



**INDIANA UNIVERSITY
ALUMNI ASSOCIATION**

JOHN WHITTENBERGER SOCIETY

**John Whittenberger Society Advisory Board
Board of Directors Meeting Minutes
October 20, 2017
12:00 p.m.
Indiana Memorial Union Federal Room**

Members Present: Christian Carroll, President; Ann Fumarolo, Vice President; Susan Burns; Kathy Cook; Megan Ditton; Margarette Minor; Laura Osteen; Martin Gimenez, (calling in); Josh Thomas, 2017 Union Board President; Mara Dahlgren, IMU Assistant Director for Activities & Events, Ex Officio; Jennifer Gentry, IU Alumni Association Liaison, Ex Officio; Hank Walter, IMU Executive Director, Ex Officio;

Absent: Michael Littenberg, Board Member; Atticus Westerfeld, Alumni Representative to Union Board, Scott Wilson, Board Member; Winston Shindell, Retired IMU Executive Director, Ex Officio; David Spencer, IMU Development, Ex Officio.

Guests:

Guests present include Jerald Harkness and Lydia Roll, two of three nominees for the Advisory Board.

This meeting was video recorded.

- I. **Call to Order** (Christian Carroll)
 - a. President Carroll called the meeting to order at 12:00PM.

- II. **Approval of Minutes** (Christian Carroll)
 - a. President Carroll asked for corrections or additions to the previous meeting's minutes. Motion to approve the minutes made by Margarette Minor and seconded by Megan Ditton. Minutes from meeting on April 28-29, 2017 were approved.

- III. **IMU Executive Director Report** (Hank Walter)
 - a. Hank Walter re-introduces the Indiana Memorial Union Strategic Plan which focuses on the following six themes, providing the basis of reporting: Alumni Relations, Conferences & Events, Employee Engagement, Retail Dining & Programming, Space, and Telling Our Story
 - i. In the area of Alumni Relations, efforts are being made to establish a new fund, similar to the Art Guild, to support the installation of new, restored, and partner art through the Indiana Memorial Union.
 - ii. Conferences & Events has introduced student Hospitality Ambassadors to the team, will be installing new technology throughout the meeting rooms, and new furniture now decorates the various lounge spaces.
 - iii. In the area of Employee Engagement, town hall style One Team meetings occur every semester to provide relevant updates to the full staff and a new hire video has been completed. The team continues to work on on-boarding initiatives.
 - iv. Retail Dining & Programming has seen many updates since the last meeting. The Chocolate Moose has moved in to the former Freshens location and is doing well. Starbucks had a refresh over the summer to comply with brand standards and increased programming is occurring in the space. Additional changes are being looked at for the stage and turning it into more of a performance space. Conversations and plans have also begun for an expansion of the Centennial Patio to increase efficiency – with increased seating and event-friendly dimensions. The expansion also includes extending all the way to the bank of the Jordan River. The Union continues to look for ways to fund a renovation of retail and dining areas and integrating mobile ordering platforms.
 - v. With regard to space, the Biddle Hotel has received a 96% satisfaction score through Trip Advisor post renovation. The highest marks are trending towards customer service. Sycamore Corner will be moving to the Mezzanine level of the building to facilitate the move of



**INDIANA UNIVERSITY
ALUMNI ASSOCIATION**

JOHN WHITTENBERGER SOCIETY

the IU Visitor Center. The Center will take over the Sycamore Corner area and Meeting Support Services will expand into the former Board of Trustees Office/Health Center. The hair salon will be closing and lounges will continue to be refreshed.

IV. Biennial Report

- a. Pam Potter showcases the program booklet for the weekend and some of the gifts that Biennial attendees will receive. Ann Schertz has been hired to do headshots for those interested. Because of the tight schedule, group shots will be more informal throughout the reception. Caroline Dowd-Higgins will be facilitating the Career Panel, and Advisory Board members are encouraged to pose questions to panelists but also answer those by students in the audiences.

V. Union Board Report (Josh Thomas)

- a. President Josh Thomas reports that the Election/Selection process is underway with Director Yasmine Raouf and Vice President of Internal Affairs Beth Nethery serving as the Commissioners. The new board will be in place by the evening of November 4, 2017. The Board has entered discussions on restructuring and evaluating whether they are currently meeting the needs of the IU student body. They are working with student consultants from 180 Degree Consulting to assess survey and marketing efforts in order to better reach their intended audiences. Josh is also serving on a committee tasked with reviewing the Committee for Fee Review structure and process. The Welcome Week Block Party Concert sold out with 6,000 students in attendance and an additional 500 participating in the Carnival. The Lectures Committee has hosted several large lectures with more to come – Octavia Spencer and George Takei both filled the orchestra level of the IU Auditorium. Director Chase Hammerstrom has grown the films program to extend Documentary and International offerings through the month and has had several successful “Sneak Previews”. The IMU Facilities department and Spirit & Traditions partnered for another successful Homecoming float creation – this year was a replica of the Student Activities Tower. The Late Nite committee continues to grow its Big Friday series with Halloween, World’s Fare, and Yule Ball on the horizon. Campus Unity sponsored a philanthropy event in Dunn Meadow in September and raised nearly \$800 for Houston schools following Hurricane Harvey. The Canvas Committee has been working to add a mural to the kitchen in the Union Board office.

VI. Alumni Association Report (Jennifer Gentry)

- a. Jennifer Gentry provides an overview of the Alumni Association and its three types of alumni communities: Constituent, Regional, and Affiliate. The John Whittenberger Society is an Affiliate group and have the benefits of dedicated staff support, funding, training, and additional resources. As such, the group exists to help support the Indiana Memorial Union, Union Board, and the Alumni Association
- b. In supporting the Alumni Association the John Whittenberger Society is required to meet the following: Financial compliance, Brand compliance (fonts, colors, etc.), and Data compliance (using alumni lists for outreach and destroying after use). They must also contribute to four core campaigns:
 - i. Alumni Scholarships
 - ii. IU Day
 - iii. Trustee Election
 - iv. Welcome To
- c. The Alumni Association is in the process of informing all groups about compliance procedures and will be hosting webinar education sessions to educate the membership
- d. Monetary allocation from the Alumni Association is changing and dollars will be distributed based on the number of paid Alumni Association memberships in a specific club. Currently, there are 806 coded Union Board individuals and only 241 paid memberships. Allocation will be a base amount of \$500.00 and then an additional \$2.55 per paid member. This will go into effect on July 1 for Fiscal Year 2019.
- e. New graduates get a very discounted rate for up to five years.

VII. JWS President Report (Christian Carroll)



**INDIANA UNIVERSITY
ALUMNI ASSOCIATION**

JOHN WHITTENBERGER SOCIETY

- a. President Carroll reports that there are three open positions on the Advisory Board and two of three nominees are present. The Secretary/Treasurer position is now open and can be filled during the next Advisory Board meeting.

VIII. Board Reports

- a. *Marketing & Communications* (Susan/Pam)
 - i. A comprehensive schedule detailing when communications would be released between the Indiana Memorial Union, Indiana University, and Foundation has been developed. Continuing to work with ACUI for a faster turnaround time on publication.
 - ii. Annual calendar can be found in the Biennial packet and continues to be refined.
- b. *Financial Report* (Andrew/Pam)
 - i. The scholarship application process is now through the Foundation and the University will eventually adopt a universal portal. Criteria is built into the questions.
- c. *Naming Report* (Susan)
 - i. A survey was introduced to the John Whittenberger Society to determine support for changing the association's name. Surveys contained five questions and responses have been thoughtful and supported a name change, but not overwhelmingly so.
- d. *Nominations Report* (Ann)
 - i. Nine individuals expressed interest in an Advisory Board position, Five individuals submitted applications. Kathy Cook, Margarett Minor, Michael Littenberg, and Susan Burns reviewed the applications and selected three nominees. Individuals not selected for nomination were encouraged to serve on committees.

IX. Development Report

- a. An Art Fund has been established to broaden the umbrella of the Art Guild
- b. Annual fund ask in December for the IMU fund, the JWS fund, and the UB Scholarship fund, (crowdfunding campaign on Giving Tuesday for IMU fund, and IU Day crowdfunding for the UB Scholarship fund)
- c. Hank intends to go out and engage with individuals who were prominent in the centennial campaign and re-integrate their importance and connection to IMU/UB
- d. The first audit with the Foundation has been completed and will happen again in three years. Results were very good.
- e. Continue to work on coding for Union Board, University Club, and IU Outdoor Adventures alumni
- f. IU Day is in April

X. Items for Action

- a. *Name Change*
 - i. The business item up for discussion is formally changing the name of the John Whittenberger Society to the Union Board Alumni Association. The name change would align the organization with other affiliate groups under the Alumni Association umbrella and streamline communication with members of the organization. As the Advisory Board discusses expanding its alumni membership, Union Board is the name with widest recognition.
 - ii. Susan Burns moves to approve the name change to Union Board Alumni Association and edit the constitution to reflect such changes. Margarett Minor seconds the motion.
 - iii. With the membership that currently exists, there are strong ties to both Union Board and John Whittenberger and the question raised is how can both names be used? The Advisory Board discusses the possibility of retaining the John Whittenberger Society as a designation for alumni who were directors versus general member alumni who would be part of the Union Board Alumni Association. Additional edits to the Constitution would be required to ensure accessibility and specify operations of the organization.
 - iv. Anne Fumarolo calls the question on a change to Article 1, Section 1 of the Constitution, to formally amend the name of the organization to Union Board Alumni Association; Margarett Minor seconds the call. After a vote, with (3) opposed and (4) in favor, the motion carries to vote on Saturday, October 21, 2017.
 - v. Discussion continues about the presentation to the membership on Saturday and whether it would make sense to introduce a name change without further workshopping the additional language in the Constitution. The Advisory Board members are in agreement that they want to



INDIANA UNIVERSITY ALUMNI ASSOCIATION

JOHN WHITTENBERGER SOCIETY

create an environment of inclusivity, yet honor the hard work of former Union Board Directors. It is agreed that further conversations are needed to determine how to include and maintain the history and tradition of John Whittenberger while still casting a larger membership net. This would require additional changes to Article IV Section I of the Constitution.

- vi. Article III Membership, Section II would also need amending if the John Whittenberger Society becomes the organization for exclusively former Union Board Directors and the Union Board Alumni Association representing full organizational membership. Language amendment includes: "Within the Union Board Alumni Association, those who served as Union Board Directors are automatically members of the John Whittenberger Society"; and within Article IV Section I – "The Union Board Alumni Association Advisory Board shall consist of at least (8) but not more than (12) voting members selected by the John Whittenberger Society.
- b. *Association Membership*
 - i. Susan Burns moves to present two changes to Article III Section I (including all members as written the in agenda) and in Section II, which is seconded by Megan Ditton
 - ii. Motion carries unanimously and will be presented to the membership Saturday night
 - c. *New Advisory Board Members*
 - i. Vice President Anne Fumarolo presents Jerald Harkness, Lydia Roll, and Anne Kostyo as recommendations for the three vacant Advisory Board positions. Laura Osteen moves to approve the recommendations and the motion is seconded by Kathy Cook.
 - ii. After a unanimous vote, the recommendation of Jerald Harkness, Lydia Roll, and Anne Kostyo as the new John Whittenberger Society Advisory Board members is approved.
 - d. *Funding Requests*
 - i. ACUI Annual Conference
 - 1. Executive Director Hank Walter presents the budget for sending the Union Board President to the ACUI Annual Conference which will take place in Anaheim, California in March.
 - 2. Margarette Minor moves to approve up to \$2,000 to send the Union Board President to the ACUI Annual Conference; Vice President Anne Fumarolo seconds the motion.
 - 3. After a unanimous vote, the funds are approved.
 - ii. Sundance Film Festival
 - 1. Executive Director Hank Walter recounts the two students and two staff members who attended the Sundance Festival in January. The proposal this year would support sending three students to the event and cost approximately \$3,600 in expenses.
 - 2. Laura Osteen moves to approve \$3,600 to send three Union Board students to the Sundance Film Festival in 2018; Susan Burns seconds the motion.
 - 3. After a unanimous vote, the funds are approved to send three Union Board students to the Sundance Film Festival in January 2018.
 - 4. The Advisory Board encourages research and proposal of other professional development opportunities that would relate to specific committee topical areas.
 - iii. Biennial Reunion
 - 1. Executive Director Hank Walter presents sharing the expenses of the Biennial Reunion 50/50 after revenue, with the John Whittenberger Society covering the full cost of alcohol.
 - 2. Margarette Minor moves to approve sharing the costs of Biennial Weekend 50/50 after revenue, with JWS covering up to \$5000 inclusive of 100% alcohol costs; Megan Ditton seconds the motion.
 - 3. After a unanimous vote, the John Whittenberger Society will share Biennial expenses with the Indiana Memorial Union up to \$5000, inclusive of 100% alcohol costs.

XI. Discussion

- a. Working Session to Continue Reimagining the 4 Pillars of the JWS Advisory Board (Margarette Minor)
 - i. Margarette presents the Four Pillars of the John Whittenberger Society for which the remaining discussion will review measures of success for each area.
 - 1. Engaged Membership



INDIANA UNIVERSITY ALUMNI ASSOCIATION

JOHN WHITTENBERGER SOCIETY

- a. Defining success would include growing overall membership, receiving updated contact information, and being able to recognize new donors within so many years after graduating from Indiana University.
 - b. Other ideas to increase engagement include:
 - i. Hosting an event on campus with a philanthropic mission, using Homecoming and the Union Board Float, increasing utilization of social media channels to share pictures and news
 - ii. Create a map showing where alumni are located and what they do, creating contests to generate more funding, showcasing outgoing directors in the newsletter
 - iii. Move the newsletter to online/digital and print if it is being paid for by an individual member.
2. Goal Oriented Fundraising
- a. Defining success would include growing numbers of first time donors, increasing donor amounts, and growing multi-year donations.
 - b. The board should continue to grow legacy gifts and plan for ways of relieving the tension/perceived expectation to always give and then give more.
 - c. Other ideas include hosting fundraising event for special projects i.e.) Bicentennial; starting a donor appreciation campaign; producing a "Did You Know" fact sheet related to funded projects; and hosting Fund a Need campaigns.
3. Value Driven Programs
- a. Value Driven Programs would arise in response to a need or a unique opportunity as defined by the students, IMU leadership and/or John Whittenberger Society members, but opportunities would be similar to sending students to Sundance, ACUI, or Pollstar. These programs should be educational and have a measureable outcome.
 - i. Many of these programs will more than likely be ad hoc as a result of a student or union need but can also be concerned with preserving the history of Union Board.
4. Organizational Wellbeing
- a. Measures of success would include growth in membership and finances, and value-based programming.
 - b. Some ideas include publishing the nomination process and doing Board member profiles; creating packets of information for new board members; creating and following a communication plan; establishing a standing monthly meeting and using the Alumni Association Leadership Meeting for business and/or follow up.
 - i. Use the alumni leadership meeting for business or follow up
5. Roles & responsibilities
6. Prioritization
7. Next steps
- a. Due to time, the topics of Roles & Responsibilities and Prioritization were not covered, however, members were divided amongst the topic areas for continued work.
 - i. Engaged Membership will become a focal point for Board Members Susan Burns, Christian Carroll, and Cathy Cook.
 - ii. Value Based Programming is charged to Board Members Laura Osteen, Megan Ditton, and Lydia Roll.
 - iii. Fundraising will be tackled by Anne Fumarolo, Jerald Harkness, and Margarett Minor.
 - iv. Organizational Wellness will be spearheaded by Martin Gimenez and possibly Anne Kostyo and Michael Littenberg.



**INDIANA UNIVERSITY
ALUMNI ASSOCIATION**

JOHN WHITTENBERGER SOCIETY

- a. The John Whittenberger Society will meet online in a month. A Doodle poll will follow.
 - b. Hank Walter presented a challenge coin to Megan Ditton, Anne Fumarolo, Lydia Roll, and Gerald Harkness, signifying membership and duty to the organization.
- XIII. Adjournment
- a. Susan Burns moved to adjourn the Advisory Board meeting; Megan Ditton seconded the motion; After a unanimous vote, the meeting was adjourned at 5:10PM.