

John Whittenberger Society Advisory Board
2018 Fall Board Meeting Minutes
October 19, 2018, 12:30PM
Indiana Memorial Union-Federal Room

In attendance: Christian Carroll, Susan Burns, Kathy Cook, Lydia Roll, and ex-officio members Winston Shindell, Mara Dahlgren, Connie Billett, Ceci Jerry, and David Spencer. Via conference call: Martin Gimenez, Jerald Harkness, Margarett Minor. Guests: Marissa Moss, Dave O'Guinn.

I. Call to Order

- a. President Carroll called the meeting to order at 12:30 pm.

II. Approval of Minutes from Last Meeting (sent electronically)

- a. Lydia Roll would like to revise the minutes to spell Kat Posada's name correctly.
- b. Susan Burns moves to approve the corrected minutes, Lydia Roll seconds the motion.
- c. After a unanimous vote, minutes are approved with the correction.

III. Introduction of Vice Provost and Dean of Students Dave O'Guinn

- a. Hank Walter introduced Dave O'Guinn, who assumed the role of Dean of Students and Vice Provost for Student Affairs on June 1. Dave spoke about his love for the Union and his desire to see it grow and improve. Dave spent four years on the Union Board as an undergraduate at DePauw University, and had a practicum working with the IMU Union Board while getting his master's degree in Higher Ed and Student Affairs at IU.

IV. Reports

a. **IMU Executive Director** (Hank)

- i. Hank Walter explains recent changes in the IMU since last spring. The Union Market opened this month; it supplements gift shop needs and also basic needs for IMU visitors. IU Dining became the Union's dining contractor on May 7, including retail dining in the IMU & Catering for the entire campus. The food quality in the IMU has improved. This move has allowed for funding for the dining renovations. Renovation plans include new venues and new locations, but no changes to Starbucks or the Tudor Room. Primary concerns are with opening up the space more on the main floor and being intentional with how the space can be utilized for student

***Purpose** The John Whittenberger Society was organized to maintain a connection with Union Board alumni and friends, to promote projects and to raise funds for the benefit of Indiana University, the Indiana Memorial Union, and the Union Board of Directors.*



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JOHN WHITTENBERGER SOCIETY

programming. There are plans to implement a pub/restaurant where Dunn Meadow Café is currently located; this would help meet the needs of hotel guests, students, and parents by providing a space for dinner and drinks that is not like Kilroy's on Kirkwood.

- ii. The IMU was asked to assume responsibility for Student Organizations, Community Engagement, and Leadership Development. Fraternity & Sorority Life will not be a part of the Union. There is a great opportunity for synergy between the new and existing function of the IMU, but many details must be figured out.
- iii. Along with dining renovations, we are planning for a renovation and expansion of the Centennial Patio. This project is the first time the IU Foundation has ever allowed the IMU to have access to major donors who are IU alums, though not necessarily Union Board alums.

b. Union Board President (Ceci Jerry)

- i. Ceci Jerry presented information on Union Board from the summer and fall. The fall retreat took place at the Ohio Union at Ohio State University. One of the new ideas from retreat was to hold mass meetings with all UB members twice a month. These meetings have been successful with 50-60 members in attendance at each.
- ii. Over the summer, new staff came to UB: Program Advisor LaSabra Williams, and graduate assistants Alexis Fuentes and Sara Perry.
- iii. Welcome Week activities: Block Party went well in August and sold out with 6,000 tickets purchased. Union Board also hosted the Involvement Fair for the first time in several years, and over 450 organizations participated.
- iv. Fall programs include: Films & Sneak screenings, a lecture by a renowned National Geographic Photographer with Themester, Yule Ball, World's Fare, and the new marketing opportunity UB Day.
- v. Ceci chaired the Dining Renovation Advisory Committee this summer to help inform some of the dining renovations. This was comprised of student leaders and staff that utilize the IMU often, and included a three-day trip around Midwest to the University of Wisconsin-Madison, Revival Food Hall & Beatrix Market in downtown Chicago, and Purdue University.

c. Executive Committee update (Christian Carroll)

- i. Going into the next Biennial where constitution changes can be made, it is important to consider whether executive roles in JWS should evolve. This discussion is encouraged with a full board. Certain roles have significantly changed in the last 3-5 years, perhaps the descriptions in the Constitution and Bylaws should be reassessed.
- ii. There will be four open positions on the JWS board next year; looking for diversity in all facets so that the board is representative of current



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ALUMNI ASSOCIATION
JOHN WHITTENBERGER SOCIETY

students. It is encouraged that if there are strong alums that could be successful in these roles, they are spoken to ahead of time. There was discussion of being intentional about what the future board should look like, and using a matrix to assess the Board's needs, strengths, and talents that Margarete Minor has put together.

- d. **IUAA Update** (Connie Billett)
 - i. The IU Alumni Association's role with JWS is to ensure the success of this board. IUAA works to keep alumni informed. IUAA is currently working with Publishing Concepts (PCI) to publish an IUAA member directory.
 - ii. There are significant upcoming events that bring current students and IU alums together. The approved funding allocation for the 2018-2019 year was explained.
- e. **Bicentennial documentary** (Jerald)
 - i. The IMU/UB documentary is going well. There is a lot of research involved in the process now. Filming of interviews will take place in the coming months; trying to wrap up production by June or July of next year. WTIU is very interested in broadcasting the documentary. The film itself should be about 56 minutes.

V. Budget/Scholarship presentation

- a. **Current JWS Fund income and expected expenses** (sent electronically)

VI. Funding requests

- a. Sundance
 - i. Students attending Sundance Film Festival from January 30, 2019 to February 3, 2019 would be able to explore possible new ventures for the UB Film Committee, see films and meet producers whom they might want to bring to IU, meet with donors, and benchmark with members of the Wisconsin Union film committee.
- b. Travel to ACUI for UB president
 - i. The 2019 ACUI Conference will be in Indianapolis, Indiana, so expenses for this will be significantly less than last year.
- c. Union Board travel to conferences
 - i. This opportunity is for up to two Union Board Music directors to travel to Pollstar Live from February 11-13, 2019. This event allows for directors to network with professionals in the music industry, build connections, and learn about the industry.
- d. Susan Burns moves to consider all three funding requests as one. Margarete Minor seconded the motion.
- e. Margarete called the motion to question
- f. After a unanimous vote, the motion is approved.

VII. Communications plan (James McHaley)

- a. James is a former Union Board director and shared his excitement to return to the IMU as Assistant Director for Marketing.
- b. Presentation titled “Creating a JWS Communications Plan”
 - i. Main goals: to build the framework for a JWS Communications Plan by collecting story ideas; determine where stories both live and are amplified, which are not necessarily the same thing; to prioritize platforms (communication channels); and then draft a plan, share with Board, follow-up.
 - ii. This plan is on today’s agenda because it should be considered and discussed by all committees. James introduced Simon Sinek’s “Golden Circle” concept of understanding the “why” as fundamental to the plan, and building out the “how” and “what” from there. Using the JWS purpose statement as a foundation, JWS’ “why” is three-fold: maintaining a connection, promoting projects, and raising funds. How” is building and implementing a JWS Communication Plan. “What” is reaching JWS alumni with stories and updates through relevant platforms.
 - iii. A discussion ensues about what our “why” is and how we can connect JWS with others. Examples include: friendship, common connections, being available for students, protecting student interest first. The 2017 JWS member survey was reviewed. To engage JWS members, there could be a stronger relationship with Union Board. Currently, 807 newsletters are mailed and there are 737 JWS-coded alumni minus staff and graduate assistants. The Facebook Group has 315 members. The LinkedIn Group has 127 members. Potential platforms include other social networks, an e-newsletter, photo site, and blog. There was discussion about an e-newsletter and what the content would include. The plan is to take this discussion to the Membership Committee to determine the prioritization of platforms and assignment of responsibilities to ensue, and the communication plan will be updated and shared with JWS Board on a future call.

VIII. Break

IX. Biennial updates (Pam Potter)

- a. Pam has been soliciting feedback, and Adele Kaplan and Lydia Roll have been helpful with suggestions and comments. Overall there was a lot of positive feedback about having the opening reception in the UB office on Friday night at the last Biennial, so the plan is to repeat that. We are still considering what to do Saturday morning because people wake up/seek breakfast at different times. Lunch could be instrumental in creating conversation between different generations. In the afternoon, we would show the documentary – may switch

that order to create conversation better and encourage a structured conversation about the Board by generations or program areas. Pam would like to see the business meeting separated from the banquet to separate the business of the Board and Association from the Banquet and Keynote. She also proposed that we take a group shot of alumni at every Biennial. The Board itself should add onboarding of new board members into the weekend, possibly Sunday morning, although that is after the Board meeting.

- b. There is a discussion about how exciting it is to be in the IMU at this very time.
- c. Spring meeting may be in March of next year.
- d. Meeting adjourned at 4:59pm.

Saturday, October 20, 2018, 10:15AM

In attendance: Christian Carroll, Susan Burns, Kathy Cook, Lydia Roll, and ex-officio members Winston Shindell, Hank Walter, Mara Dahlgren, David Spencer, Connie Billett, and Pam Potter.

I. Call to Order- Federal room

10:15 a.m.

II. History of JWS (Winston Shindell)

- a. Winston provided the historical context of JWS. The first time he interacted with Union Board alumni was at a Biennial celebration. Alums met during the IU vs. Purdue Football weekend every other year since the 1930s, and it often included raising money for scholarships. He started the structure of an actual JWS Advisory Board in the 1980s, which provided a regular way for alumni to provide financial support for the Union and Union Board, and for him to talk with them about what the Union needed. Over the years, the Board has gotten away from that initial purpose. He is excited about the future of JWS because of its growing support from the Union and now the Foundation's support of the patio fundraising project.

III. Committee Structure and Expectations

10:15-12:15 p.m.

- e. **Membership Committee (Susan Burns)**
 - i. Goals-work with James to solidify an electronic newsletter and to make an onboarding piece for graduating seniors to the John Whittenberger Society.
 - ii. Work on outreach to members through newsletter development, setting up and activating an Instagram account. Also gathering information for these areas: alumni spotlight, student spotlight, Union Board updates, IMU update, and historical
- f. **Development Committee (all)**
 - i. Create a one sheet that covers things that JWS can do: Connect, Donate, Reunite, and Join IUAA



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- g. **Programming Committee** (Lydia Roll)
 - i. Goals firming up the schedule for Biennial, serving the needs of Union Board that the staff identifies. To have more knowledge of Union Board events to get more alumni to attend and to know what conferences the students are attending to see if there are UB alumni already attending those conferences and events who could support them.
- h. **Final Tasks** (all)
 - i. Some work for members was divvied up before the end of the meeting to be completed before the next committee meetings.
 1. Susan/Kathy-working with James on e-newsletter
 2. Pam will get started on a tri-fold document for JWS, and provide some examples of applications, metrics for review
 3. Margarette/Hank will work on onboarding of new advisory board members
 4. James/Pam will work on gathering information about the advisory board. A survey will go out requesting bio information, degrees, UB service years and committee, where you live now, job title and what you tell your parents you do, and other interests.
- i. **Adjournment** 11:11AM
 - i. Motion to adjourn by Susan Burns, seconded by Lydia Shanklin Roll, meeting adjourned.