JOHN WHITTENBERGER SOCIETY ADVISORY BOARD
MINUTES OF THE THIRTIETH MEETING
Saturday, September 14, 1996 - IMU in Bloomington

PRESENT: James Hetherington - Chair
         Carol Kurinsky
         Carolyn Ellis Anker
         Steve Moberly
         James Wark
         Gene Flectchall - Ex-officio

         John Hobson - Ex-officio
         Brent Pieper - Ex-officio
         Winston Shindell - Ex-officio
         Jeff Hoffman - Guest
         Tom Jelke - Guest
         Kris Day - Guest

1. Call to order and approval of minutes - Jim Hetherington, Chair

The meeting was called to order and minutes of previous meeting approved.


Gene presented the Financial Report (See Attachment #1). With the amount of cash on hand and two additional dividends to come in this year, we will have enough money to continue funding $7,000 in scholarships. This includes two $2,000 scholarships and six $500 scholarships. This recommendation was approved by the board.

3. Union Board Report - Brent Pieper, President

Brent gave an excellent report (See Attachment #2). He also told the board about his experiences at the Olympics, where he served as an intern and was in charge of the puppets at the opening and closing ceremonies.

4. Report from Indiana Memorial Union - Winston Shindell

A. Winston introduced new members of the staff. Jeff Hoffman, Tom Jelke, and Kris Day gave a brief resume of their backgrounds and the areas they are advising on the board.

B. Program Services Department Report - Jeff Hoffman, Program Advisor

Jeff gave the report for Mark Guthier, who was unable to attend. (See Attachment #3)
C. Brief Summary of 1995-96 Highlights and Future Outlook - Winston Shindell

Winston reported a good year financially for the Union. A copy of the IMU 1995-96 Annual Report is attached (See Attachment #4). The last phase of the renovation program is under way - mentioned the Frangi and the tuck pointing of the outside of the building. Reported that we are working toward a team approach using the scientific methods in making decisions. Also worked with Business School in market research. We are looking for partnerships with others in the University.

5. Alumni Association Report - John Hobson

John reported that we now have 40 constituent societies and 14 special groups. Others expressing an interest are Wells Scholars, Aeons and IDS. The big news is that hopefully the Alumni Office on 17th Street will be completed by January, 1997. They have raised $5,300,000 to fund the project. Dedication will probably be during the Cream and Crimson week-end in June, 1997. The Woodburn House will be filled with Dr. Wells memorabilia and opened for special occasions. The major project of the Alumni Association is to increase membership; goal has been set for 100,000 members by the year 2000. We are now the 8th largest alumni association. At present only dues paying alumni receive the Alumni Magazine - will develop a mini magazine which will be sent to around 275,000 alumni who do not now receive the regular magazine.

6. Items for Action

Brent requested a contribution of $1,000 which will be used to cover cost of retreats and other unusual expenses. Moberly moved to approve the request. Kurimsky 2nd. Motion passed.

Other comments - Wark raised question of lengthy Union Board meetings - Brent recognized the problem and explained that the Execs are working on having shorter meetings.

No other items were presented.

Hetherington thanked all those in attendance.

Meeting adjourned at 10:45 a.m.

Respectfully Submitted,

Gene Fletchall
### Union Board Scholarship Fund Account #38-G005-01-0

<table>
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<tr>
<th>Description</th>
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<tr>
<td>Balance in Account 3/31/95</td>
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<td>Contributions and Sales Credits</td>
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<td>Total Dividends</td>
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<td>Less Scholarships</td>
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<tr>
<td>Cash on hand 7/31/96</td>
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<td>Cash transferred to principal</td>
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Assuming Dividends will be about the same Sept. and Dec. - $3,400 plus transferring the $569.81 from principal to cash - we would have around $7,400 by the end of December.

### John Whittenberger Society Account #38-G005-02-08

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<td>Expenses</td>
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### John Whittenberger Perpetual Care Account #38-G005-03-6

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### Restoration of IMU Art Collection Account #38-G005-04-4

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There will be another $1,000 scholarship available to a Union Board Director from the Claude Rich Open account. There will also be a Fineberg Scholarship available for a Director for at least $1,500. There will not be a Pinto Scholarship this year as it is legal services turn.
1996 Union Board Whittenberger Report
Saturday, September 14, 1996

A. Introduction—Thank you for helping to make this organization what it is.

B. At the Mass Meeting this past week, I made the comment that although Union Board has gone through various changes since Mr. Whittenberger brought his vision to life in 1909, that one thing has stayed the same; THE UNION BOARD MISSION. That being to serve the students, faculty, alumni, and community of Indiana University through quality programs that are both educational and entertaining.

C. I feel very fortunate to be able to work with the current directors on the Board, because they all are hard working and dedicated leaders. I think that the results of last Spring proved that.

1. Retreat—Campus Assessment
2. Dave Blase—Little 500
3. Spring Fling—Champion
4. Model UN
5. Billiards
6. Dave Matthews—Sold Out
7. Bush—Little 500—Assembly Hall—Sold Out
8. Tipper Gore
9. Little Shop of Horrors
9a. Love Makes A Family: Gay Lesbian Photo Exhibit Nov.6-Dec.9
10. Around the IMU—Instrumental in programming and naming the “gallery” IMUG
11. Johnnie Cochran
12. Bob Dylan—Solo Out
13. Ed Meese/Nadine Strossen Debate

D. We come into this year’s fiscal period with an increase in student funding, however enrollment is down in comparison to last year, therefore we didn’t receive as much.

General Fund: 5 cent increase = 107,200 (1.60)
Lectures: 10 cent increase = 82,652.53 (1.15)
Concerts: No increase However, they will get 29,480 and a total of 52,711.51 (rolled over)

E. Looking ahead:
1. Came off of a very encouraging retreat:
2. Big River—Adventures of Huck Finn—October—Read hand-out
4. Films—Running every two weeks
5. Gubernatorial Debate w/ IUSA—State-wide televiewed—at Auditorium
6. Working Relationship with Auditorium is improving and starting to look more like the strong relationship we had with them in the 70’s. We have been working on a set rental fee and trying to get some open dates. We have made great progress: For example, we were given a date during the basketball season!
7. Also relationship with IU Auditorium is strong which is beneficial

Other:
1. Faculty Rep.-Dr. Phil Chamberlain retired last semester

Wrap-Out:
1. Pass out article from ids
2. Union Board is also developing leaders: slogans “Building Leaders since 1909”
   1. Retreats
   2. Leadership Conferences—Prep both Directors and Prospective Directors
   3. Once again, thank you for your ongoing dedication to the Union Board and for keeping the opportunities it provides students as strong as ever.

I hope everyone has a good time at the football game today. Union Board will be hosting a Velcro Wall and Aerospin before kick-off on the East side of the stadium!
Indiana Memorial Union Program Services Report

1995-96 in Review:

Union Board
* Union Board sponsored 194 events serving 66,400 customers
* Union Board designed and initiated a campus assessment project to measure programming effectiveness.
* Union Board developed an “information card” to track committee members and their involvement on the Board.
* WelcomeFest was presented to showcase over 100 student organizations and welcome students to the campus.
* New program areas of the Board for this year were: Anything Goes, Comedy and Special Events, and Club Concerts.

Leisure Programs
* IMU Outfitters was ranked as one of the “Tops 20” collegiate programs in America for outdoor recreation.
* IMU Outfitters offered 58 trips and classes serving 840 customers and rented equipment to 1,418 guests.
* The Creative Learning Center offered 61 classes serving 478 customers.
* The former North Lounge or CCAC (Campus Community Arts Center) has been substantially renovated and the new IMUG is in place (Indiana Memorial Union Gallery). The IMUG features artwork from area artists and a performing arts series in a cafe setting.

Recreation Center
* New “Indiana University” lights were installed in the Billiards Room and new caps were installed over the bowling ball returns.
* The Bowling Team raised $24,323 for travel and scholarships.
* Bryan Manno, captain of the Men’s Bowling Team, was named “Collegiate Bowler of the Year” by the Bowling Writers of America and was also selected as the 1995-96 Most Valuable Player.
* The Mean’s Bowling Team was ranked 3rd in the nation this past year.
Programs Department
* Program Services served just at 300,000 customers in 1995-96.

* 47th Annual Madrigal Feast sold out all seven performances.

* 4th Annual Respect Day garnered 2,500 signatures from students, faculty, and staff pledging to respect all members of the Indiana University community.

* The 29th Annual Indiana Professional Development Seminar attracted 45 college union professionals from around the country who spent one week using the IMU as a place to learn new ways to improve their own college union operations.

Outlook for 1996-97:

Union Board
* New staff members will be: Jeff Hoffman as Program Coordinator, Tom Jelke and Kr.s Day as Graduate Program Advisors.

Leisure Programs
* Additional inventory space needs to be identified for the IMU Outfitters. If the IMU cannot accommodate the outdoor recreation equipment needs, there is the possibility that they would need to look elsewhere in order to continue to grow and meet the demand.

Recreation Center
* The Bowling Lanes will be introducing a version of “Cosmic Bowling” as well as focusing on attracting a larger share of the family student housing market in our no smoking, no alcohol facility.

Programs Department
* The 48th Annual Madrigal Feast will be entirely produced out of the programs office for the first time.

* Collection of customer response date will be a major focus across the department.
INDIANA MEMORIAL UNION

ANNUAL REPORT

FISCAL YEAR 1995-96

Winston Shindell
Director
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MISSION STATEMENT

The mission of the Indiana Memorial Union is to serve as the community center for all members of the University community including students, faculty, staff, alumni, and guests; to serve as a part of the educational program of the University by providing opportunities for student development through volunteer service, employment, and self-directed activities; to serve as a conference center for the Bloomington campus of Indiana University; to provide the services, conveniences, and amenities which are needed in daily campus life and in support of the mission of the University; and to serve as a unifying force, a point of identification in the life of Indiana University.

STATEMENT OF VALUES

The Indiana Memorial Union places its greatest emphasis on those internal values which support the overall mission of Indiana University in its quest to redefine public universities in this country and to become a model for others to emulate. Therefore, values throughout the organization must promote and support the highest standards of excellence in our programs, services, and in our external and internal relations.

As members of the Indiana Memorial Union family, we value: the educational process and the role we play in the development of people; the development and maintenance of community for Indiana University-Bloomington; service to customers--students, faculty, staff, alumni, guests, and each other; freedom of expression and respect for the individual regardless of sex, race, age, or sexual orientation; a student-staff partnership built on mutual respect with competent and ethical staff serving as positive role models for students and employees; and the heritage and traditions of Indiana University.

OUR CUSTOMERS

Our customers are defined through our mission statement. We are here to serve the students, faculty, staff, alumni, and guests of Indiana University. Our primary focus from a programmatic, business, and service perspective continues to be the undergraduate student. During 1995-96, approximately 2,350,000 customers were served with approximately 15,000 people passing through the building on a typical weekday during the Fall and Spring Semesters. Our greatest challenge is to increase the capture rate of the existing building traffic for our retail outlets.
During 1995-96, 10,768 functions were scheduled in the building with 44.9% student meetings, 27.4% faculty/staff, 20.1% conference (visitors and alumni), and 7.6% public service. During the same period, 56,516 guest nights were sold through the hotel with conferences generating 27.4% of the total.

ACHIEVEMENTS

General Organization

* Initiated an in-depth Quality Initiative Program with initial training focused on professional staff
  - Employed a graduate assistant to coordinate effort
  - Identified guidance team, quality advisors, and professional staff who would receive training
  - Adopted the Joiner approach to team management
  - Conducted a series of educational sessions, seminars, and workshops to address training needs and prepare for project teams
  - Drafted a vision statement for the Indiana Memorial Union

* Continued direct support of academic areas with staff serving as adjunct faculty -- Winston Shindell and Mark Guthier - graduate level, School of Education; Dave Calvin - School of Health, Physical Education and Recreation

* Conducted a Customer Satisfaction Survey through the Center for Entrepreneurship and Innovation to determine levels of satisfaction and usage and the cause of a recent decline in foot traffic

* Received recognition from Indiana University for achievements in recycling and recognition from Stone Belt Center for hiring the disabled

* Recognized by the Bloomington Voice for the 4th consecutive year in its "Best of Bloomington" survey as the best place on campus to hang out and study

* Increased employee giving to the United Way by 11% with a record amount of $6,020

* Continued volunteer leadership positions in professional and community service organizations - Winston Shindell--Treasurer of Monroe County United Way; Thom Simmons--President of Bloomington North Rotary Club, Board of Directors of Indiana Hotel/Motel Association, Member of Monroe County Convention and Visitors Bureau Commission; Hollie Lutz--Board of Directors of Monroe County Convention and Visitors Bureau; Mark Guthier--Regional Representative
(Illinois and Indiana) of Association of College Unions International; Brett Perozzi--Region 9 Student Development Coordinator; and Julie Rowlas--Region 9 Education Coordinator

* Conducted two building traffic counts and found typical weekday customer traffic to be 15,000 during the Fall and Spring Semesters

Program Services

* Union Board sponsored 194 events serving 66,400 customers

* New lights were installed in the Billiards Room and new caps were installed over the bowling ball returns

* Bryan Manno was named “Collegiate Bowler of the Year” by the Bowling Writers of America and was also selected as the 1995-96 Most Valuable Player

* Bowling Team raised $24,323 for travel and scholarships

* IMU Outfitters was ranked as one of the "Top 20" collegiate programs in America for outdoor education

* Outfitters offered 58 trips and classes serving 840 customers and rented equipment to 1,418 guests

* Creative Learning Center offered 61 classes serving 478 customers during the Fall, 1995 and Spring, 1996 sessions

* Union Board designed and initiated a campus assessment project to measure programming effectiveness

* Union Board developed an “information card” to track committee members and their involvement on the board

* WelcomeFest was presented to showcase over 100 student organizations and welcome all students to the campus

* 47th Annual Madrigal Feast sold out all seven performances

* The North Lounge project was substantially completed and a new name, “IMUG”, was developed to showcase the coffee house concept

Administrative Services

* Initiated development of an internal visual “merchandising/communications” program
* Installed, tested, and implemented a computerized inventory control system for IMU storeroom

* Developed and installed a computerized human resources database

* Reduced Administrative Services staff by one FTE through normal attrition and computer efficiencies

* Initiated program to connect IMU to campus events through display cases, tent cards, signs, hall decorations, cooperative promotions, etc.

**Operations**

* Secured funding, awarded contract, and began Phase 2/3 of IMU renovation project

* Received funding and awarded contract for tuck pointing and cleaning building exterior

* Completed two of five islands in parking lot #1 improvements

* Trained employees and implemented new EPA refrigerant oil/gas regulations and purchased necessary equipment to reclaim the gases

* Subscribed to the Indiana Hotel/Motel Association Reservation Referral System

* Introduced Chick-Fil-A in Library Food Court and Freshens Yogurt in Sugar N Spice

* Concluded in-service training for staff in floor and carpet care, working in confined spaces, conflict and confrontation, custodial management, and handling bio-hazardous materials

**Challenges**

* Reverse the trend of declining foot traffic in the building

* Increase the capture rate of building traffic in IMU retail outlets

* Increase the hotel occupancy for conference-related guests

* Increase undergraduate knowledge about events and programs in the IMU
* Create more programs, services, and environments within the IMU which evoke feelings of excitement, energy, "hype", and interest among the undergraduate population

* Change the perceptions of price/quality/limited offerings within the IMU food service

* Complete the training of the professional staff and Quality Advisors, identify projects, and assign project team members

**Outlook**

* Regular meetings will be scheduled with the Conference Bureau to develop joint strategies and evaluate performance in expanding conference-related guest room business

* Amend and extend the current food service contract with Marriott for five years

* Install full-service Chick-Fil-A in the Library Food Court

* Develop and introduce new food formats in the IMU Cafeteria

* Purchase new tables and chairs for the Commons and KIVA

* Reorganize and structure the Meeting Support Service Department with the Guest Rooms Department

* Continue the building-wide sexual harassment education sessions

* Develop and implement a plan to consolidate IMU unit-wide computer applications (Kronos, E-Mail, FIS, etc.) on internally managed Local Area Network

* Move the IMU general ledger from HIS software to a PC-based accounting package

* Implement sub-accounting in the Biddle Continuation Center, Building Services, and Information Center accounts

* Develop a performance management system with Human Resources for the Business Office clerical staff

* Reassign complete responsibility for production of the 48th Annual Madrigal Feast to Program Services

* Fully implement an on-going program series for the IMUG

* Continue offering training and development workshops by professional and graduate staff for students across campus
* Develop new financial accounting procedures for Union Board which provide more timely information to Directors and reflect the official University reports.

* Refocus and concentrate on improving the recruitment and retention of Union Board committee members and directors

* Develop strategies to increase customer counts in Recreation Center

* Continue sponsorship and support of the IU Mens and Womens Bowling Teams

* Identify and secure additional inventory space for IMU Outfitters

* Expand opportunities for local artists to utilize their artistic resources in Creative Learning Center classes

* Incorporate and more closely align the Creative Learning Center with campus art events and the Outfitters

From a financial standpoint, 1995-96 was another record-setting year for the Indiana Memorial Union. Net income and cash reserves were at all-time highs despite the significant decline of conference-related business in the guest room and food operations. These record performances were made possible by a dedicated and loyal staff who worked hard to contain costs while expanding programs and services. Feedback from customer comment cards continues to highlight the important role which the Indiana Memorial Union plays in building community and the recruitment and retention of students, faculty, and staff. The Indiana Memorial Union continues to enjoy the reputation of being one of the "flagship unions" within the college union profession.