

Minutes of the Board of Directors
SIUE Alumni Association
Thursday, April 5, 2007 5:30pm

The meeting was called to order at 5:33pm by Board President Larry Lexow. Dinner was served. In attendance were Marcia Wickenhauser, Chris Slusser, Elzora Douglas, Ajay Kansal, Bev George, Bill Graebe, Veronica Armouti, Rita Adkins, Debra O'Neill, Chuck Rathert, Tom McRae, Kay Guse, Dr. Barry DeLassus, Alumni Affairs Director Steve Jankowski, Assistant Alumni Affairs Director Anna Dunham, and special guests Barb O'Malley, Director of University Marketing & Communications, and Rich Hampton, Financial Director of the SIUE Foundation.

The Finance Report was moved to the top of the agenda as Rich Hampton could not stay for the entire meeting. Copies of the budget and investment allocations were distributed. Rich went over the highlights and explained line items. He noted that the merchandise column had been adjusted because of the expenditures for the MRF books, and the graduation gift booklets. Rich went over current investments and upcoming investments. He noted Chris Slusser is working on investment policy with assistance from Larry Lexow.

Barb O'Malley then made her presentation on the marketing campaign for the university. She began by distributing 50th anniversary pens to all board members, and laid out the history of the approach taken with the "e" and the trademark of SIUE logos. She responded to questions as well.

Larry Lexow provided his President's report which included a welcome of the new members of the Board, Bill Graebe, Kay Guse, Tom McRae, and Chuck Rathert. Each member of the board and staff introduced themselves and provided some history as to their relationship with the university and the alumni association. Larry spelled out that he wanted to focus on building relationships with not only graduates, but students, to ensure greater participation in the alumni association. He described his goal to increase association membership by 20 percent this year. He also announced that he was excited by the fact that we had a full board for the first time in six years. He reiterated his goals of developing and maintaining a permanent SIUE e-mail address, to reach and maintain a collection of potential board members, develop a mission statement and strategic goal plan for continued growth, and to define and solidify the relationships with all six schools, their deans, and directors.

Alumni Affairs Director Steve Jankowski then began the Director's report by informing the Board that the graduation booklet gifts would be handed out to graduating students at the Morris University Center on April 24th, since the opportunity to insert them in the cap and gown package had been missed for May Commencement. Each member of the Board had been given a copy. The response was extremely favorable. He then provided a brief summary of committee meetings involving Marketing and Membership, Activities and Awards, and Executive Committees.

Each member was given a copy of the minutes of the respective meetings and a copy of the Graduation Booklet. The response was extremely favorable. It was also explained that the work continued on developing and launching an on-line community, improving the look of e-mails going out from the Association or Alumni Affairs office. Jankowski also expressed his desire to have students serve on the Board. He indicated he had spoken with Steve Sperotto of Student Affairs about recommendations. Jankowski also outlined the plans for the 50th anniversary commemoration of the MRF, explaining the "Flashback to the MRF" on September 27th. A brief description was given of the Executive Committee meeting with further information and action to be taken during the New Business portion of the agenda. Jankowski also stressed that one of the most critical committees for the future of the association would be the Strategic Planning Committee. Ajay Kansal suggested that possibly a board retreat could be used to bring members together to thrash through the issues and lay out a plan.

Albeit late, minutes of the December 12, 2006 Board meeting were reviewed. Marcia Wickenhauser moved they be approved, Ajay Kansal seconded the motion. Minutes were approved.

In new business, the issue of board expectations was presented along with discussion of requirements already outlined in the by-laws. Two motions were presented. The first involved the selection of a chairperson for each committee. It was discussed that each committee should appoint or select the chairperson. That selection would then be forwarded to the president of the board for approval. Should the committee be unable to select a chairperson, the board president would name that person. The matter was placed in motion form by Veronica Armouti, seconded by Chuck Rathert, and approved by the board. The second motion involved board member participation. Chuck Rathert indicated if we wanted to have effective representation on the board, we needed to clearly spell out what was expected of those members. The items discussed and approved by the executive committee were then presented. The number of full board meetings was raised from three per year to four per year. Each board member would be expected to serve on at least one committee of the board. Each board member would be expected to attend 50 percent of the board meetings. If a board member failed to attend the meetings, a letter or e-mail from the Alumni Affairs Director would be sent to the board member in question seeking clarification on any change in situation or desire to serve. If the board member was unable to comply, they would be asked to resign or be removed from the board as provided in the by-laws. Each board member will also be expected to participate in at least two (2) events sponsored by the association and/or university in a calendar year. The motion was made by Chuck Rathert, and seconded by Debra O'Neill. The motion passed.

It was mentioned that the fourth board meeting could be the strategic planning session mentioned earlier in the minutes.

Debra O'Neill moved the meeting be adjourned, Elzora Douglas seconded, and the motion passed. The meeting adjourned at 7:10pm.