John Whittenberger Society Advisory Board
Minutes of the Thirteenth Meeting
May 14, 1987

Present

James Hetherington, Chair
Milton J. Fineberg
Rosemary Tanner
David Gibson
Suzy Wert
David Baumgartner, ex officio
Ann Claussen, ex officio
Gene Fletchall, ex officio
John Hobson, ex officio
Winston Shindell, ex officio

Call to Order and Approval of Agenda and Minutes
The meeting was called to order by James Hetherington and the agenda and the minutes of the September 20, 1986 meeting were approved.

Status of Commemorative Garden Project & Development Fund - Winston Shindell & Gene Fletchall
A. In 1986-87, two $1500 scholarships were given to Union Board Directors Amy Moorman and Adele Rafson. Also three $500 scholarships were given to committee members Cindy Johnson, Tania Moussa and Todd Schwartz.

B. Gene gave the following financial report:

Union Board Scholarship Fund as of 4/1/87

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on hand</td>
<td>$3,037.38</td>
</tr>
<tr>
<td>Estimated Interest Income for quarters ending 6/30 and 9/30</td>
<td>2,050.00</td>
</tr>
<tr>
<td>Amount Available for Scholarships</td>
<td>$5,087.38</td>
</tr>
</tbody>
</table>

John Whittenberger Endowment Fund

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash on hand</td>
<td>$7,120.69</td>
</tr>
<tr>
<td>Estimated Interest Income 6/30</td>
<td>805.00</td>
</tr>
<tr>
<td>Estimated Cash on hand 6/30</td>
<td>$7,925.69</td>
</tr>
<tr>
<td>Cost Laying Bricks</td>
<td>-4,335.00</td>
</tr>
<tr>
<td></td>
<td>$3,590.69</td>
</tr>
<tr>
<td>Cost of Bricks 275 x $13.50</td>
<td>-3,712.50</td>
</tr>
<tr>
<td>Deficit in Cash Account</td>
<td>$(221.81)</td>
</tr>
<tr>
<td>Total in Endowment Fund</td>
<td>$38,072.83</td>
</tr>
<tr>
<td>Less Deficit</td>
<td>-221.81</td>
</tr>
<tr>
<td></td>
<td>$37,851.02</td>
</tr>
<tr>
<td>Total Unpaid Pledges</td>
<td>12,500.00</td>
</tr>
<tr>
<td>Total in Fund plus Pledges</td>
<td>$50,351.02</td>
</tr>
<tr>
<td>(x)Perpetual Care Fund</td>
<td>-25,000.00</td>
</tr>
<tr>
<td>Balance in Fund</td>
<td>$25,351.02</td>
</tr>
</tbody>
</table>

(x)Action Taken: It was moved and 2nd that we establish a John Whittenberger Perpetual Care Garden Fund of $25,000 - motion carried.
C. Media Analysis
Winston reported on an analysis the Foundation had made on Whittenberger promotional pieces. The most effective were the Union Board Alumni Non-Donor and Renewal Upgrade letter and the Union Board Alumni Magazine ads. (See attachment #1)

D. It was moved and seconded that we again give two $1500 scholarships to Union Board Directors and three $500 scholarships to Union Board Committee members. These awards to be made at the Union Board reunion banquet. Motion carried.

Appointment of Nominating Committee - James Hetherington
Hetherington appointed the following nominating committee - Gene Fletchall, chair, Rosemary Tanner and Bob Richey. Members of the Advisory Board whose terms are expiring are: Fineberg, Gibson, Pauloski and Wert.

On the question of placing a limit on successive terms it was agreed that no action be taken at this meeting, but that the nominating committee could consider the question and report at the next meeting.

Approval of Projects for Union Board Alumni Support - Winston Shindell
Winston pointed out that over the past ten years our alumni and friends have donated and pledged in excess of $175,000 for various Union projects. Our board alumni have been extremely supportive and generous.

We now need to identify some new programs and/or projects which we think would be attractive to our alumni for their support.

Two projects were presented for consideration.
1. Indiana Memorial Union Marquee - the lighted sign on 7th Street which identifies the Indiana Memorial Union needs to be replaced. Winston presented an architects drawing of a possible replacement sign. There were several critical comments regarding the drawing, however the concept could be considered for future discussion.

2. Margin of Excellence
Description: This will be a special endowment for the students and staff of Union Board. It will fund special programs and it will provide that margin of excellence in their development which sets them apart from other campus organizations. It will be set aside for those needs which rise above the normal budgeted items. It will be used to fund those needs which are truly uncommon and which show a direct relationship to that margin of excellence.

Potential Programs/Projects: There are many programs and projects throughout the year which are never developed because of funding restrictions. Currently, we would like to have IBM Personal Computer for the office which can be used in designing Union Board marketing strategies, developing Union Board budgets, and assisting in committee retention. Students are currently unable to host guest lecturers at private dinner parties because of fund restrictions. The opportunity to discuss, to share, and to learn from some of the country's greatest people is lost. The funding of exchanges between our Union Board and comparable organizations on other campuses is now very limited.
Cost: Unlimited. I would see this program as ongoing. The number of programs and projects funded would grow with the endowment.

Process: In order to ensure alumni involvement, the account would be established in such a way that all programs and projects funded by the endowment would require the approval of the John Whittenberger Advisory Board.

Action Taken: Gibson moved to establish a Margin of Excellence Fund. Surplus funds from the John Whittenberger Endowment Fund would provide seed money for such a fund, Wert seconded, motion carried.

It was then moved and seconded that $12,000 be taken from the above fund to purchase a computer for the Union Board, motion carried. (See attachment #2).

It was also moved and seconded that $1,000 be set aside from the above fund to be used by the Union Board to host guest lecturers, motion carried.

Report from Alumni Representative - John Hobson

John reported that the alumni office has a change in command now that Jerry Tardy is Alumni Secretary. The new Alumni President for the coming year will be Judy Gray. Membership in the Alumni Assn. is now 65,000.

Homecoming date has been changed to October 24, 1987 and the inauguration of I.U. new President Thomas Ehrlich will be on October 12th.

There will be a reception for outgoing President John Ryan on June 12th during the Cream and Crimson weekend.

Only one Trustee candidate this year, Dr. Joseph Black.

Approximately 80% of the $203 million goal for the Campaign for Indiana has been attained.

Report from Union Board President on Board Projects and Biennial Reunion - Dave Baumgartner

Current Union Board President David Baumgartner distributed a report concerning the work to date of the 25th Biennial Planning Committee. The dates of the Reunion are November 20-21, 1987. Once again these dates coincide with the weekend of the Old Oaken Bucket football game. The tentative theme of this year's Reunion is "Silver Jubilee" and instead of a keynote speaker the Committee is planning to present a musical ensemble led by Jimmy Daniels. Other plans such as menu selection, photographer selection, color scheme, etc. are progressing well. The next Planning Committee meeting will be in the first week of September.

David then gave a report on the current structure and programs of Union Board. He described the programming areas and gave an account of recent programs. He ended his report by thanking the Advisory Board for their support of time and money to Union Board and its progress.
Report from Program Staff - Ann Claussen
Once again the Union Board staff will undergo some changes when Directors return this fall.

Judy Deshotels and Cari Cohn, program advisors for two years, completed their masters degrees in College Student Personnel Administration (CSPA) and began the job search in May.

Heidi Keller and Connie Schroeder will replace them this Fall. Both Heidi and Connie are second year graduate students at I.U. each completing master degrees in CSPA. Heidi is not completely new to the staff. She served as a practicum with the Special Events Committee. Connie is not new to I.U. She has been working at St. Mary-of-the-Woods College in Terre Haute, Indiana, as the Assistant Director of Residence Life traveling to the Bloomington campus taking courses part time.

The practicum advisor position will be filled by Abby Borodach another second year CSPA graduate student.

We are looking forward to the arrival of the new staff in August.

Next Meeting
The next meeting of the John Whittenberger Advisory Board will be September 26, 1987, in the Hoosier Room adjacent to the IMU Director's Office. Time to be announced.

Respectfully submitted,

Eugene Fletchall
MEMORANDUM

TO: John Whittenberger Society Advisory Board
FROM: Winston Shindell
SUBJECT: Analysis of Response to Whittenberger Promotional Pieces

Union Board Alumni Non-Donor and Renewal/Upgrade Letter

<table>
<thead>
<tr>
<th>Total # of Gifts</th>
<th># New Donors</th>
<th>Total Gifts</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>96</td>
<td>62</td>
<td>$6,775</td>
<td>$70.57</td>
</tr>
</tbody>
</table>

# of Gifts in Range

<table>
<thead>
<tr>
<th>Range</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 25</td>
<td>22</td>
</tr>
<tr>
<td>26 - 50</td>
<td>36</td>
</tr>
<tr>
<td>51 - 75</td>
<td>21</td>
</tr>
<tr>
<td>76 - 100</td>
<td>3</td>
</tr>
<tr>
<td>100+</td>
<td>14</td>
</tr>
</tbody>
</table>

Union Board Alumni Magazine Ad

<table>
<thead>
<tr>
<th>Total # of Gifts</th>
<th># New Donors</th>
<th>Total Gifts</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>34</td>
<td>$2,800</td>
<td>$82.35</td>
</tr>
</tbody>
</table>

# of Gifts in Range

<table>
<thead>
<tr>
<th>Range</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 25</td>
<td>0</td>
</tr>
<tr>
<td>26 - 50</td>
<td>4</td>
</tr>
<tr>
<td>51 - 75</td>
<td>24</td>
</tr>
<tr>
<td>76 - 100</td>
<td>1</td>
</tr>
<tr>
<td>100+</td>
<td>5</td>
</tr>
</tbody>
</table>

Whittenberger Newsletter

<table>
<thead>
<tr>
<th>Total # of Gifts</th>
<th># New Donors</th>
<th>Total Gifts</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2</td>
<td>$150</td>
<td>$75</td>
</tr>
</tbody>
</table>

# of Gifts in Range

<table>
<thead>
<tr>
<th>Range</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 25</td>
<td>0</td>
</tr>
<tr>
<td>26 - 50</td>
<td>0</td>
</tr>
<tr>
<td>51 - 75</td>
<td>2</td>
</tr>
<tr>
<td>75+</td>
<td>0</td>
</tr>
</tbody>
</table>

Total Response to Promotional Pieces

Period Covered - August 15, 1986, through January 16, 1987

<table>
<thead>
<tr>
<th>Total # of Gifts</th>
<th># New Donors</th>
<th>Total Gifts</th>
<th>Average Gift</th>
</tr>
</thead>
<tbody>
<tr>
<td>132</td>
<td>98</td>
<td>$9,725</td>
<td>$73.67</td>
</tr>
</tbody>
</table>

# of Gifts in Range

<table>
<thead>
<tr>
<th>Range</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 - 25</td>
<td>22</td>
</tr>
<tr>
<td>26 - 50</td>
<td>40</td>
</tr>
<tr>
<td>51 - 75</td>
<td>47</td>
</tr>
<tr>
<td>76 - 100</td>
<td>4</td>
</tr>
<tr>
<td>100+</td>
<td>19</td>
</tr>
</tbody>
</table>
TO: John Whittenberger Society Advisory Board

FROM: Ann Claussen, Program Coordinator

SUBJECT: Union Board Office Computerization--Project for Union Board Alumni Support

DATE: May 14, 1987

Indiana University has witnessed significant growth in a diverse student population over the past few years. This growth has presented a unique challenge to the Union Board of Directors whose responsibility it is to meet the social, recreational, educational, and cultural needs of these populations. Directors and staff have worked together to study these groups and create new advertising, marketing, and research techniques to encourage their involvement in Union Board programs and services.

It has become apparent that the computerization of the Union Board office would allow for better management of an enormous amount of information which the one word processor we currently have can not begin to accommodate.

APPLICATIONS

In discussing office computerization for the Union Board, students and staff were able to generate an initial list of applications:

1. Programming Planning

   Rooms and Reservations/Scale Model of Rooms
   Program Planning Sheets
   Program Budgets
   Program Attendance Information
   Program Reports/Evaluations
   Ideas File
   Resource Lists
   Performers Lists
   Participants Lists
   Program Calendars
   Demographic Information/Targeting Information
2. **Program History Files**

Lectures  
Art Lending Library  
Art Sales  
Films  
Concerts

3. **Advertising/Marketing and Development**

Advertising Schedule  
Advertising Program for Event  
Videotext Access  
Video Productions Graphics  
Surveys  
Statistical Information  
I.U. Population Information  
Advertising Distribution Chart  
Copy Samples

4. **Committee Management**

Member Lists  
Minutes of Meetings  
How-to's of Programming  
Committee Member Transcripts  
Committee Handbook

5. **Documents**

Program Handbooks  
Office Manuals  
End of Year Reports  
Constitution  
Bylaws  
Standing Committee Reports  
Permanent File Information

6. **Leadership Development**

Director Transcripts  
Competency Based Courses  
Leadership Skills Files  
Career Information

7. **Office Management**

Personnel Records  
Inventory  
Equipment Manuals  
Contracts  
Policies and Procedures
The addition of two computers in the Union Board office could make a tremendous difference to the organization as demonstrated by the application list. Information accessibility is crucial to the effectiveness of a programming organization today. Diverse populations on campus demand a broad range of programs and services which this equipment could be of great significance in delivering. Computer literacy for Directors and committee members could play an integral role in their training and eventual market ability to perspective employers.
RECOMMENDED EQUIPMENT

The staff of the Access Center of the Academic Computing Department of Indiana University was consulted regarding Union Board's hardware and software needs for office computerization. The following is their recommendation:

It is important to maintain flexibility in any system in order to allow change as well as the ability to network with the system of the Indiana Memorial Union and the resources of the University. For these reasons, the following hardware is recommended:

**Computer**
Two IBM Model 50 computers with hard disk and color monitor. One computer would be used specifically for advertising and graphics and one for the remaining applications. Both are capable of networking with each other and with the Indiana Memorial Union's IBM System 36 and then to I.U.'s mainframe.

<table>
<thead>
<tr>
<th>IBM Model 50</th>
<th>$2,437.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Monitor</td>
<td>500.00</td>
</tr>
</tbody>
</table>

$2,937.00 x 2 = $5,874.00

**Printer**
Apple Laser Writer Printer able to do graphic design work for Advertising Department.

| Apple Laser Writer Printer | $4,000.00 |

**Software**
Software needs will change. Attention to new software must be given each year.

| Software | $2,000.00 |

**TOTAL ESTIMATED COST**

$11,874.00
May 14, 1987

MEMORANDUM

TO: John Whittenberger Society Advisory Board

FROM: Winston Shindell
       Director, IMU

SUBJECT: Recommended Projects/Programs for Union Board Alumni Support

In the ten years since we began our initial fund drive for Union Board Scholarships, our alumni and friends have donated and pledged in excess of $175,000 for various Union projects. Of that total, approximately $50,000 has been raised for our endowed Scholarship Fund with the remainder earmarked for the Commemorative Garden. Our Union Board alumni have been extremely supportive and generous.

We now need to identify some new programs and/or projects which we think would be attractive to our alumni for their support. I am recommending the following for your consideration:

Indiana Memorial Union Marquee

Description: The lighted sign on 7th Street which identifies the Indiana Memorial Union needs to be replaced. Although functional, it is not attractive nor does it relate in a positive manner to all of the other improvements which have been made at the circle entrance. This project will replace the current sign with a stylized version which is backlit for night observation and which blends with the standard signage approved for the campus. It will stand as a beacon during the night and a marker during the day directing all members of the University family and their guests to the Indiana Memorial Union.

Cost: $20,640

Approval: Because of the location of the marquee and its impact on the campus environment, the project will have to be approved by the University administration and the Board of Trustees. As with the Commemorative Garden, we will work closely with University Physical Facilities on design and approval. The project will make heavy use of limestone and the stacked walls.

Margin of Excellence

Description: This will be a special endowment for the students and staff of Union Board. It will fund special programs and it will provide that margin of excellence in their development which sets them

Indiana Memorial Union
Indiana University
Bloomington Indiana 47405
812 332 6381
apart from other campus organizations. It will be set aside for those needs which rise above the normal budgeted items. It will be used to fund those needs which are truly uncommon and which show a direct relationship to that margin of excellence.

Potential Programs/Projects: There are many programs and projects throughout the year which are never developed because of funding restrictions. Currently, we would like to have an IBM Personal Computer for the office which can be used in designing Union Board marketing strategies, developing Union Board budgets, and assisting in committee retention. Students are currently unable to host guest lecturers at private dinner parties because of fund restrictions. The opportunity to discuss, to share, and to learn from some of the country's greatest people is lost. The funding of exchanges between our Union Board and comparable organizations on other campuses is now very limited.

Cost: Unlimited. I would see this program as ongoing. The number of programs and projects funded would grow with the endowment.

Process: In order to ensure alumni involvement, the account would be established in such a way that all programs and projects funded by the endowment would require the approval of the John Whittenberger Advisory Board.

WS/jt