

SIUE Alumni Association
Board of Directors Meeting
Minutes for Thursday, March 5, 2009
5:30pm
Birger Hall

- I. Attendance – Ajay Kansal, Bev George, Chuck Rathert, Elzora Douglas, Bill Graebe, Barry DeLassus, Rita Adkins, Kevin Doyle, Heather Jeffers, Brandon Rahn, Christine Williams, Tom McRae, Chris Slusser, Steve Jankowski, Katie Bennett and special guests Vice Chancellor Patrick Hundley, Elizabeth Keserauskis and representatives from the Black Alumni Association. Veronica Armouti joined the meeting by conference call.
- II. Approval of Minutes – The meeting was called to order at 5:40pm. The minutes from the December 4, 2008 meeting were reviewed. Chuck made a motion to approve the minutes. The motion was seconded by Christine. Motion passed.
- III. Presentation from the Proposed SIUE Black Alumni Association – Kelly Brooks, Kimberly Allen, Dontrell Thomas, Rose Anderson-Rice and Vice Chancellor Nobby Emmanuel. The idea of creating a Black Alumni Association started three years ago as a way of reconnecting black alumni with the university and getting them more involved. A focus group was created by Student Affairs and the group responded favorably to the idea. Kelly Brooks, '99 grad and current SIUE admissions counselor, was selected as the point person for the group. Nobby apologized to the board for moving forward on the new association without first getting approval from the Alumni Association board. Rose presented the proposal to the board. They started working on the new group during the summer of 2007. They started by brainstorming the purposed of the organization and researching other Black Alumni Associations in Illinois and Missouri. University of Missouri, Southern Illinois University Carbondale and University of Illinois has all Black Alumni Associations. Rose presented the mission of the Black Alumni Association – To maintain a professional and social network for the African-American alumni of SIUE. To assist in the recruitment and retention of African-American students, both undergraduate and graduate enrolled at SIUE. The goal of the group is to connect African-American alumni with students as mentors. They also want to create a scholarship fund for African-American students. They created interest in the group through a new Ning website which currently has 494 members. 45 people have registered for the Black Alumni Reunion Weekend March 27th-29th. The group collected \$85 as a registration fee for the weekend and \$25 of the registration fee covers the cost of registration in the Alumni Association. Reunion Weekend will include a meet and greet highlighting talent of black alumni, luncheon, tour of SIUE, Marchdown, party and family picnic. The group also presented proposed Bylaws for the Black Alumni Association. The board requested that the group add information regarding dual membership in the Black Alumni Association and the SIUE Alumni Association into the bylaws. Christine made a motion for the executive committee to review the bylaws and structure of the Black Alumni Association and make a recommendation to the full board. The motion was seconded by Kevin. Motion passed.
- IV. Remarks from Elizabeth Keserauskis, Executive Director, Marketing & Communications – Elizabeth started as the new Executive Director of Marketing & Communications in August 2008 and she presented the overall marketing approach for the University which involves reputation management. Elizabeth is focusing on engaging our audience in a conversation and establishing trust between the university and our publics. The university has started a new ad campaign – “The Power of e”- through radio ads. The campaign will now transition

to billboard and campus banners. The campaign first aired in November and December and the university saw traffic in the admissions office double. They are also focusing on leveraging web presence search engine optimization. The three main focuses of the university's marketing are overall awareness, recruitment and increasing contributions.

V. President's Report – Ajay thanked everyone for contributing during the Strategic Planning retreat at Pere Marquette. He thought the retreat was very valuable to the Association and he thanked everyone for their hard work.

VI. Committee Reports

- a. STAT – Heather Jeffers – STAT has 56 current student members and \$1,120 in dues. The STAT board set an original goal of 50 members for the first year and we have already exceeded the goal. STAT is participating in the SIUE Speednetworking event on April 30th and is also hosting a Mentor Mixer on April 7th from 6-8pm in Birger Hall. We currently have 32 partners in the STAT Alumni Mentor program and are still recruiting more student and alumni participants. New officers and board members will be selected during the April 6th board meeting. And, because the mentor program did not start until January 2009, the STAT board voted to extend all current memberships through December 2009. Members will then renew in January 2010 for \$10 and renew again for the full \$20 membership fee in August 2010.
- b. Finance Committee – Chris Slusser – Chris presented the minutes from the February 25th finance committee meeting. Rich Hampton suggested that an audit committee be formed with an accompanying charter document. The audit committee would be responsible for the financial system as well as provide oversight on the finances and record-keeping. The university currently has three University Related Organizations (URO) – the SIUE Foundation, University Park and the SIUE Alumni Association. The Foundation has established an audit committee with a draft charter and University Park has a separate committee and charter. The Alumni Association would draft our charter similar to the Foundation's charter. Also, the Finance Committee will add a CPA with audit experience to serve as an advisor to the committee. The Finance committee recommended that the Finance committee also serve as the audit committee. A motion was made by Christine to accept the committee's recommendation to serve as the audit committee. The motion was seconded by Kevin. Motion passed. The committee will now start working on the issue of selecting an auditor. The Alumni Association has used the Auditor General in the past but we recently received word that the Auditor General's office is no longer able to provide services for URO's. Rich Hampton is currently investigating alternate auditors. The Finance Committee will also complete a new form 990 as tool to govern the committee. Chris provided a budget update to the board. The bookstore has agreed to pay the Association upfront for MRF t-shirts to sell in the bookstore. The state budget allocations have been reduced to \$30,000 and the Association has been asked to hold \$5,000 in reserve in case of additional cuts. The state budget allocations are additional state dollars allocated to the Office of Alumni Affairs, not the Alumni Association. The money is used by the office to cover expenses not possible or affordable with Association money. The Association has also received new royalty payments. We collected \$5,733 from Bank of America and \$12,000 from Collegiate Insurance Resources.

- c. Programming Committee – Tom McRae – Tom reported on the newly-created programming committee. The committee first decided on the purpose of the new committee. When someone asks why they should join the Alumni Association, we should be able to provide a list of fun events, networking opportunities and fundraisers. Some of the events that the committee is working on include an Alumni Wine Tasting event in September at Villa Marie Winery in Maryville or the Grafton Winery & Brewhaus; an alumni float and afterparty in the Edwardsville Halloween Parade; an Alumni Trivia Night on November 13th or 14th; a Financial Planning Seminar in November and an Alumni Golf Tournament in 2010.
- d. Awards Committee – Rita – Rita reviewed the minutes from the January 29, 2009 awards committee meeting. The committee is currently reviewing applications for the 2009 Alumni Association Legacy Scholarship and the Stahlschmidt Family Legacy Scholarship. We received 26 applications for the Legacy scholarship and 39 applications for the Stahlschmidt Family scholarship. The committee will meet again on March 19th to select the winners. The committee will also review applications for the 2009 Great Teacher Award. We have already received six nominations for the awards. The nominations are due April 3, 2009.
- e. Strategic Plan – The board received a copy of the proposed strategic plan that Steve created following the board retreat. Steve has asked that board membership review the plan and submit any additions, ideas and changes via e-mail by March 15th. The Strategic Plan committee will meet again to complete the document and present it to the full board for approval.
- f. Membership & Marketing – Bev announced that the Membership & Marketing committee will meet Thursday, March 26th at 5:30pm at Bella Milano.

VII. Director's Report – Steve Jankowski

- a. Events Recap – 40 people attended the Alumni Reception at the Governor's Mansion on December 9, 2008. 42 alumni attended the SIUE Networking Reception/Family Night Out event on February 7, 2009. 57 people attended the Alumni Career Workshop – Starting Your Own Business – February 17, 2009.
- b. Upcoming Events –
 - i. Alumni Reception at Boeing – March 19th
 - ii. SIUE Alumni Day at the Fabulous Fox Theater – March 29th
 - iii. SIUE Alumni Day at Busch Stadium – April 25th
 - iv. SIUE Speednetworking – April 30th
 - v. SIUE Alumni Dinner at the Lincoln Museum – May 2nd
- c. SIUE Alumni Hall of Fame – Nominations are currently being accepted for the 2009 SIUE Hall of Fame. Eberhart Sign Company will be on campus March 12th and 13th to install the plaques from the 2008 Hall of Fame.
- d. MRF Site Reclamation Committee – The committee toured the site in January. The committee will meet with Facilities Management on March 16th to get a better idea of what can be done at the site.

- e. Homecoming Committee – Katie developed and recruited members for an alumni Homecoming committee. The committee has nine alumni members including Deb Rathert, Diane Lexow, Emily Morrison and Raed Armouti.
 - f. Database – The providers of our current alumni records database will cease support in 2010. The Office of University Relations has proposed moving to a new system for an estimated cost of \$300,000 which will be shared by the Foundation and the University. The transfer will begin July 1, 2009.
- V. New Business
- a. Confirmation of Student Representative – Brandon Rahn – A motion was made by Christine to accept Brandon Rahn as the second student representative for the board. The motion was seconded by Bev. Motion passed. Brandon will replace Brittany Tounsel who resigned her position due to scheduling conflicts.
- VI. Old Business – No old business at this time.
- VIII. Adjournment – The next Board of Directors meeting will be held on Thursday, June 4, 2009. A motion was made by Christine to adjourn the meeting. The motion was seconded by Kevin. Motion passed. The meeting was adjourned at 7:00pm.