TO: James Herberington, Chair  
     Milton J. Fineberg  
     Dave Gibson  
     James Pauloski  
     Robert Richey  
     Rosemary Tanner  
     Suzy Vert  

FROM: Winston Shindell  

SUBJ: Minutes to John Whittenberger Society Advisory Board  

DATE: May 25, 1984  

Enclosed please find the minutes of the May 14, 1984, meeting of the John Whittenberger Society Advisory Board Meeting.  

As a result of this meeting, Gene Fletchall has requested that $25,000 from the Union Board Scholarship Fund be placed in the new bond fund with the I.U. Foundation.  

As some of you may know, Harold Jordan passed away May 20, after quite a struggle. Although extremely tired, Elise is doing very well. She has requested that the John Whittenberger Society be one of the funds designated for any contributions on his behalf.  

Thank you again for your support and enthusiasm. Have a good summer.

/hf  

Enclosure  

cc: Ann Claussen  
    Gene Fletchall  
    Deborah Winger
JOHN WHITTENBERGER SOCIETY ADVISORY BOARD

INDIANA MEMORIAL UNION

Minutes of Fifth Meeting
May 14, 1984

PRESENT:  James Hetherington, Chair
           Millon J. Fineberg
           David Gibson
           Robert Richey
           Rosemary Tanner
           Suzy Wert

           Ann Claussen, Ex-Officio
           Eugene Fletchall, Ex-Officio
           Winston Shindell, Ex-Officio
           Deborah Winger, Ex-Officio
           Guests:  J. Terry Clapacs
                    David Smith

ABSENT:  James Pauloski

Call to order and approval of agenda

Jim Hetherington called the fifth meeting of the John Whittenberger Society Advisory Board to order at 3:05 pm, and thanked the board members and guests for attending the meeting. With no changes on the agenda, he called on Winston Shindell.

Introductory remarks

Mr. Shindell welcomed everyone to the meeting, then updated the Board about some highlights since the Union Board reunion in November, 1983.

The Union Board students kicked off the campus 75th anniversary celebration at a reception in the Metz Suite April 5, 1984. Part of the program was the presentation of the bound minutes -- complete since 1909 -- to the University Archives.

The audio-visual history of the IMU, which was shown at the reunion, has been used by the IMU as an employee orientation tool this spring. Employees were shown the history, then had a chance to discuss some of the IMU's upcoming plans. The a-v history was also shown at Union Board’s retreat, and will be used at Camp Brosius, IU's alumni camp.

The commemorative brochure, which was developed for the 75th anniversary, has won the Exceptional Achievement award (top) in international competition in the Council for Advancement and Support of Education (CASE) 1984 recognition program. There were more than 900 entries in this category.

When the students return in the fall, they will find a number of changes in the building: Whittenberger Auditorium will be completely refurbished; a computer cluster will be installed where the Billiards Room was, with the billiards moving to the Trophy Room; and automated banking machines will be placed in the Commons vending area. Plans call for a copy center, with offset capacity, to be available for student use. The IMU has been asked to come up with a long-range plan for changes and refurbishing in the building.

He then introduced Terry Clapacs and Dave Smith of University Physical Facilities, and thanked them and their staff for the time spent on the IMU's projects.
Commemorative project

Mr. Clapaas told the Board that there had obviously been a delay getting approval of the plans, but the project would continue with the basic plan that had been presented last September. The integrity of the plan would be maintained, with a few minor changes possible. He reminded the Board that the garden adhered to the long-range plans for improving Seventh Street, especially along the IMU parking lot and in front of Ernie Pyle Hall.

Mr. Smith then talked about the concept of the garden plans: it would open the circle drive, creating an entry plaza and adjoining garden; mature plantings would be maintained; the double door on the north side of the Biddle Continuation Center lobby would become the main entry; the curb line would be extended to eliminate the parking problem around the circle drive; and a brick path could possibly be created around the garden.

He then discussed the possibility of using signature bricks in the project. He said that when Indianapolis used the brick concept at the circle, bricks were sold for a minimum of $25, and the bricks actually cost $10. Now bricks would cost $12 - $15. He recommended concentrating the signature bricks in a small area, selecting a pattern to set in place. An example he cited was the area in front of the double-door entry, about 650 square feet, which would accommodate 3,000 bricks. He also suggested that Whitacre-Greer Brick Company in Cleveland could do the work, stamping names in the bricks, which would be a simpler process than reproducing signatures.

The Board began discussing the bricks, suggesting that certificates be sent as receipts, so that bricks could be promoted as gift ideas. Also, blocks of bricks for families was suggested.

To conclude his presentation, Mr. Smith showed the long-range plan for the IMU parking lot. Plans call for adding an entrance to the parking lot on the east side, with access from Seventh Street, while extending the lighting and trees as they have recently appeared in front of Woodburn Hall and the Art Museum.

Fund drive

Deb Winger outlined a proposed fund drive timetable, which the Board approved: a general mailing, with a letter from Jim Hetherington and brochure about the project, to be sent mid- to late-August; a follow-up mailing detailing the signature bricks from class agents to be sent mid- to late-September; then opening up signature brick sales to the general public during home football games. She noted that mailings would be made only to Union Board alumni, although bricks would be sold to any alumnus or friend of Indiana University.

After much discussion, the following giving categories were recommended by the Board:

- Donor: $75.00, 1 brick
- Patron: $500.00, 5 bricks, plus name on a plaque in the garden area
- Benefactor: $1,000.00, 10 bricks, plus name on a plaque in the garden area

Other suggestions for bricks included designating an area exclusively for Union Board directors and alumni in the plaza, with IU alums and friends in another area; and exploring the possibility of adding a line, denoting the alum's year on Union Board, to the bricks. After considerable discussion, it was decided to keep the cost of bricks at $75, for groups or individuals, although it should be stressed that contributions of less than $75 can certainly be contributed.
Endowments and investments

Mr. Fletchall updated the Board about the status of the funds, considering estimated earnings, as of May 11, 1984:

Union Board Scholarship Fund
Book value: $40,496.64
Market value: $54,513.71

Whittenberger Society Endowment
Book value: $7,591.82
Market value: $9,321.24

He then explained that the IU Foundation was establishing a new bond fund, which would yield higher rates of interest, and that the Board needed to decide whether or not to invest in the new fund. If the monies were invested in the bond fund, the Board should anticipate well over $5,000 in interest for next year, so should consider some options for scholarships. In the mean time, this year's return will be $2,000.

The Board unanimously approved the following:
-- Committing half the Union Board Scholarship Fund to the current pooled equity fund and half to the new bond fund, while leaving the Whittenberger Society Endowment in the pooled equity fund.
-- Increasing the amount of the Union Board scholarships awarded this year from $750 to $1,000, and continuing to award two scholarships.

The Board also discussed what to do with the extra scholarship monies next year, and a possibility was establishing scholarships for committee members. There are currently 14 committees, and last year the Union Board had a committee recognition banquet with awards. By awarding scholarships to committee members, the Whittenberger Society would get more exposure to students, and an award system would be expanded. Mr. Fletchall noted that the description of the scholarship fund at the IU Foundation would have to be amended if committee members were granted scholarships.

Union Board update

Ann Claussen directed the Board's attention to a handout, and said that the 1983-84 officer team of president Scott Gudeman, vice president Susan Paullin, and secretary Troy Gilbert was the strongest she had seen since she came to the IMU five years ago. During 1983-84 Scott met with Chancellor Wells, President Ryan, and Vice Presidents Pinnell and Gros Louis, then scheduled lunch with Union Board and those individuals. Susan organized the first committee recognition banquet, and Troy developed an internal newsletter.

Union Board programs were strong in 1983-84 as well. Tournaments and Competitions was popular, most notably with the resurgence of College Bowl -- IU's team made it to the national competition at Ohio State this year. Other strong programming areas included Festivals & Fairs, Kiva Unlimited, Performing Arts, Learning at Leisure, Films, and Lectures. Public Relations did an excellent job, initiating IMU tours and a slide show that was utilized around campus for committee recruitment.

In January, 1984, a constitutional change was passed in the campus-wide elections. The selections committee was expanded to the elections/selections committee, and a minority representative was added; a minimum grade point average of 2.0, to be maintained throughout a director's term, was installed; and some grammar was updated.
Between 120,000 and 150,000 persons attended the 200 programs offered by Union Board during 1983-84. New program areas for 1984-85 include: World Watch, which looks at current issues and debates, replacing minority committee; Video, which has equipment in the Commons with daily shows, and will offer telecommunications majors the opportunity to rent equipment and produce their own videos; and the 75th Anniversary programming area, which had a kickoff reception April 5, and had a Proclamation about the IMU's anniversary signed by Governor Orr. The 75th Anniversary committee is planning to resurrect programs from the past, such as grid graph football, Jordan River Review, and Club Lautrec for students in the fall.

Scull began working on a proposal to increase the mandatory student fee for Union Board from $1.00 to $1.25, and the lectures' fee from .40 to .65. After Cindy Solomon was installed as the 1984-85 Union Board president, the committee submitted the proposal, and the IU Board of Trustees finally granted increases of .15 and .20 for lectures.

Mrs. Claussen concluded her presentation by naming some current and recent Union Board directors and their honors:

-- Scott Gudeman: President of Union Board, member of Phi Gamma Delta, president of Board of Aëons, Phi Beta Kappa, Rhodes Scholar candidate, Wells Award recipient, Fineberg Scholarship recipient. He has been accepted to medical school, which he will begin next year.
-- Sara Carroll: Current Union Board vice president, member of Delta Gamma, Board of Aëons.
-- Zuher Panju: Currently secretary of Union Board, Mortar Board.
-- Beth Loeb: Former Union Board vice president, Elvis Stahr award, Phi Beta Kappa, president of Blue Key.
-- Tom Froehle: Phi Beta Kappa, president of Phi Gamma Delta, Blue Key.
-- Doug Wulf: Blue Key.
-- Paul Leeper: Blue Key.

The last order of business took place when the Board recommended that the Union Board Scholarship Fund remain in the current pooled equity fund if the IU Foundation would not split the investments.

The meeting was adjourned at 5:00 pm.

Respectfully submitted,

Deborah S. Winger