John Whittenberger Society Advisory Board
November 12, 2010, 1:00 p.m.
Oak Room, IMU

Minutes

Present (Advisory Board): Brent Pieper, Bob Shula, Susan Nussbaum, Mike Gosman, Trena Depel, Mickey Baer (phone), Julie Rowlas

Absent: John Malkin

Ex officio: Thom Simmons, Winston Shindell, Bruce Jacobs, Sean Liston, John Hobson, Rob Meyer, Debbie Lemon (first 15 minutes)

President Brent Pieper called the meeting to order at 1:13 p.m. John Hobson introduced Debbie Lemon from the IUAA, who will serve as the IUAA liaison when John retires in December 2010.

Brent called for corrections to the minutes. There were none. Winston moved to accept the minutes, Mike seconded the motion. The board voted unanimously to accept the minutes as is.

UB President’s Report
Sean Liston presented a report, which highlighted each student director, major events or projects and what each student did over the summer. Sean reported a great year for the 101st UB.

- Fall Retreat at Bradford Woods
- New Administrative Member: Harold Goldsmith, new Dean of Student
- 80 Assistant Directors on the 2010 Board – lots of engagement
- Committee for Fee Review (CFR) upcoming: aim to increase $ for UB for large scale lectures/events in Assembly Hall
- New format for Installation banquet: Tudor Room and open up parents, AD’s
- New library in UB office for student study
- Election/Selection process begins next week
- Sean estimated almost 300 active student committee members in UB

Alumni Report
John Hobson shared news from IU Alumni Association.

- Sept 1, 2010 IUAA dues increased after many years of no change, not in line with comparable institutions
- 2 trips: 1.) DC for Penn State/IU football game (UB is sponsoring a student bus trip), 2.) Las Vegas for basketball tourney in December
- IU Mini-Marathon (started by Kelley School students) – taken on by IUAA. Will be April 2, 2011, 5K run/walk plus half marathon (proceeds currently go to cancer survivors)
- IUAA awarded $2000 to digital archiving project, $1000 to coffee table book, also JWS won $1000 in awards during the Cream and Crimson weekend for Centennial and newsletter programs
- Brent Pieper served on IUAA Executive nominating committee
• John shared his enjoyment serving JWS and the IUAA
• Brent presented John with a gift from the JWS in recognition of his service – a photo of the IMU

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

- Loosely coupled/tightly coupled organization – IU is becoming a tightly coupled organization and there is a link between extracurricular and curricular experience.
  - The IMU encompasses all elements of both – epicenter of the total experience
  - “My involvement” web portal: creates student development “transcript” – IMU may provide a physical space for that effort
- IMU is central part of “master plan” as heart of the campus
- Alumni Hall/West End renovation will happen - ~ 2 year horizon until bonds free up
  - 20 year plan for building is in preparation
- IU will make a bid to host next presidential debate and the IMU will have a central role in bidding, and hosting if IU wins the bid

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

Special notes:
- Items in yellow on report are directly related to Centennial
- Pledges recorded under Centennial Campaign ~$115k, ~$40k collected (some are pledges over time), Gifts are in addition totaling $109k
- Estate gifts total > $700k
- Estimated income 2010: ~$47k, Expenses: ~$36k
- Thom suggested moving the $38K in the Union Program Fund and the $29k in the North Kiva Patio Fund to the Union to cover costs of the renovation, as they are not interest generating funds
  - **Brent noted that these funds were raised for the renovations and there is no requirement for the board to vote to transfer those funds, but board consensus is recorded for this transfer in these minutes**
- Digital archiving project is underway – IUAA grants/awards can be accessed as needed.
- IMU Art collection: conversations to revise gift agreements to enable PURCHASE of art vs restoration.
  - Bruce working with IUF on this effort, Winston will aid
- Mike Gosman is working on a letter to IMU Director and UB President to define the use of the Past President’s Fund to help during transition of leadership

**Business**

- Biennial Reunion Dates: Non football, non holiday weekend.
  - Thom will look at IMU bookings and send a few dates for consideration in October or November 2011.
- Fundraising Update and Stewardship Plan: Brent will draft a stewardship plan for financial campaigns
Include timeline for annual appeal, Biennial, other activities

Tasks:
- Close loop on campaign (Brent) – pledges
- Plaque for campaign contributions ($2500 and up)
  - Call patio “Centennial Patio”
- Include history book to go out with appeal for those who did not attend Centennial (Rob, John, Brent)

• IUAA Grants – update on IMU coffee table book
  - Cheryl coordinating, need update

• JWS Newsletter: Determine timing
  - Precede annual appeal and also inspire for Biennial:
    - Fall September 15
    - Spring March 15
  - Establish “Content” board with ADP, UB leader, JWS, IMU Marketing as representatives

• Board Recruitment: Committee formed to evaluate and determine process -- Trena, Mike, Susan will serve on that committee
  - Report at spring meeting
  - Determine changes and report

• Scholarship Administration process (see attachment from Rob Meyer):
  - Many students receiving financial aid
  - Aid packages are determined in fall, awards given after package is determined are not reconsidered
  - Options:
    - Award scholarships in spring – award gets figured into package
    - Seniors receiving financial aid would not be eligible for awards
  - Decision: scholarship process needs to be done in Spring and change procedure accordingly
    - Fall scholarships will be awarded in 2010, but some will not receive money due to FAFSA requirements

• Constitution: Trena reviewed proposed changes (attached)
  - Julie suggested putting a maximum number of 16, Susan suggested that 12 might be a good number - the board agreed on 12
  - Mike suggested an alternative as an advisory council (major donors)/executive committee – Trena suggested that the Chair of fundraising create such a committee (akin to Centennial Campaign committee). The Board agreed with the latter strategy to keep governance clear
  - Winston suggested eliminating Article III, Section II (redundant to Article IV, Section I)
  - Other changes were suggested (captured in redlines)
  - Create “leadership council” of committees for future Biennials
  - Trena will draft final version, JWS will vote on at Spring meeting

• Documentary update: Amanda Murray is starting a new job. Aware of remaining items to be done with documentary.
- Julie will get materials from Amanda

- Mike brought up that we need to identify a Biennial Chair between now and the Spring meeting.
  - Brent will work on this. A few names were suggested.

Bruce Jacobs made a motion to adjourn at 4:12 p.m. Susan Nussbaum seconded the motion. There was no objection. The meeting adjourned at 4:12 p.m.

**ACTION REGISTER**

<table>
<thead>
<tr>
<th>Action</th>
<th>Responsible</th>
<th>Timeframe</th>
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<tbody>
<tr>
<td>Determine Biennial weekend dates – review football schedule and IMU</td>
<td>Thom</td>
<td>December 2010</td>
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<td>schedule and forward options to JWS Board</td>
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<tr>
<td>Annual appeal – prepare and coordinate annual appeal with IUF –</td>
<td>Brent, Rob, IUF</td>
<td>December 2010</td>
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<td>include history book for all those who did not attend Biennial</td>
<td>liaison</td>
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<td>Obtain documentary materials from Amanda</td>
<td>Julie</td>
<td>End 2010</td>
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<tr>
<td>Identify Biennial Chair for 2011</td>
<td>Brent</td>
<td>Early 2011</td>
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<td>Modify timing of scholarship distribution for Spring 2011. Board</td>
<td>Rob</td>
<td>March 2011</td>
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<td>will determine scholarship amounts via email prior to Spring 2011</td>
<td>(Trena and Thom)</td>
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<td>meeting</td>
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<td>Create plaque for Campaign Contributions ($2500 and &gt;)</td>
<td>Bruce</td>
<td>Complete by Spring 2011 meeting</td>
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<tr>
<td>Rename Patio “Centennial Patio” and commemorate with plaque and</td>
<td>Bruce</td>
<td>Complete by Spring 2011 meeting</td>
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<td>Centennial photo</td>
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<td>Constitution: add additional comments from 11-12-10 meeting and route</td>
<td>Trena</td>
<td>Route prior to Spring 2011</td>
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<td>to JWS board for further feedback</td>
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<td>meeting, finalize at Spring</td>
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<td>Modify gift agreement for IMU Art Guild to allow purchase of art</td>
<td>Winston and Bruce</td>
<td>Report at Spring 2011 meeting</td>
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<td>Digital archiving project – distribute funds for next steps,</td>
<td>Thom and Rob</td>
<td>Report at Spring 2011 meeting</td>
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<td>determine remaining funds needed to complete project</td>
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<td>Centennial Campaign: review pledges and ensure adherence to pledge</td>
<td>Brent</td>
<td>Report at Spring 2011 meeting</td>
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<td>Update JWS on Coffee Table book</td>
<td>Bruce</td>
<td>Report at Spring 2011 meeting</td>
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<td>Create plan/strategy for JWS newsletter, establish Content Board</td>
<td>Susan and Trena</td>
<td>Report at Spring 2011 meeting</td>
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<td>consisting of AD (Rob), student (TBD), Cheryl, JWS member</td>
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<td>Draft process for JWS Advisory board recruitment</td>
<td>Trena, Mike, and</td>
<td>Report at Spring 2011 meeting</td>
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<td>Susan</td>
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