John Whittenberger Society Advisory Board
April 16, 2010, 1:30 p.m.
Herron School of Art and Design, IUPUI campus

Minutes

Present: Mickey Baer, Trena Depel, Mike Gosman, John Hobson, Bruce Jacobs, Sean Liston, Rob Meyer, Susan Nussbaum, Brent Pieper, Julie Rowlas, Bob Shula, Thom Simmons

Absent: John Malkin

President Brent Pieper called the meeting to order at 1:40 p.m. He thanked Kim Hodges, Development Director of the Herron School of Art and Design for the tour of the galleries.

Brent called for corrections to the minutes. Mickey requested his last name be spelled “Baer”. Bob Shula moved: “I move for approval of the minutes with the change.” There was an opportunity for discussion. A vote was taken. The motion carried.

UB President’s Report
Sean Liston presented the attached report, which highlighted each student director and the program committees. Highlights of the year:

- Jennifer Parks was awarded Honorary Life Membership at the Installation Banquet.
- The board has designed a new budget system and the process that will support this.
- The office space has been reconfigured with designated space for assistant directors.
- The process to allocate student space in the SAC tower is being reviewed.
- There is an ad-hoc committee to review sustainability practices.
- There are 53 Assistant Directors. The board members are making efforts to share responsibility with them and empower them.

Alumni Report
John Hobson shared news from IU Alumni Association.

- Some highlights of readership survey for Whittenberger newsletter.
  - 5-10% response rate (27 respondents of 483 surveys sent to JWS members).
  - JWS showed the most overwhelming recognition of membership, and the newsletter received more “excellent” marks than any other publication surveyed in every category.
  - Readers like class notes, alumni events, alumni success stories, news about students, news about scholarship recipients.
  - 85% of those surveyed believe the JWS newsletter strengthens their connection to IU.
  - Readers prefer the print version of the newsletter, however; nearly 30% would like to see both print and online versions available [note: online version is posted to www.jws.indiana.edu]
- JWS respondents use Facebook (63%) more than LinkedIn or Twitter. 30% don't use social media at all.

- IU Alumni Association is undergoing a leadership transition. President McRobbie has appointed an advisory committee and hopes to have someone appointed by May 1. *between the time of this meeting and minutes distribution, JT Forbes was named IUAA's next executive director
- There will be 3 graduation ceremonies this May. The new one is a separate ceremony for the graduate school on Friday.
- Cream and Crimson Weekend, the IUAA's annual meeting of alumni leaders will be in June 18 and 19.

**IMU Executive Director's Report**
Bruce Jacobs reported the following:

- IMU is in good shape and will operate in the black this year. The university's support is unwavering of the IMU.
- Alumni Hall renovation discussions continue. Funding sources are being reviewed.
- Dunn Meadow Café (KIVA) renovation has been completed and is well used.
- Space usage is up 200% by faculty and student orgs.
- Dean of Students office is almost complete.
- Outdoor Adventures business is up 40% since move to Eigenman.
- Received grant from Duke Energy Foundation to study IMU sustainability practices. The study provided information that supports the ability to receive LEED designation for existing building in the next 12-18 months with minor adjustments. Applying for grants to do fund this.
- Meeting with IU Press to develop a proposal for a coffee table book for history of IMU.

Rob Meyer shared that a graduate assistant is working on the photo archive project.

**Finance Report**
Thom Simmons provided the attached financial report of the IUF accounts.

Special notes:
- Endowment accounts are up this calendar year. Scholarship dollars are forecasted to be available at the same levels as last year (at least)
- The capital fund for the campaign will be spent once the KIVA renovation expenditures are reconciled. Additional pledge payments to that account will be made in the next five years
- The campaign is nearing one million dollars in gifts and pledges. A final push will be made with the 2010 annual funds
- Thom and Brent are working on campaign plaques for the North lobby and KIVA area
Business

Sean Liston reviewed his plans for using gift funds available via the Past President’s Fund. This includes using a portion for hospitality for committee members and attending the annual ACUI conference.

Julie Rowlas moved: “I move $1,000 from the John Whittenberger Society account be provided to UB in support of the Fall Retreat.” Trena Depel seconded the motion. There was an opportunity for discussion. A vote was taken. The motion carried.

Sean shared his plans to transfer $1,000 from the Past Presidents Fund to the UB Hospitality Fund, which is used to support committee member appreciation activities.

Biennial Reunion dates/timing was discussed. Based on feedback from the survey the reunion dates will be scheduled for a non-football weekend. Because there is still interest in holding the reunion on a football weekend the IMU will hold a block of rooms on the Purdue Football weekend.

Brent and Trena discussed updating the Constitution and bylaws and will route redlines to the group prior to the Autumn meeting. Additionally, a draft letter to the administration regarding using the IMU for the Dean’s office will be routed. Sean mentioned that student directors are interested in connecting with alumni and are appreciative of the JWS AB’s support. Trena suggested that for professional positions, the directors consult the JWS users groups on LinkedIn and Facebook.

Mike Gosman moved: “I move to adjourn.” Trena Depel seconded the motion. There was no objection. The meeting adjourned at 4 p.m.

Respectfully submitted,

Julie L. Rowlas
Advisory Board member
<table>
<thead>
<tr>
<th>Funds</th>
<th>Endowed 31-Dec-08</th>
<th>Endowed 31-Dec-09</th>
<th>Endowed 31-Mar-10</th>
<th>Income Fund</th>
<th>Est. Income 2010</th>
<th>Expenses 2010</th>
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<tr>
<td>Union Board Alumni Scholarship Fund</td>
<td>$168,594</td>
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<td>Milton J. &quot;Josh&quot; Fineberg Scholarship Fund</td>
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<td>Kiva/North Patio Fund</td>
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<td>Union Board Advisor Fellowship</td>
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