Brent Fieper, President for John Whittenberger Society Advisory Board, called meeting to order at 2:07 PM.

BOARD MEMBERS
Mickey Baer
Trena Depel
Mike Gosman
John Malkin
Susan Nussbaum
Brent Pieper
Julie Rowles
Winston Shindell
Bob Shula

EX-OFFICIO MEMBERS
Brad Allen
John Hobson
Kera McElvain
Loren Rullman
Thom Simmons
Corbin Smyth
Tari Wimbley

Introductions
Brent welcomed everyone to the meeting and asked everyone to introduce themselves as well as mention one exciting thing going on in their lives right now. As a tribute to Mr. Gene Fletchall, the Board observed a moment of silence.

Approval of Minutes
Minutes from the Biennial Reunion were approved (nominations to current board positions). Brent passed around thank you notes that were received from Union Board scholarship recipients.

Additions/Approval of Agenda
Items 2 & 3 on the agenda were skipped until Brad arrived.

Financial Reports
Thom updated the Board on the financial standing of the different JWS funds (previously distributed).

Activities & Events Report
- The department welcomed two new employees this spring: Terra Smith, IUOA Desk Coordinator; and Tari Wimbley, UB Program Coordinator. Terra came to us from IU’s Recreation and Park Administration (RPA) department, where she served as an administrative assistant. She now holds a 50/50 joint appointment between IUOA and RPA, serving mostly with the coordination of our R110 outdoor leadership courses. Tari joins us most recently from Duke University where she served as an advisor with their student activities office. Additionally, Tari served on the Board of Trustees with the Association of College Unions International (ACUI). Tari received her Master of Science in Student Affairs in Higher Education from Colorado State University in 2005.
- IU Outdoor Adventures received another modest increase from the Student Activity Fee, bringing that support up to $35,000+ annually. We continue our relationship with RPA,
offering nearly 60 courses annually, enrolling over 700 students in for-credit academic classes in areas such as: winter-based training, coastal kayaking, search and rescue, rock climbing, backpacking, caving, and wilderness first aid. We saw our largest-ever enrollment of HPER 110 students this semester, with 416 students taking part in our courses. Our relationship with RPA remains stronger than ever. Last fall, the student leader staff successfully coordinated an adventure race in the Griffey Lake watershed in conjunction with the City of Bloomington that drew student teams from around Indiana. IUOA is in the midst of a large move, preparing to relocate off the mezzanine hallway adjacent to the billiards area. This move positions IUOA in a better location for traffic, and provides a much better way to store and display our available gear and offerings.

• Again in the Back Alley recreation center, with budget adjustments in staff and programming, we have remained rather flat in overall income. We have been without a mechanic for the last seven months, and have been challenged to find a competent mechanic in the Bloomington area. John Bower (our manager) has had to focus much of his time working on the machines, and we have fallen behind where we would like to be programmatically with the center. All of our mechanical equipment and bowling lanes are original to the 1957 installation, and the years have taken quite a toll, even with regular upkeep. We have been unable to develop a fiscal relationship with the Department of Kinesiology similar to the relationship IUOA maintains with RPA. We enroll over 550 students each semester in our bowling and billiards classes, and we believe we are not realizing the full potential of income available from these courses. We will continue this year to press Kinesiology for the collaborative financial commitment that we need to successfully run the center.

• Union Studios opened in January 2005 as a full service ceramics and darkroom facility offering classes, memberships, and workshops to IU students, faculty, staff, and the Bloomington community. Since then, we have added a new photography darkroom, and have plans to expand our ceramics studio this fall (we expanded slightly in summer '05 as well). Studio membership has been at capacity (25) with a wait list for the last semester. Additionally, we held two successful pottery sales this past year, highlighting the works designed by our studio members and class participants.

• We have continued our collaborative relationship with the Student Activities Office, including co-sponsorship of several programs and student leadership endeavors. Last year I spoke of opportunities for additional collaboration between our departments, and that has not yet been fully realized. Now that our offices both report through Student Affairs, we will be working closer with SAO to develop specific student leadership programs and initiatives.

• Kera McElvain and Corbin Smyth (along with former UB Program Coordinator Susan Ashe) presented an educational session at the national ACUI conference in Kansas City in March on the topic of on-line social networking, specifically Facebook and MySpace. Following the session, they published an article on the same topic in the ACUI Bulletin (previously distributed) and will present two national on-line seminars this summer.

• The IMU, in conjunction with ACUI, will host the 37th Indiana Professional Development Seminar this July. College union professionals from around the country gather at the IMU for a week-long, intensive educational experience. Please visit the ACUI website for more information:
http://www.acui.org/ACui/Programs/Profdev/ipds.cfm
Indiana Memorial Union Report
Loren reported on the IMU and IU campus (previously distributed). Several articles of interest were found in a time capsule during the recent demolition of the Activities Desk area. The articles in the time capsule include a letter written on January 15, 1939, a booklet about the IMU, a flyer for an event at which students listened to classical music on record and a program for an art show.

Union Board Report—Brad Allen, UB President
Brad said that the Union Board currently has 13 programming committees, including Arts, Colloquium, Comedy, Concerts, Debates & Issues, Design, Diversity Performance, Films, I.Life, Lectures, Live From Bloomington, Major Events & Attractions, and Public Relations. A question arose as to the content of I.Life, and Brad explained that this committee has put on a breakfast for finals week and an outdoor showing of the movie Breaking Away. He is very happy with the Board, especially their good work ethic and creativeness. He highlighted three directors to JWS:

- Tracy Johnson, LFB Director, for being very creative.
- Cory Szybala, Design Director, for being a very involved student, a hard worker, and managing a team of designers.
- Meg Reynolds, Vice President of Programming, who puts in a fantastic amount of effort, keeps the accounts and numbers in order, and helps Brad stay focused.

UB Program Highlights:
- Ann Coulter—over 2600 in attendance. She is a nationally syndicated columnist and political pundit who sparked debate on campus. This event allowed the directors to work together as a board through public relations and crisis management.
- James Earl Jones—Black History Month speaker. Lecture was fantastic.
- Wilco—Little 500 concert coordinated with only one concerts director, Katie Ly.
- LFB & Noise—Noise is a weekly concerts series in the IMUG which highlights local music. LFB also puts on Lunchbreaks every Friday in the Market.
- Diversity Performance—Director Alfonso Lerma III coordinated the performance of Saul Williams, who received great reviews on campus.
- Outdoor screening of Breaking Away.

Brad also mentioned things he would like to work on as a Board:
- Professionalism of the Board
- Satisfaction of Board members—wants to keep people motivated and wants at least two to return for another term
- Instituted performance evaluations
- Review relevance on campus

Trena asked how many directors could return to the board. Brad answered five or six. John M. asked what is the sense on campus about UB. Brad said there are a lot of apathetic college students. Julie asked about UB’s recruitment plans. Brad said the Membership committee is getting ready for fall recruitment through Welcome Fest and the UB Fall Retreat. Trena asked if UB recruits at big events. Brad said yes, through PR tables and distributing the UB brochure. Trena asked how many comparable organizations pay their student leaders. Brad said only the Indiana University Student Association (IUSA). Trena asked if UB advertised the scholarships that are available to committee members and directors. Brad said no, not really. Being a UB
director requires a 15 hour/week commitment, and we can’t attract some students and most directors also work. Julie asked if students could find jobs in the IMU. A brief discussion regarding recruitment followed, including a mention of orientation opportunities such as Taste of the Union. John M. said that IU doesn’t have an identity across the nation and has no real roos (aside from Bobby Knight). Very successful people went to IU and no one knows about them. Brent suggested coming up with a “Best Practices” of alumni. Mickey mentioned the need for advertising and satisfying evolving needs on campus—how do we formally document this? Brad said that we’re not doing long-term planning or documentation, and there is little to no connection between boards. Loren mentioned that the 2006 board does weekly program evaluations, which is more regular than he’s seen before. Brad said the directors are typically absent after their term is over. Bob indicated that when he was a member the board had a junior board of directors to shadow directors for continuity.

Brad distributed copies of the Spring 2006 edition of the literary arts magazine Canvas.

Alumni Association Report—John Hobson, IUAA Senior Vice President & Chief Operating Officer

- There will be a search for a new President. A committee will convene next week, and the chairperson is Trustee Sue Talbert.
- Ken Beckley is stepping down on February 1, 2007, as president of IUAA. President Herbert will be appointing a search committee to find his replacement.
- The Jerry F. Tardy endowment (IUAA operating budget) is $8.1 million with another $700,000 in outstanding pledges. There was a $340,000 income from endowment to IUAA.
- IU has 481,000 graduates, which is the third largest in the world. There are 81,000 members of the Alumni Association, which makes it the eighth largest alumni association. There are 791 John Whittenberger Society members, and of those, 284 are also members of the IUAA, a much higher percentage than alumni membership at large.
- IU will have a presence at the Indiana State Fair this year, which runs August 9-20. IU Day will be on August 10. There will be 64 booths, 3 pep rallies, a parade, and music.
- In December 2005, the IUAA won 2 gold medals from an alumni professional association:
  - Best Alumni Magazine in District
  - Best Practices in Alumni Relations for the 150th Birthday Celebration
- Trustee election—Ballots are due June 30th. Alumni elect 3 of 9 trustees (elect 1 each year for a 3 year term). Steve Sanders, a UB alum, is up for election. The Ballot must be signed to be valid.
- IUAA held an election for officers. Steve Moberly (former JWS President) was named Chair as of July 1.
- Lindy Moss, who had an accident this spring, is doing well and is on the mend.
- IUAA has goals to increase e-mail address collection to communicate more effectively with alumni. They have gone from 80,000 to 135,000 and can make e-mails available to other departments.
- The IU vs. Purdue Blood Drive Challenge will take place September 10-November 18 and is a statewide campaign. The football coaches’ wives are the honorary chairs.

Old Business
None.
New Business
The meeting moved into parliamentary procedure in order to vote on the two proposals. Thom began discussing the Union Board scholarships (previously distributed). Thom recommends the Edward Pinto Scholarship be awarded every other year to increase the scholarship amount. The total JWS Scholarships is $23,000. Bob moves, Julie seconds to accept the scholarship plans (previously distributed.)

It was asked if Mr. Pinto has been consulted about giving the scholarship every other year instead of every year? Thom said Mr. Pinto has not been consulted, but the scholarship used to be every other year, then went to every year, and now needs to go back to every other year. Julie thinks we should ask Mr. Pinto first. Winston suggested that JWS might ask Mr. Pinto if he is able to pledge an additional amount in order to give the scholarship every year. Julie and Winston will work with Mr. Pinto on this matter before the fall meeting.

Mike notes there are 7-8 scholarships for UB directors. He asks if $2500 is an appropriate amount? Will non-recipients feel bad? Is this worth addressing? Trena asks should we give more awards at a lower amount for committee members? Winston says this is not a stipend but a scholarship and we should be careful here. We need to be sure we keep the Tanner scholarship equal to the UB scholarships. Trena mentions we should consider decreasing the amount of committee member scholarships in order to give more of them since there are more committee members than directors. Brad says the Shaffer award is very hard to decide since there are so many qualified applicants. Julie says that the Shaffer award is the Union Board’s decision, not the decision of the JWS. Corbin said that deserving students will not get scholarships because there aren’t enough for all applicants. Julie moves to amend the motion on the table (and reminds everyone of the Claude Rich scholarships) to 3 Union Board Director Scholarships at $3,000 each and Committee Member Scholarships to 12 at $500 each. Motion includes leaving the Fineberg and Shaffer scholarships as is and changing the Tanner scholarships to 2 at $3,000 each. Leave the Pinto Scholarship up for discussion (either by e-mail or at the fall JWS meeting).

Bob Schula seconds the motion. Mickey asked if it is the money or the recognition for work done that is appealing to apply? Trena asked if committee members know they are eligible? Loren said that he has counseled those who did not receive a scholarship as they felt left out. He said to remember that the UB experience itself is important and not to let the students leave feeling hurt. Trena suggested providing something else to directors who do not receive scholarships. Loper said the sentiment among students is “The odds are so good, how can I not win one?” Bob Schula asked if the directors get a plaque when they are done with their term. Brad answered they get a gift and a certificate. Tari said that not all directors apply for the scholarships. Do we guarantee more will apply if scholarships are worth more? Corbin said that this year, 9 of the 12 applicants were awarded scholarships. Of the four directors that did not apply, two said they did not need the money and two did not think they would get the scholarships. But another year, nine scholarships were available and only eight students applied. Mike asked how cut-offs are worked. Julie thinks we should have the fall meeting early so we can decide then. Julie moves to table the discussion until the fall meeting. Trena seconds the motion to table discussion until the fall meeting. Corbin said there needs to be a decision by November 1st. Mickey asked if receiving the Union Board scholarship help students get other scholarships. Susan said getting a UB scholarship is really the icing on the cake of a directorship. Loren said he will work on fall meeting dates for September/October. The group unanimously agrees to table discussion. John M. said scholarships would benefit committee members more than directors. Brent says Julie will get the information together for the fall meeting.
Brad distributes a Request for Funds for the Union Board hospitality fund and fall retreat (previously distributed.) The hospitality fund is for committee recognitions. Bob Shula asks if the amount requested is enough? Brent clarifies that yes, the JWS funds are sufficient. Corbin said UB did not request hospitality funds last year. Bob Shula moved, Mickey seconded. Request for Funds is unanimously approved.

*Break*

**Discussion on Loren’s IMU Report**
Brent says thanks to Kera and Tari for being advisors. He passed around thank you letters for the board to sign for the owner of the Indians and a friend of IU. After this meeting the group will meet for drinks and then head to the Indians game.

Loren distributes “Financial Position & Mission Challenges” document (previously distributed). Loren has been notified the President’s Office is forming a committee to examine the mission of the IMU and how to fund it this fall. This is a very challenging time and he hopes JWS can be involved. Winston mentioned that this is not the same campus as the Herman B Wells days, and there is not a lot of institutional memory. He is afraid that others are seeing the Union only as a facility to house conferences and additional administrative offices. Loren mentioned some real concerns about issues with available parking and growth of services on Kirkwood. Mickey asked about the threat of competition with the 300+ increase in hotel rooms in Bloomington. Thom confirmed that the IMU does not feel the competition on major event weekends, but will soon feel it as the “pie” gets divided for regular night stays. John M. suggested that the primary source of revenue (hospitality) is not coming from students and sees how upper level administration could see that we are not a building that serves students. Susan asked: what can JWS do? Loren responded that JWS members can tell the Union story, continue the discussion in this forum, and we may need to begin talking about new funding models for the Union. Bob Shula said it is important for us to get this info to the Board of Trustees and even to state legislators, and suggested Pat Shoulars specifically. Winston said that in the early 1980s the funding switched from student activity fees to the general fund, and the IMU subsequently lost the general fund money to academic priorities. Additionally, IMU reserves have been tapped into for other IU priorities. Winston said he believes a student fee is necessary for the survival of the traditional mission of the Union. Loren reported, as an example, that net cost of Activities & Events is about $300,000 annually. He would be disappointed to see a student fee go to something like utilities; rather it go for programming and initiatives to serve the public good of campus. Mickey is most concerned about the precipitous drop (Loren estimated by 1/3) in the traffic/transactions in the Union over the last 10 years. He suggested we might not be meeting the service and promotional needs of the students.

**IMU 100th Anniversary Discussion**
Brent began discussion around major gifts possibilities (previously distributed) for an endowment for the continued preservation of the IMU. Mickey, John M. and others challenged us as to why people would be interested in giving money to the Union. Trena said (and Julie confirmed) that we need to be appealing to opportunities that directly benefit students. We need to market and celebrate what we are about, and think about the message we learned today from the time capsule. Trena wondered if we could make opportunities for UB Alumni Links to be eager to contact directors: with JWS website, e-mails, past presidents, or just inspire past director to motivate their colleagues. John H. challenged us to think well beyond UB alumni: when developing a campaign, many students enjoyed coming to the Commons, dances in
Alumni Hall, etc. and may not have ever known UB. Brent suggested raising funds and unveiling a centennial plaque listing different levels of giving (Susan suggested we need to provide levels of giving to match donors' abilities). Bob suggested developing something like an art auction collected from donated works from UB alumni and friends (and could donate a lot more than art, too).

**Adjournment**

Meeting adjourned at 5:47 PM.

Respectfully submitted,

Kera McElvain, Program Coordinator