SIU Alumni Association
Spring National Board of Directors Meeting
Student Center, Ballroom B
Saturday, April 27, 2019
8:00 a.m.

CALL TO ORDER –
President Rick Wysocki called the meeting to order at 8:09 a.m.

Mr. Wysocki announced the Association Board of Directors electronic vote was passed on April 19 to approve Kathy Dillard as Interim Executive Director of the SIU Alumni Association.

The Board was advised that Camille Logan resigned from the Association Board as Representative for the College of Applied Sciences and Arts.

Alternate Board of Trustee representative, Judge Phil Gilbert, was acknowledged as attending on behalf of newly appointed BOT representative, Subhash Sharma who was unable to attend.

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>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>John M. Dunn</td>
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<td>Mike Farmer</td>
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<td>Gary Heflin</td>
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<td>Rick Hiatt</td>
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<td>Molly Hudgins</td>
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<td>Dede Ittner</td>
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<td>Mike Kasser</td>
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<td>Holly Kruep</td>
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<td>Paul Melzer</td>
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<td>Scott Moller</td>
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<td>Andrea Nickrent</td>
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<td>Slade O'Keefe</td>
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<td>Darzel Price</td>
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<td>Rachel Seay</td>
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<td>Laura Soucy</td>
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<td>Drew Stoker</td>
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<td>Elizabeth Walker-Smith</td>
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<td>Steve Wyatt</td>
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<td>Greg Wright</td>
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<td>Rick Wysocki</td>
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<th>Board Members Unable to Attend</th>
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<td>Mike Blumhorst</td>
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<td>Forrest Fairall</td>
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<td>Nick Harkovich</td>
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<td>John Huffman</td>
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<td>Larry Mieldezis</td>
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<td>Toussaint Mitchell</td>
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<td>Allison Niendiek</td>
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<td>Jeff Parks</td>
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<td>Wayne Sirles</td>
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<td>Charles Stewart III</td>
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Alumni Officers and Other Participants

Kathy Dillard (Executive Director)
Patrice DeBlois (Controller)
Caleb Hale (Director, Communications)
Cathie Mieldezis (Director, Constituent Relations)
Tina Shingleton (Corporate Secretary)
Pat Hewson (Legal Counsel)
Rae Goldsmith, Vice Chancellor for Development and Alumni Relations

Board members were reminded to speak into the microphones when addressing the Board so their comments may be captured for the minutes.

Mr. Wysocki acknowledged presence of Legal Counsel, Pat Hewson and Vice Chancellor Rae Goldsmith.

ACTION ON MINUTES
Mr. Wysocki asked for a motion to accept the minutes from the October 19, 2018 Board of Directors meeting. Gary Hefflin made a motion to accept the minutes, seconded by Dede Ittner. Motion carried unanimously.

AMENDMENT TO AGENDA
Mr. Wysocki asked for a motion to amend the agenda to move discussion of The Villages request to approve their request of a new Chapter. Gary Hefflin made a motion to amend the agenda, seconded by Laura Soucy. Motion carried unanimously.

The request from The Villages for approval of a new Chapter was discussed. Mr. Wysocki asked for a motion for approval of The Villages Chapter. Gary Hefflin made a motion to approve The Villages as a new SIU Alumni Association Chapter, motion was seconded by Steve Brown. Motion carried unanimously.

PRESIDENT’S COMMENTS – Rick Wysocki
There have been a lot of changes that have taken place over the last six months. In summary – a new interim chancellor, new interim president, new interim vice chancellor, there’s a new AD on campus, changes made in the AA staff, changes made in the ED position. We are concerned as a University about school enrollment, we are concerned as an association about membership, we are looking to make changes in technology to better reach our alumni, and we are trying to figure out a way to connect with recent grads. Mr. Wysocki stated that everything he had just mentioned are the same challenges noted from the minutes of the EC meeting in April 2007, except for an interim vice chancellor. The problems we had then are the same as we have now. He also suggested that if we looked back even further there would be similar messages from previous board meetings. We have challenges but we’ve had them before, and we will have them again. There has also been a lot of news about our University. Not all of it is negative but some of it is. We need to talk positives.
Mr. Wysocki believes that we, as a board, with the state of the university have choices and some of these choices have already been made. He shared some of the things that members of the Association Board have done in the last eight months:

- Sponsored events in Springfield for prospective students and alumni
- Hosted an event at the Brookfield Zoo, again for new students and alumni
- Letters have been written to prospective students
- Attended high school open houses where we stood side by side with members of the admissions staff selling SIU
- Organized scholarships in central Illinois, and again written letters
- Attended events in Chicago and St. Louis.

We are active, we are engaging and above all we care. Don’t for a minute think it’s not making a difference, it is. If through our effort one new student chooses SIU or a new alum that has never re-connected finally decides to connect, we have made a difference. With the 150 approaching there are many ways we can help. He encouraged everyone who has not had an opportunity to get involved with these types of events to do so. It was suggested to invite friends, search for ways to get involved and above all continue the positive news where ever and whenever they can. Mr. Wysocki thanked those already involved for their efforts so far and asked that they please keep it going.

Mr. Wysocki took a moment to address the Facebook group known as “Carbondale in the 80’s and 90s” which was formed in the Fall of last year. Within just a few months this group has grown to 14,968 members which exceeds our current membership of 14,910 by 58. In addition to reminiscing about their time in Carbondale, this group is passionate and motivated. Ahead of the day of giving this group created their own scholarship fund called B.E.E.R., which is an acronym for Balancing Education, Experience and Reality Scholarship Endowment. Through grassroots efforts, the 80s/90s group raised over sixty thousand dollars ($60,000). The university recognized the work of the group with a trophy presentation on campus.

What does this mean to our association? Preliminary research seems to indicate that most of the group’s members are not Alumni Association Members. In fact, only 12% of BEER scholarship donors are Alumni Association Members. The group is private and by invitation only, although not difficult to join at all. That said, we do not have a list of the individual names of members so it is challenging to determine just how many of the group’s members are Alumni Association Members. One preliminary analysis indicated that membership in the Alumni Association could be as low as 3%. Regardless, it is clear that there is a huge opportunity for the Association, but some questions need to addressed first. For example, why are these people who are so passionate about SIU not Association Members already? What electrifies them to join the FB group. Do our value propositions work for them? In other words, is what we offer through membership worth it to them for the cost of membership or are they motivated by things we are not offering? It seems like “experience” is mentioned often with this group. Are there new experiences in which the association can provide, create or be a conduit for that will generate new and meaningful connections for this group? Is this the value-add we can provide? Answering questions such as these will help us understand the best way(s) to engage with them. We are not going to answer these questions here today. However, Mr. Wysocki has asked Laura Soucy to lead a Task Force to better understand this group and suggest ideas for how
we can engage our fellow Salukis in ways to continue to support the work of this great Institution. He asked that anyone who might like to help, please contact Laura.

EXECUTIVE DIRECTOR’S REPORT – Kathy Dillard
Mrs. Dillard thanked everyone for their vote of confidence and giving her the opportunity to serve as interim Executive Director.

The Association has quite a few projects going on. March started the 150th celebration. Throughout the year, campus and the Association, will host speakers and events to celebrate. From homecoming and museum exhibits to yesterday’s Distinguished Alumni awards ceremony, we will be celebrating! Mrs. Dillard advised everyone that information and updates regarding the 150th celebration can be found at https://150.siu.edu. What better way to commemorate SIU’s 150th anniversary than with a book that tells SIU’s story through photographs, personal recollections and interesting stories. John Jackson has edited a book, Southern Illinois University at 150 Years, which features contributions by dozens of others affiliated with the university and community and is available for purchase at a variety of locations including online through University Press, University Bookstore and 710 Bookstore. Association Director, Caleb Hale, contributed by writing the chapter on the Association and Foundation. As part of the celebration, Dr. Jackson and other authors have been conducting book signings. One of these signings is scheduled in Springfield, IL on May 8 at the Sangamo Club.

- Alumni Center (Woody Hall) – The new Alumni Center is coming along nicely. Mrs. Dillard thanked Slade and Patrice for assisting with their expertise throughout the project. Alumnus, Mark Stenftenagel, owner of Whitney Inc., has agreed to assist with identifying and organizing donation of furnishings for the more public areas of the Alumni Center. Woody Hall holds many memories for our alumni. The Center will be a great place for alumni to call home and visit when they are in town. The plan calls for a conference room, alumni business center, library, and Student Alumni Council gathering space, in addition to staff offices. The location will not only integrate the Association into the daily activities of campus, it will allow it to be a visual part of every student’s SIU experience. In addition to an amazing home for alumni, there will be an entertainment space. Thanks to the Class of 1967, the courtyard will be remodeled to accommodate a variety of functions. In addition to plants and trees, there will be benches and will include a built-in pole mounting system to secure tents of various sizes, eliminating the need for stakes, barrels, or sand bags to secure them.

- Alumni Saluki Plaza – The plaza will be a new focal point for students and alumni. Those Salukis representing past, present, and future Salukis will definitely be a pride point. Drew will share information regarding the progress later in the meeting. Mrs. Dillard shared some fund-raising information. Approximately $74,700 has been raised to date. Physical Plant has offered $14,000 in In Kind support. We still have a way to go to reach our $223,500 fund raising goal. A marketing campaign is in place to reach as many potential donors as possible. Everyone was asked to reach out to fellow alumni, friends, family and whomever they think has an affinity to SIU to contribute to this project. Fliers were provided to everyone which contained donor information and various giving
levels. This project is an opportunity for donors to leave their mark on campus, as campus has left its mark on them.

- Alumni Census & Directory Project – Mrs. Dillard provided information regarding the Alumni Census and Directory project. We are working with Publishing Concepts which is referred to as PCI. The last directory was published in 2013. A sample was provided to pass around. The directory will allow us to connect alumni, and build alumni engagement and our brand while expanding and maintaining our database. With this, we hope to increase the success of our membership and communication campaigns. We will also be bundling a membership ask in addition to offering the opportunity to purchase the directory during each call. Directories will only be available to alumni. PCI’s membership sales goals, in addition to data gathering capabilities, make the project beneficial to the entire division and university. Marketing pieces will hit homes starting in August and calls will happen from October through January with the directory being distributed at the end of July 2020.

- Staffing – We will be experiencing some staffing changes. Though our staff is strong and capable and has stepped up to the challenge during the transition, more help is needed. Angela Spicer has been hired as the membership coordinator beginning May 1. Some may already be familiar with her. She has been a staple at the Association since 1997. She has extensive knowledge of membership and the database and will be a great asset as we work to strengthen our membership numbers and product. Angela will be attending the luncheon and everyone was asked to introduce themselves and make her feel welcome. A few positions in the process of hiring include a Public Information Associate to assist with marketing, a Director of College Relations, a receptionist and an Administrative Aide. You will meet those team members at our fall meeting. These positions have been approved for hiring.

  - Membership is currently under 15,000. RNL will be doing the bulk of our membership calling in May and hopefully we will see an increase in memberships.
  - There have been six events in the third quarter. The Textbook Award ceremony, St. Louis Trivia event, pre-games at Loyola and Bradley, the Extern Ceremony and Missouri Valley Conference.
  - Under Student Engagement, there has been approximately $75,000 awarded which impacted 2,800 students. This is an increase in what has been awarded in previous years due to the Association’s collaboration with several campus departments.
  - Regarding Alumni Engagement, we have added The Villages Chapter in Florida. In closing, Mrs. Dillard acknowledged the Directors and their teams for everything they do to support the Association and SIU.
SIU PRESIDENT’S COMMENTS – J. Kevin Dorsey
When Dr. Dorsey first came to SIU in 1973 to teach the first class of medical students, system President was not part of his plan. When he served as Dean of the School of Medicine, other deans would come up to him when he was on the Carbondale campus and ask about his enrollment. This made no sense to a medical school dean who had 1,400 applications to fill 72 seats. He did not understand what the problem was. He has learned a lot in the last eight months. The smartest move he has probably made was stepping down as dean at the beginning of 2016 as the state went into a 2-year budget impasse. He thought things had been challenging economically during his tenure as dean but he hadn’t seen anything yet. Of the twenty universities across the country, with the largest drop in enrollment, five are from Illinois. Illinois is the second largest exporter of students to universities right behind where he grew up in New Jersey. The birth rate is down across the nation and if we compare students entering college now to those from twenty years ago, there are approximately 35,000 high school graduates per year in Illinois. All schools are using the same techniques such as scholarships, reducing tuition, offering out of state tuition to in-state students to recruit this shrinking pool of students. His point was this is not a SIU problem. Speaking as an alumnus of SIU, Dr. Dorsey was pleased we were able to recruit Dr. Dunn to return to campus and lead us. His approach of “it’s personal” shows he cares and this is exactly what we need to do. Everyone on campus needs to let our students know they matter and we care about them. Dr. Dorsey stated that we are not going to be 20,000 students strong in the near future but is convinced we are moving forward, things will get better, and asked everyone to stand with him.

CHANCELLOR’S COMMENTS – John M. Dunn
Dr. Dunn stated he is honored to serve as Interim Chancellor. Sadly, the news of Illinois and higher education is not good, as Dr. Dorsey stated. It has become easier for other states to recruit Illinois students. Families in the Chicago areas have given up on Illinois. We all have a huge task at hand and he feels the governor is trying to address this with a new day and new approach but will take a while to get these families back.

When asked why he has returned it is because he is originally from Pinckneyville and is passionate about the area and SIU. Even though his title is “interim”, there is nothing interim about this position. You continue to move forward to make sure the students are well served on campus and work hard on recruitment. Many changes and improvements to campus have been in place since 2007 when he was last on campus, such as the new Student Services building, complex at Athletics, renovations to the boathouse, improvements to Woody Hall, and Morris Library. Many things have stayed the same. Despite losing some distinguished faculty, we still retain a number of outstanding faculty whose credentials are such they could go anywhere in the world but choose to be here at Southern Illinois University.

Two questions most often asked since his arrival have been regarding reorganization and enrollment. Reorganization is moving forward. A number of proposals have been submitted to the Illinois Board of Higher Education and have been approved. Another five proposals will be submitted this week and are confident these will be approved. We are changing from a department driven model to school driven model. In essence the number of administrators will be reduced to drive whatever resources captured into good quality programs and to make sure students get the services and support needed. There is also a stand-alone nursing program.
proposal pending at the IBHE. A search will be done for a director with the credentials in nursing to lead the program. We are working hard to reconnect and coordinate with the community colleges.

Regarding retention, “It’s Personal” has been Dr. Dunn’s life. If it had not been for others support and mentoring, he would not be where he is today. We are not the parents of every student on campus but we care deeply for them and want to treat them as we would our own children. Any student, staff, or alumni can email him and he will respond. It is important that no matter what role staff plays on campus students should feel they are important. Student advisement is being revisited and support services systems is being looked at to make sure our students get the help they need.

Recruitment, we have been in Chicago but have lost our way a bit in terms of being in the north. A reception was held recently for families and students in this area. The following day there were meetings with counselors and transition personnel from various community colleges and high schools. More of this needs to be done to get the message out around the country and the world. There have been more students than ever before here on campus attending events such as Language Day, Math Day, Accounting Day, Ag Day, the list goes on. Yesterday was our second SIU Day and there were more than 550 students in attendance from within a two-hour radius.

Other Campus highlights:

- Hire of new basketball coach, Bryan Mullins
- Student athletes continue to do well academically
- Our men and women’s golf teams both just won the MVC
- Distinguished Alumni Awards ceremony took place last night
- At Commencement, honorary degrees will be awarded to Dr. Thanh Kulachol, President Emeritus of Bangkok University; actress Melissa McCarthy; and civil rights leader Charles Neblett
- Jim and Vicki Blair, long-time supporters and volunteers and former Foundation board member, Richard Blaudaw will be presented with awards for Distinguished Service
- A $2.2 million grant was received from the National Science Foundation to help teachers in the region teach in the STEM fields
- The National Endowment for the Humanities has awarded a group of SIU faculty $100,000 to develop courses to connecting the STEM fields – science, technology, engineering, and math – to the humanities
- Chemistry student, Madison McMinn has won a prestigious National Science Foundation Research Fellowship following a summer fellowship with a professor at Harvard Medical School
- SIU just earned its 4th consecutive recognition from the Arbor Day as a Tree Campus USA; this award is one of many that speaks to our commitment to sustainability

In closing, Dr. Dunn hopes to use his time here wisely. The soft skills of our students are critical. He asked everyone’s help to impress everyone to lift their heads and acknowledge each other and make a connection.
Judge Phil Gilbert, representative for the Board of Trustees, commented that he has been on the Board for four years and to say that it has been a challenge is an understatement. He noted he is probably the only person in the room that has not attended SIU unless you count his attendance in nursery school through 6th grade at U School. Several of his family members have attended SIU and the institution has been an important part of his family. Judge Gilbert commended Dr. Dorsey and Dr. Dunn for stepping into their positions. There are five new members on the Board of Trustees, three of them are former members. They are working together to move the system forward. Both Carbondale and Edwardsville have some challenges. Our medical school is probably one of the best in the country. The target for having a new President in place is late fall and no later than after the first of the year. Once a system President is in place, a search will begin for a new Carbondale Chancellor. We need to eliminate the interim positions as stability is very important to this campus and the system. Our mission is to educate students. We also need to concentrate on retention and enrollment. The plan is to grow this university and make the surrounding area proud of Southern Illinois University.

Mr. Wysocki advised Dr. Dorsey, Dr. Dunn, and Judge Gilbert the Association is willing to help with whatever is needed.

**VICE CHANCELLOR’S COMMENTS** – Rae Goldsmith

Mrs. Goldsmith provided information as to why she was asked to serve as Vice Chancellor for Development and Alumni Relations in her current position as Marketing and Communications officer. She has held positions in higher education her entire career. This is her fourth campus. She decided to take a break from campuses and went to work for the Council of Advancement and Support of Education (CASE). This is the professional association for people in alumni relations, fund raising, and communications/marketing for colleges, universities and private independent schools. CASE is an international organization, based in Washington, D.C. Her job was to travel the country and world to talk with their members to find out what they needed to do their job and figure out a way to deliver it. She oversaw the books publishing program, magazine program, and research program. A couple of think programs initiated were benchmarking the size of alumni relation offices by type of institution and their budgets and structure. They initiated the alumni relations member magazine readership survey that benchmarked not only the types of content that readers were interested in but also how frequent they were and the correlation between magazine readership and fundraising. Her job as Vice Chancellor of Development and Alumni Relations on behalf of the Alumni Association is first to be an advocate for the Association with campus and make sure we are connecting as we should. Secondly, is to make sure the alumni team has the tools to do their jobs.

The Vice Chancellor provided information as to the strategic priorities as a Division:

- Campaign
- Technology – The Foundation and Association share a database. This database is quite old and a decision will need to be made as to updating. Two weeks ago, a division Technology Summit meeting was held to discuss what direction should be taken.
- Business Processes – Reviewing to streamline with input from staff.
- Membership - Directory and calling projects are taking place. These projects are in collaboration between the Association and Foundation.
- Office Culture - Making sure people are heard when they say something and there are opinions on decisions before they are made. The structure of staff meetings has been changed to learn about what people do within the Division.
- 150th SIU Anniversary - Three themes for the anniversary are: Saluki Tradition, Pride, and Promise which goes along the lines of the Saluki Alumni Plaza project. Tradition is about our history and resilience as an institution, Pride is how we are a university that is strong, moving forward and proud of who we are, Promise is about what we have become and what our graduates will become.

Mrs. Goldsmith shared highlights of some events that have taken place:
- The first of many 150th Anniversary events was held in Washington, D.C. the first part of April. Events will be held around the country for the next year in celebration of the SIU 150th Anniversary so people will understand we are here, strong, and moving forward. Another of these events is tentatively scheduled for June in Los Angeles. Other cities being looked at for these events are New York, Chicago, and Florida.
- The Day of Giving was held on March 6. The hope was to raise at least $500,000, however, over $910,000 in donations was received compared to $480,000 last year. There were almost 3,000 donors. Of these donors, nearly 2,000 were alumni, of which just under 1,000 were lifetime or annual Association members. The number of new donors was well over 1,000 which was mainly made from the 80's and 90's group. Trophies are usually presented to academic units with the most gifts and donations. A trophy was added this year for non-academic donations. The School of Medicine received the academic trophy for most gifts. Athletics won for most donations raised. The 80's and 90's group won for the most donors.
- The Campaign has currently raised $74.1 million of a $75 million campaign.
- The position of Executive Director of the SIU Alumni Association/Associate Vice Chancellor for Development and Alumni Relations was posted last week. Vice Chancellor Goldsmith and Association president, Rick Wysocki are co-chairing the search committee along with representatives from campus and the Association. It is anticipated that applications will be reviewed in July and interviews scheduled when the semester begins. Print ads for the positions were distributed.

SIU FOUNDATION REPORT – Harold Bardo
Dr. Bardo stated he is happy to be a Saluki. Every time he attends meetings like this we hear about the accomplishments of many of our students that we don't hear and see every day. He thanked Dr. Dunn for sharing students' progress. The Foundation Development Committee will be meeting next week. A decision will be made regarding whether or not to extend the Campaign. Many on their Board feel the Campaign total should be higher than what it was initially. The campaign has been very successful.
TREASURER'S REPORT – Greg Wright

Finance Report – The Statement of Financial Position through March 31, 2019 lists the Assets, Liabilities, and Net Assets. Mr. Wright pointed out long term investments are down $1.6 million due to $1.45 million being pulled out of long-term investments and transferred to a more liquid asset to prepare for expenditures for Woody Hall renovations and the Association's portion of the Saluki Alumni Plaza project. Liabilities are up due to a bill for $300,000 for the two major projects that had not yet been paid when the report was prepared. Moving on to Statement of Activities, Revenues from FY19 compared to FY18 remain the same. There is a big change to Investment gains/losses due to investments not doing as well as last year which contributed to the decrease in Revenues. Expenses are up due to the project expenditures incurred so far, change of Wrigley Field events held in the FY, and a membership calling campaign. Change in Net Assets down almost $460,000 this year mainly due to investment returns. Mr. Wright asked if there were any questions.

Mr. Wysocki 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 FY20 - Mr. Wright presented the proposal for the FY20 budget.

- Revenue - the first column represents the FY19 budget of $1,212,850. The second column represents FY19 activity through March 31, 2019 of $849,000. The third column represents the FY20 proposed budget of $1,213,600, which is a difference of approximately $1,000 from current fiscal year revenue budget. Line items for FY19 to FY20 are fairly consistent.
- Expenses - $1,572,135 was budgeted for FY19. The budget shortfall was $359,285. Column two is a recap of the current financials. The proposed budget for FY20 is $1,566,300. Again, there is not much difference from FY19. Some line items were moved from an accounting stand point with no significant total changes. We continue to budget for alumni and student programs, invest in staff development, and normal operating expenses of the Association. A small increase was put into Homecoming for the 150th SIU Anniversary. Expenses are down roughly $6,000. A shortfall of $352,700 is being budgeted.
- Shortfall from Operations is roughly $352,700. This is approximately 4.5% of our long-term investment balance. This is in line with the last few years.

Mr. Wysocki asked for a motion to accept the Budget for FY20. Gary Heflin made the motion to accept, seconded by Mike Kasser. Approved by voice vote. Motion carried.

COLLEGE/SCHOOL REPRESENTATIVES REPORTS – Rick Wysocki

Reports provided were posted to the Board Portal. Mr. Wysocki asked if any College/School representatives had additional information they would like to share and if there were any questions from the Board.

A. College of Agricultural Sciences – Mr. Rick Hiatt
B. College of Applied Sciences and Arts – Vacant
C. College of Business – Mr. Drew Stoker
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
Reports provided were posted to the Board Portal. Mr. Wysocki asked if any student representatives had additional information they would like to share and if there were any questions from the Board. Student Director’s unable to attend were Toussaint Mitchell.

A. Student Alumni Council President – Rachel Seay
B. Graduate & Professional Student Council – Clay Awsumb
   GPSC President, Clay Awsumb, thanked the Board for their support.
C. Undergraduate Student Government – Toussaint Mitchell

OTHER COMMITTEE REPORTS – Rick Wysocki
Athletics Committee – Rick Wysocki/Molly Hudgins
Mr. Wysocki advised this was a dormant committee that was felt should become active again. The committee has met once and are in the planning stage. There are four board members involved and a couple of non-board members who indicated they would like to be involved as well. The committee will connect to determine how the Association and Athletics can help each other. A couple of plans are being discussed that Mr. Wysocki stated would be presented down the road. Ms. Hudgins stated one of the initiatives is, if you have been at events where Coach Kill has spoken, one thing he has pushed is this has to be a full-fledged community of faculty and alumni which can only be done well, together. Athletics has struggled to reach out to their former student athletes for collaboration to come back and be a part of the Saluki family. Association and Athletics collaboration would be a start to figuring out how to work together and make the synergy happen and bring back student athletes, alumni, and Saluki fans. The Committee is open to suggestions.

Audit Committee – Greg Wright
No report to present at this time.

College/Professional School Relations – Allison Niendieck
Ms. Niendieck was unable to attend the meeting. Mr. Wysocki stated with the changes coming within the Colleges, over the summer the Executive Committee will review the Board composition and report back to the full board.
Communications – Molly Hudgins

- SIU Alumni Association Blog – Sharing has been encouraged through the Association social media. As part of this effort, the Association has been storing this content on the blogging platform, Medium, which helps us create articles with high shareability across the web. Many of the articles are original to the blog, but content from SIU Alumni magazine has also been repurposed and used as content. Over the course of roughly a year, the association has amassed dozens of short alumni features, shared them over social media, and have gotten other alumni to engage with us in wanting to share their stories to be featured. The blog represents a great first step into the kinds of content creation the Association will be producing in the future, particularly when the organization moves into its new Woody Hall location, complete with its own multimedia center for the purpose of sharing even more alumni stories and memories. The blog can be accessed from the Association’s home page or directly at www.medium.com/siu-alumni-association.

- Email Marketing (Emma) - Development and Alumni Relations is about to switch its email marketing platforms, from Interspire to Emma. This platform should offer more robust options in sending and tracking email marketing campaigns and provide the types of security and protocol needed to ensure our messages are landing in people’s primary email inboxes, not spam or junk folders. The partnership with Emma should improve upon that reach and help us more effectively deliver information to alumni.

- WISR – Online Community Update - Later this year, the Association’s Online Community will transition from iModules to WISR. Testing continues from a select group of individuals. This testing phase will be expanded upon in the coming weeks, as more individuals from the division are added, including some Association board members. Expect to see more information soon about how to sign up for this platform. The Association urges its board members to help in testing this new online community, which will be used to improve and expand on the types of interaction alumni can engage in with one another via our website.

- Messaging – Mrs. DeBlois and Mr. Hale have tested a text messaging service. The test group was between the ages of 30 and 40 who might be a target market for the SIU Day at Wrigley Field and SIU Day at Brookfield Zoo events coming up in the Chicago area. One thousand forty-one text messages were sent and as of today this date there has been an 18% reply rate. Only 33 people opted out and half of those were due to wrong numbers. Three people said they would be attending, 50 people replied maybe, and 150 replied they would not be attending. There was more of an open rate than we have been seeing by email which is positive. We are not sure at this time if this service will be used. If anyone has any feedback, everyone was asked to contact Patrice or Caleb.

Investments – Scott Moller

Keeping in the tradition of the 150th anniversary theme, Mr. Moller presented his report by time period, specifically past, present and future. Since our last meeting of the full board our asset allocation was change from a 70/30 split of equities to fixed income to a more conservative allocation of 60/40. We also converted $1.45 million dollars of investments to fund cash needs for ongoing operations, Woody Hall renovation project, and Saluki Alumni Plaza. There was a major decline in the stock market at the end of last year and the value of our portfolio fell dramatically. The good news is that since the beginning of the year the market has made back
the losses of last year so we are essentially net zero as it relates to gains or losses. Our advisors continue to beat industry benchmarks. As of today, the value of our investments is approximately $8.6 million dollars, including our reserve account. Excluding reserves our portfolio investments are roughly a million dollars less, or $7.6 million dollars. Looking toward the future, our advisors are cautiously optimistic about the stock market for the year, anticipating a 7 – 8% gain. This will leave us with a net overall anticipated return of 5-6%. As Greg mentioned, to preserve the long-term principal of our portfolio, our advisors recommend we target an annual withdrawal rate of 4%, which equates to $300,000 - $350,000 in cash.

Member Services—Allison Niendiek
Andrea Nickrent presented the Member Services report on behalf of Allison Niendiek.

- Membership Coordinator Hired - Angela Spicer has accepted the membership coordinator position with the SIU Alumni Association. Angela is a long-time employee of the Association and the Office of Development and Alumni Relations. She has been an integral part of the member services team for more than a decade, serving in many cases as the institutional memory in the transitions between previous directors of member services. She has a deep knowledge of membership infrastructure and has assisted the Association in the past in creative and innovative strategies to increase membership. In her new role, Angela will assume both daily and long-term responsibilities in member services. She will evaluate the membership product, coordinate logistics for planning and executing campaigns, as well as serve as the Association’s liaison to the membership student calling team with Ruffalo Noel-Levitz. Angela will officially begin her duties on May 1.

- Membership Calling – RNL - The most recent progress report for the student membership calling team with Ruffalo Noel-Levitz was presented. As of the end of March, callers had obtained 272 membership pledges of its 829-pledge goal for FY19. This equates to a $23,660 net work, with the end goal being $59,627 by June 30.

The following breakdown shows the performance rate of the individual member acquisition calls the student team members have placed:

- Individual Member Acquisition
  - Pledge rate: 4.17%
  - Average Pledge: $112.43
  - Hours Remaining: 93

- General Membership - Overall membership in the Association is beginning to climb again. From a low of 14,865 earlier this year to 14,910 as of the end of March, and holding at about 14,940 as of last week, though the numbers fluctuate daily based on lapses and renewals. Revenue from those memberships has also been trending higher than the previous year.

With the Class of 2019 about to graduate, the Association is once again offering 3-year memberships as a gift to these new graduates, and later this year the Association will be
partnering with company PCI on a 2020 Alumni Directory and Census project. The end result of this campaign will be a new printed and digital alumni directory in recognition of SIU’s 150th anniversary. The Association will be bundling directory/annual member packages to sell to alumni next fiscal year. PCI has set a goal of acquiring roughly 2,000 new memberships during this campaign.

Last year, the Association also took steps to reduce friction with regard individuals renewing annual memberships. We moved to a mandatory auto-renewal adoption at sign up for all annual and three-year memberships. Since implementing this policy in February 2018, we began to see results earlier this year. The following is a breakdown of some of the auto-renew statistics:

Below is a chart with the total auto renewal type memberships over the last 4 years.

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Auto Renewal Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 YTD</td>
<td>326</td>
</tr>
<tr>
<td>2018</td>
<td>159</td>
</tr>
<tr>
<td>2017</td>
<td>44</td>
</tr>
<tr>
<td>2016</td>
<td>86</td>
</tr>
</tbody>
</table>

In 2018 there were 126 annual auto-renew type memberships started, out of which 54 have renewed so far in 2019 (43%).
Since February of 2018 through March 2018, 37 annual memberships were started of which 25 have renewed their membership (66%).
We only have two months of data to look at for renewal rates of those who joined on or after Feb. 2018.

**Policy and Organization** – Molly Hudgins
Nothing new to report.

**Scholarships** – Gary Hefflin
Thank you cards from scholarship recipients were passed around for Board members to look at.

In FY19, 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 Southern’s recruitment and retention as seen by those with their boots on the ground. After reviewing these proposals, we believe 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 were in board materials.

To date the Association has contributed $74,983 and has supported more than 2,700 students. Throughout the year, you will see other programs that will benefit from funding.
Highlights presented were:

- In January, the Association awarded 36 students with 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, 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.

- Other exciting programs the Association will be supporting include University Housing’s Faculty and Friends Program. This program will allow professors and University staff to join students in the dining. 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.

Again, these are just a few of the programs the Association is supporting across campus. As you read through the list of funded items, you will see the multi-faceted impact the Association continues to have on the recruitment and retention of SIU’s students.

Student Relations – Laura Soucy

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

  - Members of the committee have been assisting with Recruit Salukis in the fall and spring semesters. At least 600 students have been reached out to by the committee members via emails and post cards.
  - Members have attended events including the Textbook Scholarship event, the SIU vs. Loyola pregame gathering, the Extern Event and the Admissions event in Oakbrook, and the SIU Day event yesterday here on campus.
  - Members are assisting with recruiting efforts in both the Chicago area as well as central Illinois.
  - Mike 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 quadruple 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.

• 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.

• 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.

• Laura will be the Alumni Association representative speaking at the University Center’s SIU graduation in May.

Student Alumni Council Update - Dede and Kayla have had conversations and both 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. Conversations have been ongoing in regards to the reinvention of SAC. While Kayla is no longer with the Alumni Association, her predecessor will be looking at SAC and re-tooling it to better fit today’s students. One of the suggestions is to make it an ambassador type program which would be a closed group- the students would apply and then have certain tasks to complete in regards to promoting SIU and the Alumni Association. Before Kayla left she did research into best practices at our peer universities and the ambassador type program seemed to be very well received by the students. The person who replaces Kayla will be charged with the task of this reinvention.

Constituent Organizations – Gary Heflin
The Constituent Relations report was presented by Liz Walker-Smith on behalf of Gary Heflin.

• The St. Louis Chapter hosted its 14th annual Trivia Night on January 25, 2019. An amount of $1705 was raised for their scholarship fund. Eight teams participated with 31 alumni and friends including representation from the Foundation and Association.

• The Chicagoland Chapter hosted the annual SIU vs Loyola pregame event at Leona’s January, 27, 2019. In attendance were 87 alumni and friends, including representation from athletics, Association, Association Board, Foundation and Foundation Board.

• The Springfield Chapter hosted the SIU vs Bradley pregame event at Kenny’s February 2, 2019. In attendance were 38 alumni and friends including representation from the Association, Association Board and Athletics.

• An email was sent to Saluki Veteran’s with the aspiration of finding leadership for this group and to make them aware of the Facebook Page and upcoming events. As of Thursday April 25, 2019, membership on the Facebook page had increased by 30.

• Upcoming events for Chapters, Groups and Clubs:
  0 The Michigan Chapter will host a bonfire May 4, 2019.
  0 The BAG reunion will take place in Carbondale on July 18-21, 2019.
  0 The Association is working with a local group to bring together regional Salukis for a Winery tour. This will be a springboard event for alum who live...
locally to begin planning other events in this area. The proposed date is Aug 3, 2019.
- The Dallas Fort Worth Chapter is planning a RoughRiders Alumni event August 9, 2019.
- The Austin/San Antonio Chapter is planning a Brewery event August 10, 2019.

- Groups attempting to assemble:
  - Law—working with Michele Meckle
  - Latino—working with Cristina Castillo
  - Saluki Patrol—working with Paul Echols
  - The S Club—working with Molly Hudgins

Saluki Alumni Plaza – Larry Mieldezis/Drew Stoker
Report was presented by Drew Stoker regarding an update on the Saluki Alumni Plaza project. Slides were presented which showed the progress of the brass sculpture for the scale model of the three Saluki dogs being created by local artist and SIU alumnus, John Medwedeff. Brad Dillard and PSO have stepped up with this project and have been very helpful in an organizational way. John is on contract schedule for the end of May but it looks like the statues will be ready by mid-May. Casting Arts is scheduled to truck the completed bronze statues by the end of September. During the July/September time frame, Brad's team will be creating the concrete plaza base and the pedestal the dogs will be positioned upon. During the first two weeks of October, the installation effort and final concrete work has to be done. Things should then be set for the unveiling and dedication during the latter part of Homecoming week. Drew advised the inscription on the brass plaque was being changed to note and credit to Chancellor Carlo Montemagno’s that his vision provided the inspiration for the SIU Alumni Association to initiate a gift to the campus to be known as Saluki Alumni Plaza.

Mr. Moller commented regarding a Saluki Plaza donation request. He thanked Drew for all of the countless hours he has dedicated to this project. We have only raised about $74,000 of our $220,000 goal. Only 20 of our 34 board members have contributed. As Rick has mentioned in past meetings, we would like 100% board participation. We need to tell people that everyone has contributed. How can we expect others to donate if we are not willing to do this ourselves? This is an unprecedented gift to the University for our 150th Anniversary and you do not want to miss out on contributing. He urged everyone to please give. Mrs. Itner commented that we need a publicity material printed to hand out to friends and family with a picture and information for making donations.

SIU Alumni Association Planning Committee – Larry Mieldezis
Scott Moller presented the report in Mr. Mieldezis’ absence:

Foundation and Association have never had a better relationship. We are well aligned with our colleagues in our goal to support the University. Members of the Alumni Association and Foundation met in late August 2018 and formed a Joint Task Force to identify ways to collaborate and work together to help the University. One way we thought we could help was by “Elevating the SIU Brand”. Larry and Scott teamed up with Adaire Putnam of the
SIU Foundation and targeted two groups on campus were targeted... recruiting and marketing. Calls were then scheduled with – Jennifer DeHaemers and Rae Goldsmith. From those calls three Initiatives were developed; two involved recruiting/enrollment with Jennifer DeHaemers team and one focused on University Marketing and involved Rae Goldsmith and Pete Lucas.

Recruiting:
- The Foundation paid $60K for one year of the AdmitHub Chatbot app on the University’s website. The chatbot better positions SIUC as contemporary and responsive to incoming students’ communications style.
- The Foundation spent $180,000 on an 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. Funding for these two projects was approved in December.

University Marketing:
- The Foundation is scheduled to approve $99,000 for SimpsonScarborough to conduct research on alumni, donor, and media representatives to better understand their perceptions of the University and to craft proposed messaging to be used to connect with these groups.

Although the SIU Alumni Association collaborated with the Foundation, the funding of these projects was 100% funded by the SIU Foundation.

MANDATORY BOARD BUSINESS – Rick Wysocki
- Ratification of Board of Election Results – Mr. Wysocki reported that Mike Blumhorst has been elected to the Board. Mike Farmer, Holly Kruep, Allison Niendiek, and Wayne Sirles have been re-elected to the Board. All were elected to four-year terms effective July 1.

Mr. Wysocki asked for a motion to ratify the election results. Gary Heflin made the motion seconded by Ken Buzbee. The Board was asked if there were any questions or discussion needed. Approved by voice vote. Motion carried.

- Executive Committee Slate for FY 2020 – Mr. Wysocki presented the Nominating Committee’s recommendation for the FY20 Executive Committee slate as follows:

  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 Niendieck

Mr. Wysocki asked for a motion to ratify the slate of Executive Committee officers for FY20. Ken Buzbee made the motion seconded by Mike Farmer. The Board was asked if there were any questions or discussion needed. Approved by voice vote. Motion carried.

OLD BUSINESS – Rick Wysocki
- Results of electronic vote for change in Bylaws regarding Student Directors designating representatives to fulfill their role on the Board – Mr. Wysocki advised the change was approved.

- Update on Problem Payment/Unclaimed Property – Mrs. DeBlois
  Mrs. DeBlois provided an update regarding Problem Payments and Unclaimed Property that was brought up last year in April. These are payments received as overpayments and underpayments that needed to be reconciled as refunds or donations. Last year Mrs. DeBlois noticed the Problem Payment account had grown to 500 accounts totalling over $6,000. The accounting team was asked to clean up the account by calling individuals from 2013. The outstanding balance is currently at $3,000 and work is still being done to clean up these accounts. We also worked with legal counsel regarding legal jargon on our website and liability to advise individuals that problem payments would be treated as a donation at a certain point once multiple contacts have been made with no response received.

- Results of Board Self-Evaluation Survey – Mr. Moller
  Historically there has been great success with this survey. Mr. Moller reported there was only a 50% response rate to the survey this year. It was determined the survey was sent with other board communication and possibly overlooked. He suggested the survey be resent for those who did not have the opportunity to submit.

NEW BUSINESS – Rick Wysocki
- Revision to Spending Policy (Purchasing, Receiving, Disbursement Guidelines and Processing Procedures) – Patrice DeBlois
  Mrs. DeBlois advised the Board that the Spending Policy revision was approved by the Executive Committee at their winter meeting on February 9, regarding the use of the Federal per diem rate for meal reimbursements instead of the State. The Board was asked
if there were any questions in regard to the revision. No comments or questions were made.

- Presentation of Charter to The Villages Chapter - Mr. Wysocki presented The Villages representative, Jean Paratore, with their new Charter. Ms. Paratore provided a brief overview about The Villages and thanked the Board on behalf of the Chapter for their approval.

- Board Service Awards – Awards were presented to outgoing student board members: Rachel Seay – President, Student Alumni Council Clay Awsumb – President, Graduate and Professional Student Council Undergraduate Student Government President, Toussaint Mitchell, was unable to attend.

ANNOUNCEMENTS

- 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

- Family Weekend – Saturday, September 14, 2019

- Route 66 Mother Road Auto Festival – September 27-29, 2019

- Fall 2019 Executive Committee Meeting – Thursday, October 17, 2019

- Fall 2019 Board of Directors Meeting – Friday, October 18, 2019

- Half Century Club and Class of 1969 Banquet – Friday, October 18, 2019

- Alumni Band Group Reunion – Friday, October 18, 2019

- SIU Homecoming Parade – Saturday, October 19, 2019

- Homecoming Football Game – Saturday, October 19, 2019

- SIU Alumni Association 125th Anniversary - 2021
*Visit www.siualumni.com for a complete list of events.

*Visit https://150.siu.edu/ for all the latest and greatest information regarding SIU’s 150th Anniversary celebration.

It was brought to the Board members attention that business cards had been placed at their seat and they were asked to hand them out to friends and perspective students.

Mr. Wysocki thanked the board members for their valuable time serving on the Board. It is very much appreciated.

**ADJOURNMENT**
Gary Heflin made a motion to adjourn. Seconded by Greg Wright. Meeting adjourned at 10:37 a.m.

[Signature]
Corporate Secretary