

SIUE Alumni Association  
Board of Directors Meeting  
Minutes for Thursday, August 7, 2008  
5:30pm  
Birger Hall

- I. Attendance – Larry Lexow, Ajay Kansal, Marcia Wickenhauser, Chris Slusser, Mike Stewart, Deb O’Neill, Chuck Rathert, Rita Adkins, Paul Baeske, Rhonda Green, Brittany Tounsel, Tom McRae, Veronica Armouti, Christine Williams, Barry Delassus, SJ Morrison, Kevin Doyle, Heather Jeffers, Bev George, Karen Kelly, Bill Graebe, Steve Jankowski, Katie Bennett and special guest Vice Chancellor for University Relations Patrick Hundley. Janet Sprehe and Elzora Douglas joined the meeting by conference call.
- II. Approval of Minutes – The meeting was called to order at 5:40pm. The minutes from the April 3, 2008 meeting were reviewed. Marcia made a motion to approve the minutes. The motion was seconded by SJ. Motion passed.
- III. Transfer of Presidency – Larry thanked the board for their support during his presidency and passed the gavel to Ajay Kansal to conduct the meeting as the new Board President.
- IV. President’s Report – Ajay told the board the he was excited about the opportunity to serve as President. He hopes to continue the goal of increasing Alumni Association memberships by hosting activities and events that will create buzz in the community about the association. Ajay feels that, if people start to notice that activity and participate in the events, that will add to our membership numbers and revenue. Ajay is looking forward to working with everyone throughout his term.
- V. University Report – VCUR Patrick Hundley – Steve introduced the new Vice Chancellor for University Relations, Patrick Hundley, who started working at SIUE on June 25<sup>th</sup>. Patrick moved from Minnesota State University in Moorehead. Patrick shared his philosophy that all great university relations begin with good alumni relations. He feels that good alumni make good donors and good volunteers. He thinks that happy alumni are created in the classroom and are affected by the quality of student services they receive while they are on campus. Patrick talked about the emotional nostalgia that people develop for their alma mater. He said that the board will always see him as a genuine advocate of alumni relations, a supporter of more activities and events, and he will try to attend as many alumni events as possible. He invited the board to contact him if they have any questions or concerns.
- VI. Committee Reports
  - a. Finance Committee – Chris Slusser – The board has approved the FY09 budget during the April 3<sup>rd</sup> board meeting. Chris had no new recommendations for adjustments to the budget at this time. Chris shared information on the implementation of the final phase of the Alumni Association investment plans. He presented a chart illustrating that the last of the cash in the money market has been invested.
  - b. Executive Committee – Ajay Kansal – Ajay presented the minutes from the July 22<sup>nd</sup> executive committee. Janet made a motion to approve the minutes. The motion was seconded by Rita. Motion passed.
    - i. Executive Committee Recommendations

1. Acceptance of Kay Guse's resignation – Kay Guse gave her resignation as the Constituent Director for the School of Engineering. Due to increased traveling with her job at Boeing, she couldn't meet the board expectations. She is currently looking for a board candidate from Boeing to fill her position. School of Engineering Dean, Hasan Sevim, is also looking for a candidate from the School of Engineering. A motion was made by Marcia to approve Kay Guse's resignation. The motion was seconded by Deb. Motion passed.
2. Board Member Nominations/Recommendation – The Executive Committee reviewed the nominations for board candidates and unanimously selected Christine Williams to fill the vacant member-at-large position. A motion was made by Bev to accept Christine Williams as the newest member-at-large of the Board of Directors. The motion was seconded by Deb. Motion passed. Steve introduced the newest members of the Board of Directors. Dr. Rhonda Green is the new President of the SIU Dental Council and has replaced Scott Wolter at the Constituent Director. Paul Baeske is the new Constituent Director for the School of Business. Kevin Doyle was approved as a member-at-large during the April 3<sup>rd</sup> board meeting. And, Heather Jeffers and Brittany Tounsel are the new student representatives.
3. Board Member Contracts – The board had previously voted on and approved expectations for all board members: attend at least two of the four Board of Directors meetings per year; actively participate in at least one committee; participate in a minimum of two events sponsored by the Alumni Association and/or the University in a calendar year. Katie drafted a Statement of Purpose and Responsibility which outlines all of the expectations for the Board of Directors. The Executive Committee accepted the Statement of Purpose to be signed by all members of the Board of Directors. The board reviewed the statement and a question was asked regarding board duty which stated that the Alumni Association Board would “publish a journal or alumni news organ.” The board agreed that “news organ” would be changed to “news publication.” A motion was made by Marcia to accept the Statement of Purpose and Responsibility after the correction. The motion was seconded by Rhonda. Motion passed. Katie will correct the Statement of Purpose and email the document to the board members. All board members are asked to sign the document and return it to Katie or Steve.
4. Conflict of Interest Policy – The recent state audit discovered that the SIUE Foundation and the Alumni Association Board of Directors did not have a conflict of interest policy signed by its members. The State of Illinois requires that any conflicts are disclosed and policies are signed by all members of the Board of Directors. The Executive Committee approved a motion to submit a draft of the conflict of interest policy to the full board. Steve asked that board members review the draft policy and send any changes to him. Steve will create a final document and send it to all board members for signature. Steve asks that everyone contact him by

Thursday, August 14<sup>th</sup> with either an approval of the draft policy or recommendations for changes.

VII. Director's Report – Steve Jankowski

- a. STAT (Students Today, Alumni Tomorrow) – The student alumni association was officially sanctioned by the Kimmel Leadership Center on Friday, August 1<sup>st</sup>. A student board of directors has been appointed and will meet in August to formally develop the future direction for the organization. A campus wide recruitment BBQ will be held at Birger Hall of Tuesday, September 16<sup>th</sup>. The Alumni Association has purchased an ad in the student date book which will be distributed to 10,000 students this fall. 45 alumni have signed up to participate at STAT mentors.
- b. Alumni Hall of Fame – the inaugural Alumni Hall of Fame will take place in October 2008. Nominations are currently being reviewed by each of the six schools or colleges. The alumni honorees will be recognized on plaques displayed near their respective schools or colleges. They will also be honored at the Alumni Hall of Fame awards dinner on Friday, October 10<sup>th</sup> at GC Cuisine in Edwardsville. Tickets will be \$45 and include a cash bar cocktail reception.
- c. Cougar Tracks – We have had a successful launch of Cougar Tracks, the alumni on-line community. The community now has more than 500 SIUE alumni, faculty, staff and student members.
- d. Communication Efforts/Results
  - i. Events – Since August of 2007, the Alumni Association has hosted 15 events which drew 2033 attendees, 468 of which were alumni. The events resulted in 44 new members or renewals.
  - ii. Blast e-mails – Since August of 2007, the Alumni Association has sent 68 blast e-mails, with more than 280,000 potential touches. The emails have an average open rate of 17.36%.
  - iii. Renewal letters – Membership renewal letters were sent to 1,921 members, resulting in a renewal rate of 31.13%. We will soon implement an invoice-format letter with a due date in order to create a sense of urgency for renewals. We will also create an e-mail renewal notice inviting alumni to renew online.
  - iv. Expired membership letters – We sent “we miss you” letters to 930 former members, with 40 membership renewals as a result.
  - v. New grad letters – Letters were mailed to 470 August 2007 graduates after commencement and 1,645 May 2008 graduates before commencement resulting in 329 new memberships (a response rate of 15.3%.) There was a delay in the transfer of data for the December 2007 grads and letters were mailed to that group in late June.
  - vi. Major mailings/post cards – We send a Thanksgiving post card to our current membership which resulted in a great deal of goodwill and a \$50 donation. Cougar Tracks postcards were mailed to 13,035 alumni who have graduated

within in the last ten years, resulting in several dozen online community members and 7 memberships. eConnection/New Benefits postcards were mailed to 63,383 alumni who are not currently association members, resulting in 45 new memberships or renewals and a \$35 donation.

- vii. Surveys – We conducted six online alumni surveys through surveymonkey.com ranging from small groups/local interest to general suggestions on operations, resulting in 113 unique completed surveys.
  - e. Discount partner program – The Association launched a discount partner program with the Ed/Glen Carbon Chamber of Commerce this spring. We are also involved with the Troy/Maryville chamber. We currently have 24 businesses participating in the membership discount benefit program. We are currently in talks with the Growth Association for the Alton/Wood River area and the Belleville Chamber.
  - f. eConnection – The Fall 2008 edition will be mailed on September 22<sup>nd</sup> and will focus on international alumni. The Spring 2008 edition profiled the Stahlschmidt family as one of the legacy families. The family established a scholarship in the parents' name. The initial endowment is \$16,000 with two \$1,500 awards each year beginning in Fall 2009.
- V. Election of New Officers/Committee appointments.
- a. Vice President – A motion was made by Veronica for Marcia Wickenhauser to serve another term as Vice President. Marcia accepted the nomination. Another motion was made by Deb for Tom McRae to serve as Vice President but Tom declined the nomination. The motion for Marcia to serve another term was seconded by Tom. Motion passed.
  - b. Vice President of Finance – A motion was made by SJ for Chris Slusser to serve another term as Vice President of Finance. Chris accepted the nomination. The motion was seconded by Rita. Motion passed.
  - c. President-Elect – Ajay hopes to announce the new President-Elect candidate soon.
  - d. STAT Board of Directors Representative – A motion was made by Mike for SJ Morrison to serve as the Alumni Association Board of Directors representative on the STAT Board of Directors. SJ accepted the nomination. The motion was seconded by Bev. Motion passed.
  - e. Committee Involvement – Ajay is leaving as Chair of the Marketing & Membership committee and a new chair will be announced soon. All of the new board members were asked to review the committee descriptions in the board bylaws and contact Steve or Katie regarding the committee they are interested in joining. Katie and Steve suggested creating a new committee to lower the number of members participating in each committee. They recommended a Community Service committee or a Programming Committee (which will change the current Activities and Awards committee to just the Awards committee that would continue to handle the Legacy Scholarship and Alumni Hall of Fame.) Steve asked that the board consider the addition of a new committee.
- VI. New Business: There was no new business.

VIII. Old Business: There was no old business.

IX. Adjournment – The next Board of Directors meeting will be held on Thursday, December 4, 2008. Bill made a motion to close the meeting. The motion was seconded by Veronica. The meeting was adjourned at 7:00pm.