May 31, 1990

TO: John Whittenberger Society Advisory Board
FROM: Winston Shindell
SUBJECT: Minutes of May 9, 1990, meeting

Attached, you will find the minutes of our May meeting. I think we have included everything which was discussed. I have also included an updated address list for the Whittenberger Society Advisory Board. If any information is incorrect, please let us know.

The next meeting was set for September 29, 1990 at 9:30 a.m. in the IMU Charter Room in Bloomington, so please mark your calendars. Reminders and agenda will be sent closer to the meeting date.

I look forward to seeing you in the fall. In the meantime, have a good summer.

WS/me

cc: Gene Fletchall

Attachments
John Whittenberger Society Advisory Board

Minutes of the Twentieth Meeting

May 9, 1990

A.U.L. Building, Conference Room 6, Indianapolis, Indiana

PRESENT: James Hetherington, Chair Suzy Wert
Carol Gray Chris Carroll, Ex-Officio
Milton (Josh) Fineberg Gene Fletchall, Ex-Officio
David Gibson John Hobson, Ex-Officio
James Pauloski Don Luse, Ex-Officio
Rosemary Tanner Winston Shindell, Ex-Officio

Call to Order and Approval of Agenda and Minutes of Meetings on 9/10/89 and 11/24/89.

James Hetherington called the meeting to order and the minutes of meetings held on 9/10/89 and 11/24/89, as well as the agenda were approved.

Financial Report

Gene Fletchall presented the Financial report (Attachment 1). He recommended that the two director scholarships be increased from $1,500 each to $2,000 each. Also that a additional $500 scholarship be made available for committe members making a total of fou $500 scholarships. This recommendation was approved by unanimous vote. Therefore, our scholarship picture for the coming year will be as follows.

Two $2000.00 scholarships for directors. Plus a $1,000 Claude Rich Open scholarship. Four $500 scholarships for committee members plus the $1,000 Pinto scholarship.

Fletchall also recommended that we transfer $3,000.00 from the John Whittenberger Perpetual Care account #32-191-56 to the John Whittenberger Endowment Account #38-191-55. This recommendation was unanimously approved. Shindell explained that he is working with Physical Plant to determine an equitable arrangement for services in the Garden, but that in any event, the cost to the Union would not be more than $1,000 per year.

The analysis of Union Board Contributions requested by Gibson is included as Attachment #2.

Union Board Report

Chris Carroll*, President of the Union Board, gave an excellent report on Union Board activities.

Chris enlarged on his comments on the renovation program stating the students’ concern with the proposal to put a large meeting room in the East Lounge, thereby eliminating it for student usage. This all goes to the matter of funding and the establishment of priorities. At the present time, there is very little money available for student activities in the West Tower.

Chris had two proposals for the Board to consider: Attachment #3 - Computer proposal - Wert moved the Board approve $6,000 for this proposal. Gibson seconded. Motion passed.

The second proposal (Attachment #4) - Gibson moved that $500.00 be appropriated for the Union Board dinner on Friday evening, August 31st. Fineberg seconded. Motion passed.
Programs Staff Report

Don Luse gave a brief report on the excellent progress that programs in general had attained. He submitted a proposal for Alumni Links (Attachment #5). Board members were enthusiastic in support of the proposal. It was also suggested that class notes be incorporated in the Whittenberger letter.

Report from Indiana Memorial Union

Winston Shindell reported on three areas:

1) Personnel - Thom Simmons, Associate Director. A big help doing a good job. Randi Richardson, Housekeeping - many favorable comments on building appearance. Hollie Lutz, new hotel manager - just starting.

2) Marriott - Generally working out well, need for more consistency in catering operations. Pizza business now about 650 per day in Library and 500 in Commons

3) Renovation - Just to protect infrastructure and bring building up to current fire-safety codes requires major portion of 18 million dollar budget. Reiterated concerns expressed by Chris Carroll and other student leaders regarding possible loss of East Lounge and lack of funds for West Tower improvements for student organizations. Stated that he has submitted an expanded scope for the project with add-ons prioritized for estimates from architect. Additional funding will be necessary to address the student concerns.

Alumni Association Report

John Hobson reported on three new areas the Alumni Office is working on.

1) Minority enhancement - working with IU to increase both number of minority students and faculty.

2) Placement/career - Help alumni who are looking for a career change.

3) Publish a membership directory - Objective to bring addresses up to date and help membership recruitment. Now membership in Alumni Association is at an all-time high of 81,000. The directory will be sold to Alumni for their personal use.

4) Commencements - Will add 14,500 new graduates of which 7,500 are from Bloomington campus.

General

It was determined that the best available date for the next meeting is September 29, 1990. The meeting is to be held at the Indiana Memorial Union, Charter Room, in Bloomington at 9:30 a.m. The football game that day will be against Eastern Michigan.

The meeting adjourned at 5:10 p.m.

Respectfully submitted,

Gene Fletchall

*Chris will serve an internship in Vice President Quayle’s office this summer.

Rev. 9/90
COMPUTER PROPOSAL

Union Board would like to request a total of approximately $6000.00 for additions to our computer network. These additions include:

- Hewlett Packard Laser Jet 3 ...............$1283.00
- Gateway 2000 - Network Server .......... 1695.00
- Additional Station ........ 2815.00

TOTAL $5793.00

Current Use

Based on user records, the computer is in use anywhere from six to twenty hours a day. The existing two stations are used by the 16 Student Directors and the Union Board Office Manager. The office manager may spend up to six hours a day away from her desk depending on her work load.

Printer conflict - when both computers are in use, the individual on the computer that is not hooked up to the printer has to wait for access because the printer does not serve both stations. An additional printer and the server will eliminate this problem.

Current Need

The Union Board Office Manager will be maintaining the Whittenberger Society Records. This addition to her responsibilities makes easier access to a computer a high priority.

The UB Office Manager will also be assuming responsibility for accounting records which will be kept on the computer.

Student Directors are using the computers extensively for agendas, advertising, brochures and flyers, and there is a need for further expansion. Our goal is to give committee members access which is not currently possible because of the limited hardware.
INTRODUCTION

Leadership opportunities such as retreats are important in the development of efficiency, good morale, and the teaching of the procedures for programming. Retreats are also a chance for an entire group, such as Union Board, to come together and brainstorm ideas, set goals, and also to have fun.

We have planned for the Union Board retreat to be at the Embassy Suites in Downtown Indianapolis from August 31 thru September 2, 1990.

PROPOSAL

We would like for the Whittenberger Society to host a dinner on Friday, August 31, 1990, for the Union Board Directors and Advisors, at a restaurant in the Indianapolis area. This dinner would be a wonderful chance for the directors and advisors to meet the members of the Whittenberger Society, since there will not be a biennial reunion this year.

We estimate cost, including tip, to be $18.00 per person, for 20 directors and 6 staff. The grand total would be around $450.00.

We would be greatly honored and appreciative of any assistance the Whittenberger Society can give us.

Signed: Chris M. Carroll
President

CMC:cc
MEMO

TO: Whittenberger Society
FROM: Donald E. Luse
DATE: May 9, 1990

SUBJECT: Proposal for Alumni Links

As the Union Board Office is about to take responsibility for coordinating the address list for Union Board Alumni, I would like to suggest a formalized structure of communication.

I think that the Whittenberger Society could designate one person from each Board as the class "Alumni Link" or some similar title. The person would be provided with form letters and other information by the Society to help them communicate with classmates. The program could assist in the following ways:

1. Enhance communication with Society members by giving responsibility to one individual for regular communication within Boards.

2. Society members may be more willing to keep up with each other's requests for new addresses or contributions.

3. Allows a Board member to still be working with his/her Board after graduation. Keeps Board spirit more alive.

4. Would allow special communications with a representative from each class so class challenges, class newsletters, and a more meaningful attendance push for Union Board at Reunion.

5. Could allow for special training in fund-raising with Links. A session for representatives could be scheduled at Reunions.

I think the real need is to concentrate on new and recent Boards. These groups tend to be more mobile and if we can establish a pattern early, it may last over the years. Also, I am not suggesting this structure as a replacement to what we are doing but as an addition.

A description of responsibilities, definition of structure, forms and form letters for review could be prepared for review by the Whittenberger Board at its next meeting.

Thank you for your consideration.
John Whittenberger Society Advisory Board

June 1, 1990

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UNION BOARD ALUMNI PROPOSAL

Sometime ago an idea for building a stronger network of Union Board Alumni was proposed to the Whittenberger Society. The idea seems even more important now and the following proposal, hopefully, details how such an idea can be put into practice.

Anyone who has been associated with a student leadership organization on a college campus knows that such participation develops skills that are used in later life. The college union is founded on this principle. In fact, the Role Statement of the Association of College Unions-International reads:

"The Union is a part of the educational program of the college. As the center of college community life, it serves as a laboratory of citizenship, training students in social responsibility and for leadership in our democracy.

Through its various boards, committees, and staff, it provides a cultural, social, and recreational program, aiming to make free time activity a cooperative factor with study in education.

In all of its processes it encourages self-directed activity, giving maximum opportunity for self-realization and for growth in individual social competency and group effectiveness. Its goal is the development of persons as well as intellects."

The Indiana Memorial Union has recognized the importance of this experience in two specific ways:

1. The Indiana Memorial Union Board continues to be a student-oriented organization where students learn the skills of interaction, dialogue, debate, problem-solving and action for the benefit of the college community rather than for the wishes of a few. In short, the Union Board experience develops leaders. Campus leaders become community leaders after graduation. Citizenship is practiced and learned while students serve the campus.

2. The Indiana Memorial Union Board has preserved the tie between alumni and students by maintaining an
alumni position on the Board with full voting powers, by offering a Biennial Reunion for present and past members, and through the development of the Whittenberger Society to promote the interaction between alumni and current members for the support of the ideals of the Indiana Memorial Union. This tie between current and past members allows for learning to pass from the established or "successful" leader to the less-experienced "emerging" leader.

It is rewarding to hear alumni talk about lessons learned through service to Indiana University on the Union Board. Many former Directors go on to become what we all would term to be "successful" in business, politics, and all walks of life. Directors, through learning effective skills while serving the campus, become leaders in their communities by serving on various volunteer boards and committees in their community and work place. These alumni leaders are "examples," "role models," and "teachers" for students who serve on the Indiana Memorial Union Board.

It is difficult for the staff of the Indiana Memorial Union, or the Alumni, Faculty, or Administrative Representatives on the Board, to tell student Directors about the important "lessons for life" students are learning during their terms. The message is much clearer and more effective when it comes from someone who has experienced it. The link between Union Board Alumni and student Directors is vital and should be maximized.

As we look at the purposes of Higher Education, and in particular Indiana University, we are remiss if we do not "teach" students to be effective citizens. There is a call for students to take their "learning" and put it into practice for the welfare and benefit of society. The union, with its emphasis on community and its provision for a "laboratory for citizenship" is the perfect vehicle for students to become the sorely needed leaders of tomorrow.

If we can build a stronger link between our alumni and current student "emerging leaders" we will be:

1. Making Indiana University a more effective teaching and learning vehicle for all students through better programs and services offered by the Indiana Memorial Union.
2. Allowing a place for student Directors to learn the skills of leadership and citizenship through participation on the Board and committees.

We can utilize the lessons learned by our alumni for the benefit of the entire campus, the current Board, and eventually society in general.

PROJECTS FOR ALUMNI PARTICIPATION

With the support of the Whittenberger Society the Indiana Memorial Union can better achieve the goals of the organization.

I. Alumni Link Representatives

As we look at our goal to build a stronger relationship between Alumni Board members and current members, the first thing we must achieve is a closer communication link with graduates. As students graduate, we must be able to keep closer contact with them. What seems to happen is a quick dispersal of graduates throughout the country and the world. Recent graduates should be more aware of the state of the campus and issues and thus more helpful to current Directors. Graduation results in a loss of contact between, and with, this group.

The University has begun to target seniors in efforts to build a pattern of giving before leaving campus. The IU Foundation believes that it is important to start students thinking about giving contributions back to the University early in careers. Likewise, the Whittenberger Society has begun to concentrate on recent graduates through promotional pieces and by lowering giving levels to better meet the budgets of individuals with less expendable funds.

Recent graduates should be more aware of the state of the campus and the issues that current Board members face. This group can be very helpful in telling the Union Board success story. Again, it becomes very important to start the link immediately between current members and graduates.
We see various Alumni attend the Union Board Biennial Reunion. What happens is little interaction between Boards. It is important to build interactions between Boards and very important to build interactions between previous Boards and the current Board. The Whittenberger Society is the vehicle to facilitate intraBoard interactions. More could be done if each Board was somehow represented and connected to the Whittenberger Society.

The Biennial Reunion is a key to developing the necessary linkages. More graduates should attend. Invitations from the I.M.U. and Union Board are adequate but an invitation from a person who you served with might be more effective. Also, regular communication between Board members would help us keep in contact with the whereabouts of graduates and strengthen the mission of the Whittenberger Society. Therefore, the Whittenberger Society should consider the development of a network of Board Representatives from each Board. Suggest that these representatives be designated as Links. This structure would assist the Whittenberger Society by:

1. Allowing the Whittenberger Society a method of communicating directly with each Board.

2. Encourage former members to continue to serve their University through participation in Board activities after graduation.

3. Keep close contact with graduates by requesting Links to track the addresses of their Board.

4. Provide information to Links to disseminate to their Board about Whittenberger projects.

5. Build a network for previous Board members to communicate with current Board members.

A. **Method of Selection**

The Whittenberger Society could request that each outgoing Board elect a Link Representative before they graduate and leave the campus.
Staff, with knowledge of previous Boards, could suggest Representatives to the Whittenberger Society for previous Boards. A mailing could be sent to all members asking for volunteers.

The Whittenberger Society Board would approve all appointments and send specific information to Links regarding their responsibilities.

B. Job Description for Links

As a Board Representative Links would have the following responsibilities:

1. Write to each Board member requesting information that must be collected to keep in regular contact. A response form and sample letter would be sent to each Link.

2. Extend personal invitation to Board members to attend Biennial Reunion. Information about the Reunion would be supplied by the Whittenberger Society. Registration for the Reunion would be sent directly to the I.M.U.

3. Attend meeting of Links held during the Reunion to discuss Whittenberger Society projects, plan new projects, and be trained in fund-raising techniques.

4. Develop special Board challenges for fund-raising. Identify small projects that could become gifts to the Union or Board in the name of a specific Board.

5. Write articles for the Whittenberger Society Newsletter about past Board accomplishments or "Where Are They Now?" pieces.

6. Coordinate contact with current Board, by knowing current Board members hometowns, summer work internships, and career objectives.
7. Assist in the planning and hosting of the Biennial Reunion.

II. Role of Alumni Representative on Union Board

The Union Board has recognized the importance of Alumni in the organization from the very beginning. The Board maintains a voting position on the Board for an Alumnus of the University. The Alumni Representative plays an important role in Board decisions by providing the perspective of the University across time. This role could be expanded to include more contact with the Whittenberger Society and the proposed Links. The contact described between the current and past Boards could be coordinated by the Alumni Representative. Also, this person could communicate the needs of the current Board to the Whittenberger Board and assist in fund-raising campaigns.

Specifically, the Alumni Representative could help current Directors in securing summer work to offset escalating college costs through communication with former graduates. The Alumni Representative could document Director's career plans and desires for summer work by collecting information as Directors come onto the Board. This information could be put in the Whittenberger Newsletter and sent to Links.

Also, the Alumni Representative could identify hometowns and summer workplaces of current Directors. Graduates who live in hometowns or summer workplaces could be sent a letter encouraging them to make contact with the current Director. This type of contact could be very beneficial to current Directors as grads could support the concept of Union Board as a "laboratory for life" or simply provide a person to talk with who knows the Union Board story.
ADDITIONAL PROJECTS FOR WHITTENBERGER SOCIETY CONSIDERATION

Some new projects could be considered with the assistance of a larger network of working Union Board Alumni. The following are offered as suggestions only with the understanding that each would require additional funding and coordination.

I. Summer Internships

As mentioned before, students must seek summer work experiences that help pay for increasing higher education expenses while hopefully providing experience that is beneficial to career objectives. We continue to see outstanding students serve as Directors on the Union Board.

We should try to develop a system that puts our outstanding students with our successful Alumni for mutual benefit.

The Whittenberger Society could encourage summer internship experiences by:

1. Soliciting Alumni who hire temporary student help during the summer. Alumni would be asked to provide information to the Whittenberger Society, and then this information would be passed on to Directors.

2. Current Directors would be asked to write information about their summer plans for work and career objectives for publication in the Whittenberger Newsletter. Alumni would be encouraged to contact Directors concerning employment opportunities with their company.

3. The Whittenberger Society could start a fund drive to make money available to firms hiring Union Board Directors for summer internships. It would be targeted to companies that have Union Board Alumni already on their staff. This would benefit Alumni by providing quality students at a reduced rate and it would help Directors by broadening their employment opportunities and allowing possible teaching/learning to occur.
Even if there were no funds available, Directors could be made more aware of job opportunities. Staff of I.M.U. must collect information about each Director and be prepared to provide accurate references. Many times, Directors could profit from knowing someone our Alumni knows.

II. Promotional Video

The Biennial Reunion also presents opportunities to capture former Directors on video tape. We should plan to interview selected Alumni and keep this tape on file for future use. We could develop a series of questions that former Directors answer; such as: What did the Union Board experience do for you? What are your memories of serving on the Board? What types of activities did you plan? And various other open-ended questions that would allow respondents to expand upon at length.

This project would probably require rental of camera equipment and perhaps rental of studio space for editing the final product. We should be able to provide the expertise and labor required from the Union Board Video Committee. Even though we do not have a target date for a video or a script we could still begin accumulating video ideas at the upcoming reunion and other times in the future.

The Whittenberger Society could fund various videos that could be used for fund raising or for on-campus recruitment of Directors. It would be fairly easy for the Board to put a production team together to outline possible video tapes to submit to the Whittenberger Society for funding.

III. Renovation of Union Board Office

As we look at the proposed renovation of the IMU it may be necessary to provide significant funding to the Union Board office remodeling. We should develop the office in such a way that we not only have adequate and efficient work spaces but that we also regard the history and heritage of the organization.
Currently, we have no mechanism for displaying Union Board scrapbooks and other memorabilia. With the addition of display cases, track lighting and other design elements we could highlight and emphasize the rich history of the organization.

The funding of such a project could vary greatly depending on the scale of renovation and change we would plan. It does make sense to keep some thoughts in mind regarding the organization's past as we plan for this work space of the future.

**SUMMARY**

The Indiana Memorial Union has been an important part of many Union Board Alumni. We can better use the knowledge and skills of our Alumni for the benefit of the organization. We can add to the "Union Board Experience" by developing a method to link past and current Directors.