Minutes
John Whittenberger Society Advisory Board
November 4, 2011, 2:00 p.m.-4:00 p.m.
Location: Indiana Memorial Union

I. Welcome and Introductions
   a. Trena Depel leading the meeting in Brent Pieper’s absence. Meeting called to order @ 2:04PM
   b. In attendance: Trena Depel, VP; Susan Nussbaum, 1982-84-starting second term; Mike Gosman 1999 and 2000 board; 1.5 terms; Bruce Jacobs – Ex officio; Rob Meyer – Ex Officio; Thom Simmons – Ex officio; Even Ferrell, UB President, 2011 Board; Mickey Baer, 2nd term on Board – 1965 Board; Bob Shula (arrived later)
   c. Not in attendance: John Malkin, Winston Shindell
   d. Introductions:
      i. Trena Depel, Brent Pieper, Julie Rowlas will be stepping off JWS.
      ii. Introduced new selected advisory board members: Ann Fumarolo, Margarette Minor, Chris Carroll, Michael Littenberg (phone), Bill Sang VP (Phone)
      iii. Olivia Williamson – Cox Scholar working on a project with Rob on a coffee table book about the IMU; Freshman – records dates and times from scrapbooks; just passed 3400 entries to 1939; working on 1940s; Trena thanked Olivia for her contribution

II. Approval of Minutes from Last Meeting-
   a. Motion to approve: Mike Gosman Second: Mickey Baer
   b. Approved unanimously

III. Union Board President’s Report- Evan Farrell
   a. Evan handed out a brief summary of discussion topics
      i. Summer conflict: set up board similar to regular board; conflicts came up regarding concert opportunity for welcome week and for homecoming; Evan made the decision that there was not room to lose money because of previous concerts losing money; Evan observed that previous proposals would go out via email and auto approved because people did not pay attention to proposal; Evan wanted live votes – thus created summer board; first concert turned down first concert due to break—even being high (Lupe Fiasco) – no confidence; Evan was present at the meeting; concerts director was frustrated due to board not discussing; Evan felt it was handled appropriately; disagreement among permanent board members; returned for fall and Evan brought board to mini retreat in the Bryan Room and aired differences over summer; talked about direction – did a good job bringing people back together; then Fall Retreat – Ball State game; tour of student center at IUPUI; went well; lots of business; fun to get away; bonding; still underlying conflicts that lead to two resignations of VPs (see IDS article)
      ii. CFR (Committee for Fee Review) in March and April – recommendations from CFR – reduced funding $.50/student or $40,000 due to stated “lack of student interest and transparency.” Evan disagrees. UB is transparent and does cover
a wide range of interests. Mickey asked for definition of "Financial Transparency" – Evan: showing detailed budgets and where money goes; Evan working on rest of the term; discussed solutions at fall retreat – solution approved at last Board meeting – ID scanners to cover demographics: race; gender; on campus or not; no identifying info of the student; UB will post minutes and budgets on website; UB has nothing to hide; very sophisticatec for a student org; Evan sees ways to improve – maybe informing others how to find minutes, budgets – tricky – budgets voted on or all budgets; survey students at events. Riley Voss came across a survey and gave it out at his events (Found at College GOP/DEM event he attended); take random surveys from students of programming interests to address the notion that UB not considering the great student interest. Post a suggestion box in the IMU for ideas and suggestions for UB; these changes should set up UB for CFR in 2 years; CFR concerned that UB did not take note of their recommendations from last review; this year, CFR led with questions prior to the review, thus indicating they might have predetermined their decision; Question from Mickey – is staff involved in helping with CFR review?; Evan – not involved – the VP for Programming did; Rob – worked on the CFR and used previous document to make base for this years. Change this year – CFR members met with organizations prior to the hearing – gave tour of organization prior; same level from previous two years which previously lead to $.12 increase; Trena: was there a desire to lower all student fees? – Bruce – the way it work is that the fees can go up by a set amount based on tuition; the pressure may have come to spread the monies to other organization; seems like it would have been predetermined; Bruce talk to McCord and got a sense that UB was prepared but sensed something was up and that the feel was not going to go to UB; Evan felt that the team thought that it would be easier to cut from UB than others; Mickey – his experience is that the parties doing review punished group that did not follow their review – his experience; which is why if packet submitted reviewed by staff to make sure it was good enough – Rob, packet only submitted one week prior; Gosman – spoke with Evan; sounds like we are guessing what is desired; CFR not trying to be difficult; reach out to the advisor of that committee and the committee and ask how to submit ideas on how to improve; Evan – spoke with Dean Goldsmith and he got his suggestions – i.e. surveys and seeking student voice is what they want to see more of; one critique is that the trips or programs were self-serving or for friends or specific group of people which is possible; challenge is that programs done are done for specific group but that not other programs are for other groups; not sure what program would draw all students; will reach out to Carolyn McCord; Trena – sounds like some things being done will help future board; Evan – resignations and IDS article; Amanda and Evan interviewed with IDS; 75 minutes for Evan and 90 minutes with Amanda; also met with Dan and Erika; Dan declined an interview; Trena – please brief the board of the article; Evan – described the resignations; tough to see them go and not have VPs; Board moved forward
and still handling business; Amanda Malkowski has stepped up on minutes and biennial; AJ and Brandon Fowler are stepping up; Financially still on top of the budgets; Gosman – do you think these resignations are a result of normal interpersonal conflicts or are there more general lessons to be learned from these resignations; Evan has not spoken to either – been hard to communicate with Amanda and not pleasant, With Dan, understand his frustrations; wants to reach out and talk things out and fully understand; with Dan – frustrations with Evan and disagreements since start of presidency; tried best to resolve; conflicts continued; Dan was frustrated that directors on board were not serving in best way possible and making bad decisions re budgets; bringing programs not responsible or what students wanted; both had frustrations with aspects of the board; have heard from Dan– complaints about advising staff. When Evan talked to Dan the day he resigned – he wanted to bring Megan and Melissa into the meeting – was hoping they would have his back; Erika had frustrations with staff – did not hear direct; not simply interpersonal conflict; genuinely feels that he tried to work through the issues; Gosman – interpersonal stuff happens, but things can be prevented; interested to get complaints about staff, i.e. gripes versus systemic issues; Evan agrees; Mickey asked when the resignations were – Evan – about a month ago; Mickey – a lot of time ago; Dan cursed and yelled in meeting when resigned; Erika wrote emails that were aggressive in tone; Gosman – Evan not the person to investigate. Mike would like to reach out to Erika and Dan about what happened; Mickey – not getting to the reason why that would help the board to help; Gosman – would be happy to reach out; Bruce spoke with Dan about a week ago and is willing to talk – has calmed down. We need to know what those concerns are; Evan – outlook on board – wants big attention on board for election/selection process; IUSA does a great job of advertising their elections; working with Emily and Amanda on a campaign to gain attention in IDS and pcsters; returners – AJ O’reilly will return; films director return; George mulling it over; three positive people could remain; been talking to Bruce and Thom about putting in restaurant bar and grill with no alcohol like BW3 to get people into the IMU as a hangout to watch sports; goal before end of term; Idea would be around bowling and billiards to defend it from becoming made office; bring more energy to the area. Questions? Trena – thank you Evan; time well spent; we are here to support and assist you. Thank you.

IV. Alumni Report - Debbie Lemon (provided in advance)

   a. Trena – Debbie cannot be here; report in your packet; Debbie replaced John Hobson; she is great; upset to see John retire; new Executive director at IUAA – a lot of good changes; combined foundation and IUAA activities – data and records – helping to getting alumni records – great change; re-designed website; more social media; 4x year publication; IUAA strategic plan in the packet;

V. IMU Executive Director’s Report-Bruce Jacobs
a. Updates ...agreement with RPS for dining card in IMU; 340 students signed up; revising the sign up plan; due to technology that drives it - 1 year out from the technology; students can say up to $500 of points to be used in IMU; seems to work well
   i. Gold Book completely digitized; one week from today at 9am – unveiled under Dr. Ryan’s portrait; large Kindle; paid for by grant from Pete Goldsmith; can now start to add names; the woman who added the names will be in attendance in the Memorial Room; not available to see now for the weekend
   ii. Food service – renovations completed; Sushi, Baja Fresh, Cyclone salad; 8000 / week eating in IMU – 950 gallons per week of coffee and tea 7am – 11pm; IMUG part of it; incredible use of space;
   iii. Outdoor adventures started
      1. Boulder wall at Eigenmann; 4500 students using outdoor Adventures
   iv. Not awarded presidential debate; upside – Riley Voss preparing a academic – speakers, classes; Riley disappointed in losing bid; bid was twice as strong due to his efforts – University of Denver, Hofstra, Boca Raton, Washington University backup – all private schools (not all schools noted) received debates; they needed too many open dates that IU could not commit to; will know in next couple of weeks about the future
   v. Side note – Aeons – Claire working on report about East Lounge – adding or to Chris’ saving of the East Lounge – why are student sleeping there? Does it bother Bruce and Thom? Could become a thesis; Trena – we would be interested in knowing the results – sleeping on couch in public building
   vi. What makes the IMU special – Crescent Report. Neil has strongly said that the union is center of student life, not offices; hotel, meeting space, food – strong roots; what can we do with the Back Alley? Student Technology alignment – thousands of students per week using the space now versus 50/week in early years – 24 hours operations and successful; thought to increase tech center and BW3 idea; need more ideas; Need to bring life to that part of the building; strong support; Doug Priest says the union is the union; old crescent is going back to academics; Franklin first – become class rooms; put reading room in student building – maybe a patio – could increase traffic to IMU; Woodlawn becomes next space for University; Ernie Pyle hall to revert to IMU after new journalism building built; that could be the north end front door of the IMU; chance of getting a residence hall where tennis courts are; 350 residents; all helps the IMU; good Q1 financially
   vii. Quick note – email from McKaig – if you want to see their pics, stop by
   viii. Alumni Hall
      1. Plans solidified; note from President thanking all of you; President asked to redesign to 1932 but with technology; closing June 30 for 8 months; solarium have same floor; woodwork carried over; ceiling in solarium raised; bathrooms – where? Bruce showing plans of new Alumni Hall; not shown to trustees; $2.5M budget; take down drapes and putting in electronic window darkeners; exposed limestone; wood continue to solarium; clean up wood; replace doors; can run simultaneous events in
solarium and alumni hall; lighting same but CFL and LED; Lightning for south stage; $7-8M worth of sound; power under floor; Organ possible in back; man past away; donated organ to Stanford; Stanford cancelled organ program; man who built suggested IU; need $1M to get it installed; 54th best organ in US; 12 tons; if money then organ; challenges of soundproofing; can be done; scheduling would be an issue; A-T schematics on bathrooms; janitors closet near Starbucks; unisex bathroom with 2 handicap access stalls; janitors closet next to bookstore; green awning – take to 1932 – shorter and with canvas cover; return to classic look; no electronics screen in the tombstone of the IMU; President wants classic look; Stage will remain; Trena – what about outdoor space outside of solarium; no change; still not usable because of roof; VP Morrison agreed to show alumni; Mickey – the organ piece would impact cost; Bruce: organ paid for by someone else.

VI. Finance Report-Thom Simmons

- Snapshot as of Oct 31; spendable funds
- $62K moved to cover cost of patio; which cost $160K; was to fund the green roof on the solarium; most money is in pledges; big gifts in estates; we won’t see this year, we hope. Not back up to our pre-recession levels; they are coming back; ROI has dropped less than .5%; Mickey asked how much of a return – Thom: 5%
- Trena: few gift pledges have not started; Thom – most came in during 2010; not too many 2011; Trena – worth revisiting the pledges; get people to make good; people might not get a bill; Bruce: he and Brent to follow-up.
- Trena: would like to discuss scholarships at this point in the meeting (to Rob); Trena explained how the issuing of scholarships in timing; gave them out twice most years; funds should be adequate now.

- Rob: VP of membership in recent years getting comm. members to apply; selection process includes 2 JWS members; challenges – now that awarding its half way through term; what happens if a director or committee member leaves in the middle of the year? – did occur i.e. Erika; otherwise it went well; received during financial aids process – issues was they student might owe given that scholarship goes against aid; Trena: now interview directors; new improvement; Evan: wrapping head when the funding is given out; why moved to new structure? Rob: issue only when student gets financial aid; for FA, students get an award based on academic year; package re-evaluated after new grants, etc; potential load need would go down; Evan: has this happened? Thom: some would not apply because it would not help them; Evan: confused on logistics; if credit to bursar account; just shows as credit; Thom: changes in last couple of years; like work study – can earn $1500, then gone because they lose other aid after $1500. Students who don’t 30 through aid get it in their bursar account. Rob: scholarships needed to go to academics; got a check as graduating. Trena: this is the process that is fair; Rob: JWS gives out a lot of $750 scholarships; nice but need less for more money; Why? Evan: $750 is nothing if out of state – more gratified if $1000; Mickey: good housekeeping seal of approval – good on resume, the dollar amount isn’t really the
critical factor. Evan: how many given out? 8-9; Trena: adjust to comm. scholarships because almost all directors got one; comm. scholarship is nice recruiting tool. Mickey: real meaning is that you got it. Susan: intent is more of the honor; symbolic than the cash amount. Trena: try to preserve director amounts to higher; comm. scholarships really a recruit tool; next board should always consider the climate.

- Rob: final part of process – no secret as to who received it.
- Gosman: could move biennial? Answer to the noting of requirement of scholarship timing
- Trena: Fellowship account – need more money in this account

VII. JWS Board Business – 3:26PM

A. Biennial Business Meeting Review – Trena
   a. Trena: Brent not here; Trena will conduct; Trena to share what JWS does
   b. Board Accomplishments
   c. Constitution Vote – no floor discussion; just vote
   d. Selected Members – pending approval of constitution

B. Board Recruitment Update – Trena
   a. Changed process this year; went great.
   b. 21 nominations – outstanding slate of candidates; challenge was only picking; glad all five in attendance in person and on phone; Gosman – number of nominees and process was outstanding; will have no problem getting those to serve in person; challenge to get them involved as part of sub committee or otherwise to figure out their commitment level to determine next group to invite
   c. 5 selected members
   d. Good process and timing – will be archived for future use and modification
      i. More definition of committees will help; Mickey: amount of work done is to be applauded

C. Scholarship selection process update - Rob

D. Newsletter update – Susan
   a. Susan: shows latest newsletter; coming along well; process to make it more appealing; Cheryl Crouch coordinates it and Trena and Susan chimes in; main piece with alumni; 2 issues per year; Shows centennial issue – still looks good. A lot more contemporary and vivacious. The way it got this was through discussions; timing is out of immediate control; should have shipped mid Sept; working on timing; Process – gather ideas, Bruce Lilly is the writer for Cheryl – he latched on to the UB magic; Susan said that it needed to be more journalistic in tone; Bruce asking for feedback to Susan – do they like the articles? He gets what UB is about. Bruce turns in to Cheryl for review then Susan and Trena for review; final review before printing; Suggestion from Susan – make more like a magazine than newsletter; Cheryl then sent 32 page magazine; had to cut in half. Would like a physical piece to ship – not just electronic; Trena: need to consider electronic or not as IUAA will not pay for mailing for the piece. Possibly
$1500 to mail plus printing; one idea is sponsorship of newsletter; how to fund it. Mickey: likes to think of it as an ex UB coffee table book; cost is growing, but still want to provide.

E. JWS logo – Trena
   a. JWS does not have its own brand; in packet; something for next board to consider; Mickey: likes use of building but could it be JWS; Size will hurt using full name; new board needs to give fuller definition; Susan will work with the group to specify a definition

F. Fundraising/Plaque/IMU Art Guild Gift Agreement Update – Thom, Rob, Bruce, Brent
   a. Bruce: general agreement that we can do this; still being finalized with Foundation; send letter – unless you let us know you want us to end your gift, we will move to the acquisition of art not restoration. Trena gave background. Bruce will continue to bug Cheryl.
   b. Thom: plaque for Centennial Patio – unveil tomorrow; plaque to recent donors of $2500 or more to Centennial in or around alumni hall.

G. Grants Projects-Digital Archiving and Coffee Table History Book – Rob (attachment)
   a. Rob: was hoping to have the University archivist; Rob reads letter from him; DLP is backed up so will be a few months to complete; will keep group posted; just the minutes; scrapbooks are another challenge; asked university – 4 companies – one in MI – we can do this but send to India for scanning; if University feels comfortable, then can do it; Trena: one in bay area that does in SF; Rob nervous about India. Trena: finances? $7K from Centennial; grant for $1000: Rob: should have plenty left over to fund Trena: will archives store them? Gosman: thought that would want the books in the office; Rob: Archives would love the books; access is limited;
   b. Book: Rob: want more coffee table book; in packet; lots of photos identified; need more current photos; color collection not as deep. Tell your stories about the union from the alumni newsletter. Include in book; Trena: fun exercise to share survey of alumni base of quotes and memories; cheap by electronics. Mickey: did you check at Daily Student for their archives? Rob: have looked through boxes; have seen some not all
      i. Trena: how we claimed the grant money give? Want to make sure it does not go away. Trena: thanks

H. Documentary Update – Trena / Chris
   a. Gathered back – cannot find tapes of Chris’ interview with Dr. Wells and other alumni. Need to keep trying. Have materials from centennial. Committed to completing the project – for new board to agree on.
   b. Materials recovered and copied per Cheryl Crouch
   c. Decisions regarding completion of documentary required
      i. Alumnus Jerry Harkness – willing to finish for a small amount
      ii. IU Services - $600 per finished minute; need to fully explore what university can do. JWS and IMU have invested a lot; will be a lot to finish; next board to determine.

I. Biennial debrief – Chris
a. This is first; thank you Chris for doing this; always hard being the first time; In the end, the Biennial weekend went off well with help from the IMU Staff and Union Board. Given that this is an alumni event, my recommendation is that ideally a Bloomington-local UB alumni selected by JWS be on point with the planning working in conjunction with Union Board. This should not be considered a Union Board-driven event, though UB should be actively involved in the planning and execution of the event. It should also be a required event for all Union Board Directors unless under extreme circumstances where it is not possible

J. Board executive appointments proposed – Trena – all below have agreed
   a. President – Michael Gosman
   b. Vice President – Christian Carroll
   c. Secretary/Treasurer – Margarette Minor

VIII. Next Meeting Date – Mike
   a. Gosman – think about where and when. He will send out email; think about what makes sense.
   b. Motion to adjourn – Gosman Second: Shula
   c. Meeting adjourned at 4:04PM