outdated documents approved by the full board back in 2008. Our goal is to have revisions completed by the February Executive Committee Meeting and available for a full board vote in April.

**Member Services** – Allison Niendiek
- **Membership Calling Resumes** - In-house membership solicitation calls have returned to a student calling team. Now under the direction of Ruffalo Noel-Levitz, students are once again calling on behalf of the Association, along with calls placed to solicit gifts for the annual fund. Operations began the week of September 23rd with a small group of recently lapsed membership records, and the efforts are beginning to show results in renewing some of these alumni as members. More lapsed and never-member alumni records will be released to the student calling team in the weeks ahead. RNL is contracted to call 20,000 records, with an estimated pledge count of 897 members worth $101,075 for FY19.

- **Digital Membership Cards** - Digital membership cards went out to life members of the Association this week and will continue into next week for all members. These are digital facsimiles of the hard cards the Association already sends to members. Digital cards are facilitated by vendor Cuseum, a company that specializes in creating electronic membership items for museums and are compatible with the wallet functions of both iPhone and Android smartphones. Currently, the card will be offered to all new members
in addition to the hard card. As we move forward with this new convenience for members, it will be another means of communication. Right now, the card will remind you of impending or needed membership renewals. In the future, features will be added related to event updates.

**Policy and Organization – Molly Hudgins**

- Bylaw Revisions - Ms. Hudgins presented a recommendation from the P&O Committee regarding revision of the Bylaws. The proposed revisions were included in the posted Board materials. Most of the changes were formatting and language. One small addition was made under Ex-Officio Directors – Student Directors. Student Directors are the only Ex-Officio members of Committees. The Bylaws do not currently state that these Directors can vote in the Committees. No Ex-Officios can vote in the full Board and do not count as a quorum but the Student Directors have been voting in the Committees. Due to the size of the Committees we feel they should continue to be able to vote. As a result, under Student Directors the provided highlighted revision states: Student Directors may serve on Committees, count toward the quorum of the committee(s) and have the right to vote on items before the committee.

Ms. Hudgins asked if there were any questions or if any discussion was needed for approval of these changes to the Bylaws. Mr. Wysocki asked for a motion to approve the Bylaw changes. Gary Heflin made the motion, seconded by Liz Walker-Smith. Motion carried unanimously.

**Scholarships – Gary Heflin**

Mr. Heflin deferred to Steve Brown for presentation of the Scholarship report.

- In FY18, the total scholarship investment earnings were $165,712. Per the guidelines, the Scholarship Committee will bring forth recommendations to fund $100,000 in scholarships in FY19.

- To date, the committee has approved five projects totaling $55,000 for this fiscal year. The Association will expand its textbook award program offering recipients the opportunity to take advantage of the award for the spring, summer, and fall semesters. Previously, it was offered only in the spring. The goal of extending the program is to encourage retention. Currently, there are more than 80 applicants. The application period ends Dec. 1.

- The class of 1968 has chosen to support SIU’s recruitment and retention efforts as their class project. The Association is working with Enrollment Management and other campus departments on a Saluki Caravan program. The program will send current SIU students to high schools from US 64 south where SIU alumni are in administrative positions. As you can imagine, this student-to-student interaction is a powerful way to get potential student interested in SIU. The class is estimated to raise about $3,000. The Association will match their funding dollar for dollar. This is a unique opportunity to support SIU’s recruitment efforts in addition to promoting the benefits of membership since the match would not be possible without the support of membership and dues. This may encourage non-members to join. Class gift funds will be raised through April.
- The provost office hosted the first SIU Day in September. More than 650 high school seniors from schools within an hour travel time of SIU were hosted on campus for a day of tours, academic program information, stories of student successes and achievements, meet administrators and current students, get information on RSOs, and participate in other recruitment activities. The same type of event will happen the 4th Wednesday in March. This event will be for high school sophomores and juniors. The goal of the program is to inform high school student about all SIU has to offer and excited about attending SIU even before they have other schools vying for their attention. Some of the schools do not have funds to support transporting students. A contribution of $5000 from the Association will assist in getting these students to campus to experience SIU. As we all know, once you are on our campus, it’s hard not to fall in love with it.

- A notable number of students do not have the funds to lower their bursar bill to an amount that would allow them to register for classes. Though the need is experienced from all academic levels, focusing on getting senior students to be able to register for their last semester would be a great way to welcome them to the alumni family. The Association will allot $10,000 to support the effort of allowing students to be able to register for their final semester of classes and be able to finish their degrees.

- Some students have trouble coming up with the $50 graduation application fee. The fee is used to support the Graduation Check necessary to ensure all qualifications have been met. It is also the basis for listing candidates in the published Commencement program, for posting the completed degree and any associated Honors designation to the student’s record and on the transcript, and for printing the diplomas. The Association will be assisting students in need of such funds in the amount of $2000 (supporting 40 graduates). This is a great way to welcome them into the Saluki family.

- Proposals were sought for the remaining FY19 allocations. A process is being formulated to assist the committee in allocating the funds. The committee will be meeting to determine funding priorities.

**Student Relations — Laura Soucy**

Mrs. Soucy asked Wayne Sirles to present the Student Relations report.

- Student Recruitment - Student recruitment remains a major focus for our committee. Members have participated in various methods of recruitment. The letter writing campaign to prospective students is something most of the committee members have participated in.

- Wayne mentored two Agriculture students and helped them learn more about Rendleman Orchard. He has also extended the invitation to SAC to once again come out for a tour and social event.

- Darzel has been involved with Rachel Brewster from Admissions and Recruit Salukis. His focus has been on recruiting students from under represented high school in Chicago including Lindblom Math and Science Academy, Walter Payton College Prep, Lane Tech College Prep etc. These high schools have ACT scores which exceed the state average. He will also be attending college fairs. Darzel is very enthusiastic about SIU and increasing our enrollment.

- Mike Blumhorst, along with Greg Webb from the SIU Foundation Board, and an HR representative from ADM discussed the company’s recruiting process with respect to SIU graduates. The HR rep indicated that internships are used now, more than ever, as a
pipeline to full-time employment. In fact, the internship program is held accountable for the number of full-time employees it generates. Approximately 200 internships are offered each summer to incoming college seniors. Divisions with internship opportunities include accounting, IT, operations, and origination. Internships are posted September 1 and remain open until the end of October. Students apply for internships by videotaping an interview comprised of eight questions. Personnel from the respective ADM business unit reviews the student interviews and selects the candidates to move forward in the hiring process. ADM has forwarded the application posting to SIU Career Services. The posting has also been forwarded to the Colleges of Agricultural Sciences, Business, and Engineering.

- Greg and Laura will try to coordinate a visit for SIU students to tour our St. Louis facilities. Mike and Greg will work with Susan Graham in the College of Agricultural Sciences to host an SIU reception at the Farm Progress Show in 2019.

- Dede Ittner has been attending SAC meetings on campus. She is always sharing her knowledge of the history of SIU and the Salukis. She also arranges for a Saluki to come to one of the SAC meetings.

- May 2018 Commencement University Center - The Alumni Association was represented at the graduation ceremony at the University Center of Lake County located in Grayslake. There were 20 graduates from the various programs SIU offers at the extended campuses in the area. There were approximately 200 people in attendance including faculty representatives from the Carbondale campus.

- SIU Alumni Association Networking Events - Committee members have attended various networking events held by the Alumni Association including SIU Day at Brookfield Zoo and the networking event the night before, SIU Day at Wrigley Field as well as events in the Springfield area.

**Constituent Organizations** – Gary Heflin
The Committee was tasked with the job of recreating the Constituent Handbook. After a number of stops and starts they were able to create a working document. Mr. Heflin thanked everyone on the committee. We now have a document to implement and certify the Constituent Organizations to know what and where the document is, the expectations, and consequences for operating outside of the perimeters. Training will start in 30 days and from there the document will be made public. This document is a living document so additions and changes can be done as needed.

**Saluki Alumni Plaza Project** – Larry Mieldezis/Drew Stoker
Mr. Mieldezis asked Drew Stoker to present the report.

- The Saluki Alumni Plaza Project was approved at the April 28, 2018 Alumni Association Board of Directors meeting.
- Discussions were completed with sculpture artist John Medwedeff to finalize the work product.
- During the summer, a concern arose by the artist regarding assignment of intellectual property rights. Legal assistance was obtained by the AA project team from a St. Louis
law firm with expertise in this area. A new Sculpture Agreement was derived and includes an Assignment of Rights exhibit favorable to the SIU AA. These have been negotiated and agreed to by the Association and the artist.

- These two documents will be included as part of the SIU Purchasing Department’s purchase order to be signed with the artist.
- SIU Purchasing became involved in the last 30 days, and as a result they are going through an internal review and approval process to authorize the purchasing agent to provide the purchase order to the artist for his signature, thereby resulting in a finalized set of agreements.
- Once the agreements are finalized and executed the project work can begin.
- Fund-raising planning has commenced, and an initial website has been developed to begin soliciting Alumni donations. Various social media materials are being developed (i.e. video) to be used through the course of the year to raise funds.
- At this time, the project remains on track for unveiling and dedication at Homecoming, October 2019, working under the assumption that the final contracts will be executed by the end of November 2018.

SIUAA Planning Committee – Rick Wysocki
Mr. Moller advised that a joint meeting was held in August with our Foundation colleagues in Chicago to discuss our similar passion for SIU. Time was taken to evaluate where our joint efforts could be applied to further the mission of SIU. Several ideas were discussed and two were settled upon. The first is Elevate the Brand. This is a program that promotes the university through supplemental marketing efforts. Mr. Moller will be working with Adaire Putman from the Foundation. Our first objective will be to collect information on University priorities from Rae Goldsmith, University Communications, and Jennifer DeHaemers, in Admissions. An initial direction will then be drawn for consideration at the respective Board meetings in February and hopefully a full plan for the April meetings. Gary Heflin will be working with David Delaney of the SIU foundation. Mr. Heflin stated Gary can explain more about what he and David are collaborating on a two-prong approach to corporate giving and alliances. Within that, one of the approaches is to have a national analytical focus in targeting eight (8) to ten (10) companies home-based locally in Illinois to work with them in corporate philanthropy and in what their employee training means. Hopefully this will nurture our relationships in the areas of externships and internships. Once we are successfully able to form that alliance with one company, this will be a model with the goal to bring in at least one company per year. This will not be just asking for money, we will also be looking at what can be done for their organization and partnership together.

Mr. Wysocki made note that we have asked members of Committees to give reports, so the same Executive Committee members are not giving the reports. This is a way to engage members. He thanked everyone who gratefully accepted presenting the reports.

OLD BUSINESS – Rick Wysocki
None to report.
NEW BUSINESS – Rick Wysocki

- Approval of John Huffman as Honorary Director of the SIU Alumni Association - Molly Hudgins
  Ms. Hudgins brought to the Board’s attention that the Association Board has been very fortunate to enjoy a long relationship with John Huffman. Mr. Huffman has volunteered his time the Association for over three decades as legal counsel. He has shaped the framework we operate under at this point and are very thankful to him and the partners in the firm. Mr. Huffman was not able to attend the meeting due to health reasons. We would like to take a minute to recognize him and move forward with an action. At the end of this month Mr. Huffman will retire from practicing law after over 50 years in the legal profession. With his retirement he will also be retiring as Association legal counsel. There is an opportunity the Board has never taken before. The Association Bylaws provide for an Honorary Director under Ex-Officio Directors. By a majority vote of the Board, Mr. Huffman can be made an Honorary Director and he will have the opportunity to continue with the Association. Action could not be taken at this time because this item was not listed on the agenda. The Board was advised that they would be receiving an electronic ballot in the next few weeks to vote Mr. Huffman as an Honorary Director of the SIU Alumni Association. Ms. Hudgins asked if there were any questions.

- EAB Partnership Agreement – Michelle Suarez/Larry Mieldezis
  Ms. Suarez noted that Board materials included a document that provided an overview of the EAB proposal. In order to tackle the things mentioned in the Association’s Strategic Proposal and be successful in setting up the appropriate metrics, she feels this resource would be beneficial to the team. She reminded the Board regarding highlights taken from the documents that were provided. It was thought originally that Board action would need to be requested to amend the budget for FY19 for the $28,500 annual EAB membership fee. Mrs. DeBlois stated that upon review of the budget, a few areas were found where funds could be reallocated. One such example is, $15,000 appropriated in Constituent Relations for the Leadership Symposium this FY can be used by rescheduling this event for the next fiscal year. Therefore, no Board action is required for additional funds to be added to the budget.

- Approval of Revised Information Access Policy – Molly Hudgins
  Ms. Hudgins explained that the current Information Access, Privacy and Security Policy shared by the SIU Alumni Association and SIU Foundation, first approved in 2001, had not been revised since 2014 to accommodate evolving data management needs. Ms. Hudgins presented a brief overview of the policies to the Board. She also noted the 2018 updated policy was included in the board materials posted to the Board portal for review. Mr. Wysocki asked if there were any questions or discussion needed. Mr. Brown mentioned that in the past some groups who attempt to do regional events requesting information from the database to send invitations. Will the new policy help to facilitate this? Ms.
Suarez responded that it should be helpful. The Director of Constituent Relations would work with the group. The Association staff will need to discuss and establish guidelines.

Mr. Wysocki asked for a motion to approve the revised Information Access, Privacy, and Security Policy. Charles Stewart III made the motion, seconded by Nick Harkovich. Motion carried unanimously.

Mr. Wysocki thanked Ms. Hudgins for everything she does and appreciates her consultation with Mr. Hewson on legal matters. He also thanked the Association staff for everything they do.

Those who signed up to drive golf carts need to see Laura for instructions and assignments.

ANNOUNCEMENTS – Rick Wysocki

- SIUAA/SIUF Joint Board Luncheon – Friday, October 19, 2018 – Ballroom D – 12:30 p.m.
- 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 - 10:00 a.m.
- Homecoming Football Game – Saturday, October 20, 2018 - 2:00 p.m.
- SIUAA Textbook Awards Ceremony – Tuesday, January 15, 2019
- 14th Annual St. Louis Trivia Night – Friday, January 18, 2019
- Day of Giving – Wednesday, March 6, 2019
- Men’s MVC Basketball Tournament – March 7 – 10, 2019
- Spring 2019 Executive Committee Meeting – Friday, April 26, 2019
- Distinguished Alumni Ceremony – Friday, April 26, 2019
- Board and Director Social – Friday, April 26, 2019
- Spring 2019 Board of Directors Meeting – Saturday, April 27, 2019
- Black Alumni Group Reunion – July 18 – 21, 2019
*Visit www.siualumni.com for a complete list of events.

ADJOURNMENT – Rick Wysocki
A motion was made by Liz Walker-Smith to adjourn the meeting. Seconded by Molly Hudgins. Meeting adjourned at 10:51 a.m.

[Signature]
Corporate Secretary