John Whittenberger Society Advisory Board
Saturday April 28, 2012

Mike Gosman, Chris Carroll, Margaret Minor, Bill Seng, Bob Shula (phone), Thom Simmons, AJ O’Reilly, Megan Bottoms, Rob Meyer, Bruce Jacobs, Debbie Lemon, Winston Shindell,

1:09: Meeting Called to order by President Mike Gosman

Approval of minutes from Last Meeting (November 4, 2011)
  • Bruce- Dr. Bryan instead of Ryan, in his report
  • Minutes Approved

Current President’s Report:
AJ: We have just wrapped up the first semester of our term. As a group, we are very solid going into the summer- more solid than I have seen in past years. Our two new committees are doing very well and have a strong committee bank. Some events are tonight and tomorrow- Service & Community and Campus Engagement are the new committees. They are getting canned goods for Hoosier Hills Food Bank. We were able to send a group to the Sweet 16. We had countless lectures- Chuck D, etc.
Sublime and Mac Miller were concerts. We moved Sublime from Assembly Hall into the Auditorium, which went well considering. Some were able to attend the Canvas Premiere Party with 500 people at it- it was the biggest one we have had. It was one of our most successful programs this year.

Margaret- can you explain the Sublime concert issue?
  • AJ- it did not have the student interest we thought it would have. From early on, there were a few areas we realized we couldn’t do again. It was not a clear decision because it was done over an e-mail vote because we did not have quorum. Also, the student interest was just not there and we thought it was, so we are doing more surveys before concert. It is pretty much hip-hop and electronic at the point. Doing a show like that in Assembly Hall, may not be a great idea. We did not get the best press. We were at 1700 before we moved to the Auditorium, and when we moved we were able to almost sell out. That was a smooth process though and a really great idea on the concert director’s part (Sam).

Winston- how much did you end up losing?
  • AJ- About 14,000. We thought we were going to lose 35,000 in Assembly Hall.

Winston- if it makes you feel any better Supertramp lost $50,000!
  • AJ- Riley and BA just finished Big Budget, and we are looking at having our accounts at 0 by the next fiscal year. We are looking at smaller numbers for next year, but we are thinking it is a smart move not to have a negative number.
Bill- how much were we in the red?
- AJ- Around $38,000 in the red in concerts
Winston- what is the program that had about 500 people there?
- AJ- the Canvas premiere party

Margaret- was there a partnership with the school of music?
- AJ- Yes, there was student music from the magazine read with original scores from student poets. A local group and a hip-hop group also played. The only person that was not local was the hip-hop group we got in. We are looking to be a very big part of Homecoming and work on concerts in advance. We are also working on welcome week stuff. Taking what we learned from last year’s summer board conflict, this board has done a lot of work with the policy committee to make sure to limit conflict. There are a lot of directors that will stay- I believe 7 total. There will also be 4 students at large, which we had 10 students apply for. We have a board of around 10 people this summer, not including faculty. We have around $20,000 to spend this summer on programming, and we will have meetings bi-weekly. We want to make the office more lively for the summer. We passed a resolution last board meeting with guidelines for the summer, so I am hoping that that will solve a lot of the issues that happened last summer. I am incredibly proud of this board. I think it is a very strong board, and I think we will have a great second semester.

Update on digitizing of the Union Board’s historical minutes:
Phil Bantin, Director of the IU Office of University Archives and Records Management- we have done all the preliminary work that needs to be done. We are going to hire a student with the money that you provide us, train the student in the standards for scanning, and then under supervision they will be working with the digitizing department. It should be done in the next couple months. Minutes, videos, reports and historical records total thirty boxes of material. It will be on the web in a very short time.

Bill- How far back to they go?
- Phil- from the very beginning until 2004-2005.

Phil- I will suggest that we work with you over time. Adding will be very easy to do. They will be added to the site and will be available. Scanned images will be linked to an inventory, item by item. There will be entries by dates that will take you to the minutes. You will be able to search on the minutes, as well. I hope we can also digitize other resources, once I get this inventory up. In most cases, adding will not require extra funding.

Margaret- who has access?
• Phil- everyone has access. It will be right on our website. If you want to protect anything let us know. They can be viewed but not deleted or copied.

Winston- what is the site?
• Phil- It will be on the achieves online site.

Margaret- can we link from the JWS site to resources on this?
• Phil- Yes. And we can do audio, video, text and pictures.

Winston- another thing I think would be a great idea would be to scan all the composites, in case there is a fire or something, it would be great to have a copy.
• Phil- Yes, and this is the only change you will incur. If you are committed to adding the scrapbooks, we can make that another project. After the minutes are finished, I think we could add the scrapbooks. I have no problem preserving the artifact.

Rob- He can make the scrapbooks available in the library.
• Phil- we store all of our records at the auxiliary library facility. What is neat about that is that it is designed for storage conditions. It is temperature controlled, and that is where your stuff will end up. If you ever need things, you just borrow it and return it. No one else can take your stuff out unless under supervised conditions in the reading room. We want to achieve your records and store it, making it a resource. The university pays to archive. It is only certain large projects that we charge. Outsourcing this would be very expensive. You are getting a good product at a low cost, as it should be in an academic environment.
• Mike- this is very exiting for this group. It is very important for us to preserve our history.
• Rob- they have gone through the materials page by page.
• Margaret- is it searchable by date?
  o Phil- yes it is chronological.
• Winston- is this the largest compilation of a student organization records?
  o Phil- th.s is the most complete minutes. We have a fair amount of IUSA record, but there are gaps in the minutes. Nothing will fall through the cracks in the future, so we can make sure records are transferred.

• Mike- let’s talk about the scrapbooks, though they may not have as much historical or academic significance, I know people would love to see the scrapbooks of their year.
• Margaret- can we also discuss getting current information moving forward?
  o Rob- if you have anything, he wants to collect it. At our last meeting, we talked about archiving the scrapbook out of the country. We talked to a company that does digitizing at the university a lot, but the scrapbooks would be all shipped to India. The shipping is between $2000-3500. We
gave them two— one from 1936 and one from 2000. The price they gave us is $21,000 to do the collection. They can do it in a few months.

- Chris- how much would it be to do in house?
  - Rob- it is high labor because of the material.
- Mike- I think we are committed to doing this. I see no reason why we can’t go in the direction of doing this through the university.
- Phil- I’m sure it will come in under $21,000. I am hearing a deep commitment to getting those done.
- Mike- yes, one of our goals for the next year was to raise sufficient funds to go forward with this project. At the next biennial, to have minutes and scrapbooks would be enormously popular.

- Phil- let me suggest some future procedures. What some organizations I have done is to appoint someone as the historian or archivist to serve as a liaison to committees to periodically collect or make an inquiry about records that may be ready to transfer. That may be something to consider.
- Mike- for consistency sake, I think that should be someone on-staff and not a student.
  - Rob- I would be happy to do it.
- Chris- Let’s think about the future. Is it possible to have a procedure to hand to the VP of Mem, so they know how to collect the assets, so they can be doing that all year?
  - Phil- Yes, I can draft that for you. There needs to be a well-established method about transfer of records.
- Margaret- I wonder if we could do a call to action through the Whittenberger Society about handing over materials that people would rather have archived?
  - Phil- I’m sure there are things people have that would be a great asset to understanding history. I will keep Rob informed, and he will communicate to this board.
  - Rob- All of this sitting in the Union Board closet for all the years, it was not used to it’s full potential.
  - Phil- you may want to think if there is anything you want to remain private.
  - Mike- I can’t think of anything, and I don’t think there is anything we can restrict because of our open minutes policy.

Alumni Report: Debbie Lemon
We wanted to move our plan with the IU Foundation because of our strong collaborative work with the foundation. We have pulled together several back of the house operations. I think a lot of people get confused about the two. Our financial, marketing and IT offices are now working together more. It has been a smart thing to do because we need to leverage as many resources as we can. This plan runs out around when the IU Foundation’s does. We have just completed a new software system. Rob and I keep up on our fund balances, and we are doing new budgets with
the system. We are also in the process of totally revamping the alumni and donor software program. We were using benefactor a homegrown product. It is 20 years old, and we are in the process of getting a program that will work with admissions and others - a "continuing relationship management program." It will be a cradle to grave management program.

- Rob - you will be able to keep track of people who never graduated?
  - Debbie - One of our problem is we over-communicate. Alumni will be able to tell us what they want to receive and who they want to hear from.

- Margaret - has the tool been selected?
  - Debbie - we have been working with "campus management," helping them build this project. It will take 2-3 years. It is a very big product. We have had several staff members join us. We left around 400 years of history with people who took early retirement or simply retired. Many of those positions have not been filled. We were able to fill several others, and we have some new young blood in there. We are working on a seasonal calendar. You can let us know when your Biennial is planned for, and I would be glad to hear from you all about the dates of your events, so we can share them. Our website is award winning, and we are excited about how that will end up. We are also doing a lot of alumni engagement. Here are some important dates: (See hand out). Hoosier village would be a great place and time to have a meeting. You could all find yourself in one location - location, pre-game stuff, TIS, 5 or 6 local eateries setting up shop, and buffets. Homecoming dates are included. AJ was talking about the great trip to Atlanta. We will have some tours and a trip to Annapolis, for a warm up. It will get Union Board on a bus for the Big Red Warm-Up-IU vs. Navy. We have Executive Council this fall. Winter College we are moving to San Diego this year. We are already very excited about that. Budget allocations - we are reviewing our whole process of budget allocations. It is based on number of alumni members. We are also working on more grant support for digitizing, to promote stronger board participation and activities. It will help us know 2-3 years down the road what our plans are, to help you make your events and programs that much stronger. This helps us prepare for those grant requests. Right now you have about $4000 in your fund balance.

- Bruce - the Spirit, pride and tradition effort has been a strong partnership with building staff, Union Board and IU Alumni. We are on the homecoming planning committee. Last year we did some things to turn the building red and white for homecoming. We have been asked to do it again. We would like to turn the two towers red and write or put an IU on it, as well. Both organizations are working together, and the student and recent graduate engagement piece. Rob and I sit on the senior recognition committee. We get more nominations for highly qualified students who don't get recognized. We would like to start a group called the Bryan 35.
We have an ad-hoc committee working on that to properly honor students who have made a real commitment to the university.

- Debbie: IUPUI has an event that honors the top 100 students. A lot of people think IUPUI is still a local campus, but I can't tell you how many people: it honors. I think Bloomington should have this, as well. I think this is wonderful.

**Bruce Report:**

Alumni Hall/ Solarium is moving forward. I need to thank Thom for his help, working with the architects and School of Music. We have obtained Opus 91- , which is an organ. It is in Bloomington, and it will be installed at the end of this project. It will be a great addition to the campus and the union. It should be completed this time next year. Just know that this is not something financially charged to the union- the campus and school of music is picking up this. The International Student Services Office programs and office will be pushed out. We want to relocate their programs. The space in Dunn Meadow would be good. This twice a month music program they put on and Saturday English Language tables are important programs that would bring people to the building. The international students do see us as a home, according to surveys. Right now we are at 6,000 international students, and we expect that number to grow. We are a home away from home. This is something that started with the effort of the Union Board, with an event called World’s Fair. Thom is heading a committee that evaluates the Strategic Plan. Developing and implementing our next five-year plan is going to happen. The Old Crescent is being repurposed, and the next academic building is on Woodlawn. With that space being the next academic quad, the Union moves back to where it should be- the center of campus life. We are taking a look at our customer service. We have met with all but the hotel group at this point. I walk out of these meetings very heartened. Over time, this building has had an incredible reputation for serving people. Dining services- the renovations have taken place and taken hold. People think it is a good change- use and income is up. We are seeing greater customer counts and income for customer is going up. Hotel occupancy is going up, as well. The financial picture is sound, and the next piece talks on campus support, in general. The next conversation we want to talk about is renovating the SAC tower, to get more offices for student organizations. We are up to around 750 student organization- way more than we have office for. We have just completed a meeting with the archives to put new displays in the cases near the Starbucks and Memorial Room. Right now there is material on Wells, following the release of Jim Capshew's book. Students from around the world bring stuff from their home countries, and we would like to use those artifacts.

- Chris: I can't wait to see the first concert with that organ.
- Margaret: would there be a need to revise the Alumni Hall/ Solarium project to meet needs for the strategic plan?
- Bruce - There are still things that could happen in there, but that would be later on.

- Margaret - but this can be revised for later on?
  - Bruce - Yes, it could

- AJ - we just did our tower rental application process. We had about 15 student groups that were extras - we had to turn away 9 of them. We will tell CFR this. Next semester, we will work with the SAC tower residents more and talk to them about the space. Hopefully, that will be enough of a push from a student voice.

- Mike - have we surveyed students on their use of the space?
  - AJ - we are doing that next semester.

Finance Report (Hard copies distributed):

- Mike - Bob, do you have any questions?
  - Thorn - we have plenty of money to make our scholarship awards for the fall semester.

Add to Agenda: Board asks for assistance for fall retreat:

- Mike - I believe AJ wants us to consider adding $1000 for a fall retreat. These are funds that the Committee for Fee Review may not look as fondly upon because they are travel, food, etc.

- AJ - I have talked to quite a few people, and we are planning to go to Chicago and visit Northwestern. We know someone who is a building manager that works in their Union. It will be business, discussing issues, getting a plan for the semester, and also viewing the union and learning from what they do.
  - Mike - James McHaley who was on my board is there, and you should reach out to him.
    - Chris - I motion to approve the $1000 for the retreat
    - Motion Passes - voice vote unanimously

- Mike - AJ - would you mind giving us a few minutes to discuss the scholarship because you are an applicant?
  - AJ - Yes

Scholarship:

- Chris - On Friday we had scholarship interviews. We had 6 directors apply and 6 scholarships available. We had 9 committee members apply. We had 10 committee member scholarships available and 9 applicants. We had one GPA issue, but because the GPA could qualify for applying to be a Union Board Director, we didn’t deem the individual un-worthy. Because of passion we awarded this scholarship. Rob asked students why or why not they applied. I think it is important we get more participation. The awards should not be - if you apply, you get one. There were two that were honest - they were getting
full ride scholarships. Others ran out of time to get their letters of rec, etc. If we ask the program staff to help them along and create a visible countdown, so they get everything done. I think directors should be held accountable to get the word out. Margaret was one of our interviewers.

- Margaret- I was wowed by all of the students. We started the day recognizing that we had low submissions but said that does not mean we would give everyone a scholarship, so we had a critical eye. All students had passion and came from different backgrounds. They have all seen themselves differently because of their experience and see themselves as part of a family. They also recognize their voice.

- Chris- The only two other points that came out of it- the Schaffer award is now an award but not a financial award. I think that we should give something, more than a certificate. We should give something that says “I appreciate it,” and it reminds them of the IMU.

- Bruce- we have a number of those paperweights and other mementos.

- Mike- I think we need to find a way to honor students who have full rides in some way. They should still be given awards and be able to be noticed and have something to put on their resume. It would be great to get all board members to be a part of the process.

- Chris- you should be able to apply, and it is something that sticks with you. The scholarships I’ve received are very meaningful to me. The award amounts- number of scholarships and award amount. For committee members, maybe it is the award that counts more. For director scholarships, the Union Board Alumni Award is $3000, but should it be increased to be our highest honor. The Tanners have asked about increasing their awards, as well.

- Mike- I don’t think the Alumni Scholarship is considered our highest award. The Flatchall is supposed to go to the best man on the board, and the Tanner to the 2 best women on the board, so I do not know if the Alumni Scholarship is more meaningful.
  - Rob- I have been told that the Alumni Scholarship is the most outstanding director.

- Mike- we need to think about how the awards interact with each other.
  - Winston- I would say for 25-30 years we would be giving the Tanner Scholarship. If we gave $10,000 a year, it would be for much less years. The Tanners are working with the Foundation to figure out what to do with their endowment.

- Mike- The Tanners may want to increase their individual awards and be able to see the joy of the recipients during their lifetime. Winston was willing to propose some other options.
  - Winston- One things was that when we did the fundraising for the Centennial was that Brent met with the Tanners for a commitment of $80,000 from their scholarship amount to pay for the patio. That conversation seems to have been lost. We
want to be very sensitive to Rosemary’s wishes, but moving $80,000 to the patio funds and then move their scholarships down in price. I see a problem awarding scholarships to outstanding women, so we don’t have scholarships for women or for men.

- Mike- it would be in our preference to keep this the same way. It is important for her to award women, because she was one of the first members of the board. The only reason the Fletchall Scholarship is former is because the Tanner is for women.
  - Winston- we are going to meet with her. We are trying to finesse it without creating a problem with Rosemary and get everything back to one program.
- Mike- I think the Fletchall would just become something for any director who is high achieving.
  - Winston- I think we should continue to do a Fletchall reward.
- Mike- we need to work on the hierarchy of the scholarships.
  - Margaret- I think the best should be the best.
- Mike- the Tanners were so generous, that this is how it developed.
- Chris- once we get the gift agreements, we can reconvene and discuss this.
  - Thom- we need to let the students know now, for their financial aid packages. We won’t award it until fall semester, but they need to put it on their information.
  - Mike- we will make sure that all the awards are appropriately awarded to consider all the gift agreements.
  - Motion Chris- recommends that we keep all the Director scholarships, committee member scholarships as the Pinto, McKaig, and additional committee member scholarships the same.
  - Margaret- second, unanimously passed.
  - Mike we will look to make sure that all the recipients match the agreements
  - Rob- there are several suggestions, former directors and those previously involved can still apply as long as they had some involvement with the board.

Board Structure:
Mike- I think we need to talk to the entire JWS board about involvement. When all the notes are written up, I will distribute the minutes to their group and get a sense for individuals levels of engagement.

Alumni Link- Susan Nussbaum has been coordinating that. I think that that is an area I will look for a board member to be trained on this. Newsletter costs have gone up, but we think this is an important initiative.
Margaret- If we also post the newsletter electronically and get a gauge on hits, could we apply for grants for the printed newsletter?
  - Debbie- we are trying to get away from any printed material

Christian- Am I one of few who gets the alumni magazine in print?
  - Debbie- we have changed that from 6 to 4, and it only goes to paid members.

Alumni User groups.
Margaret- Debbie and her team helped us get a group where people could get e-mails and dialogue. Ours was one of the first groups. There are some limitations with how you find it. I would like to ask this group to use it for the next few months and give us feedback for how it works. They are giving us the data, which we love, but it also bring people to the IU Alumni Association website. I will send a link to everyone with instructions. We can do a teleconference call if we need help logging in.
  - Debbie- we included everyone who was coded as a past Union Board member, so we have to find out those people like Rob who are not coded but want to be included.
Margaret- we have a database from one of our last biennials, and we should get that to them. Does it seem logical? Can you get in? Would you use it? What is it missing? These are all questions we need to answer.

Mike- Trena had the idea to have a gathering in various cities on off-years (not Biennial years). This could keep people connected, and I think this group would need to find some support logistical but not financial.
  - Winston- a group in San Francisco did this and got together often.
Mike- we could have a non-board member help with this and choose 4 of 5 locations that would work well.

Mike- we need to maintain a presence that is up to date on social networks.
  - Chris- what is the limitation to streaming lectures and stuff?
    - AJ- it would depend on contracts and service.
  - Chris- even recording it, under the guise that it cannot be sold, etc.

Biennial Reunion:
  - Chris- we had 21 people respond to the survey. 76% registered online and believed that was the best way to register. Almost 78% noted that they checked out who was coming. If we get a date and start to get people jazzed, people will get excited. 72% rated the registering process as a 4 or 5. 45% rated the weekend a 4 or a 5. It is a matter of tweaking it each year. Suggestions were for other speakers for the Scholarship Banquet. The Patio Dedication was rated well. The pre-dinner meet and greet was rated very well. They liked the format of meeting directors and committee members. Perhaps, we could have a new speaker at the Alumni Dinner. Other suggestions were McRobbie of Crean. Most people did not attend the post-dinner event. Most
would support a silent action with Union Board or IU items. For the brunch, most prefer the Tutor Room. One suggested football weekend, some suggested tours; one was moving everything to Saturday night. Some would like to attend a board meeting. Most did not bring a partner, and few brought children. Involvement for the 2013- we will set a chair and get a committee going:

- Rob- we generated about $6000 in registration fee. The program was $27,476. We talk about the collateral, the program, the years, etc.
- Chris- what is the biggest expense?
  - Rob- Food- we spent $14,000
- Mike- we keep the price low so that recent graduates would be able to attend. Maybe we could have sponsorship abilities, so people could pay for others to come. The reason it is so high is because students and staff do not have to pay.
- Chris- Maybe there is something with not a high cost that would be a thank you gift for doing that- supporting someone else’s attendance.

Budget:
I show the IMU spent $27,476.43--

Expenses:
Office supplies $48.98
Printing 4032.00
Postage 252.00
Non employee 755.00
Prof Serv 3904.19
Rental 3356.00
Supplies 32.99
Hospitality food 14893.43
Promotional mrkt 131.84

Total 27,476.43

Documentary:
- Mike- In general terms, it seems like we need $15,000-$20,000 to finish the project.
- Chris- Gerry, a UB alum, is willing to donate his time and equipment as a documentation to work on this. His guess is that it would be $10,000-$15,000 to edit or use music licenses. He can do a more formalized budget if he would like. If we could get it under 51 minutes, we could get it on WTIU. Gerald is willing to donate his time and do whatever he can. He does have a studio in Indianapolis.
• Mike- the Union agreed to support this because they thought it was important. They have contributed $12,000. So, how much more funding do we have and does the Union have?
• Chris- given that this is an alumni project, is there any grant available.
  ○ Debbie- it probably won’t kick in until last year.
• Thom- our problem is through purchasing. If we go over $5,000, the process becomes more complicated. Using JWS money, we do have to do those things.
• Mike- There is simply not enough JWS money to do that project right now, when you consider the money we are using on scholarships.
• Thom- Right now we have around $19,000, and add around $6,000 for that.
• Mike- There are some expenses for this weekend that will need to use that, also the digitizing project and possibly the scrapbooks.
• Thom- we can pay for the digitizing project out of the IMU budget with no problem.
• Mike- we need to figure out what is appropriate for what we can give right now.
• Chris- who has all of the video so far?
  ○ Rob- Cheryl Sanders
• Chris- maybe we can get a more formalized proposal from Gerald. If we could start with a catalogue cost, that is the first thing.
• Mike- Now that it is not timely, can we put it aside and get comfortable with what materials we have, when would we release this? If this was completed a year from now, maybe this project would work. We may need to focus on the fundraising for now.
• Margaret- we already have $30,000 without a guarantee of a completed project. Maybe the scope is what has to change, in terms of expectations. If we just keep adding money, we may not get a return on investment.
• Mike- I’m not sure that even our most devoted members would watch a 50-minute documentary.
• Chris- I still think it would be nice to access the interviews that were done.
• Mike- perhaps we could get a more detailed explanation of what these options could be and evaluate at the next meeting.

Fundraising:
Mike- there are a few people who have fallen behind in their pledges, and Winston and Brent are going to talk with them to check in.
Chris- where is the money from these pledges going?
  ○ Mike- The patio and grad assistantship. You never know what the university is able to support, and it is so important to have that advisorship positions.
  ○ Bruce- we could add another third, even.
Margaret- we are going to update the “donate” page on the JWS website.
JWS Logo:
Mike - AJ and some committee members are going to work on this. Also Cheryl is going to communicate with us about what we worked on before. If there are some good ones, we can vote and agree on which one to use.
Bill - Are we sure these isn’t one available?
  - Mike - to Winston’s knowledge there isn’t one.

Meeting Schedule:
Mike - I especially want to hear from the people who are not here and learn if weekday vs. weekend is better. All but two board members said that they could be here this weekend but work conflicts came up.
Chris - we may have to have a separate time to come for scholarship interviews, but I also want to make sure it is right for the students, as well. I don’t know what’s good. I would like to send out a survey for feedback on scholarships interview dates and process.
Mike - would we rather be in Bloomington or Indianapolis?
  - Bill - Indy is just another business place.
  - Margaret - I would much rather have it here.
Mike - I think it is unanimous among this board.
  - Bill - doing it with a sporting event would also be good.
  - Mike - Yes, I think that earlier would be better, as well, before people are on spring vacations.

Debbie - Trustee elections are coming up. We have two candidates. I hope you will vote.

The meeting was unanimously adjourned.