

Meeting Minutes

December 3, 2009 Meeting of the

SIUE Alumni Association Board of Directors

- I. The meeting was called to order at 5:33pm by President Ajay Kansal. In attendance were President-Elect Bev George, Immediate Past President Larry Lexow, Vice-President Tom McRae, Secretary Steve Jankowski, Assistant Alumni Director Katie Bennett, Board Members Karen Kelly, SJ Morrison, Stephanie Renken, Heather Jeffers, Brett Briggs, Christine Jackson, Barry DeLassus, Bill Graebe, and Chuck Rathert. Also participating in the meeting via conference call were Advisory Board Members Janet Sprehe, Elzora Douglas, and Deb O'Neill. The meeting was also attended by STAT Board Members Carly James, McKenzie Conley, Jason Bradley, Jamie Springer, and Travis Bournes. A Quorum being established, the meeting proceeded with the approval of the minutes from the September 3, 2009 meeting.
- II. SJ Morrison moved for approval of the minutes. Christine Jackson seconded. The motion was approved.
- III. President Kansal introduced Josh Olmsted, the Assistant Director of Annual Giving with the SIUE Foundation. Josh is the director of the student call center. Josh provided background on his education and career before outlining the program at SIUE. He told the Board the SIUE Call Center has ten calling stations with the hope to generate 200-thousand dollars in the first few months of operation. Josh also provided the Board with statistics for the first two months of operation. The report is attached to these minutes. Josh told the Board the Call Center has already generated more than 100-thousand dollars in the first two months, which surpasses what the phonathon did last year when it was outsourced to Ruffalo Cody. Josh also outlined future plans which involve assistance for the Alumni Association. Josh reported that with the data, the call center could contact graduates about Alumni Association Memberships. He hopes to get this program started, if not this year, then early next year. Josh said similar operations he operated in Indiana were highly successful. He also described how the program now is making College or School specific calls. Josh's program also has student employees from respective schools calling graduates of that school. SJ Morrison then asked Josh to run through a typical call. Josh described the two types of calls: The acquisition call and the donor lapsed calls. Acquisition calls are made to people who have never given before with the donor lapsed calls being made to say thank you and reconnect with those individuals who have given in the past. The acquisition phone call is longer in nature with the call hoping to update information, as well as secure donations if possible. Josh also said there was a lot of rapport building during those calls. Josh also said the calls have four dollar asks with the first one starting at about 500 dollars and going lower with

each ask. The callers also have specific information about the alumni available so they can personally relate to the person to whom they are speaking. The two main goals on each phone call are friend-raising and fund-raising. Josh wants to make sure that the phone call is a positive experience. Josh also compared the call center process with direct mail solicitations and face to face visits. The call center is highly effective and personal. Josh also said the cost per dollar is very good. Josh reported that calls to previous donors usually see about a 75 percent return giving rate, with calls to lapsed donors running around 35 percent new giving, with calls to individuals who have never given generated about a 10 to 12 percent response rate. Steve Jankowski also reported one of the factors which contribute to the success of the university is the rate of alumni giving, which right now is running less than four percent. He then indicated that numbers in the double-digit range would be extremely helpful in creating a positive influence on the reputation of the university. Brett Briggs then stressed he recently got a call from the center who referenced the School of Business. Brett asked if the callers have data about recent gifts to a particular school or program. Josh said the callers have very recent information about gifts within about three months, at least at this point. Jankowski then reported that the Office of Alumni Affairs will be working with the call center to make better contact with SIUE alumni ranging from everything to event registration to updating data. Josh also asked the Board members to give callers a hard time, put them to the test. Josh said he has the capability to listen to the calls to improve the effort.

IV. President's Report

Ajay delivered his report stressing that the key message is involvement. He thanked the ground-breaking work of past presidents Larry Lexow and Elzora Douglas for setting the stage for great progress. Ajay described the very active board as being the key to the success we are realizing. Ajay said he felt the enthusiasm was great as was the support in the community. Ajay thanked the various committees for all of their hard work. He then moved on to the committee reports. Ajay also thanked the STAT group for the efforts and the attention that group has brought to the Alumni Association.

V. Committee Reports

A. Awards Committee-With the absence of Committee Chair Rita Adkins, Committee Member Bill Graebe delivered the report. Bill described the efforts put forth by the committee to review the proposal by SJ Morrison to create a Board Scholarship. Bill stressed the committee felt that a mandatory contribution was not appropriate, but reiterated that if SJ adjusted his proposal to make it voluntary, they would support it unanimously. SJ did that and the materials were available to the members for the review. Bill Graebe then moved that the SIUE

Alumni Association establish a scholarship based upon the language in SJ's proposal. Bev George seconded. There was no discussion or questions and the motion passed. Bill also then provided the members with a copy of a letter to the editor of the Belleville News Democrat which focused on the awarding of the Alumni Hall of Fame.

- B. Finance Committee-With the absence of VP for Finance Chris Slusser, Steve Jankowski delivered the Finance Committee report. Jankowski referred to the documents provided to the Board which showed our investments were growing instead of losing dollars. Jankowski also referred to the FY10 budget worksheet providing members with an update on expenditures on Activities which totaled just over 41-thousand dollars for the period through November 24, 2009. He then reported that the Association would recover almost 44-hundred dollars of the amount from reimbursement for costs associated with the Alumni Hall of Fame Banquet. After that recovering of funds, Jankowski reported we have actually spent \$37,108.84 which amounts to 56% of what he had allocated for that line item which just under 42 percent of the fiscal year elapsed. Jankowski then stressed that the first half of the fiscal year is the busiest time of the year for alumni related activities. Income generated from activities amounted to \$16,166 dollars which does not include the more than 21-hundred dollars generated by the SIUE Alumni Trivia Night. So the total activities income is \$18,322. So we have generated 40.7% of the Activities Income line item with just under 42 percent of the fiscal year elapsed. So we're right on target with what we are trying to generate. Jankowski also referred to the Investment Policy and the placement of our dollars and we are right on target with all of our investments. Jankowski credited CFO Rich Hampton and the Finance Committee for doing a great job in keeping us on sound financial footing.
- C. Homecoming Committee-Katie Bennett delivered the report on the Homecoming Committee, outlining the committee structure which involved nine alumni members. Katie described the recap meeting which the committee held after Homecoming to look at the effectiveness of the program. Katie ran down the schedule of events for Homecoming starting with Friday night's chili cook-off, the soccer game and the alumni hospitality tent. Its estimated 15-hundre people attended that event, which given the cold, damp weather, was considered very successful. Katie reported the chili cook off had 33 entries and raised one thousand dollars for organizations on campus. Katie reported the Alumni Zone tent was a little slow because of the cold weather, with first cup beer sales slower than expected. Katie reported on Saturday that we had two clubs host alumni athletic events: volleyball and hockey, which volleyball seeing nine alumni attendees playing 12 current players and 25 spectators. That group was thrilled with the response. Club hockey was held at the Ice Arena in East Alton with 19

alumni players with 60 people in attendance. They too were very pleased. The big event was the club football game which was held at Korte Stadium. Katie described it as a great Homecoming atmosphere. She reported we had 19 tents participate in our first Reunion Row effort, maxing out the space we had available for the gathering. The crowd was estimated at 35-hundred. The Hall of Fame dinner at N.O. Nelson finished the weekend with 180 attendees including 11 of the 13 honorees. Katie then reported that dates for Homecoming 2010 have been set as October 8th and 9th, with the biggest change being the Chancellor insisting the Hall of Fame banquet be held on campus. So we are looking at space in the Conference and Institutes for that event. The Soccer game will be moved to Saturday night, so the banquet would move to Friday night. Katie reported the first Homecoming Committee meeting for 2010 will be held in January with invitations to new members going out over the next couple of weeks. Katie also asked for any referrals from the Board. Katie also thanked the Board for their support and stressed that had heard throughout the weekend that this was the first time the event actually felt like Homecoming.

- D. Membership & Marketing Committee-Bev George described the last meeting of the committee which was held in October at Bella Milano. Bev stressed we had several interesting things come up, with alumni membership up consistently, but STAT membership up 400 percent. She applauded the work STAT is doing. She also outlined the new membership benefits, inviting the board to visit the website to learn more about the benefits being offered. She described how the committee spent most time discussing the association gift to graduating students. Bev stressed we are looking to STAT members for suggestions. Katie then reported that the issue was discussed that the STAT board reviewed the ideas at their November meeting. Carly James said the group liked the book, but they really like to logoed portfolios. Bev also told the members that we have much more alumni merchandise available through the bookstore. Then Jankowski stressed the items were all available through a link from our website, with the bookstore providing shipping. Bev then raised the discussion about the possibility of producing a hard bound alumni directory. Jankowski reported that the idea of the printed directory was tabled indefinitely.
- E. MRF Committee-Larry Lexow asked that we show the video produced during the commemoration in June. The video showed without audio for the first half, but members got the idea and were invited to view the video through the alumni website. Larry also updated the board of the possibility of future events including an outdoor concert which could be held at a venue like the Alton Amphitheater. Jankowski then provided an update on the issue of the cables which are supposed to be part of the structure but which need to be shortened by Marcal Rigging. Jankowski indicated the efforts to get the cables completed and landscaping done

were continuing. Tom Mcrae asked if the university was okay with us having an outdoor concert. Jankowski reported that the University has made it clear they don't want anything on campus, but that we have the right to use the name and use a venue off campus.

- F. Programming Committee-Tom McRae thanked his committee for all of the hard work conducted by the members to help organize the various events sponsored by the Association. The committee was given a round of applause for that hard work. Tom then outlined the events we have held since the last board meeting, which included the Grafton Winery, with a final count of 36 attendees. All agreed the event was thoroughly enjoyable, despite the rainy weather. Next was the Halloween Parade, which Katie Bennett described as a learning experience. She said the committee is looking at changing things up a bit. Christine Jackson asked about attendance. Jankowski reported we had about a dozen who hung out with us, but there was traffic which moved through for the hot chocolate and candy. Bill Graebe reported we have permission to use the Lucco parking lot again, but be closer to the parade route. Tom reported on the Trivia Night which was very successful with a full house, with a lot of fun had by everyone. Tom then described the Blue Night planned for January 23rd, 2010 with two options available with a one hour pre-game reception and the game, or just tickets to the game. Tom then described the Governor's Mansion event which is set for Saturday, December 5th. Tom then asked the Board for feedback and ideas on the possibility of hosting an Alumni Association Golf Tournament. Ajay asked if this would involve the university. Tom stressed this would be an Alumni Association sponsored event. SJ asked how many volunteers would be needed. Brett Briggs then spoke that it is a lot of work and that there a large number of them planned each year. Brett stressed that we would need six to twelve months notice to make something happen, making a possible date in 2011. Bev George indicated a golf tournament might reach alumni not being reached by other events. Vice Chancellor Patrick Hundley interjected that if you go into the event as a social event as opposed to fundraiser, organizations do better. He cautioned the board to go into gently as a social event. Ajay asked that programming expand their committee to include people experienced in golf tournaments to get involved. Tom asked for any members with ideas or interest to share them with the committee.
- G. STAT Committee-In Brandon Rahn's absence, Heather Jeffers delivered the STAT Board report. Heather outlined the new officers for the organization. She then reported STAT has 132 members with renewal letters mailed to 42 members this week. She also reported on the alumni mentoring program with 64 students participating, 80 alumni mentors and 39 pairs, with the effort to match people continuing. She also reported the next STAT Alumni Mentor mixer would be

Sunday, January 24th. Heather also reported the group would prepare a 2010 budget, holding back 750 dollars of their current three thousand-seventy-two dollar account as a buffer. The 2010 budget will be presented at the next meeting. Carly James then reported on the Beat ISU t-shirt sales. She indicated the shirts can be used for the future involving any team with ISU. Carly reported they sold 98 t-shirts, generating 940-dollars. Katie Bennett said the group ordered 300 t-shirts and “busted their butts” to sell them. Carly added the idea came from attendance at the ASAP conference. She also reported they have been approved to sell long-stem roses at the December commencement with a single rose selling for five dollars, three for ten dollars, and five for twenty dollars. The roses will include a congratulatory note from STAT and information about the alumni association. This will be a fundraiser for STAT. Carly then described the charity “Polar Bare” run, which will be set up to generate donations for the needy and publicity for the organization. The group will meet Friday, December 4 to discuss the process. Carly said other schools do something similar like the “Nearly Naked Mile.”

- H. Executive Directors Report-Jankowski directed members to look at the Strategic Planning Report which indicates 44 percent of the tasks developed at the Strategic planning Retreat are complete, 30 percent are in progress, nine percent are on hold or delayed and 17 percent of the tasks are contingent upon the completion of other tasks. He said great progress was being made on completion of the strategic plan. Jankowski also directed the members to the revised Association Bylaws provided in their packet. He indicated Bylaws Committee members Kevin Doyle, Mel Glauber, and Veronica Armouti had reviewed the document and provided input. Jankowski then reported he had yet to receive Veronica’s because he father had suffered a stroke in October and passed away November 13th. She will try to get materials to Jankowski as soon as possible. It was decided that the revisions be tabled so the board could conduct a thorough review, with a vote to be taken at the March meeting. Jankowski described that the eConnection for February was in good shape. He also invited all board members to get in the Cougar Tracks site and register. He outlined some of the facets of the system, and Katie then added that system enables us to harvest data directly from the system into our data system. That eliminates the need for her to manually load the data. Jankowski reported the system was easier to navigate as well as less expensive to our previous. Jankowski also reported that point that the new auditing system saved the alumni association almost 45-hundred dollars compared to a year ago. Jankowski all members to review the Chancellor’s Report which they all received. He then described the groundbreaking for the science building, indicating SIUE was the first project in the capital bill. Jankowski also described that he will be meeting with the Foundation Executive Committee to secure a new

Foundation Representative for the Association Board of Director. John Simmons is the current representative, but has extreme difficulty in making it to the meetings. Jankowski then thanked the Board as he celebrates his third anniversary as Director of Alumni Affairs and Executive Director of the Association. Jankowski reported the Partners Program was in process with coding and forms being produced.

VI. New Business

- A. Ajay Kansal moved onto New Business with the issue of Mike Stewart's and Chris Slusser's resignations. Ajay deferred the issue to Jankowski. Jankowski reported that Mike Stewart's resignation had already been accepted by the board through an electronic vote (via Email).
- B. Jankowski then reported the Executive Committee had accepted the resignation of Chris Slusser, with a copy of the letter provided to each board member. Christine Jackson made the motion that the Board accept the resignation of Chris Slusser as a board member and VP for Finance. Bev George seconded the motion. The motion passed.
- C. Jankowski then reported that in having those openings, the board needed to fill the office of VP for Finance. Jankowski reported the Executive Committee had accepted Larry Lexow's offer to serve as interim VP for Finance until a successor is named in June 2010. Jankowski reported that Larry as the Immediate Past-President, cannot leave active board service until Ajay becomes the Immediate Past President. But Larry could serve in the capacity of Interim VP. Karen Kelly moved that Larry Lexow be allowed to serve as the Interim Vice-President for Finance until June 2010. Christine Jackson seconded the motion. The motion passed.
- D. Jankowski then presented two individuals for nomination to positions on the Board. Jeremy Plank, who was in attendance, and Kevin Rust, who was not, were submitted to the full board for consideration. Larry Lexow moved that the nominations of Jeremy Plank and Kevin Rust be accepted to fill the unexpired terms of Mike Stewart and Chris Slusser. Christine Jackson second. The motion passed.

VII. Old Business

- A. SJ Morrison raised the issue of the scholarship and how quickly the process could be turned around. Jankowski responded that the process involved creating a stipulation and a fund account with the Foundation, then publicizing the scholarship. Given the fact that application deadline for the Legacy and Stahlschmidt Scholarships are already February 26th, it seemed unrealistic to try to award the Board Scholarship until 2011. It was agreed this would provide more time to generate donations to fund the scholarship.

- B. Katie stood to recognize Jason Bradley who was one of the first students to join STAT and has been a vice-president for the last two years and is about to graduate. Katie described him as a phenomenal representative and worker. Katie stressed Jason has already been recommended for service on the Homecoming Committee. He was thanked with a portfolio, a card from STAT, and applause from the board.
- C. There was no new business. Christine Jackson moved for adjournment. Larry Lexow seconded. The motion passed. The meeting adjourned at 6:50pm.