

# Advancing SIUE's mission, values

## Segue

When it comes to managing the donations Southern Illinois University Edwardsville receives, the SIUE Foundation works diligently to uphold the highest standards in accounting and stewardship practices.

On this week's episode of Segue, SIUE's premier radio show, Chancellor Randy Pembroke interviews Rachel Stack, vice chancellor for advancement and chief executive officer of the SIUE Foundation.

This episode will air at 9 a.m. Sunday, Sept. 16, on WSIE 88.7 FM The Sound.

Stack was reared in Bedford Hills, N.Y. and spent much of her early life throughout the state. She graduated with a bachelor's in English from Elmira College and a master's in English from Binghamton University. Upon graduating, she enrolled in a degree program in public planning in developing countries at State University of New York at Buffalo, where she met her significant other, David. They married and have a daughter, Dara.

Stack has worked as a fundraiser for 23 years, mostly in public higher education, which is her passion.

"What is the Foundation and SIUE's Office of Advancement all about?" Pembroke asks. "I'm sure our listeners would love to hear what you and your colleagues do on a day-to-day basis."

"The SIUE Foundation is a 501(c)(3) organization that exists to serve the mission, vision and values of Southern Illinois University Edwardsville," Stack says. "On behalf of the University, the Foundation provides

coordination and implementation of fundraising efforts across campus. The Foundation receives and manages all gifts given to SIUE and upholds the highest standards of fiscal responsibility in investment management."

"That's a very important function and is certainly key to our University accomplishing what we want to have happen here!" Pembroke says.

Within the Foundation, there are individuals known as directors of development (DOD) who work with the schools and college's deans, faculty and staff members. They build relationships within the community, including local business owners, potential donors and SIUE alumni.

"The DODs, in conversations with their deans, build a relationship plan for each of their current and potential donors," Stack says. "They execute this plan through their different vehicles throughout the year, such as special events, sitting on school or college advisory boards and attending individual meetings with the donors."

"Every year, this plan is revisited, and they really enjoy meeting and engaging with their donors. Also, they are just great friends of our University."

Aside from the numerous DODs, the individuals who sit on the SIUE Foundation's Board of Directors is governed by a group of diverse, independent volunteers who are dedicated to supporting SIUE.

"I appreciate the level of



SIUE photo  
Rachel Stack, vice chancellor for advancement and CEO of the SIUE Foundation.

expertise that I see on the board," Pembroke mentions. "When I attend the finance meetings, the individuals who work in the field know so much about attracting and investing capital into the school, and how to be in front of those trends."

"A Foundation's job is to be conservative, and a fund manager's job is to show the Foundation CEO—that's me—and the Financial Investment Committee, other options," Stack says.

"You've certainly done a great job of showing people in the SIUE Foundation that this type of work can be fun! You have taken part in other committees, as well. So, it is not all just board meetings and finances. It is also about getting to know the University better and doing fun things, particularly with alumni," Pembroke replies.

At other public higher education institutions, capital cam-

paign goals are funneled from the administration's office down to the foundation.

"That's simply not the way I like to do things," Stack says.

"Instead, I like each academic unit to think of their top priorities, and how they can manage to effectively get their message to their donors or prospective donors, and make those projects, scholarships and other campaigns a priority."

"Our units excel when they are able to create their own relationships. I've seen the deans and DODs flourish at cultivating their donors at unique events, and they are excited about furthering the University's fundraising efforts."

Deans and DODs also look to donors to establish merit and need-based scholarships in nearly every possible academic unit, technology upgrades, awards for international travel, special collections donations and other support. In the future, Stack would also like to see campaign funds used for curriculum development, particularly from potential corporate partners.

In her position as vice chancellor of advancement, Stack is also in charge of the SIUE Alumni Foundation. SIUE has over 100,000 living alumni, 60 percent of whom live within 50 miles of Edwardsville.

"You can only imagine the tremendous economic impact our alumni make in the region, not to mention the potential for those alumni to come back and participate in our University's activities once again," Pembroke says. "What would you say to an alum who hasn't been back to campus for a while—and we're

not just talking about the money side of it all—and what are ways alumni can get involved at their alma mater?"

"There are so many ways to get involved! There are happy hours, gatherings, breakfasts, family fun events, mentor programs, the refer-a-student program, which saves a student \$40 for their application fee! All you have to do is sign the form and save a future Cougar some money!" Stack says.

Stack also goes on to mention other social gatherings, including alumni recruitment events, ambassador programs, volunteering at college fairs and phone banks, Homecoming, and more.

"You can also follow us on social media, and all our events will pop up automatically for you," Stack mentions.

Alumni and current students are gearing up for the SIUE Alumni Association's 3rd Annual Cougars Unleashed Homecoming Run, which will take place at 9 a.m. on Saturday, Sept. 29 at SIUE's B. Barnard Birger Hall. Race proceeds will benefit SIUE Alumni Association scholarships for deserving students. After the run, runners and their families will enjoy activities and deliciously fun Chris Cakes pancake breakfast.

For more information about the Cougars Unleashed Homecoming Run, please visit the race's registration page.

To hear more of Pembroke and Stack's conversation, tune into this week's Segue at 9 a.m. on WSIE 88.7 FM The Sound.

By Madeline Deardeuff, SIUE Marketing & Communications