SIU Alumni Association  
Executive Committee Meeting  
Giant City Lodge – Carbondale, IL  
Saturday, July 27, 2019  
10:00 a.m.

The Executive Committee of the SIU Alumni Association Board of Directors met in at Giant City Lodge in Makanda, Illinois on Saturday, July 27, 2019. President Rick Wysocki called the meeting to order at 10:00 a.m. The following committee members, staff, and legal counsel were physically present unless otherwise noted:

Gary Heflin  
Molly Hudgins  
Dede Ittner  
Larry Mieldezie  
Scott Moller  
Allison Niendieck (Absent)  
Laura Soucy  

Rick Wysocki  
Greg Wright  
Kathy Dillard (Interim Executive Director)  
Patrice DeBlois (Asst. Treasurer/Controller)  
Pat Hewson (Legal Counsel)  
Staci Eakins (Corporate Secretary)

President Wysocki recognized Vice Chancellor, Rae Goldsmith, Legal Counsel, Pat Hewson, and that Chancellor John M. Dunn will be attending, however, he is at a prior commitment and will be joining the meeting late. (Chancellor Dunn arrived at 11:00 a.m)

ACTION ON MINUTES
President Wysocki asked for a motion to accept the minutes from the April 25, 2019 Executive Committee meeting. Gary Heflin made the motion to accept, seconded by Dede Ittner. Motion carried unanimously.

PRESIDENT’S COMMENTS – Rick Wysocki

- The Friday, July 26, 2019 working session was a nice change of pace, a practice I would recommend for future EC meetings. This was the second such meeting in as many years and provides us the freedom to communicate, share, learn, and build of each other’s thoughts that our EC structured type meeting doesn’t. Our quarterly EC meetings are necessary and required but rarely do we have time to gather and focus on specific issues and topics. Thank you to those that attended.

- We have a few things to go over today and we will get to most of that in the new business portion of our meeting. One of the things we will be discussing is the re-positioning of the AA. When we are talking about re-positioning we are talking about changes to our image, message and direction. Forever we have been focused on what membership does for the member. And while there are benefits to be a member, I don’t think anyone in this room signed up to become a member because of the discounts we get locally, the magazine or the key chain. No, we signed up for our love of and desire to stay engaged
with this institution. But history shows us that not every alum has that same feeling. We need to look at a new message, a message that is based on not what you get but what your membership gives. We will be talking about that later.

- Homecoming - we have a lot going on as we expect a lot more alum to attend this year than in the past. This is an excellent opportunity to be visible and active at the events we have planned. A few things to mention – Saluki Plaza groundbreaking, Woody Hall opening, Pre-game homecoming carts, Homecoming suite, and post football game concert on the courtyard. We will be encouraging all board members to stay through Saturday and to be visible at these events. More information will be forthcoming.

- Board composition – most of you will agree there doesn’t seem to be many board members that have expressed interest in moving into leadership positions. A healthy board needs balance we need all members that are engaged, show up at every meeting, participate on committees, and are devoted. We also need members that are all that but have the desire, aptitude and time to serve in a greater capacity. We need the next wave. With those board members that are engaged, (all of the traits we talked about) we will continue to encourage support and push, but with those board members that are not engaged, miss meetings, don’t attend committee calls, or attend but offer no ideas that we shouldn’t be wasting our time trying to get them engaged, that should not be our responsibility. That should already be happening. We’ve added 3 new members in the last year or so and those 3 have already attended, contributed, more than some other members that have been on the board for 3 or 4 years. I have been on the nominating committee for over 3 years and I’m not sure our procedures are appropriate. We currently have a list of people we think will be engaged because we either know them or they come recommended from someone else. Maybe we need to advertise maybe we put an ad in the magazine. Do you have a desire to be more engaged, to give back, do you have a skill to offer, do have the time commitment for two annual meetings and a few group phone calls? We have been selecting people we think are worthy maybe we need to select those that have a desire. The committee was in consensus with these ideas along with shared feedback as follows: Larry Mieldezis, Jr. offered full support and help in engaging members. Rick Wysocki asked is there a tool or way to engage new members and help in finding these tools. Scott Moller agrees it is the desire when people come to the board that possibly have them give us a list of contribution that they have achieved and what they are willing to give going forward. Molly Hudgins added not only what they have done but what would a new member like to see have done. Seek out an individuals passion and work towards this passion. Rick Wysocki suggested an exit interview before the next reelection with out going board members submitting a list of their accomplishments and reviewing this list for consideration of possible re-election or end their term. Rick Wysocki stated that more discussion will be forthcoming.

EXECUTIVE DIRECTOR’S REPORT – Kathy Dillard
Welcome Every one – great to have you back on campus. What an exciting time to be a Saluki!
• SIU at 150 – In March, the university began celebrating its 150th anniversary. Throughout the year, campus, including the Association will host a variety of events and speakers and integrate the celebration into everything we do. From homecoming and museum exhibits to yesterday’s distinguished alumni awards ceremony, we will be celebrating! And we’ll end the year with the ultimate birthday party! Keep a watch on the celebration’s website www.150.siu.edu for the latest events, points of pride and many interesting, historical items.

• Alumni Center (Woody Hall) – The new Alumni Center is coming along nicely! We will be touring the facility after lunch today, for those that would like to see your new alumni home. Grand opening activities are planned for October 18, after the football game. In addition to a ribbon cutting and tours, there will be a band, food, beverages, activities and giveaways. We will be working with staff from Morris Library to conduct alumni video interviews in the media center. Those interviews will be hosted on the Association’s website and social media in addition to being archived at the library.

• Saluki Alumni Plaza – About a month ago, we received word from the Saluki Alumni Plaza sculptor, John Medwedeff, that the piece would not be ready for installation until the middle of December. We had planned on having the dedication ceremony during the homecoming celebrations so that was quite a disappointment. Making the best of the situations, that will allow the groundbreaking to happen the Thursday of homecoming week at 11 am and the dedication to happen on the Day of Giving. Please mark your calendars to attend. Though it is not our preferred timeline, it will allow the project that started as a celebration of our 150th anniversary and a Day of Giving feature project, to wrap up both events. It will also allow for an extended fundraising period. To date, approximately $83,000 has been raised to support the Saluki Alumni Plaza. We have a marketing campaign in place to reach as many potential donors as possible. We will be sending a flyer to the campus community when classes resume. We will also be sending a postcard to approximately 30,000 select alumni and Association members that have not previously given.

• Alumni Census & Directory Project (PCI) – Marketing efforts for the PCI Alumni Census and Directory will begin August 2 and continue until January. Alumni will receive a variety of postcards and emails in an effort to get them to update their information. This project has involved many team members within the division, not just our staff. The project could not be possible without the assistance of our advancement services and information technology department. 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. It will be distributed at the end of July.

• Staffing – Our Association team has grown since we met last! You have all met Staci Eakins. Staci Eakins has joined us as Administrative Aide. Staci has worked on campus since 2013. Most recently, she was an administrative aide for the Universities Council on Water Resources within the Forestry Department. Michelle Rust is the new Director of
Student Relations. She is a two-degree SIU graduate with a B.S. in speech communications, specializing in public relations with minors in marketing and journalism and a M.S. in educational psychology. Michelle has worked on campus since 2014. Most recently, she served as an admissions coordinator and Saluki Ambassador advisor. She will be building Association relationships across campus and working with the Extern programs in addition to advising the Student Alumni Council. Barb Eidlin is joining the Association as our Public Information Associate. Technically she has been a part of the Association team since 2017 but splitting time between our organization and University Communications. We are now happy to welcome her to the Association full time. Barb has been an integral part of marketing not only the Association, but the university through social media and served a supporting role on the SIU student communications team. She is a two-degree graduate earning a B.A. in English and an M.F.A. in poetry. Barb will be assuming the overall marketing activities of the Association. All three started with the Association July 16.

  - We ended the year with a total membership of 15,108. This is down from last year by 80 members.
  - There was a total of 15 events for FY19. 9 events off campus; Route 66 Mother Road Festival, Busch Stadium, 2 at Wrigley Field, St. Louis Trivia Night, pre-games at Loyola and Bradley, Missouri Valley Conference Tournament, and Brookfield Zoo. 6 events on campus; 1968 Class Reunion, Alumni Band Group Reunion, Saluki Cellar-Bration, the Textbook Award ceremony, the Extern ceremony, and the Distinguished Alumni ceremony.
  - Under Student Engagement, there was $82,296 awarded which impacted 3,000 students. This is an increase in what has been awarded in previous years due to the Association’s collaboration with several campus departments
  - Alumni Engagement for FY19 have added The Villages Chapter in Florida.

CHANCELLOR’S COMMENTS – John M. Dunn
Chancellor Dunn stated that he had a lot of good news to share.

- State Budget – 8.2 % percent increase for higher education which is the largest increase since 1990. The budget includes $191.5 million to the SIU System Operations, reflecting a 5% system (School of Medicine, Edwardsville campus, and Carbondale campus) increase. The distribution will be made by the SIU Board of Trustees. The Carbondale campus funding will start at last year’s level plus a portion of the 5% increase. Also earmarks of $1 million for The Simmons Cancer Institute and $62,800 for the Daily Egyptian. Capital projects: $83 million for Communications Building, $2.5 million for greenhouse renovations, $56 million in deferred maintenance for Carbondale campus and $11.9 for School of Medicine for roofs, sewer and water line replacement, electrical upgrades, improvements to classrooms and laboratories and more. We are not sure when these funds will be distributed by the state. It may be 12 months or more before we see signs of change. Other investments for all institution: MAP grants, AIM High
Scholarship funding to keep students in Illinois. Chancellor Dunn stated that he was grateful to legislators; it is a good start to repairing past declines.

- Reorganization – Launched seven new schools on July 1, 2019. Five more have been approved by Illinois Board of Higher Education to launch after January 1, 2020. There has been good collaboration with faculty and staff with no impact on programs or students. The next steps to form three of the colleges for approved schools and the selection of Deans for the colleges. Administration continues to work with faculty on remaining schools and colleges. Chancellor Dunn stated that these are very exciting times revitalizing and reengineering academic structure and program.

- Enrollment – Enrollment is a top priority. Fall enrollment will be down due to the large graduating class. Current numbers suggest approximately 1000 new freshman. The sophomore retention rate is very good for the fall also with numbers showing 73%. This is a very important factor. Departments are continuing to work hard to yield new freshman and transfers with promising trends. Single rooms in the residence halls are making a difference. New academic programs will help enrollment in the future. We are very optimistic that the new nursing program will be approved by the IBHE next month, with August 6, 2019 being the critical date. If approved, we will be able to admit students immediately for general classes first year, clinical starting next year. We anticipate that nursing will be fully funded with thanks to Southern Illinois Healthcare and a private foundation. Other high demand health programs pending approval and physical and occupation therapy. There is also a new master’s degree in wildlife administration and management. Also, launched a custom viewbook – primary recruitment piece. Prospective students can build their own viewbooks based on interests and immediately download it. Retention initiative – First Saluki Center to bring resources together for first-generation students, which is about 40% of our students. Research shows that first-generation students have lower graduation rates because of lack of knowledge and support.

- Athletics – There is major excitement about the return of Bryan Mullins as basketball coach. The basketball team will play in the Banterra Center thanks to a $10 million naming agreement with Banterra Bank. Several teams excelled in the Missouri Valley Conference: men’s and women’s golf teams finished first. In track and field, the Salukis won six titles and broke two school records during last weekend’s MVC championships. The softball team came in second and earned a spot in the NCAA tournament. Baseball has a new coach and Jerry Kill has done a good job and is a good fund raiser. The new athletic logo is popular another sign that there is new life in athletics.

- Points of note – just a few among many recent items to note:
  - The Flying Salukis earned 2nd place at the National Intercollegiate Flying Championships, marking the ninth straight year the team has finished in the top three in the nation.
  - SIU recently hosted a live taping of “U.S. Farm Report,” bringing national visibility to our agriculture programs.
➢ SIU students discovered a new American fort at the site of Fort Kaskaskia last year; new discoveries include, musket barrels and uniform buttons from the soldiers who traveled with the Lewis and Clark Expedition.
➢ The St. Louis Business Journal listed SIU Carbondale as the third highest research university in terms of expenditures in Missouri and Southern Illinois.

• Campaign – Forever SIU Campaign surpassed its $75 million goal with seven months to go. Everyone is grateful for the continued confidence of alumni and friends. More than 26,000 donors have made more than 60,000 individual gifts since the three-year campaign launched in January 2017. Of the $75.3 million raised to date, nearly $40 million supports student scholarships and $33 million has been committed to academic programs. The balance goes toward facilities, technology, faculty initiatives and more. The campaign is scheduled to continue through December 2019. The foundation board and university are looking at a likely extension.

Chancellor Dunn ended his comments telling the board that the President search is currently underway and hopeful that a decision is made by January 2020 and that the Chancellor search will kickoff in the fall.

VICE CHANCELLOR’S COMMENTS – Rae Goldsmith

• Customer Relationship Management System – Demonstrations of new Customer Relationship Management systems were done prior to bidding it out. The new system will replace the current, dated system which is cumbersome, and not to be supported much longer. This will be a game changer. It will be able to streamline membership transaction processes, event management/registration, social media tools, communication tools and tracking, and geo-mapping of constituents all on a cloud platform. A decision will be made by November and then implementation.

• Market Research Project – Online survey of alumni and donors. In-depth telephone interviews with key alumni and donors, influencers, and media. Questions that were asked: Current view of SIU, how it has changed. Strengths and weaknesses. Current level of engagement and desired engagement. Motivation and barriers to engagement. Communication preferences. Topics and initiatives that get one’s attention. Likelihood of recommending SIU and messaging. The outcomes will be broken into three categories: Swat analysis, 3-5 personas, and targeted messaging and engagement. This will complement student recruitment projects. The timeline for the project: Emails late August, completion mid-September and findings week of October 21.

• 150th – We will be celebrating through March 2020. There are several committee and subcommittees formed. There is funding provided for colleges and units to get involved. The themes that have been chosen are: Saluki Tradition (past), Saluki Pride (current), Saluki Promise (future). The website for all the details is www.150.siu.edu. The celebration will be reflected during back-to-school and homecoming. There are also several local road shows scheduled and two national. Local: Pinckneyville: August 8 (Pyramid State Park), Springfield: August 14 (presence throughout state fair) (location TBD), and DuQuoin: August 25 (governor present, governor’s mansion lawn) (also

TREASURER’S REPORT – Greg Wright
Finance Report – As of June 30, 2019 went from $9.1 million to $8.6 million. Funds were moved out of the long-term investments to short-term investments due to the large projects currently in progress, the Saluki Alumni Plaza and Woody Hall (Alumni Center). For FY19 there was a loss in Investment Gain due to market fluctuation, which has since picked up. Under Liabilities, accounts payable were comparable to last year. Expenses are up slightly from last year from Awards and Contributions which are expenditures made on the projects. Member Services are up due to the calling campaigns. Revenues are $1,326 million this year and Expenses of $1,908 million for a change in Net Assets of $(581,867) for the year.

President Wysocki asked for a motion to accept the Financial Report. Scott Moller made the motion to accept, seconded by Laura Soucy. Approved by voice vote. Motion carried unanimously.

OTHER COMMITTEE REPORTS – Rick Wysocki
Athletics Committee – Rick Wysocki
Rick Wysocki stated we have been assured that we will be getting the Athletics Director’s suite for Homecoming. There will be 20-25 tickets available for the suite. The only cost will be for food and drink. He has asked for could we be able get passes for regular ticket holders to come to the suite at half time. Athletics is hoping to entice more interest in the suites. The committee will meet at a later date and Rick has been in contact with Coach Kill and Jason Fairfield.

Audit Committee – Greg Wright
Atlas Advisors are coming on site the first week of August to conduct the annual audit.

College/Professional School Relations – Allison Niendieck
Nothing to report.

Communications – Molly Hudgins
• Website Transition – The Association will be moving its website to university servers when the contract with iModules ends in December. Work is already underway with University Communications to begin transferring the necessary web pages, and staff training on content management will happen later this year. The Association will maintain its siualumni.com URL and have autonomy over the content of the site. University Communications provides a zero-cost solution to our website needs and offers a level of security and maintenance that can’t be replicated with an outside vendor.

While the Association’s informational pages will be maintained on university servers, other site utilities, such as membership management, events, and the online community will be hosted and maintained by outside vendors. Recently, a committee division staff members viewed demos for a variety of CRM Database systems. Some of these systems contain promising solutions for membership management and event registration. While a
decision on which CRM the division will move to has yet to be made, and implementation is not scheduled to take place until Fall 2020, the division is working on a solution for temporary event management in the interim. The online community and membership management for the Association are addressed in the next item.

- **WISR – Online Community Update** - The Association is tentatively scheduled to launch the WISR online community in August. Once it goes public, the Association will work to promote it as a space for alumni to engage with one another in a secure platform, not unlike something you’d find in a Facebook group but with more control over roles and access.

WISR will also begin work soon on the development of the membership management tool for the Association. The system will be completed by December, when the Association’s contract with iModules ends. This system may end up being a short-term solution, depending upon what CRM platform the division begins using. Unfortunately, the discussion of a new CRM platform began well after the Association began making moves to replace iModules components and had already entered an agreement with WISR to build a membership management tool.

- **Multimedia Center** – With the Association moving into the C-Wing of Woody Hall later this year, the space will also contain a new multimedia center. This center will serve as a hub for producing more digital communication and marketing content from the Association, as well as serve as a space for the collection of alumni stories and memories for archiving. Of course, you’ll get to see the space for yourself at Homecoming, when the Association hosts its open house.

**Investments** – Scott Moller
Investments are performing consist with what the market is right now.

**Member Services** – Allison Niendieck (absent)
Nothing to report.

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

**Scholarships** – Gary Heflin
The Committee awarded $83,000 this year and will award $85,000 next year. The committee is most proud that they were able to benefit 13 students that allowed them to register for their senior year so in essence we are actually creating alumni.

**Student Relations** – Laura Soucy
Michelle Rust is the new Director of Student Relations. She is a two-degree SIU graduate with a B.S. in speech communications, specializing in public relations with minors in marketing and journalism and a M.S. in educational psychology. Michelle has worked on campus since 2014. Most recently, she served as an admissions coordinator and Saluki Ambassador advisor. She will
be building Association relationships across campus and working with the Extern programs in addition to advising the Student Alumni Council. We look forward to working with Michelle. I am planning on call for the near future for the committee members to meet Michelle.

Laura Soucy once again represented the Alumni Association at the Extended Campus graduation in May on the Grayslake campus. The graduation is getting bigger- this year there were approximately 30 graduates and tickets needed to be given to the students. There is talk about needing a bigger area for graduation in the future. SIU day at Wrigley Field was earlier this year than last. We had a good turnout even though the game was changed to a night game for ESPN coverage. The Brookfield Zoo event was once again a great time. It was nice to network with the students prior to the event and also during lunch. Mike was involved in the first SIU gathering at ADM on June 19. Approximately 25 colleagues were in attendance. Shane Bennett has a (noncurrent) list of SIU grads at ADM that I will be reviewing to add to our current list. The ultimate goal is to increase awareness of SIU within ADM and also to increase awareness of ADM to SIU students. ADM is planning to host Ag students on a tour of ADM facilities in the St. Louis area this fall. Darzel reported the company he works for, Merisant Inc., donated glass ware and lab equipment to Urban Prep Academy, Urban Prep Academy is a college prep high school with free open enrollment for black males located in Chicago. Between 2010 and 2016, 100% of the graduates were admitted to 4-year universities. Darzel will be speaking to students in the fall to highlight our engineering, business, science, architecture and agriculture programs.

Constituent Organizations – Gary Heflin
Nothing to report at this time.

Saluki Alumni Plaza Project – Larry Mieldezis
The sculpting and detail work being done on the project is awesome. Members are going to be very proud when it is unveiled. Groundbreaking will be in conjunction with Homecoming. There is another run at funding raising as we are approximately $150,000 shy of what was anticipated. The committee is working on how to advertise the project to create more donations and exploring options for easy payment to the project. Rick Wysocki stated that he had a conversation with Rae Goldsmith about additional help from the foundation for more fundraising for the project. A possible phase 2. Saluki Bricks, paw prints and a dollar thermometer. The response has not been what was anticipated.

SIUAA Planning Committee – Rick Wysocki/Scott Moller/Gary Heflin
Scott Moller stated that we took on 3 different projects this past year with the foundation at no cost to the association. There was an increased collaboration and a start to a better relationship with the foundation. He suggested that we continue to find another date to find another project to work with them again. Nothing from Gary Heflin.

OLD BUSINESS – Rick Wysocki
- Board Self-Evaluation Survey – Nothing further to report on the survey.
- Legacy Report – Dede Ittner
  Presented some postcards from the Special Collections upcoming exhibit at the Museum. Bookmarks of the oral history of alumni members. Reported that 23 items that were
added to the legacy files at Morris Library in the past year. She will be pushing vintage t-shirts and memorabilia.

NEW BUSINESS – Rick Wysocki

- Committee composition. Rick Wysocki, Molly Hudgins and Larry Mieldezis have had many discussions on how to engage the board members that are not on the executive committee but are wanting more things to do. What has been decided to do is have them chair certain committees. We will start with two committees for now. The Communications committee and the Scholarship committee. For the Communications committee it will be chaired by board member Andrea Nickrent and Molly Hudgins will be the liaison to the executive committee. For the Scholarship committee it will be chaired by Wayne Sirles and Gary Heflin will be the liaison to the executive committee. Next year we will change the Membership committee. This is being done in hopes to get more people engaged.

- Board Composition under the Reorganization. We are obligated by our bylaws to follow the setup of the colleges. We will need to reach out to the Deans and make sure that each college has the individual that they want to represent at their said college. Right now, there is an issue with the College of Science and Agriculture. There will probably be more issues in January.

- Rebranding. We need to look at what we are doing to help students and what the association is doing for the college. Scott Moller is researching how we can make changes for a better branding model specifically in how we are communicating our message. It is recommended that we have an outside small public relations firm look at our current brand and have them make some recommendations on what we need to do and what to change in our communications. The committee all agreed to have Scott Moller proceed with reaching out to a firm and provide the committee with feedback and hopefully at the October meeting have a direction on how we would like to go.

ANNOUNCEMENTS

- Saluki Alumni Plaza Groundbreaking – Thursday, October 17, 2019, 11:00 a.m.

- Fall 2019 Executive Committee Meeting – Thursday, October 17, 2019, 2:00 p.m.

- 150 Block Party – Thursday, October 17, 2019, 5:00 p.m.

- Investments Committee Meeting, Friday, October 18, 2019, 7:15 a.m.

- All Board Members Photo Taken, Friday, October 18, 2019, 7:30 a.m.

- Fall 2019 Board of Directors Meeting – Friday, October 18, 2019, 8:30 a.m.

- All Board Members Photo Taken, Friday, October 18, 2019, 11:00 a.m.
• Pep Rally, Friday, October 18, 2019, 11:00 a.m.

• SIU Alumni Association & SIU Foundation Joint Luncheon, Friday, October 18, 2019, 12:30 p.m.

• Half Century Club & Class of 1969 Banquet – Friday, October 18, 2019 6:30 p.m.

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

• SIU Homecoming Parade – Saturday, October 19, 2019, 10:00 a.m.

• Homecoming Football Game – Saturday, October 19, 2019, 2:00 p.m.

• Alumni Center Grand Opening – Saturday, October 19, 2019, 6:00 p.m.

• 15th Annual St. Louis Trivia Night – January 24, 2020

• SIU Alumni Association 125th Anniversary - 2021

*Visit [www.siualumni.com](http://www.siualumni.com) for a complete list of events.

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

**ADJOURNMENT**
Rick Wysocki asked for a motion to adjourn. Gary Heflin made the motion, seconded by Laura Soucy. Meeting adjourned at 12:38 p.m.

[Signature]
Staci Eakins
Corporate Secretary