

SIUE Alumni Association
Board of Directors Meeting
Minutes for Thursday, August 2, 2007
5:00 PM
Birger Hall, Special Events Room

- I. Dinner & Welcome – Dinner was served at 5:00 PM. Larry Lexow welcomed everyone to the meeting.
- II. Call to Order – Larry Lexow made a motion to call the meeting to order. Marcia Wickenhauser seconded the motion. Motion passed.

Attendance - Barbara O'Malley, Gary Giamartino, Ann Yap, Chuck Rathert, Marcia Wickenhauser, Barry Delassus, Rita Adkins, Debra O'Neill, Tom McRae, Bev George, Karen Kelly, Bill Graebe, Ajay Kansal, Larry Lexow, Elzora Douglas, Christopher Slusser, SJ Morrison, Steve Jankowski, Katie Bennett, and Roxana Jones.

- III. Approval of Minutes of the April 3, 2007 Meeting – The minutes from the last meeting were reviewed. Bev made a motion to approve the minutes. The motion was seconded by Marcia Wickenhauser. Motion passed.
- IV. Introductions – Katie Bennett is the new Assistant Director of the Alumni Association. She is an SIUE graduate. Katie graduated in August of 2003 from the Mass Communications Department. She has done events for Junior Achievement and for KMOX Radio.
- V. Comments & Greetings – Gary Giamartino, Vice Chancellor of University Relations – Gary welcomed everyone to the meeting. Gary commented that he would be willing and anxious to get involved in issues involving the Alumni Association and University Relations. Gary commented on the Strategic Planning Committee. It is very important to think about the long term future of the Association. Gary is in his 8th month in this position. He started at the Business School in October of 2003. Most of Gary's time and attention has been taken up by planning for the Capital Campaign. This will be the first Capital Campaign in the University's history. More information will be available in the next three to four months. Our goal is thirty to fifty million dollars. We are now in the leadership phase.
- VI. University Update – Barbara O'Malley, Executive Director of University Marketing & Communications/Co-Chair of the 50th Anniversary Planning Committee & Ann Yap, Marketing & Communications -
 - A. 50th Anniversary Celebration – September 24, 2007 is the Founders Day Convocation Ceremony. Dr. Werner will give a Convocation speech. The ceremony will be followed by lunch on the quad. Eight restaurants have agreed to come in and have booths with samples. Birthday cake will be served in the MUC starting at 1:30 PM. The Chancellor will make a toast to the University at 2:00

PM. There will be a Founders Day celebration for the Alton School of Dental Medicine Campus on September 25, 2007. There will be a Founders Day celebration at the campus in East St. Louis on September 26, 2007. Alums will be parading through the streets according to the year that they graduated. Barb invited everyone to attend these events. The Flashback to the MRF will be held on September 27, 2007 in the Meridian Ballroom of the MUC. There will be an Arts & Issues Tribute to the MRF on September 29, 2007. There will be two tribute concerts, as well as a fireworks display over University Park. Bill Brinson, Campus Photographer, will be taking pictures of the fireworks. There is a 50th Anniversary website. Go to the SIUE homepage, www.siu.edu and select the 50th icon. There is a blog on the website for comments. The entire community is invited to attend activities during Founders week. There will be an Alumni Art Exhibit and Reception in October in the Art Gallery of the MUC for local alums. There will be a Coffee Concert Reunion on October 1, 2007 at the MUC. Stephen Brown's "Seven Songs of Delyte" will be featured in honor of Delyte W. Morris. There is a 50th Anniversary Lecture on January 16, 2008 at the Meridian Ballroom of the MUC. Robert Zemsky, Ph.D., Professor of Education will be speaking at this event. Dr. Zemsky is a Vice Chancellor at Stanford. He is an expert on Higher Education. The Goshen Ocean will be held on February 6, 2008 in the Goshen Lounge of the MUC. The Goshen Lounge will be filled with sand for beach and ocean themed activities. The Town Gala will be held on April 5, 2008 in the Meridian Ballroom of the MUC. This is a black tie event and is by invitation only. The celebration will include dinner, live music, dancing, and a fireworks display over the SIUE Campus. There will be a Time Capsule Burial Ceremony on April 16, 2008 in the Stratton Quadrangle. On April 19, 2008, the 50th Anniversary Community Festival will take place in the Stratton Quadrangle. Barb & Ann handed out 50th Anniversary pins and a sample of the 50th Anniversary note cards. The Chancellor Scholars will have a booth at all of the major activities and they will be selling 50th Anniversary commemorative items to benefit the Chancellor Scholar program. They will be selling a commemorative poster, commemorative note cards with a 50th Anniversary photograph on them, t-shirts, and fans. The bookstore has offered to sell these items as well and give the proceeds to the Chancellor Scholar Program.

- B. New Logo for Cougar Athletics – Ann Yap is one of our award winning designers. There is a new University Cougar Logo. Several months ago, the Chancellor made the decision to recommend that we transfer all of our athletic programs to NCAA Division I. We are progressing in several different areas. We wanted a cougar logo that is a little bit more aggressive and edgy. Ann passed around several different layouts of the new design. The design for Club sports is different than what we have for intercollegiate athletics, but it does incorporate the “e”. The new logo will be trademarked.

VII. President's Report – Larry Lexow

- A. Strategic Planning Update – There was a strategic planning meeting on July 21, 2007 at Larry Lexow's office. It was a very productive meeting. There is a strong list of goals that we will be working on. During the meeting, the committee decided to revise the Mission statement for the Alumni Association. (Enhance the personal and professional advancement of SIUE alumnus/alumna/alumni through the establishment and nurturing of mutually beneficial relationships that supports SIUE, its mission and values.) One of our objectives is a 20% increase by October 2007 in the membership of the Alumni Association. Larry challenged each of the twenty-one board members to bring in twenty new memberships each within the next year by talking to people/alums in the community and outside of this community. This would get us halfway to our goal. He suggested having a party at the end of the year if the challenge is met.
- B. Board Expectations/Participation – Larry encouraged the board members to get involved. Board members should attend at least two of the four board meetings per year and participate in at least one committee. There are five standing committees at this time. The Activities and Awards Committee is co-chaired by Bill Graebe & Rita Adkins, The Membership and Marketing Committee is chaired by Ajay Kansal, The Finance Committee is co-chaired by Christopher Slusser & Larry Lexow, The Bylaws Committee is chaired by Elzora Douglas, and Strategic Planning Committee which is does not have a chairperson at this time.

VIII. Finance Report – Christopher Slusser, Vice-President of Finance

- A. Investment Policy – The investment policy will guide all non-checking account investments. Rich Hampton did a lot of the work on the Investment Policy. The primary investment objective is to provide a source of income for the operation of the Association and its designated programs to be determined by the Association Board. The secondary investment objective is to provide growth of the existing portfolio after the current needs of the Association are satisfied. The Finance Committee will be responsible for asset purchasing and selling decisions. Any proposed changes to the investment policy or any policy compliance issues will be approved by the Finance Committee and recommended to the Association Board for approval. The Finance Committee will meet semi-annually to review the portfolio to determine if rebalancing is necessary. Rebalancing may be approved by the Finance Committee. Chris moved to approve the entire Investment Policy. Chuck Rathert made a motion to approve the minutes. The motion was seconded by Debra O'Neill. Motion passed.

IX. Committee Reports -

- A. Activities & Awards – Co-Chaired by Rita Adkins & Bill Graebe – Rita Adkins stated that procedures need to be put in writing for nominations for the Great Teacher Award. Guidelines will be established and will be presented to the

Alumni Board for review and approval. Bill Graebe stated that the committee would like to expand the Distinguished Alumnus Award. Larry will look at the budget and put a proposal together.

B. Membership & Marketing – Chaired by Ajay Kansal

There have been two meetings, one in April and one in June. The committee met at Bella Milano both times.

The On-Letterhead e-mail is a work in progress.

The online community “Cougar Tracks” is targeted to be launched in mid September. The Cougar Tracks website will need to be pre-populated with board members and alums.

Membership benefits need to be revised. Some things need to be added and some need to be removed. The main item that the committee is focused on is the young alumni. Many other Universities are focusing on the students at the freshman level and many are approaching the parents to sign their students up for Alumni memberships. The business model is to offer a family lifetime membership at a 50% discount in the freshman year. \$150 for Freshman level students, \$200 for Sophomore level students, \$250 for Junior level students, and \$300 for Senior level students. Currently a family lifetime membership is \$350. Marcia Wickenhauser would like to be able to introduce a lifetime membership to parents to give to their students as graduation gifts. The new freshman welcome is scheduled for August 18, 2007. The Alumni Association sponsors a Legacy breakfast for parents of incoming freshman who are graduates of SIUE. Steve will present this package to the parents at the new freshman welcome. Gary will talk to someone in the Provost’s office about Marcia’s idea. There will be a new advising process within the next six months. Part of the process will be to advise students on their courses, another part will be on the exit process from the university and graduation requirements. Students can enroll in the Alumni Association after receiving 12 credit hours. SJ Morrison suggested having a Student Alumni Association instead of a Young Alumni Association. Karen Kelly noted that we should not forget about the Graduate Students. Ajay moved to approve the discount for incoming freshman. The Alumni Association will offer parents the opportunity to buy a lifetime family membership for students at a discounted rate as stated above. Ajay made a motion to approve the discount for incoming Freshman. The motion was seconded by Karen Kelly. Motion passed.

SIUE day is a work in progress.

The committee has discussed offering a Humanitarian/Alumni Trip with opportunities such as Habitat for Humanity or going to New Orleans. Two to three days could be spent offering humanitarian efforts and two days could be spent seeing the sights. This will be discussed further at the next meeting.

X. Director's Report –

- A. Flashback to the MRF/Arts & Issues Expenditures/Benefits – The board initially approved to spend up to \$50,000 to sponsor an MRF Commemorative event. Judy Collins is coming on September 29, 2007 and Arlo Guthrie is coming on March 5, 2008. These are commemorative concerts that the association will be sponsoring for \$10,000 each. We will get lots of publicity. The Flashback to the MRF is scheduled for September 27, 2007 in the Meridian Ballroom of the MUC. Guests will be able to bring cushions and blankets to sit on the floor for an evening of music and memories. Radio Rich Dalton and the Classic Band will be performing. Two MRF films will be shown, one from the 69 season and one from the 75 season. There will be draping over the bandstand and color slides from the Mississippi River Festival will be projected onto the fabric while the band is playing. Hot dogs, hamburgers, popcorn, cracker jacks, brownies, soda, beer, and Boones Farm will be available for purchase. Tickets will be sold in advance. Guests will receive an original, official ticket from the Mississippi River Festival at the door. T-shirts will be available for purchase at the event. There are three t-shirt designs. The band is charging us \$4,000.00. The food will cost about \$1,800.00, but we will be charging for the food and beverages. There will be free parking in the pay lot by the MUC and in the metered lot next to the Rendleman Building. Guests should dress for the event in clothing that they would have worn to the Mississippi River Festival. Memorabilia and clothes will be on display during the event.
- B. State Fair Participation – The State Fair starts on August 10th and ends on August 17th. The Admissions Office sends a group of volunteers to work a booth for SIUE. Volunteers are needed. There are 2 five hour shifts to choose from, 9:00 AM – 2:00 PM and 2:00 PM to 7:00 PM. Volunteers receive free admission into the fair and mileage reimbursement. There are 1,300 alums living in the Springfield area.
- C. Block Party Participation – The Block Party is scheduled for August 24, 2007 in downtown Edwardsville. Volunteers are needed to check IDs at the beer tents. The Alumni Association sponsors the cups that are used at the beer tents.
- D. Homecoming Participation – The Alumni Association is sponsoring this year's Homecoming Celebration. October 6th is a big day for the Alumni Association. Clifford the Big Red Dog will read to children and fifty books will be given to the first fifty children. Clifford is the Grand Marshal for the golf cart parade and he will lead the parade. The Alumni Picnic is from noon until 4:00 PM. There will be large inflatable toys for the kids to play on. Members of the Alumni Association will eat for free. Non-members will be charged for food and beverages. Sha-Boom will be performing during the car show. Volunteers are needed for this event.

- E. Participation in Graduation Related Events – Graduation books were distributed to over 350 graduates at the Commencement ceremony in August.
- XI. New Business - The eConnection is at the designers. The September edition will be mailed out on the 13th of September. The Finance Committee has agreed to pay the cost of sending the eConnection to everyone on our mailing list of 68,000+. Katie Bennett starts on August 13, 2007. When we send out a blast e-mail using the On-Letterhead system we get reports that indicate how many were successfully delivered, how many were opened, how many links were viewed or visited, and any that were bounced back.
- XII. Old Business – None at this time.
- XIII. Adjournment – Larry made a motion to adjourn the meeting. Elzora seconded the motion. Motion passed. The meeting adjourned at 7:15 PM.