

John Whittenberger Society Advisory Board Board Meeting

March 2-3, 2018, 1:00PM, IMU-Federal Room

In attendance: Lydia Roll, Megan Ditton, Margarete Minor, Kathy Cook, Anne Kostyo, Ceci Jerry, Christian Carroll, Dave Spencer, Mara Dahlgren, Jennifer Gentry, Susan Burns, Hank Walter, and Pam Potter (calling in) Martín Gímenez, Mike Littenberg Absent: Laura Osteen, Jerald Harkness, Atticus Westerfeld, Winston Shindell

Itinerary/Agenda

FEDERAL ROOM, INDIANA MEMORIAL UNION

Phone Number: +1 646 558 8656 (US Toll) or +1 408 638 0968 (US Toll) **Meeting ID:** 189 734 543

OR Via Computer: <https://IU.zoom.us/j/189734543>

- I. Call to Order** **1:00 p.m.**
 - a. President Carroll called the meeting to order at 1:00PM

- II. Approval of Minutes from Last Meeting** (*attached*) **1:05 – 1:10 p.m.**
 - a. President Carroll asked for corrections or addition to the previous meeting’s minutes. Motion to approve the minutes made by Megan Ditton and seconded by Margarete Minor. Minutes from meeting on October 20, 2017 were approved.

- III. IMU Executive Director’s Report – Hank Walter** **1:10 - 1:25 p.m.**
 - a. Hank gave an update of the Union and talked about some of the changes, and the exciting things that are happening in the Union.
 - i. The Union has hired a new Assistant Director of Marketing, James McHaley, and (former UB 2003). He comes to us from Northwestern and we are all very excited to have him on board.
 - ii. One of the Union’s strategic pillars is Alumni Relations, Hank intends to go out to LA for ACUI and before the conference, and there will be a BBQ for area alumni. Thank you to Martín, Adele, and Todd for organizing this event.
 - iii. The University has asked for a shared dining management structure, so we will be working with RPS starting May 7. RPS has committed to \$11 million for renovating the IMU dining space.
 - iv. Another exciting development is the patio expansion. This will affect Dunn Meadow Café and the current outdoor patio space. We have been working with the architect’s office, to triple the outdoor seating space, and to address accessibility. The Foundation has committed
 - v. Woodlawn Street expansion-the street from the stadium to the IMU will be widen and beautified. The portion from the stadium to 10th Street is completed, the last three blocks will happen this summer.
 - vi. Ernie Pyle will be now Admissions this adds to the IMU being the ‘front door’ to campus.

- vii. IU Visitor's center has moved from Kirkwood to the Biddle hotel lobby space, (where the Sycamore gift shop was). The entry and front desk of the director's office will be moving to the old Trustee's office. The old director's office entry will become the new gift shop.
- viii. In addition to the patio expansion, IU will be beautifying the Jordan River, addressing erosion concerns.

IV. JWS President's Report -- Chris Carroll

1:25 – 1:45 pm

- a. Ann Fumarolo has stepped down from the board
- b. New members have been voted in by the membership we will need to appoint officers to the board.
- c. Jerald is continuing the work on oral histories, recorded at centennial to make a documentary for IU's Bicentennial. JWS and IMU have written a grant to cover the cost of this project (\$32,000). Jerald is working with Anne Kostyo for fundraising ideas and advice.

V. Board Reports

- a. Newsletter report (submitted by Susan/Pam)
 - i. The newsletter will be sent to printer next week. ACUI has once again been used for the design and writing of articles. The experience of working with ACUI has overall been positive; they are timely, professional, and flexible.
- b. Scholarships report (submitted by Pam)
 - i. The portal system that IUF uses will be IU system wide next scholarship cycle.
 - ii. The awards are as follows: Tanner (2) \$6000, Fletchall (1)\$4000, Union Board Director (3) \$2000, Union Board Committee member (4) \$1000, Fineberg (1) \$2000
- c. Financial report (submitted by Pam)
 - i. The JWS Fund principle balance is \$248,886.32 this includes the income balance of \$41,088.28. The fund generates \$9,340.07 in income annually.

VI. Alumni Association Report – Jennifer Gentry

1:45-1:55 pm

- a. IU Day is April 18, this year's IUF challenges have not been announced but we are hoping to expand on the success of the Marching 100 Alumni Association. A webinar will be broadcast next week with the Marching 100 media guru hosting, please go to IUAA website to register.
- b. June 8-9 is the Cream and Crimson weekend for our volunteer partners. Please consider joining this very informative weekend. Registration fee \$100
- c. Jennifer also reminded the board of the IUAA's Volunteer intranet videos, a wealth of information can be found here. Some of these are mandatory and you may sign up here: <https://our.indiana.edu/training/training-webcasts/>

VII. Union Board Report – Ceci Jerry, President

1:55 – 2:05 pm

- a. General update
 - i. Ceci Jerry introduced herself, she is also this year's Tanner recipient
 - ii. Three new committees of UB
 - 1. Hoosier Hour-implements events and programs relevant to Hoosier daily life and pop-culture influences at IU
 - 2. Interdisciplinary connections: showcase
 - 3. International and Cultural Events: seeks to serve students from a multitude of histories through programming that bring IU students collectively together

4. Science and environment: promotes sustainability in the IMU and increase awareness through engaging and scientific-based programming
- iii. New class for UB (8 week course) learning leadership, governance, and student programming (1 credit mandatory class)
- iv. UB recognition ceremony
 1. Committee members are called coordinators, recognized committee members, marketing leads
- v. Upcoming Programs
 1. New series: trivia night on Wednesday nights 30 people came on 2/21/2018
 2. #whereUByou new hashtag
 3. Late night has been a great hit this year, first big late night was retro arcade night 500 people attended.
 4. Kat Posada (former UB, teacher in FL school shooting) was here last week
 5. Trevor Noah-sold out for April 27
 6. Terry Crews-April 7
- vi. Sundance film festival-
 1. Kaila Messerli and assistant directors of film went, to help get a documentary series pulled together.
- b. UB 2018 goals:
 - i. Attend at least two UB events organized by a different committee other than your own per semester.
 - ii. Identify and implement at least one impactful improvement to the IMU.
 - iii. Execute four large-scale events with an attendance of at least 200 people per semester.
 - iv. Aim for 100+ attendees at every event.
 - v. As a board, we are to raise \$109,000 in sponsorship money by the end of the year
 - vi. Identify and execute a communal branding strategy by increasing board conversation
 - vii. Reinvent the committee member experience
 - viii. Each committee is to maintain and increase their external partnerships.
 - ix. Margarete had a question about how they are measuring success. Ceci said they are working on that.

VIII. Development Report – David Spencer

2:05 – 2:15 pm

- a. What we have done for the last 2 years
 - i. Development audit, cleaning of records and data integrity, consistent annual appeal, entering past scholarship awardees, annual giving opportunities, two crowdfunding events (Giving Tuesday, and IU Day), Telefund, IUF mailings
- b. Where we are going
 - i. Increase intermediate donors, major donors, principal donors
 - ii. There is a role that you can play:
 1. Talk about IMU, and JWS to your circle of friends, classmates, and board members
 2. Outreach on our behalf use FB, phone, email, cards and letters to your former board members.
 - iv. Meeting with IUF research staff to help with data mining
 - v. Personal visits by Hank

IX. The Indiana Memorial Union and JWS -- Hank Walter

2:15 – 2:30 pm

- a. The Union, Union Board, and JWS - 2018
- b. The Union's Needs - State of the Indiana Memorial Union
 - i. Facilities-we are renovating some spaces with the understanding that we will be renovating more.
 - ii. Programmatic
- c. Alumni Support
- d. Alumni-Staff Partnership
- e. JWS Purpose Statement describes our charge as:
 - i. Maintain a connection with Union Board alumni and friends
 - ii. Promote projects and raise funds for the benefit of IU, the IMU, and Union Board

X. JWS Advisory Board Committees and Structure

2:30-3:30pm

a. Membership Committee Report and Discussion

Susan Burns, Christian Carroll, Kathy Cook, Mike Littenberg. Staff Liaison: Pam Potter and Jennifer Gentry

- i. Define Success
 - 1. Increase numbers by 5%
- ii. Plan a metric to help with tracking success.
- iii. Action steps to accomplish
 - 1. Scour existing data sources for un-coded alumni
 - 2. Reach out and gather in
 - 3. Generate fun and connectedness
 - 4. Other ideas? Watch parties, ball games, speakers, Conrad Sprouse at Jacob's streams music events, activate our social media resources FB
 - 5. Number of engaged members with JWS is the primary goal.
 - 6. Ben Wright's wife is CNN's hero of the year
- iv. How to engage the 800 alumni, recent alumni,
 - 1. Coding current boards, identifying problems
- v. Goals for next meeting
 - 1. IU Day engagement
 - 2. Coding of scholarship awardees
 - 3. FB page members
 - 4. Advisory board
 - 5. Mentorship program
 - 6. Grow the committees
 - 7. Megan-What should our ask be to our friends?
 - a. Join IUAA provides infrastructure
 - b. Top 5 ways to Engage:
 - i. Update your information with IUAA
 - 1. How to update your alumni contact information:
<https://www.myu.org/my-profile/user-login> - NOTE: folks will need to create a user profile first. Folks are also welcomed to reach out to Jennifer or Pam we can update

their record. They will NOT be able to check if they are coded for JWS, but Jennifer and Pam can look that up for them.

- ii. Post a pic for IU day
 - iii. Donate on IU Day, Fundly
 - iv. Tag your friends
 - v. Join JWS FB page
- c. What is important to advisory committee? Talking about what the board is doing would be a meaningful conversation. Telling your story.

b. Development Committee Report and Discussion

3:45 – 4:45 pm

Anne Kostyo, Jerald Harkness, and Margarette Minor. Staff Liaison: David Spencer

- i. Two year fundraising program
 1. Fact finding-stewardship and outreach through phone calls, FB, find the alumni link again.
 2. Develop a year- long calendar to get through biennial to look for a make a bigger ask. Then develop a pattern of asks, one year be a quiet year, and then a louder year, quiet, and louder.
 3. Finding those who care for IMU that you know, those are the people that we can't know, only you do.
 4. Jerald spoke about the documentary with Anne and how that could be used to engage.

c. Executive Committee Report and Discussion

4:45 – 5:15 pm

Christian Carroll. Staff Liaison: Hank Walter

- ii. Officer positions-
 1. Vice President-in the past this was primarily scholarship
 2. Secretary/Treasurer-
- iii. Margarette talked about positions about internal and external roles.
- iv. Do you go to a VP roles like UB
- v. How are we going to deal with onboarding, or find new committee members
- vi. Susan said we should keep the titles, and change the roles.
- vii. Jennifer said other boards have a past president role, Secretary-role would be involved communication of members,
- viii. President-set agendas, meetings, ask for board advisory Vice President role, health and wellbeing of the board, onboarding, scholarship and development liaison, more of a governance role; secretary-communications

XI. Dinner with Student Officers — Malibu Grill

6:30 pm

John Whittenberger Society Advisory Board Board Meeting

March 3, 2018, IMU, Federal Room

Phone Number: +1 408 638 0968 (US Toll) or +1 646 558 8656 (US Toll) **Meeting ID:** 172 225 836

OR Via Computer: <https://IU.zoom.us/j/172225836>

In Attendance: Kathy Cook, Dave Spencer, Megan Ditton, Lydia Shanklin Roll, Ceci Jerry, Christian Carroll, Hank Walter, Jennifer Gentry, Mara Dahlgren, Margarete Minor, Pam Potter, Anne Kostyo Via Phone: Michael Littenberg Absent: Martín Gimenez, Atticus Westerfeld, Laura Osteen, Jerald Harkness, Winston Shindell

XI. Biennial Report & Discussion – Hank Walter & Pam Potter

8:30 – 9:15 am

- a. Selecting 2019 Dates
 - i. October 19-21, 2019 is the preferred date for Biennial. Motion to approve this date made by Susan Burns, Megan Ditton seconded the motion.
- b. Responses to Biennial (below are comments made by various board members that they either heard or experienced)
 - i. Ticket cost was too much, or I can't/not interested in the whole weekend.
 - ii. We have kids and we cannot get away, or family is bored. Could we consider some programming?
 - iii. Tailgating is fun, not the game.
 - iv. Would it be more helpful to do a reunion every five years, and smaller events in between?
 - v. What does success look like?
 1. We really do not know, our membership is at 800 and a fraction of them attend.
 2. Maybe in two biennials from now there are so many attendees we can hold it in Alumni Hall.
 - vi. If they cannot come to the Union, how can we bring the Union to them?
 - vii. We need to have a careful balance between programming, time with returning alumni, and time with Union Board.
 - viii. Do we make this more of a fundraiser?
 - ix. It is so exciting to see how the building reflects modern times.
 - x. We need to do good storytelling, and make sure the programming is stimulating.
 - xi. When we build engagement, we will build excitement for our events, including Biennial.
 - xii. What are we doing to signal our value to the community?
 - xiii. Could we give incentives? (fill a table, you get a discount)

XII. JWS Committee Discussion, Part 2

9:15 – 10:15 am

a. Program Committee Report and Discussion

9:15 – 10:15 am

Laura Osteen, Megan Ditton, Martín Gímenez, and Lydia Shanklin Roll. Staff Liaisons: Mara Dahlgren, Jennifer Gentry

- i. Lydia presented to the board about their recent meeting
- ii. The committee talked about programs that JWS should be involved in. Biennial and scholarships.

- iii. The staff is already starting a program for graduating senior to help address the last semester a UB member is on campus and is not serving UB. This senior send-off is a way to keep them engaged.
- iv. Involvement in IU Day
- v. Working with Mara to establish the needs of Union Board and get from her the priorities and ways alumni can help. This could be mentoring or workshops.
- vi. Bloomington has so much to offer that students often do not know about until they graduate. There are local alumni who are plugged into the entertainment and restaurant industry that would be delighted to tour students around.
- vii. We need to calendar some of these events
- viii. FB videos on interns and Sundance
- ix. Goals? The team will be working on that
- x. Onboarding for JWS and advisory board could be a priority.

XIII. Officer Positions and Elections

10:15 – 11:00 am

- a. After ballots were handed out and counted by President Carroll, Margarett Minor was unanimously voted into the Vice President role
- b. After ballots were handed out and counted by President Carroll, Martín Gimenez was unanimously voted into the Secretary role

XIV. New Business

11:00 -- 11:15 am

- a. Hank Walter made a presentation about the Bicentennial project. Jerald Harkness is handling this project with IMU staff support. Our grant proposal as it is written has been rejected. The Bicentennial office has stated that they will only cover half of the \$32,000 project cost. Hank would like to request JWS to cover the additional half.
- b. Margarett Minor suggested that JWS agrees to pay up to \$20,000 to the completion of the documentary project.
- c. Susan Burns moves that JWS approves to use up to \$17,500 towards the project. Kathy Cook seconded the motion, and the motion passes with unanimous support.

XV. Announcements

11:15 -- 11:30 am

- a. Future Advisory Board Meeting Dates
 - i. October 19-20, 2018 fall board meeting
 - ii. March 1, 2019 spring board meeting
- b. To do list
 - i. Susan, meet with Pam and Jennifer to look at data
 - ii. Chris, FB save the date, personal letter, IU Day
 - iii. Lydia, more phone meetings, FB contact
 - iv. Megan, send out personal care with Top 5 ways to get involved.
 - 1. Update your information with IUAA--How to update your alumni contact information: <https://www.myiu.org/my-profile/user-login> - NOTE: folks will need to create a user profile first. Folks are also welcomed to reach out to Jennifer or Pam we can update their record. They will NOT be able to check if they are coded for JWS, but Jennifer and Pam can look that up for them.
 - 2. Post a pic for IU day

3. Donate on IU Day, Fundly
 4. Tag your friends
 5. Join JWS FB page
- v. Anne, joint meeting with membership and development; work with Mara and Jerald; work with Jennifer Parks to identify a person from each board to reinstate the Alumni Link. Who want to be on this advisory board and gathering that information?
 - vi. Margarete, work on an onboarding of new board members
 - vii. Jennifer will send you a link where you can update your information through MyIU. You cannot add your involvement.

XVI. Adjournment

11:30 am