SIU Alumni Association
Executive Committee Meeting
Morris Library, DeJarnett American Heritage Room
Saturday, February 9, 2019
10:00 a.m.

The Executive Committee of the SIU Alumni Association Board of Directors met in the DeJarnett American Heritage Room in Morris Library on Saturday, February 9, 2019. The meeting was called to order by President Rick Wysocki, at 10:00 a.m. The following committee members, staff, and legal counsel were physically present unless otherwise noted:

Gary Heflin
Molly Hudgins
Dede Itner
Larry Mieldezis
Scott Moller (Absent)
Allison Niendieck
Laura Soucy

Rick Wysocki
Greg Wright (Absent)

Michelle Suarez (Executive Director)
Patrice DeBlois (Asst. Treasurer/Controller)
Pat Hewson (Legal Counsel)
Tina Shingleton (Corporate Secretary)

Mr. Wysocki recognized the presence of Chancellor John M. Dunn, Vice Chancellor Rae Goldsmith, and legal counsel Pat Hewson.

ACTION ON MINUTES
Mr. Wysocki asked for a motion to accept the minutes from the October 18, 2018 Executive Committee meeting. Gary Heflin made the motion to accept, seconded by Larry Mieldezis. Motion carried unanimously.

PRESIDENT’S COMMENTS – Rick Wysocki
A lot has been happening on campus. We have a new Chancellor, a new President, a new Vice Chancellor, a new Athletic Director and we have changes going on with the Association staff. We are concerned about campus enrollment and Association membership. As a membership organization, we are looking to make changes in technology to further enhance our image and visibility to alumni. We are trying to come up with a way to connect with our recent graduates. Mr. Wysocki stated that everything just mentioned except for the Vice Chancellor’s interim position was taken from the minutes of the April 2007 Executive Committee meeting. The same things happening now were also happening twelve years ago. We are still in the same type of position. The problems we have now are the same as before. Mr. Wysocki feels our goal should be to figure a way where we are not constantly changing with the changes happening on campus. It seems that when there is a change in leadership or executive end of the University, we are looking for or suggested a new way to identify ourselves and have not yet found a new path to go
by. Discussions are still taking place, as they have been for years, regarding movement from a dues to non-dues membership model. We may not be able to figure this out with the current structure. Mr. Wysoczki feels we should focus on the purpose of the SIU Alumni Association, which is a way to connect with Alumni. We are constantly asking for money for membership which maybe a part of the dues scenario but where will funds come from if we move to a non-dues scenario. There are a lot of ideas and things on the table. There are also things we can’t move forward with now because of the current situation and it has not yet been thought through. For now, we are continuing with our calling campaign, starting this month. We are staying with dues membership but need to look to change this. As we transition into the next semester with the staffing change, we need to maintain a positive attitude, which he feels we all do, stay focused, keep our programs going, and keep aggressive in growing new membership. We need to keep our eye on the future and be aware of our real purpose, which is to connect alumni to the university where we see fit.

EXECUTIVE DIRECTOR’S REPORT – Michelle Suarez

- **Strategic Plan** - The SIU Alumni Association is in the first year of its five-year strategic plan. This plan involves growth, change, and the Association playing a stronger role in campus life.

- **Expanding Alumni Constituent Organizations** - The Saluki Network continues to grow with:
  - Alumni and Association Members in The Villages in Florida, which will be the newest Group. They will be bringing their Charter to the Board at the April meeting for approval.
  - Work is underway with alumni to establish a Latino/Hispanic Alumni Group. The Latino/Hispanic Student Resource Center will also be included in this conversation as we move forward;
  - The School of Law is working with the Association to establish an affinity group.

- **Regional Event Series** - This year, the Association will be hosting new events designed to engage:
  - alumni,
  - current students,
  - prospective students in professional and social activities;
  - and promote membership.
These events will begin with programs this year in Chicago, St. Louis, and Springfield, Illinois.

- **Campus Involvement** -
  - The Association was a major underwriter of the 2018 Homecoming – partnering with the Student Programming Council. Association board members also rode around campus in golf carts and collected alumni contact information, sold memberships, and connected with alumni. Suarez shared that Mike Blumhorst
and Allison Niendiek earned bragging rights that day with the most memberships sold and number of alumni contacts recorded.

- A partnership with SIU Career Development to expand and automate the matching process of students and sponsors of the Extern Program, is now in place. There are approximately 60 students in the mixing for Extern opportunities. The goal is to offer year-round Extern opportunities for students in the future.

  - Recruit Salukis with UG Admissions - Alumni continue to write to prospective students to share their positive SIU experience and encourage them to choose SIU. The Association collaborates with UG Admissions for this effort. This academic year:
    
    - Inquiry Emails Sent- 698
    - Inquiry Postcards Sent- 482
    - Yield Emails Sent- 622
    - Yield Postcards Sent- 385

  Inquiry means a student who hasn’t applied but has expressed interest in SIU. Students can do this many ways which include but aren’t limited to attending an event, completing a form, or scheduling a visit. The email and postcard at this stage encourage the student to apply.

  Yield is a student who is admitted but hasn’t enrolled in courses yet. At this stage, the email and postcard encourage the student to commit to SIU. Additionally, Association Board members are actively engaged in this campaign – some are also arranging recruitment events at their local high school, and accompanying UG Admissions professionals to college fairs and high schools.

- Recruitment Campaign - The Association facilitated the creation of a writing campaign from the City of Carbondale to prospective students and their families. Mayor Mike Henry’s message encourages students to choose SIU and to join the Carbondale community. Per Jennifer Olson, of the Carbondale Chamber, more than 5,000 postcards were sent to prospective students last year.

- SIU 150th Anniversary - The Association has taken an active role with the planning committee for the University’s 150th celebration. This will include:

  - new events and reunions;
  - branding of events and programs to remind alumni of the Anniversary;
  - consistent communications with alumni, members, and donors about the activities planned for the year-long celebration, and more.

  Association staff members were also contributors to a book chronicling the recent history of the university. The book, “Southern Illinois University at 150: Growth, Accomplishments, and Challenges,” is now available for pre-order and will be on sale in March.
An Alumni Subcommittee will work to engage alumni, members, and donors in the celebration.

- **Woody Hall** - Construction is progressing. A walk through has been scheduled today at 1:15 pm.

- **Proposed Project: Alumni Census and Directory** - In 2003 and again in 2013, the Association worked with a company to produce an alumni directory. These projects are beneficial to the University, Foundation, and the Association. Such projects provide:
  - Connection with alumni
  - Data collection
  - Opportunity to share points of pride with alumni

Additionally, such a project today can provide:
  - Short survey of alumni;
  - Unique, targeted directories;
  - Membership sales.

With the celebration of the 150th anniversary of SIU, a project of the kind will allow SIU to remind alumni:
  - Of the history and strength of their alma mater;
  - Encourage alumni to engage in this project as well as other opportunities;
  - Provide updated data – as the Foundation considers the next fund-raising efforts;
  - Capture the activities of the year-long anniversary celebration and highlight in the finished directory product.

**Financial Commitment:**
  - No-cost project;
  - Revenue that will be gained from royalties and membership;
  - There is a commitment of personnel resources to extract data and get updated data into the system – AND a commitment of editorial staff to prepare the intro for the directory.

**Next Step:**
  - Call references
  - Finalize details with DAR colleagues to determine resources

- **Staffing** -
  - Niya Cheng joined the Association Accounting Team in November of last year. Niya graduated with her Accountancy master's degree from SIU in May of 2018. She has taken to her position quite quickly and proven to be an asset in a very short time.

  - Darla Peterman joined the Association Events Team in December. Darla is a '98 graduate of SIU and has worked on campus for five years -- most recently at the Fermentation Science Institute. Darla has many years of experience with event
management. The Events Team provides crucial logistic support for the events and programs presented by the Association.

- Membership Coordinator: We are awaiting the list of candidates from Human Resources for the position of Membership Coordinator and hope to get those soon.

Mrs. DeBlois presented the Engagement Report.
- Membership is down below 15,000. As Mr. Wysocki mentioned, we have had some uncertainty with our dues-paying membership model the last couple of years. There also has not been a calling campaign during this time. A calling campaign will be starting the end of this month. In addition, there has not been a staff member committed to membership. Hopefully this will change soon and membership numbers will increase.
- There have been two off campus events, SIU Day at Wrigley Field and the annual Route 66 event, so far, this fiscal year. We also had our on-campus events at Homecoming, which included our new event, Saluki Cellar-bration.
- Under Student Engagement there have been two new scholarship awards presented. One was to help students to lower their bursar accounts in order to register for classes the next semester or help pay for their graduation fees. Thirteen students have been helped so far.
- Under Alumni Engagement, there has not been any changes to Constituent Groups, Chapters, or Clubs. However, as Ms. Suarez mentioned earlier, a new group is being started with The Villages in Florida.

CHANCELLOR’S COMMENTS – John M. Dunn

Dr. Dunn provided a brief history regarding himself and positions previously held on campus.
- Activities he has been involved with this past month have ranged from a great number of meetings on campus with, faculty, deans, advisors, Graduate Council, and many others. Dr. Dunn has also met with Carbondale mayor, Mike Henry, regarding relationships between the University, city, and region. The success of the University is absolutely critical to the success of this region.
- Enrollment has been at the top, primarily regarding retention. A lot of money has been spent on recruitment, but the easier money is on retention and making sure that students are welcome here and that we support them. Dr. Dunn has asked the deans, advisors, and others to reach out and continue to help and support these young people. He believes the sign of a real good campus is people lifting their heads, acknowledging other human beings, and greeting each other when walking across campus. We currently have a lot of heads down. If we don’t get this right, we will continue to educate students well academically but may not fully develop them in terms of human beings so when they go to internships and job interviews, they can engage and make eye contact and are not hesitant and feel good about doing this. We also need to acknowledge that Northern Illinois University in 2007 they were at 27,000 students and are now at 17,000 students. They hope in five years to increase to 18,000. This is the challenge we are facing. He has tried to help our leaders understand that our community colleges are our friends, not competitors. A new instructional nursing program (NUI) is being discussed for the Carbondale campus.
• Regarding the budget, there are many holes to fill. It is quite oppressive in the role he is playing as he does not have a mechanism to respond to the many needs that are there. Trying to figure out where to make an investment even though we are in a deficit that will net a return or revenue will not be easy.

• Dr. Dunn has spoken with SIU alumnus, Irl Engelhardt, to reconnect him with SIU. Mr. Engelhardt lives in Naples, Florida and also has homes in Pinckneyville, IL and St. Louis, MO. He is willing to host an alumni event at his home in Naples.

• The International Fair just held on campus turned out very well. We still have about 100 different nations, but numbers are sliding. Numbers are sliding for international students on other campuses nationally as well. There are ways to stay ahead of the curve but we need to think differently and work hard.

• Dr. Dunn provided business cards with his contact information. These have been provided to alumni, faculty, students, etc.

• The BOT recently had a retreat. There will be new appointments to the Board.

• Dr. Dunn has been trying to encourage people as we think about enrollment to also think about where we need to go. In addition, he challenges everyone to think about unmet needs populations seeking education, such as, foster youth, veteran programs, unrepresented communities, and re-enforce diversity.

The Chancellor commented that the appearance of campus, in his opinion, is much better than when he was last here.

Dr. Dunn asked if anyone had any questions. The following subjects were discussed:
  o Tapping students from Dominican Republic;
  o Chancellor’s reorganization plan;
  o Nursing program;
  o Online curriculum changes (MBA/DUAL);
  o Comments overheard in public from staff regarding how students are not always treated well by faculty and staff;

VICE CHANCELLOR’S COMMENTS — Rae Goldsmith
The Vice Chancellor stated she is honored to serve in this position. She provided a brief history regarding herself and her roles on campus.

The leadership team, of which Ms. Suarez is a member, discussed what immediate things need to be focused on and six things were chosen:
  • Engaging alumni and donors
  • Continue to focus on the Forever SIU campaign
  • A Strategic Plan for technology is needed to look at duplications within the Association and Foundation
  • Policies and Procedures are being reviewed
  • Membership
  • Culture of the Division

Ms. Goldsmith stated it is a concern for her that the campus does not understand the work of the SIU Alumni Association and why it is important to the University. The work of the Association
is not only to engage alumni with the life of the University but to also engage the University in the lives of alumni. We need to celebrate Ms. Suarez’s leadership and, also need to look at what happens next since will be starting her well earned retirement in less than two months. Discussions have taken place between the Vice Chancellor and Mr. Wysocki regarding what should be done immediately and, also long term. Kathy Dillard will be asked to assume the interim Executive Director role immediately. A search for a new Executive Director will be set up quickly. Mrs. DeBlois has been asked to represent the Association staff on the search committee. Ms. Goldsmith and Mr. Wysocki have discussed what the committee will look like and who will be on it. The next step is to finalize what the committee will look like and Ms. Suarez is reviewing her position description. The plan is to set up a search quickly.

The Vice Chancellor noted that everyone should have received an invitation to welcome Dr. Dunn prior to a Saluki basketball game on February 24. This was an emailed invitation. If anyone did not receive an invitation they should let her know.

Everyone was reminded the Day of Giving is March 6 and it the 150th Anniversary year of Southern Illinois University. This should be a bigger better Day of Giving. One of the featured projects will be the Alumni Saluki Plaza project.

**TREASURER’S REPORT** – Greg Wright

Mrs. DeBlois presented the Treasurer’s Report in absence of Mr. Wright.

Looking at the Statement of Financial Position, assets are down $986,866 which is about 10.5%. This is due to out investments which took a hit in 2018, specifically in the 4th quarter of the calendar year. Looking at Liabilities, compared to last year at this time, are roughly in the same position. Payables are up just a little due to construction work on Woody Hall and the Saluki Alumni Plaza project. Net Assets are down 10.5% due to investments. However, the next report shows Net Assets are up so far this year. Under Statement of Activities, revenues are a negative which, again, is related to the hit on investments. We have around $800,000 in losses that were incurred. Expenses are at $800,000 so far, this fiscal year compared to $560,000 last year. There has been more activity this year than last year. Staff was down last year so more was able to be done. With the Woody Hall and Saluki Alumni Plaza projects, more money has been spent than last year.

Mr. Wysocki asked for a motion to accept the Treasurer’s report. Dede Itner made the motion to accept, seconded by Gary Heflin. Motion carried unanimously.

**OTHER COMMITTEE REPORTS** – Rick Wysocki

**Athletics Committee** – Molly Hudgins

This committee is new an in a transitional phase. There has been one meeting with Jason Fairfield and Drew Navarra in Athletics. The center of the conversation was the “S” Club (a former group of student athletes) they are working to get back on the ground. They are having a hard time getting a clear path as to where the Association and Athletics can work together with
their efforts and where the Association fits in. What has come of it has been more of an ad-hoc help. They are planning an event before the MVC Tournament in St. Louis. The Association will not be helping with it and have yet to formalize exactly where the Association fits in as to where our initiatives fits with theirs. This is a work in progress. One of the items being discussed is making the “S” Club an affinity group. The structure of this group would need to be specialized in order to make it a feasible option, given the fact that there is no intent of requiring dues in the “S” Club. There is a want and desire but no formalized plan as yet.

Audit Committee – Greg Wright
Nothing to report.

College/Professional School Relations – Allison Niendiek
The Committee is working through the structure. Since this will take some time, Mr. Wysocki asked if something needs to be done in the interim. Should the Colleges be brought together or remain in limbo? The problem seems to be communication between the College Representative and College Dean. Chancellor Dunn will see if he is able to help with this.

Communications – Molly Hudgins
- **Magazine Scanning Project** - The SIU Alumni Association and Special Collections at Morris Library have completed digitizing almost the entire back catalog of issues for the alumni magazine, editions ranging all the way back into the 1940s. The issues now exist in an online, searchable database composed of more than 460 magazines and 11,000 pages of content. Staff members have been testing its functionality for several weeks. The link will become public later this year. Mrs. Ittner added that anyone using the site should go directly through the portal at https://opensiuc.lib.siu.edu/alumni_mag/. A general search is not nearly as effective nor as time efficient. She also brought to everyone’s attention that the initial phase of this project (scanning and preparing the site) was funded with a donation from Philip and Pamela Pfeffer of the Pfeffer Foundation. It was suggested that a letter of thanks be sent to Mr. and Mrs. Pfeffer for their generous funding. From here, the Association will continue to support future uploads of archival magazine content to the Director of Special Collections at Morris Library as it becomes available. This project has taken seven years to complete.

- **WISR Online Community** - Association staff members are currently working with representatives of WISR to begin building its online community platform. Scheduled to soft launch later in the spring, the platform will host various communities of alumni centered around geographic locations and various affinities. This platform will be a more full-featured option to the online community currently present within iModules, and it will be the first piece of the iModules platform to be replaced.

- **Other Online Tools** - In addition, the Association has been part of a division-wide committee to examine future options for email marketing. Its current system, Interspire, will no longer be available after May 2019. Currently, the division has identified Emma as a potential replacement for email marketing. The Association staff will also be taking the lead on identifying an events management platform, demos for which will begin this month. Staff hope to have a recommendation to bring forward by the full spring board
meeting in April. Once that decision is made, the only piece left will be to select a suitable website hosting and content management platform. The Association’s contract with iModules ends in December.

**Investments – Scott Moller**
Ms. DeBlois presented the Investment Committee report on behalf of Mr. Moller.

- An investment committee meeting was held on Friday, January 25th.

- The 4th quarter of 2018 saw a strong downturn in the market and our investments suffered losses during this period. However, we have seen an upturn of approximately $480,000 as of Feb. 6th. The portfolio is still performing better than the benchmark, and since the portfolio’s inception.

- In the fall of 2018, $750,000 was converted to cash to cover upcoming anticipated expenses i.e., Saluki Plaza, Woody Hall relocation, and general operating. During the investment meeting, I provided an estimate of our short-term cash needs to finish these projects to completion as well as our remaining operational costs for the FY. As a result, an additional $700,000 was raised recently and put into this cash account to support these expenses.

- Considering these recent distributions, our investment advisors feel comfortable that we can sustain our portfolio to support our operational needs in perpetuity, as long as we stick to a 4-5% withdrawal rate each year.

- In November the composition of the portfolio was adjusted from a 70/30 stocks-to-bonds to a more conservative 60/40 mix. The Alumni Association’s outside financial advisors, WIPFLI, restated that this was a prudent decision for the portfolio.

**Member Services – Allison Niendiek**

- **3-Year Graduate Memberships** - The Association officially expanded its complimentary one-year membership program for new graduates to a three-year program, beginning with the Fall 2018 class. To date, more than 130 new graduates have registered to redeem their memberships, and promotion has begun for students who will graduate in May 2019. Meanwhile, Association staff continue to look at ways to establish programming for these new members that is both relevant and valuable to them as they begin their professional lives. This spring, the Association will be seeking to partner with other on-campus departments to help promote online events or other programs that may be relevant to recent graduates.

- **Membership Calling** – The student calling team with Ruffalo Noel-Levitz is anticipated to begin spring membership calling later this month. The Association has been in talks with RNL for a couple months about a revised forecast for membership pledges and projected revenue for the FY19 fiscal year. Just this week, the Association received these revisions. RNL will focus on roughly 140,000 records for new acquisitions, about 4,400
long-lapsed members, 4,200 records that have lapsed in recent years, and about 800 members who have let their membership expire within the last year. All told, RNL anticipates 829 membership pledges, worth roughly $60,000 in revenue.

- **Membership Coordinator** - The Association continues the process with university Human Resources in identifying candidates to interview for the membership coordinator position. This post will be vital to the future of the organization if it continues as a dues-based Association. In the recent restructuring of the Association, the membership coordinator position will report to the Director of Corporate Relations, which oversees all other revenue-generating programs and agreements. We hope to have more information on the search process when the full board convenes in April.

**Policy and Organization** – Molly Hudgins

Ms. Hudgins brought forward an issue approved by the Committee in regard to the attendance of Presidents of the respective Student Associations who are Ex-Officio members of the Board. Due to many obligations (especially during Homecoming), it is often difficult for these Presidents to attend meetings and events. It was recommended that the Bylaws be revised which would allow the President of the respective student organization to appoint a representative to attend orientation, Board meetings, and events. This is a year-long appointment, so there would continue to be consistency with the individual attending activities and meetings.

Page 6, Article V of the Bylaws:

**Current Language**

v. Student Directors. Three (3) student directors, the President of the Student Alumni Council, the President of the Undergraduate Student Government, and the President of the Graduate and Professional Council—are entitled to be members of the Board of Directors.

**Revised Language**

v. Student Directors. Three (3) student directors, the President of the Student Alumni Council, the President of the Undergraduate Student Government, and the President of the Graduate and Professional Council, are entitled to be members of the Board of Directors. **Each Student Director has the ability to designate a representative to fulfill their SIU Alumni Association role. The representative must be a member of the Executive Committee for their organization and must be approved by the Association President. The President must designate this representative prior to the October National SIU Alumni Association Board meeting, and the representative must participate in New Director Orientation.**

Mr. Wysocki asked for a motion to accept this change to the Bylaws. Gary Heflin made the motion to accept, seconded by Dede Ittner. Motion carried unanimously.

Ms. Hudgins recognized that Mr. Huffman was approved as an Honorary Director of the SIU Alumni Association last spring. The Association is still represented by legal counsel from the
same firm, Pat Hewson. The firm will be paid a modest retainer fee for continuation of their representation at the same level of service as in the past.

**Scholarships – Gary Hefflin**

In FY18, the Association budgeted $100,000 in scholarship support. Proposals received from throughout campus allowed the committee to understand how the Association could make a positive impact on recruitment and retention as seen by those with their boots on the ground. After reviewing these proposals, it is believed the Committee’s funding allocation allows the Association to support a wide range of student needs to make our University stronger while assisting in recruiting and retaining students. This is something we can all be proud of. An overview of the projects that were supported was provided in the board materials.

To date the Association has contributed $30,000 and has supported more than 85 students. Throughout the year, you will see other programs that will benefit from funding. A few highlights are:

- In January, the Association awarded 36 students, textbooks for the spring 2019 semester totaling approximately $15,000. To assist retention efforts, these same students will also receive their textbooks for the summer and fall semesters. Again, this year, the University’s scholarship software, Academic Works, was utilized in facilitating the awards. More than 230 students applied. One of the requirements was that the student needed to have a FASFA on file. Since this is not an option for international students, we worked with the Center for International Programs to identify potential candidates. When possible, textbooks were rented. This allowed the Association to serve more students than if solely purchasing the textbooks. In addition, all textbooks will be returned to the University bookstore. The estimated savings through this process is approximately 30%. As you can see from the thank you letters (copies of letters received were passed around), this award has greatly impacted many students and this is just a small sample of the almost 35 letters we received, all with similar appreciation.

- The Association will be supporting University Housing’s Faculty and Friends Program. This program will allow professors and University staff to join students in the dining halls. Like at your family table, this will encourage conversation and collaboration resulting in retention.

- The Graduating Saluki Assistance Program is administered by Saluki Cares and assists students that are having trouble lowering their bursar bill to be able to register for their last semester before graduation. The Graduation Fee Assistance will help students who are having financial difficulty paying the fee that will allow them to walk across the stage to receive their diploma. As we all know, participating in that walk is an integral part of celebrating your achievements. These two programs are a great way to welcome graduates to the Saluki family.

Again, these are just a few of the programs the Association is supporting across campus. A report of funded items was provided. This report reflects the multi-faceted impact the Association continues to have on the recruitment and retention of SIU’s students.
Student Relations – Laura Soucy

Mrs. Soucy reported that Kayla Bredar, Director of College/Student Relations, has been her contact with the Association. Kayla’s last day with the Association was yesterday.

A recap of how members of the Student Relations Committee are supporting SIU was provided:

- Darzel has been attending college fairs at various selective high schools including Lindblom and Homewood Flossmoor. He is trying to get a count of how many students applied to SIU for the fall. He is planning on attending college fairs to other selective high schools this spring.
- New Board member, Mike Blumhorst, is working with ADM to get a list of SIU grads who currently work at ADM as a tool to increase visibility of SIU at ADM and vice versa.
- ADM Research donated a single quadrupole mass spectrometer to the Chemistry department. Several faculty members and students came to ADM in January to pick it up as well as have a tour of the facility.
- Members of the committee have been assisting with Recruit Salukis in the Fall semester and plan on assisting again in the Spring semester. At least 400 students have been reached out to by the committee members via emails and post cards.
- Members have attended events including the Textbook Scholarship event and the SIU vs. Loyola pre-game gathering.
- Members are assisting with recruiting efforts in both the Chicago area as well as central Illinois.
- Donations have been received to initiate a one-time award of $2000 to the graduating students with the highest GPA from Nashville and Okawville High Schools who have committed to SIU.

Student Alumni Council Update

Mrs. Ittner and Kayla Bredar have had conversations and agree SAC’s glory days are long gone. The organization was established in 1986 with the constitution being last updated in 2002. So many things have changed during that time. Kayla is a firm believer that we are to the point we need to stop SAC, altogether, and start fresh with a new student perspective. When Kayla started, she suggested trying a student ambassador program. This program would be closed, meaning that students would have to apply and be hand selected to participate. A document created by Kayla explaining her ideas was provided to the Executive Committee. Know that the ideas are founded in research and best practices from other universities. Kayla believes May 2019 would be a great time to close the SAC chapter. All members, except for two, will have graduated. These students have been advised of the change and have been encouraged to apply to the new ambassador program as soon as logistics have been identified.

Ms. Hudgins brought forth that there will need to be a revision of the Bylaws if there is a name change.
Mrs. Soucy also mentioned that she and Kayla had also discussed scholarships that the position of Director, College/Student Relations is responsible for. There are approximately 20 scholarships she is involved with in choosing the recipients. Some groups wish to pick their own recipients and others do not. Mrs. Soucy has previously been involved with the review of applications to select recipients. It is a convoluted process which takes a lot of time. Kayla had suggested the Student Relations Committee be responsible for reviewing these applications and selecting recipients. The staff member would still be responsible for gathering and providing the information to the Committee. This would then be passed on to Financial Aid. Mr. Heflin advised that Kathy Dillard has done a great job of streamlining the process for the textbook award selection and would be able to provide direction in this process.

Constituent Organizations – Gary Heflin
The development of the Constituent Handbook has been completed. This allows the constituencies to begin their plan. Mr. Heflin has a phone call scheduled next week with Black Alumni Group leadership and should be able to report back regarding their event this summer.

Saluki Alumni Plaza Project – Larry Mieldezis
Mr. Mieldezis provided a visual update regarding the Saluki Alumni Plaza project.
- Soft launch of fundraising is underway and is currently just under $60,000; momentum of contributions is picking up.
- Reminder that Association commitment was to provide some form of funds as either matching or making up the shortfall from the fundraising activity. Funding of $20,000 has already taken place for artist to start the process. Photos of this progress were included in the visual. Photos of this progress can also be viewed on the Association website, which also includes the opportunity to contribute.
- A promotional brochure regarding the project was provided.
- The presentation included information regarding the placement of the Saluki statues, benches, and display noting a list of donors. An expansion area across the crosswalk may be added if funds are available.
- The focus now will be to ramp up fundraising.
- Dr. Dunn mentioned we keep in mind that benches not be accessible for skateboarding. Mrs. Ittner suggested possibly a type of arm rest that would fit in with the rest of the display and would help for those who may need support in standing from a seated position.
- Mr. Mieldezis confirmed the project is still on target.

SIUAA Planning Committee – Rick Wysocki/Gary Heflin/Scott Moller
This past Fall, Adaire Putnam (SIU Foundation) and Scott Moller contacted Jennifer DeHaemers (Enrollment) and Rae Goldsmith (Marketing) to identify “wish list” items that would be good financial investments to support enrollment and marketing. Their wish list identified three areas for investment that included; Chatbots, A Transfer Portal, and the hiring of a research firm to conduct research and create messaging strategies. The SIU Foundation approved and paid for the first two requests (at no expense to the SIU Alumni Association), as follows:
• Repurposed the $64K left in the $200K the Foundation allocated for school year 2018-2019 to help increase enrollment to pay $60K for one year of the AdmitHub Chatbot app on the University’s website. The chatbot better positions the campus as contemporary and responsive to incoming students’ communications style.

• Spend $180K for a two-year contract (negotiated down from the “required” 5-year contract period) for the Educational Advisory Board (EAB) Transfer Portal that makes it easier for transfer students to apply to SIU and understand how their credits will transfer. Many universities now offer this feature that is known to attract transfer students. $90K of this will come from the $200K the Foundation allocated to increase enrollment in the 2019-2020 school year. The Foundation will need to determine the source of monies for year-two (2020-2021) of the contract.

• The third request to hire the research firm SimpsonScarborough is still being evaluated and is under consideration. More information will be communicated soon and could include a request for financial support from the SIU Alumni Association. The cost of Simpson Scarborough’s proposal for services at this time is unknown as it will depend upon the scope of services in which the firm is contracted to perform.

• Mr. Heffin reported that the Committee has targeted five companies within Illinois and identifying those who are Salukis or have an affinity for SIU. Once they have targeted these companies, steps to solidify and determine the relationship. The goal is to have a venue to partner internships and externships and build a pipeline to provide opportunities to our graduates and current students. Mr. Wysocki stated that one of the things Chancellor Montemagno wanted to do was bring businesses on campus, to assist with research, open farms up to ADM, etc.

OLD BUSINESS – Rick Wysocki

• Update of Problem Payments/Unclaimed Property – Patrice DeBlois
  Ms. DeBlois provided an update from last April regarding problem payments. When a customer pays the wrong amount for a membership or event, the amount is put to a liability account, problem payments, until the issue is resolved with the customer. It is the accounting students’ responsibility to follow up with the customer to resolve. Either the customer will donate the overpayment, send in the additional owed, or request a refund. From 2014 until 2018, this account grew from under $500 to $6,454.62. Over the last year, the accounting students were tasked to clean up the old problem payments. The balance is now $3,286.80. Approximately $1,300 of the reduction in this account was donated to the SIU Alumni Association by the customer.

State law requires that funds owed to a customer held by a business/organization be remitted to the State under the unclaimed property law, after 3 years. Problem payments from 2013 to 2014 will be remitted to the State as unclaimed property this year. Focus in the next year will be to resolve more payments from 2015 and 2016, before remitting to the State, as well as staying on top of current problem payments. It has been considered
that language be placed on the Association website and billing pieces stating that “over/under payments for memberships will be received as donations after 3 attempts of contact”.

NEW BUSINESS – Rick Wysocki

- Revision to Spending Policy (Purchasing, Receiving, Disbursements Guidelines and Processing Procedures) -
  Ms. DeBlois proposed an update to the Spending Policy under Travel - #2 for meal reimbursement to staff. The State rate is currently being used which is half the Federal rate and is not enough to cover the cost of meals. Ms. DeBlois has talked with Cindy Ciganovich at the SIU Foundation and their rate is in line with the Federal rate. Mr. Wysocki asked what the amount of the rate difference. The Illinois State rate is $28 and Federal is $55-$56 depending on which region you are in. The proposal is to use the Federal rate for per diem.

  Mr. Wysocki asked for a motion to accept the revision to the Spending Policy to use the applicable Federal per diem rate for meal reimbursement. Gary Heflin made the motion to accept, seconded by Molly Hudgins. Motion carried unanimously. This policy will be brought to the full Board as a matter of information.

- Ms. Suarez reminded everyone the 125th Anniversary of the SIU Alumni Association will be in 2021. She has asked this information be added to the agenda announcements as a reminder for planning purposes.

- Mr. Wysocki noted that business cards have been placed at each Executive Committee member’s seat to use for on and off campus Association business to hand out. Cards will be provided to the rest of the Board members at the spring meeting.

ANNOUNCEMENTS

- Day of Giving – March 6, 2019

- Men’s MVC Basketball Tournament – March 7 – 10, 2019

- SIU Day – Friday, April 26, 2019

- Spring 2019 Executive Committee Meeting – Friday, April 26, 2019
  (This meeting may need to be moved to Thursday to accommodate the Interim Executive Director’s prior obligations.)

- Distinguished Alumni Ceremony – Friday, April 26, 2019

- Spring Board and Directors Social – Friday, April 26, 2019

- Spring 2019 Board of Directors Meeting – Saturday, April 27, 2019
• 46th Annual Great Cardboard Boat Regatta – Saturday, April 27, 2019
  Becker Pavilion (Boat Dock) – 1:00 p.m.

• SIU Day at Busch Stadium – Saturday, June 1, 2019

• SIU Day at Wrigley Field – Sunday, June 9, 2019

• SIU Day at Brookfield Zoo – Saturday, June 22, 2019

• Black Alumni Group Reunion – July 18 – 21, 2019

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

Mr. Wysocki announced that it has been a pleasure working with Ms. Suarez and he is disappointed she is leaving but understands the reason. She has been a very invaluable asset to this institution and the Association and will be greatly missed.

ADJOURNMENT
Gary Heflin made a motion to adjourn. Motion was seconded by Laura Soucy. Meeting adjourned at 12:40 p.m.

[Signature]
Corporate Secretary