SIU Alumni Association
Executive Committee Meeting
Morris Library – DeJarnett American Heritage Room
Friday, April 27, 2018
1:00 p.m.

The Executive Committee of the SIU Alumni Association Board of Directors met in the DeJarnett American Heritage Room at Morris Library on Friday, April 27, 2018. President Larry Mieldezs called the meeting to order at 1:00 p.m. The following committee members, staff, and legal counsel were physically present unless otherwise noted:

Gary Heflin
Molly Hudgins
Dede Ittner
Mike Kasser (arrived 1:37 pm)
Larry Mieldezs
Scott Moller
Laura Soucy
Rick Wysocki
Greg Wright
Michelle Suarez (Executive Director)
Patrice DeBlois (Asst. Treasurer/Controller)
John Huffman (Legal Counsel)
Tina Shingleton (Corporate Secretary)

Mr. Mieldezs recognized legal counsel, Mr. John Huffman, attending by conference call.

ACTION ON MINUTES
Mr. Mieldezs asked for a motion to accept the minutes from the February 3, 2018 Executive Committee meeting and conference call meeting of February 27, 2018. Gary Heflin made the motion to accept, seconded by Dede Ittner. Motion carried unanimously.

PRESIDENT’S COMMENTS – Larry Mieldezs
Mr. Mieldezs stated this is the end of his tenure in the role as President of the Association. Rick Wysocki will take this role on July 1. The last two years have been exciting, challenging, energizing, and interesting. During this time, the Association was afforded a tremendous opportunity to come to the need of our University, alumni, faculty, and staff. He believes that everyone, as alumni, are SIU. When he took on the role as President his challenge was to think differently and way outside the box. In reflection, he feels that the board understood and took this challenge with creative ideas. He also challenged everyone to be more action oriented. It is not always easy to be fast action oriented in an environment such as ours but he feels the board has started to become more action oriented and have a positive impact on the role of the Association, with the University. Finally, the concept and mindset that we, as alumni, are SIU,
just much as the current students, staff, faculty, and leadership. He is proud to be standing next to this team and causing some positive impact.

In tomorrow’s meeting, Mr. Mieldezis will address a letter sent out from a couple Board members. This goes back to thinking “outside the box”. Not everyone has to agree and we totally respect that. As Board members, we do not check our opinion or influence at the door and he is proud of that. We, as the Executive Committee, welcome diverse and debating opinions and discussions. This is also a great opportunity for our Advocacy Committee to take some action.

There are many things going on with the University. Some refer to them as negative, debatable, and questionable. Others look at them as active, passionate, hot ideas and conversations. This is a good time for challenge and opportunity of the Association board, members of the Association, and alumni as a whole. He feels our greatest days are ahead of us, the future of this University is exceptionally bright, and we will come through stronger than before.

In closing, he looks forward to Mr. Wysocki taking over as President and Ms. Hudgins as President Elect. He appreciates the opportunity in this role, looks at it as an honor of being selected, asked to be in this position, and will always remember it. Being a part of the Saluki family is extremely important to him. He thanked everyone for the support and advice provided.

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

- Ms. Suarez shared two new programs supporting Student Recruitment in which the Association will participate.
  - The City of Carbondale: Welcome Future Salukis writing campaign. When potential students inquire about SIU, the City of Carbondale will send a postcard, with a message from Mayor Mike Henry, to the prospective student and their family to advise Carbondale will welcome them to the community and encourage them to choose SIU. After prospective students visit SIU, the Carbondale Chamber of Commerce will send a postcard from the business community to the students and their families to welcome them to the community and encourage them to choose SIU. The Association support of this program is promotion and potential sponsorship as it is a member of the Chamber of Commerce.
  
  - The second program is the Saluki Student Caravan. Imagine if you will, a bus pulling up to a high school, donned in Saluki colors. When the doors open, students who represent registered student organizations – such as robotics, or dental hygiene, spirit team members, and faculty head into the school to share news about the great programs and opportunities at SIU. The pilot program will begin this fall. It will concentrate on high schools from 64 south and those that employ alumni as administrators. The Association contribution could be to underwrite the buses via the scholarship committee whose mission is to fund efforts for recruitment and retention. Of course, promotion of the effort will occur as well.
• The Association has submitted a proposal to the Office of the Chancellor to relocate to Woody Hall C-Wing. A move to the main campus would allow the Association to be in the every-day life of the SIU. Additionally, it could be home for alumni, an alumni center, to visit while on campus. Updates will occur as the work and conversations continue.

• The updated Action Plan for FY 2018 is posted to the Board intranet. Also posted, is a draft of the Strategic Plan for FY 2019 through FY 2023. She asked everyone to take some time to review these plans. If anyone should have any questions, they may feel free to contact her or a member of the Association Team.

• For quite a few years, the Association has petitioned the State of Illinois for sales tax exemption. This spring that exemption was granted. We will need to reapply every three years.

• Last spring, an SIU alumnus approached the Association with the notion of creating an Alumni Professional Network. Through this effort, alumni could volunteer to mentor students, provide internships, support an SIU department such as Career Services, assist with student recruitment, conduct workshops or speak to a class about their profession. From this idea, a collaboration between the University and the SIU Alumni Association developed. The Association’s role in this effort was and continues to be to promote this opportunity to alumni and encourage them to complete a survey at siualumni.com/get engaged. The survey captures alumni opinions about this effort as well as their skillsets to participate in such an endeavor. Specifically, alumni share information about their degrees, certifications, licensures, etc., they have earned as well as any other professional accomplishments they have achieved. The tabulated data will be shared with the University so it can determine the potential programs it may offer for alumni volunteers. Opportunities could range from student recruitment to internships or mentoring to offering supplemental workshops or lectures provided they have the appropriate credentials as determined by the Colleges that will participate in the pilot.

Michelle shared a statement that addresses the upheaval that occurred following an ill-written email sent to the faculty of the CoLA. A national outcry occurred when it was communicated the University/SIU AA wanted to create zero-pay adjunct teaching positions. The statement reads; “It is not the mission of the SIU Alumni Association to establish adjunct zero-pay opportunities for alumni. The role of the Association is to provide a gateway for alumni to engage with their alma mater. The alumni of this University understand and appreciate the world-class expertise that exists within the faculty. They have benefited from it, they are successful because of it, and they desire to contribute to the educational experience of students in accordance with their abilities.”

• The Director of Constituent Relations position has been posted. It will close mid-May. Interviews of candidates will follow.
• Ms. Suarez acknowledged the Directors and their respective teams for everything they do to support the Association and SIU.

• The Engagement Report for the 3rd quarter was presented by Patrice DeBlois:
  o Membership - At the end of March, membership is at approximately 15,400. This is down about 500 from this time last year. Drop is across the board with regard to types of membership.

  o Events/Attendance - There have been 10 off-campus and 10 on-campus events held so far year to date. We have captured the engagement of close to 3,000 individuals.

     Q3 Off Campus: Hamilton Play in Chicago
     Men’s MVC Tournament Hospitality Suite
     SIU vs. Loyola Pre-Game

     Q3 On Campus: Textbook Award Ceremony
     Student Extern Recognition Ceremony
     SIU vs. Bradley Pre-Game

  o Student Engagement - Year to date $26,000 in scholarship committee awards affecting approximately 54 students received awards.

  o Communications - Through March, 96 emails were sent to nearly 3 million in boxes. The open rate was 10%. Our social media followers have all increased from this time last year.

  o Data Stats – Updates continue to occur on the database - addressable graduates are up by 16,000 from this time last year.

  o Alumni Engagement - We have 4 constituent groups, 15 chapters, and 8 clubs. No change from last quarter. Tell us your story submissions are up by one, and our volunteer SIU submissions have increased by 23 since this time last year.

CHANCELLOR’S COMMENTS – Carlo Montemagno

• Tomorrow is the dedication of the Becker Boathouse pavilion. Following the dedication will be the Cardboard Boat Regatta.

• The Chancellor provided a handout regarding an update on Recruitment and Retention. This handout includes in some detail, all activities that have been engaged for the last year. First and foremost is retention and growth by revitalizing and refining our product in the Saluki experience.

• Reorganization is moving forward. There have been five or six schools up for vote. These votes have been about 63 to 64% positive, 10% abstained, and the remaining are
negative. What is interesting is that the negative elements have almost nothing to do with the plan but are about the specific issues of the reorganization. Zoology voted 11 no, 1 zero, and 1 abstention. He received a letter that they approve going into the school, however, they did not want their school to be associated with agriculture, which is not what they were voting on. Kinesiology voted no because they want to keep their sports administration program but this program is in business because all their faculty in involved with this had petitioned the Chancellor to move them to the Colle of Business. After three months, they have changed their mind and no longer want to move. The resistance he is getting to date is not on the reorganization but on specific elements of the part, they do not like. With roughly 600 tenured faculty, not all will agree, but largely the path they have gone through so far looks very encouraging. Most of the colleges have not yet submitted their proposals for the Chancellor’s review. What he finds most interesting is that people do not believe it or do not hear it that the plan is not the goal. Success does not depend on whether or not the plan is executed. The plan is the vehicle in which to get to the destination. The goal is to reorganize the SIU structure so to create an environment that is invigorating and that lets us be flexible in order to move forward. Success is the goal.

• In the area of Student Life, we have started SIU Presents and the first concert is this Saturday featuring Ice Cube. Due to the size and seating of the SIU Arena and Shryock, and in order for tickets to be affordable for students and the community, we will need to look for transitioning talent. The entertainment we had years ago made SIU unique and the Chancellor is trying to bring it back and hopes this will also help enrollment by providing entertainment for students.

• Chancellor Montemagno reported that an Associate for Enrollment Management was hired. This position has been vacant since 2014. Expanded outreach will include high school freshmen and sophomores. The application for the admissions process was streamlined and the application works. The Chancellor has reached out to guidance counselors, college presidents, and prospective graduate international students. The University will revisit the international student admission process. Most importantly, we are revamping the entire marketing plan and message.

• Our retention plan is in the process of being updated. The core scheduling has been improved to block scheduling. The idea is to have cohorts in the major and block all students in a major to all take the next course in the sequence together so they are with the same group of students as they move forward. Academic support is being increased and advising has been realigned. Orientation has been improved. The goal in 2025 is to have a four-year graduation rate of fifty-five percent. The Chancellor would like to be at seventy-five percent but does unsure mathematically it could be accomplished in four years. The fifty-five percent would put SIU better than any university in the state of Illinois except for the University of Illinois-Champaign. Currently only twenty-six percent of SIU students graduate in four years. The mindset of our faculty and students will need to be changed.
• There has been a change in Athletic leadership. Organizationally, Athletics has many challenges and Jerry Kill has graciously offered his talents. We hope to get on track where we need to be.

• A number of key appointments have been made-
  o Academic Advisor for Enrollment Management
  o Meera Komaraju, Interim Provost
  o Lori Stettler, Vice Chancellor of Academic Affairs
  o Interim Vice Chancellor for Diversity
  o Interim Dean for the College of Agricultural Sciences
  o Acting Dean for the School of Law

• Regarding the separation of the systems, Chancellor Montemagno believes we are stronger together and thinks that the clarity of understanding the differences of our mission and that we the Carbondale and Edwardsville campuses are not ‘equal sisters’ must be highlighted. This is part of the challenge of the rhetoric being presented is that we are equivalent and we are not equivalent. When looking at the cost of education delivery and differences in the infrastructure and faculty between the two and the cost associated with them, they are not at all similar. Regarding the exponential meteoric growth of Edwardsville, the Chancellor shared that there has only been an increase of 120 students from 1975 to 2017. The difference is that they did not have a decline. He believes the system will prevail and Carbondale will be stable and move forward.

• Housing on east campus is closed. The decision to close the Towers is due to student enrollment and not money. Moving student housing to Thompson Point we will be 96% full and this will change the dynamics of the student experience. The plan is also to expand Student Center hours and provide options in dining plans to allow students to use their dining cards for a set number of meals and start changing how students interact and start using facilities for studying.

• Fundraising is going well. There have been 23 gifts of $100,000 or more since August 1. There have been four gifts of over $1 million. The Forever SIU campaign has attracted $16.6 million since the Chancellor came on board. As of March 31, we have received $22.5 million in gifts compared to pledges of $15 million in the previous year. SIU alumni are energized and excited about the direction SIU is going and they are showing it. The Day of Giving was phenomenal and raised approximately $390,000. The University is moving forward and the greatest days are ahead of us.

Ms. Suarez advised the Chancellor that the Association plans to fund the creation of the videos for recruitment efforts of each College, once identified. The Scholarship Committee has already earmarked these funds.

**VICE CHANCELLOR’S COMMENTS** – Jim Salmo
The Vice Chancellor was unable to attend due to a prior commitment.
TREASURER’S REPORT – Greg Wright

Finance Report - Looking at the Statement of Financial Position through March 31, 2018, assets are at $9.3 million versus $8.5 million from last year. Investments continue to do well. Our income from Statement of Activities reflect revenues of roughly $1.5 million compared to $1.8 million last year. Even though investments are doing well, they are not doing as well as last year at this time. Our expenses this year are $787,000 versus $943,000 last year. Last year we had payments from some securities programs and two Wrigley Field games that took place, which appear in the change of net assets of $675,000 this year compared to $819,000 last year.

Mr. Mieldezis asked for a motion to accept the Financial Report. Gary Heflin made the motion to accept, seconded by Laura Soucy. Approved by voice vote. Motion carried unanimously.

Budget for FY19 - Mr. Wright presented the proposal for the FY19 budget.

- Revenue - the first column represents the FY18 budget of $1,073,000. The second column represents FY18 as of March 31, 2018 of $743,000. The third column represents the FY19 proposed budget of $1,112,850 that is not much of a change from current fiscal year revenue budget. The only significant change is in the budget allocation from SIU.
- Expenses - $1,325,460 was budgeted for FY18. The proposed budget for FY19 is $1,472,135. The increase in the proposed budget are reflected in Member Services of $14,900 to cover the cost of the proposed digital membership, $10,500 in Promotions to promote the University’s 150th Anniversary at Homecoming next year, $15,675 to Constituent Relations for training and retreats for those groups, and $6,050 for Professional Development of alumni staff.
- Shortfall from Operations is roughly $360,000 which would come from investments.

Mr. Mieldezis asked for a motion to accept the Budget for FY19. Gary Heflin made the motion to accept, seconded by Rick Wysocki. Approved by voice vote. Motion carried unanimously.

OTHER COMMITTEE REPORTS – Larry Mieldezis

Audit Committee – Greg Wright
Will report at tomorrow’s meeting.

College/Professional School Relations – Rick Wysocki
Will report at tomorrow’s meeting.

Communications – Molly Hudgins
Will report at tomorrow’s meeting.
Investments – Scott Moller
Mr. Moller will go into more detail at tomorrow’s meeting. The key issue is about adjusting our investment mix from a 70/30 to a more conservative 60/40 base on how much is pulled out. This might change and will be explored before the next Investment Committee meeting. Our investments continue to do well.

Member Services – Rick Wysocki
At tomorrow’s meeting, the Board will be asked for approval to expand the current one-year complimentary membership for graduating seniors to a three-year membership.

Policy and Organization – Rick Wysocki/Molly Hudgins
Ms. Hudgins stated the Association now has two Memorandums of Understanding. The Committee discussed storage/placement of these documents. They voted not to place them on the Board Intranet due to the amount of documents already listed. The MOUs will be kept in a centralized accessible location. This will be presented to the Board at tomorrow’s meeting.

Scholarships – Gary Heflin
While reviewing the process to determine the amount of funds available for distribution, it came to light the application of the scholarship fund guidelines had not been accurately or consistently applied in recent years. Instead of basing the calculation on the entire investment portfolio, only the portion earmarked for scholarships was used. This did not result in overspending from the account. Just the opposite, additional funds could have been spent. Going forward, tracking will occur to ensure the correct scholarship guideline calculation is used to determine the annual budget. Mr. Heflin will go into this on a more granular level at tomorrow’s meeting.

Student Relations – Laura Soucy
The Board Members who serve on the Student Relations committee have been involved with activities to engage students. They had a committee meeting and discussed with Kayla ways to further engage with the students. Wayne had SAC members come to Rendleman Orchards for a tour in the fall. Wayne is helping one student to create an internship for the summer. Darzel has committed to helping out with panel discussions on campus during orientations. Ms. Soucy has been involved with student recruitment and speaking at the extended campus graduations in December and in May.

Constituent Organizations – Gary Heflin
One of the things the Committee was tasked with was to create a new Constituent Handbook for the organizations. This also included a survey they were able to complete. The results of the survey will be shared at tomorrow’s meeting along with the next steps the committee plans to take regarding our constituent organizations.

Saluki Alumni Plaza Project – Rick Wysocki
Mr. Mieldezis referred to the materials provided to the Board regarding this project since the last meeting. Larry provided a recap of activities. A committee formed last October to put together a proposal to present to the Board for a vote in the spring. Mr. Mieldezis asked everyone to thank Drew Stoker, Nick Harkovich, Holly Kruep, and Pam Montemagno for their time and participation in putting together this proposal. Executive Committee members Larry Mieldezis,
Rick Wysocki, and Scott Moller have also participated in the project. There will be a detailed presentation at tomorrow’s meeting. One concept to be covered in this meeting is the “why” and “why now” message Mr. Mieldezis and Mr. Moller created. Mr. Moller stated the Association has not participated in anything to give back to the campus since the Clock Tower in the 90s. This project would be a moment in time with the University’s 150-year anniversary that would be a meaningful gift to give back to campus. It would be a place for a central “Meet-Up” place and photo-op spot for alumni. It will also create a positive message around our mascot, the Saluki. A plaque will be placed at the plaza. Mr. Mieldezis presented the reason for the location of the plaza, cost, funding and consideration for next steps for a vote tomorrow from the board. The ask tomorrow from the Board will be a vote on the concept, design, and the project pending the final financial model signoff and approval which will be done by either conference call or an online vote by the full board. Time is of the essence due to the time it will take to complete the project by Homecoming 2019. The concept being proposed is a campaign, in conjunction with the Foundation, that will go out to all alumni by email, postcard in a twelve month window and the Association would do a dollar for dollar match up to 50% of the project cost of approximately $167,000 if the project is fully successful. Typically, in a campaign you wait until 80% of the campaign goal is achieved before matching. The Foundation feels very confident in being able to achieve the amount needed in the period presented. Mr. Wysocki reiterated that it is imperative to start the project as soon as possible, in order for the completed project to be ready by Homecoming 2019. It was suggested that the board be asked for funds to build the sculpture and the campaign would be for funds to place the sculpture and build the Plaza.

Mr. Huffman had to sign off from meeting due to a previously scheduled appointment.

SIUAA Planning Committee – Larry Mieldezis
The plan was for the Association and Foundation committee to meet before this board meeting but was not possible. It was suggested by the Foundation president that the committee meet sometime in July, possibly around the Association Executive Committee in July.

MANDATORY BOARD BUSINESS – Larry Mieldezis
Tomorrow the board will be asked to ratify the election results and approve the Executive Committee slate.

- Board of Election Results – Re-Elected to the board is Molly Hudgins, Michael Kasser, and Laura Soucy

- Executive Committee Slate for FY 2019
  President – Rick Wysocki
  Immediate Past President – Larry Mieldezis
  President Elect – Molly Hudgins
  Vice-President – Scott Moller
Vice President – Gary Heflin
Secretary – Dorothy Ittner
Treasurer – Greg Wright
Director at Large – Laura Soucy
Director at Large – Allison Niendiek

OLD BUSINESS – Larry Mieldezis

- Legacy Project/Alumni Magazine Update – Dede Ittner
  Mrs. Ittner provided a report of what she plans to present to the Morris Library archivist to scanning the available Alumni magazines so they can be shared online. Additionally, the magazines will provide a much-needed comprehensive, historical chronology of University activities, which is sadly lacking at this time. Mrs. Ittner would also like to discuss with the archivist the possibility of scanned minutes placed on-line for past alumni to enjoy. At this point, she is not sure if there is a cost for this but will get back to the board regarding this. She does not expect the Executive Committee to take any action at this time but would like them to consider this as one of our important 150th Alumni Association projects. Mr. Wysocki stated this is something that might be available at the new Alumni Center.

- Board Self-Evaluation Results – Scott Moller
  The results of the survey will be shared with the board at tomorrow’s meeting. There was 75% participation. Past survey, results are available on the Board Intranet. Results show we continue to be a working and engaged board. Mr. Moller stated one of the important outcomes of the survey are the comments.

NEW BUSINESS – Larry Mieldezis

At the Board meeting, the Board will be asked to take the following action:

- Ratify the appointment of Paul Melzer as representative for the College of Education and Human Services

- Approve the Problem Payment Policy. These funds are a result of membership overpayments. A proposal to move these funds to contributions if we have not received a response after repeated contact attempts was suggested. Conversation ensued about the destination/designation of such funds.

- Approve changing the complimentary one-year membership to a three-year membership for graduating students.
• Executive Committee Participation at July New Student Orientation -
  New Student Orientation is scheduled the same day as the EC meeting. The New Student
  Program team asked if the EC would consider being part of the “Ask Me” Lunch to
  mingle among students and families to answer questions. It is a good opportunity for
  one-on-one engagement. Mr. Wysocki was asked to participate in a Parent Panel to give
  his point of view as a parent and speak on AA programs, service and membership
  benefits.

ANNOUNCEMENTS

• SIU Distinguished Alumni Award Ceremony – Friday, April 27, 2018
• Association Board and Director Social – Friday, April 27, 2018
• Ralph E. Becker Pavilion Dedication – Saturday, April 28, 2018 – 10:30 a.m.
• Board of Directors Luncheon – Saturday, April 28, 2018 – 12:00 p.m.
• Spring 2018 Board of Directors Meeting – Saturday, April 28, 2018
• Saluki Baseball Alumni Golf Outing – Saturday, May 5, 2018
• SIU Day at Busch Stadium – Friday, June 15, 2018 – St. Louis, MO
• SIU in Nashville, TN (Coast to Coast) – June 22-24, 2018
• SIU Day at Brookfield Zoo (Coast to Coast) – Saturday, June 23, 2018
• Chicagoland Area Golf Outing – Monday, July 9, 2018
• SIU/SIUE 5th Annual Springfield Alumni Reception – Wednesday, July 11, 2018
• Summer Executive Committee Meeting – July 14, 2018
  (New Student Orientation)
• SIU Day at Wrigley Field – September 28, 2018
• Family Weekend – Saturday, September 29, 2018
• Fall 2018 Executive Committee Meeting – Thursday, October 18, 2018
• Fall 2018 Board of Directors Meeting – Friday, October 19, 2018
• Half Century Club and Class of 1968 Banquet – Friday, October 19, 2018
• Alumni Band Group Reunion – Friday, October 19, 2018
• SIU Homecoming Parade – Saturday, October 20, 2018
• Homecoming Football Game – Saturday, October 20, 2018

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

ADJOURNMENT
Larry Mieldezis asked for a motion to adjourn. Gary Heflin made the motion, seconded by Greg Wright. Meeting adjourned at 3:14 p.m.

[Signature]
Corporate Secretary