



**John Whittenberger Society Advisory Board
Board of Directors Meeting Minutes
March 26, 2016
9:00 a.m.
Indiana Memorial Union –Maple Room**

Members Present: Chris Carroll, President, Susan Bonnell Burns, Board Member, Kathy Cook, Board Member, Andrew Dahlen, Treasurer, Ann Fumarolo, Vice President, Martin Gimenez, Board Member (phone), Margarette Minor, Board Member, Laura Osteen, Board Member, Scott Wilson, Board Member, Steven Johnson, 2016 Union Board President, Ex Officio, Cathy Deal, Alumni Representative to Union Board, Ex Officio, Jennifer Gentry, IU Alumni Association Liaison, Ex Officio, Rob Meyer, IMU Assistant Director, Activities and Events, Ex Officio, Winston Shindell, Retired IMU Executive Director, Ex Officio, Thom Simmons, Retired IMU Associate Director, Ex Officio, Hank Walter, Executive Director, Indiana Memorial Union, Ex Officio, Cheryl Crouch, IMU Assistant Director, Marketing, Recorder of Minutes

Guests: Mike Campbell, Associate Director, IMU, Harold “Pete” Goldsmith, Dean of Students, Indiana University, Meital Shachaf, 2016 Union Board Vice President of Internal Affairs, David Spencer, Director of Development, Division of Student Affairs

Absent: Megan Ditton, Board Member, Michael Littenberg, Board Member, Vicky Martin, IU Foundation Liaison,

- I. **Call to Order (Chris Carroll)**
 - a. President Carroll called the meeting to order at 9:03 a.m.

- II. **Approval of Minutes (Chris Carroll)**
 - a. President Carroll asked for corrections or additions to the previous meeting’s minutes. No additions or corrections were made. Motioned to approve the minutes was made by Ms. Margarette Minor and seconded by Ms. Laura Osteen. Minutes from the meeting of September 18, 2015 were approved.

- III. **JWS President’s Report (Chris Carroll)**
 - a. Mr. Carroll welcomed the newest board member, Mr. Martin Giminez. The board is very excited to have Mr. Giminez as part of the board.
 - b. In January, Mr. Carroll attended the Union Board Installation Banquet on behalf of the John Whittenberger Society. He presented IU lapel pins and welcome certificates to outgoing Union Board Directors. He was pleased to meet so many nice students and their families. Mr. Carroll thanked Mr. Rob Meyer, Mr. Hank Walter and the IMU staff involved in the Installation Banquet. He thought it was a spectacular event and was delighted to attend.

- c. Mr. Carroll thanked the following people for their involvement and/or work.
 - 1. To Ms. Ann Fumarolo for working on the IU Day Application and conducting another outstanding scholarship interview process.
 - 2. To all the students who took the time to apply and interview for JWS Scholarships.
 - 3. To Ms. Vicky Martin for her service to JWS, the IMU and John Whittenberger Society Members and Donors. The board wished her good luck in her retirement.
 - 4. To Mr. Hank Walter and the IMU staff for their continued hospitality to him during his stay for the Installation Banquet and the current board meeting.
 - 5. To Mr. Rob Meyer for helping with the Installation Banquet and for helping prep for the board meeting today.
 - 6. To Ms. Cheryl Crouch for taking impeccable minutes and printing the agendas and minutes for today's meeting.
 - 7. To Ms. Cheryl Crouch, Ms. Susan Bonnell Burns and IMU Marketing for production of an amazing newsletter.
 - 8. To Dean Goldsmith for his continued service to the students and staff of the Indiana Memorial Union and Union Board, serving as a Union Board Director and serving the John Whittenberger Society. Mr. Carroll presented Dean Goldsmith with a certificate inducting him formally into the John Whittenberger Society and also gave Dean Goldsmith an IU lapel pin as a thank you for all he has done. Mr. Carroll wished Dean Goldsmith all the best in his retirement later this summer.

IV. IMU Report (Hank Walter)

- a. Mr. Hank Walter gave an update on the IMU with a PowerPoint presentation (attached with the minutes).
 - 1. He announced three new staff members since the last JWS board meeting. Mike Campbell is the new Associate Director. He was most recently the IMU hotel manager. Mr. Walter has been impressed by Mr. Campbell's development of his staff and his passion for students. Mr. Campbell has a many local connections and all only have positive things to say about him. Part of Mr. Campbell's role will be to help move the IMU business forward. Mr. David Spencer will be joining the IMU staff on July 1 to assist with Alumni Relations. The position will be at 40%. The remainder of Mr. Spencer's time will be to continue as Director of Development for Student Affairs. Mr. Spencer will not just be focused on development for the IMU but will also help with outreach. Additionally, Ms. Pam Potter has joined the IMU staff as Administrative Assistant for the Executive and Associate Director. Ms. Potter has been at IU for several years in similar positions.
 - 2. Mr. Walter discussed the new mission and vision statements that have been developed for the IMU. These were developed by the IMU leadership team, other IMU staff and students.
 - 3. Mr. Walter discussed the IMU strategic plan and priorities that the staff is focused on at the current time. These include alumni relations, branding, employee culture, the IMU as an evening and weekend destination, and the physical space inside and

outside the building. He outlined topical areas within each priority and talked about what was being accomplished with each one.

4. He also talked about other ongoing campus projects that would have an effect on the IMU; Ernie Pyle renovation, Wells Quad, Old Crescent, and the expansion of Woodlawn Avenue.
5. Mr. Walter continued his report with a discussion about the IMU facility. The last renovation was done in 1991. Recent reports, including the IU Master Plan and the Board of Acons have noted that the IMU is vital to the campus and needs renovations. The IMU will have to provide all or part of the funding for any major renovations. It is not known right now if renovation can be done comprehensively or if it will need to be gradual. In the meantime, the IMU is planning to update and replace some furnishings as well as continue with installation of meeting room technology.
6. Mr. Walter completed his presentation highlighting future events which include the retirement of Dean Goldsmith on June 30, 2016, the Region VI ACUI conference being hosted by the IMU in October 2016, the search and hiring of a new Activities and Event Assistant Director, (Mr. Meyer submitted his resignation and his last day is June 30, 2016), and working to build stronger partnerships with Union Board and alumni.
7. Several members had questions for Mr. Walter after his report. Ms. Deal asked if the Health Center Annex Services could be offered to hotel guests or visitors to the campus. Right now they are only offered to IUB students, faculty and staff. Mr. Campbell told Ms. Deal that this is currently being discussed. The Health Annex would like to provide these services to hotel guests and visitors. Ms. Deal also wanted to know about providing ear mics for speakers who use the meeting rooms at the IMU. Mr. Simmons stated that they are available but more expensive than traditional mics. Conference planners have budget concerns and will most likely use the less inexpensive mics. Mr. Dahlen wanted to know how involved Union Board and the IMU were in the Board of Acons report. Mr. Walter stated that he met with the group several times and so did Union Board. The Board of Acons also met with other IMU staff and collected information from those staff. Ms. Deal asked about a rumor on campus that there will be a pub in the IMU. Mr. Walther stated that he has not heard anything about it and doubts that this would ever happen. Ms. Osteen asked who was the leadership team of the IMU. Mr. Walter provided the information and stated he realizes there needs to more diversity in the leadership.

(Change in order of schedule/agenda to allow for submission of Union Board proposal.)

V. Financial Report (Andrew Dahlen and Thom Simmons)

- a. Mr. Simmons and Mr. Dahlen reviewed the financial report with the board (report attached with minutes). It was noted that at the request of Ms. Rosemary Tanner, the scholarship in her name is being spent so that she can know who the recipients are. Mr. Carroll asked which fund could be used for discretionary purposes. Mr. Simmons stated that it is the John Whittenberger Society Fund. Mr. Shindell asked if this fund was also used for scholarship accounts that were lacking the amounts needed to fund a full scholarship. Mr. Carroll stated that yes this the

fund for that purpose. Mr. Wilson asked if the preference is to use this fund to fulfill scholarship accounts or should we first go back and ask the donor for additional funds. Mr. Carroll stated that it is usually not an issue to fund from the John Whittenberger Society account but there is one case where this is a problem. The Flectchall account is substantially short. Mr. Shindell stated the John Wallace Fund issue has been resolved. The initial amount was \$250,000 and it ended up being \$85,000. Another \$500,000 was pledged during the Centennial but it will not mature until Mr. Wallace's wife passes. The fund is mainly for graduate assistantships but can be used for other things as well.

- b. A motion was made by Ms. Burns to approve the financial report. The motion was seconded by Ms. Cook. The report was unanimously approved.

VI. JWS Board Business (D. Union Board Funding Request) (Meital Shachaf)

- a. Ms. Shachaf, Union Board Vice President of Internal Affairs, presented a funding request to the board members for Spring and Fall of 2016. She stated that UB's goal is for membership to grow but lacks the funds to do anything to recognize members. Not only does UB want to recognize members, but they also want people to feel at home in the UB office. She did a big push for scholarships this year although it didn't seem to get more people to apply. UB wants to increase membership by 20%. As of right now the membership is at 100. Again, Ms. Shachaf stated there isn't any money in the UB budget for membership. They are requesting funds from JWS because UB doesn't feel general account money should be used for internal events or programs. All general fund money should be used for all students on campus. Another reason for the request for funds from JWS is because UB has been criticized by CFR (see attachment). The total amount requested in the proposal is \$1506.77. The request is to fund the following events;

Spring 2016

- Around the World-Recognition of UB Members Studying Aboard (\$70.00)
- Union Board Member Appreciation Party (\$270.00)

Fall 2016

- Involvement Fair and Call-Out Meeting (\$573.37)
- Assistant Director Recognition Ceremony (\$398.40)
- Union Board Holiday Party (\$195.00)

A motion was made by Ms. Minor and seconded by Ms. Burns to review and vote on the funding request presented by Ms. Shachaf. Discussion on the proposal followed. Questions arose regarding whether JWS development funds should be used for UB operating expenses. There were also questions and discussions surrounding the CFR report. In the past, UB budget was larger than it is today. CFR is concerned about organizations just spending money on

themselves and not all students. All organizations are getting cut by CFR, Union Board struggles with the budget issues; what is external and internal. Want to expand membership but need money for recruitment and development. The board acknowledges there is an issue with the CFR and a way needs to be found so that CFR doesn't view dollars used for recruitment and development as a conflict with the fee request. Members all feel it is important to develop students and invest in things that promote community. A vote was called on the motion. Vote: 7 Yeas, 2 Nays. Motion passes.

VII. JWS Board Business (E. Scholarship Report and Approval) (Ann Fumarolo)

- a. Ms. Fumarolo thanked everyone who participated in the scholarship interview process. She said it is always a rewarding experience. Ms. Fumarolo stated that for those who have not been involved in the process they should consider doing it next year.
- b. The following scholarships will be awarded this year.

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| Fineberg | 1 @ \$2,000 |
| Flectchall | 1 @ \$4,000 or \$2,000 (account has a shortfall) |
| Tanner | 2 @ \$6,000 each |
| Pinto | 1 @ \$1,000 |
| UB Alumni | 2 @ \$2,000 each |
| Simmons | 1 @ \$2,000 |
| UB Committee | 3 @ \$1,000 each |
| McKaig | 1 @ \$1,000 |

There is a \$1,251 shortfall in the Flectchall account. It was recommended IU foundation contact the donor and ask to provide additional funds to make up the shortfall so that a \$4,000 scholarship can be awarded.

Ms. Fumarolo moved that the scholarships for 2016 be approved and names proposed to IU Foundation. Mr. Dahlen seconded. The motion passed unanimously.

VIII. Union Board President's Report (Steven Johnson)

- a. Mr. Johnson gave his report with a PowerPoint presentation (attached with minutes). He began by talking about how UB is building ties with different audiences across campus; IU administration, student groups, students and internally with its members and the IMU. He showed board members a graph that illustrated even though fee allocation has declined over the past several years, attendance at UB programs and events has grown. He also showed a graph that illustrated how the Late Nite program is drawing a diverse audience. Mr. Johnson stated that UB has a reach of between 8,000-9,000 students through emails and social media. UB future goals include building and rebuilding partnerships through larger events. They also want to do a better job of providing programs and events for graduate students. Several board

members commended Mr. Johnson on his presentation and the data provided. Several also suggested that the data should be provided in the CFR presentation.

IX. Alumni Report (Jennifer Gentry)

Here are a few highlights from the IU Alumni Association Spring 2016:

Postseason Basketball

This year, both IU Men's and Women's coaches were named Big Ten Coach of the Year, both teams had undefeated seasons at Assembly Hall, and both teams advanced to the NCAA tournament! The IUAA helps coordinate game watches across the country and provides Spirit Kits for game watches. We also send staff members to tournament games to coordinate with Alumni Leaders in the tournament city. Go Hoosiers!

Alumni Leaders Conference 2016

Save the date for this year's Alumni Leaders Conference! This year it will be June 9-11, in Bloomington. Don't miss this opportunity to learn with alumni leaders from around the globe. Boards may consider using alumni funding for board members to attend.

Career and Professional Development

The CPD is providing a series of "Life after IU" programs. These are targeted at graduating IU students from all eight campuses as they transition from student to young professional. This series is focused on relocating to some of the most popular big cities. Emili Sperling Bennett will host a real estate expert from each city, to give the student the tools they need to land the perfect place to call "Home Sweet Home". All events are via webinar, and all times are Eastern.

- New York City- Tuesday, March 29, 7 pm
- Washington, D.C.- Tuesday, March 29, 8:30 pm
- Chicago- Wednesday, March 30, 7 pm
- Denver- Wednesday, March 30, 8:30 pm

Webinar Wednesdays

Rebecca Keith, Talent Manager at IUAA, has arranged a Webinar Wednesday series for alumni leaders training. All webinars are at 12:30 p.m. Eastern time, and can be found here: <https://connect.iu.edu/voluntrain/>

Upcoming topics are:

- April 13- IU Day Success Stories
- April 27- Alumni Student Recruiting and Hosting
- May 11- LinkedIn for Alumni Leaders
- May 25- Exploring IUAA's Values: Collaboration, Commitment, Inclusion, and Pride
- June 8- What to Expect at ALC

Show your Stripes, Hoosier Nation!

IUAA is once again promoting membership with our Show your Stripes campaign. For a limited time, new members will receive a pair of exclusive IU striped socks.

In addition to the fabulous footies, members enjoy annual Priority Points used for basket and football seating assignments, a subscription to the *Indiana University Alumni Magazi* exclusive career services, and access to IU's Alumni Directory.

Visit <http://alumni.indiana.edu/membership/socks> for more information.

Active and Life members who contribute \$25 or more to the Above and Beyond campaign are also eligible. Visit <http://tinyurl.com/mxrsbwX>.

Ms. Gentry also discussed the upcoming IU Day which will be on April 12. It is the first ever world-wide IU Day. The main focus is on engagement. Ms. Gentry provided a handout that provides more information on IU Day (attached to minutes). JWS has indicated that wish to participate in IU Day with a fundraiser for the UB Scholarship Fund. Ms. Gentry explained this will be done through a Fundly campaign. She provided a handout, attached with minutes, on how a Fundly campaign works and took the group through an online demonstration of the site. JWS will share this on the JWS web page and through social media. Mr. Carroll asked if there will be any swag for donors. Ms. Gentry stated not this year but maybe in the future. The campaign will start on March 30 and end on April 13.

X. Mentoring Report (Cathy Deal)

- a. Ms. Deal reported that alumni support and participation has been strong. Most have been through phone calls or face-to-face meetings. There have not been many internships through the mentors. Most UB members are getting internships through other avenues. The meetings with the mentors usually end with mentors referring to someone else they know in a field or occupation who has better information for the student. The mentor program is currently only for directors. An interactive database is being developed that will allow students to see mentors and their fields of expertise. Next fall the mentoring program will also be opened up to Assistant Directors.

XI. Newsletter (Susan Burns)

- a. Ms. Burns stated the spring/summer newsletter was in the works. Content has been finalized. It was suggested a profile be done on a successful mentorship. Another idea is to have interviews with scholarship winners and what the scholarship has meant to them. Ms. Burns asked that at the next JWS board meeting we continue the discussion of modernizing the newsletter to a digital format.

XII. JWS Board Business-Open Discussion

- a. The board discussed the remaining topics under JWS Board Business.

B. Funding Campaigns

Mr. Carroll discussed helping raise money for UB needs. He suggested using a Fundly tool for fundraising. He asked Mr. Johnson about the needs of Union Board. Mr. Johnson stated that scholarships are very important. He stated that director of recruitment is also important. UB is working on how to best develop its members. He said that in today's climate it important that funds be focused on external programs as much as possible. Mr. Carroll stated the board understands but also feels internal activities are important such as having students attend conferences. He provided a letter from a UB student who attended the Pollstar conference as a result of funding approved by the JWS board. The student described how beneficially the conference was for her and how much she learned from it. Mr. Carroll asked what potential travel needs UB might have as well as costs for retreats. Ms. Burns suggested setting up funding in JWS that would support UB internal activities.

Mr. Shindell stated that in the near future the IMU will most likely require a capital campaign. He questioned how JWS fit into all of this. Mr. Walter agreed that a capital campaign will be needed. He also stated that not all IMU supporters are UB alumni. He questioned the extent JWS wants to be involved in the wider role of overall IMU development. Ms. Cook said that it was important to recruit directors who will want to commit money to the future of UB and the IMU. Ms. Osteen said she felt it would be good to have an account for UB undergraduate student development.

There was discussion about how to fund things that came up at the last minute or for sudden emergencies. Mr. Spencer said that he works with three organizations that have emergency funds. They can use them for various purposes. Most often students don't know about these funds. He recommended that UB/JWS have an emergency account.

Mr. Johnson presented an additional funding request from UB. The request is for funding of the 2016 Fall Retreat (see attached handout). The amount requested is \$3,106.74. UB is proposing that \$1,409.02 be contributed from the Past President's Fund. There was discussion on whether this could be funded through the Past President's Fund. Mr. Shindell stated this fund was set-up to offset travel expenses for meeting with UB alumni. He stated the money for funding the request should be from the JWS fund. Mr. Carroll asked if the request included the cost of IMU staff who attended the retreat. Mr. Simmons said that in the past the IMU has helped fund the retreat and reimbursed UB \$1,000. Mr. Walter stated the IMU doesn't foresee any issues with continuing to support its part of the retreat. Ms. Osteen moved to combine the request and the total amount be funded through the JWS fund. Ms. Minor asked if the

retreat could be prorated and the IMU billed for the IMU staff costs. Mr. Wilson stated he wants to learn more about CFR and discuss what their concerns are about UB funding. Mr. Walter stated he is planning to meet with Ms. McCord who heads our CFR. Mr. Dahlen moved the vote to be called. Mr. Wilson seconded. The request for the UB retreat to be funded through the JWS fund passes unanimously.

C. Biennial Reunion Planning

The next biennial will be in 2017. The date is yet to be determined. Mr. Carroll asked if the last biennial committee was interested in planning the one in 2017. Several members agreed to serve on the planning committee. The committee will be chaired by Mr. Wilson. Other volunteer committee members are Ms. Burns, Ms. Cook and Mr. Gimenez. Mr. Wilson said he would contact the committee members to set-up a date and time for a first planning meeting.

E. Electronically Assisted Voting

Ms. Burns shared a handout (see attached) on Indiana's electronically voting policy. It states that Indiana doesn't allow electronic voting. Ms. Gentry stated that she is not aware of this policy. JWS is under the IUAA umbrella and Ms. Gentry doesn't believe it will apply in our case. She will discuss with the appropriate people and let us know. In the meantime JWS can continue as it has in the past. Mr. Wilson moved that we table this issue until the fall board meeting. Mr. Dahlen seconded. The motion was passed to table until the fall 2016 board meeting.

XII. Announcements

- a. Mr. Carroll will send out a poll to board members to find the best date to hold the fall board meeting.

XIII. Adjournment

- a. A motion was made to adjourn the meeting by Ms. Minor. The motion was seconded by Ms. Osteen. Motion passes. Meeting adjourned at 1:24 pm

Respectfully submitted by Cheryl Crouch

