John Whittenberger Society Advisory Board

Thursday, November 15, 2012

Meeting called to order by President Mike Gosman at 1:13pm

Welcome and introduction of board members and meeting attendees: (when they were apart of Union Board and why they are a part of JWS)

• Ann Fumarolo
• Winston Shindell
• Bob Shula, was on the 1958
• Thom Simmons
• Bruce Jacobs
• Rob Meyer
• AJ O’Reilly, current president of the 2012 Union Board
• Mickey Baer
• Michael Littenberg, ‘84-85 & ‘85-86 Union Board
• Bill Seng, Board on 1960-61
• Chris Carroll, learned a lot from Union Board

Winston: There was a movement to remove the East Lounge. I fought to stop the removal. I needed someone who was politically astute, such as someone who interned for the White House. That is why I went to Chris to become president and save the East Lounge.

• Mike Gosman, a part of the ‘99 Board.

Approval of Minutes from April 28, 2012 Meeting:

• “Crean of McRobbie” should read “Crean or McRobbie”
• Minutes Approved

Union Board President’s Report: AJ O’Reilly

AJ- I wanted to give a broad overview of what we are working on that are non-program based. The CFR committee decided to meet earlier than usual. Instead of February it will be held 2 weeks sooner. Riley compiled the Union Board presentation; Rob and myself compiled the Union’s presentation. The presentation went well, all recommendations were met or exceeded. We are not sure what the outcome of the presentation was, will keep you posted.

Bylaws changes- want to make sure it is working for the student body currently. We decided to switch around the proposal policy so that it is used better.

Constitutional changes- Due to communication issue with UITS, we were not able to vote as a student body last Monday. The Board has voted already to pass the changes. Changed the
layout to have 4 executive members (internal and external affairs), with 12 programming directors. Create a role with a “general” Union Board promotion role with recruitment to other members to Union Board. We changed naming of the advisors in the constitution. We added a line that makes it easier to change names within the constitution and wording, not major principles.

Mike- Union Board has an alumni representative as a director. Asking to serve on alumni council can be misleading.
AJ- The name of the alumni council is now called JWS.

Chris- is there a term limit?
AJ- there is no term limit. The constitution is very general, and we define points in the bylaws.

Thom- Alumni rep may become disinterested
Mike- Amanda has decided to step down as alumni rep. I will recommend to promote Ken House, Ph.D. student here in Bloomington and will be able to attend all meetings. It is worth considering to define a time period for how long the alumni rep serves on the Union Board.
Winston- Director has to be a past member of the Board?
AJ- They do not have to be a past board member necessary.
AJ- Fall Retreat was in Chicago and toured IIT Campus and toured their Union. Asked questions about how they promote events and elect members. We saw Notre Dame’s union, which was really great. It helped show how to keep traditions of the building while adding technologies and features to the building.
Chris- Do you have a list of things you want to try?
AJ- We noticed their Union Board office, which was about the size of the area where the red couches are right now. The desks faced the center of the room. IIT’s office was half the size the room where we hold board meetings. There are some ideas we gained from the other unions. After Notre Dame we visited John Whittenberger’s resting grounds. We also visited Purdue’s Union, which is much like our union. We spent Saturday night talking about Union Board in general and where it is heading and how it should be run and operated, as well as discussion about election/selection.
Riley has worked hard on the UBweb system. Looking at getting a new system and reconfiguring the system, as well as training new directors on UBWeb before coming into office.
We had our first round of Election/selection on Monday. 8 were elected. 2 of which are current directors. Although the quantity was not high, the quality of directors who decided to run was high.

Winston- Did you get anyone who decided to do selection only?
AJ- Most people decide to do both, yet there were a couple that decided not to run for elections.
AJ- Rachel has begun planning for Installation for Jan. 19, 2013. Membership committee has worked on recruitment and retention. She did a good job in organizing the callout and having
them show up to committee meetings after call out. We welcomed a large number of assistant directors. Membership committee has taken a “hard” stance. We want to hold Ads accountable for coming to office hours. We now have a sign up sheet, although there is no punishment, the numbers have gone up. You can now see 3 or 4 Ads in the office at any given time. ADs are more involved in programming as well, for example the Service committee.

We have tried hard to work with IUSA and RHA. Last week we had a town hall forum with IUSA. Myself and Riley were there to answer questions from the student body. People were able to see the contrast between the two organizations and it was a great PR move for Union Board and we represented well.

Winston- what kind of issues were brought up?

AJ- How do we feel that Union Board is an exclusive organization? My response is that we are not and anyone can be a part of the board. Some asked about Union Board promotions and how we make decisions for programming. Hard hitting questions were towards IUSA and their lack to back minority student voice on campus. Able to answer IUSA’s questions for them at certain times. We both want to do more, and Riley and I want to do a debate perhaps. We have done a push to do surveys that we ask what types of events do you want to see, what type of music are you interested in, and how do you find out about events. RHA has helped out as well with passing out surveys and we share information from these surveys with them. We also have scanners to find out demographics of students and reflect on how we program.

Most events have had an incredible turn out, and we have had a lot of events and trips. Everyone is doing great with programming in my opinion. I can answer questions if you have any.

Bob- Good report.

Alumni Report-

- Bruce, Alumni Hall renovations started a little later than anticipated. We anticipate it being done around March and then the organ will be installed. Organ will take up to 15 weeks to “voice” which means tune.
- Mike- what was the price tag?
- Bruce- About 2.5.
- Mickey- will there be any electronic enhancement?
- Bruce- ro, just pure throat.
- Bruce- we have received a request to convert area by Back Alley to an Admissions area. This was opposed. Ryan and Jake surveyed the area by the Back Alley and found that the game area is underutilized. We have decided to convert that area to a lounge area. International students really enjoy the billiards area. We started to do programs for more international students, such as music programs in the Dunn Meadow Café’. AJ and I have worked with Sherry Rousch, who is the university curator. We will go with a women’s theme for paintings in the building. We have received an anonymous gift to dc
a portrait of Eleanor Ostrom. The paintings in certain areas should be rotated out with student work, this was widely accepted. Laurie McRobbie is involved to move Pres. Wells portrait in the President’s House. We hope to rotate paintings to utilize space. Want to display the Little 500 trophy on permanent display in the Union in the display window across from the marketplace in the bookstore. Tomorrow we will start to decorate the building for the holidays, Christmas, Hanukkah, and Kwanza. We have requested international students to submit ornaments for the holiday decorations. We are still looking for Neil Theobald’s successor.

- Winstor- Mark Cuban is speaking tomorrow in the Whittenberger

Finance Report

Treasury’s Report attached

- Thom- As of October, we started selecting scholarship recipients in the spring semester so that it can be on their FAFSA in the fall. We were able to pay everything.
- Mike- can you explain the averaging on how the accounts of averaging
- Thom- 3 year averaging to account for market swings. This gives a steady stream. Estimated earnings each year have gone down slightly but not significantly. I’ve recorded the gifts we’ve received each year.
- Chris- does the $9000 go into the JW fund?
- Mike- you can’t buy art.
- Thom- right now we have employed a full time person to keep the art. He will retire soon though, and is not paid out of that fund, but can be.
- Chris- when presidential portraits for to alumni hall----
- Thom- we no longer have responsibility
- Mike- having money in the income fund means it is money to be spent right? Or is it for investment?
- Thom- union board programming fund and Biddle fund are not endowed funds and don’t gain interest. $60K was spent on the north patio.
- Mickey- is there maintenance on that?
- Thom- there is very little maintenance, like furniture. It ended up being $150K for patio Original plan was to use the patio as an outdoor area.
- Kob- did AJ give you money to consider a proposal for spending money from this account?

JWS Board Business

Board Structure

- Mike-Do we want to expand the board from 10 to 12 members? President & VP are necessary positions, should Secretary of treasurer have other responsibilities? Susan Nusbaum (Alumni
Link) term is up n 1 year. Would be good for each student director to have 1 or 2 alumni to use as a resource, someone is needed to lead this program (mentor position), doesn’t have to be someone from this board. Biennial Reunion chair is relatively new, open position, need to target non-board member alumni to fill this position. Mentor position is geared toward reaching out to alumni to get engaged in UB and to mentor student directors themselves.

- Chris-Could mentor lectures & president
- Michael-Flexible, nothing too artsy
- Bob-Could handle mentoring directors of more “artsy” committees
- Chris-In favor of expanding board to 12. The more people engaged the better
- Ann-Agrees on expanding board to 12
- Winston-Believes bylaws allow for expansion of board up to 12 members
- Ann & Chris-Good idea to consider applicants from original pool without having to reapply to fill 2 added board positions.
- Mike-Someone needed to review applications to review original pool to pick 2 or 4 candidates out of a pool of 8 strong candidates.
- Mickey-Volunteers to review applications
- Bill-Volunteers to help as well

JWS Logo

- Mike-Should have new JWS logo prepared by next meeting, AJ could help
- Chris-JWS official letterhead has been approved

Non-Monetary Award

- Chris-Awards with no monetary prize attached, good for resume. About 20 medals left, interested in awarding JWS non-monetary award to senior non-director who works w/ board. Prefers to use medal with image of SAC tower, have medals made in silver rather than gold.
- AJ-This medal would be a great prize for nominee for Shafer award

Bringing History to Life

- Mike-Good time to look back and see what vision of JWS was 33 years ago. Projects that this group is committed to:
  - Digitization of scrapbooks
  - DVD Project
- Estimated cost of projects is $30-35K
- Ann-Have been talking about this for a few days. We have 1 year to raise $50K for projects. For fundraising, there is a list of people, each board member should commit to contacting 5 people on list and discussing projects, asking them to get involved. Michael and I will write letters, past directors will first try to get past committee members re-engaged, then talk about fundraising.
- Mike-List for each of the past board directors, each past director should choose 5 names from their list that they are comfortable contacting.
• Mickey-When is best time to start contacting/fundraising?
• Ann-B/w right after Thanksgiving- Dec. 12 is optimal time to contact your 5 people, if you can’t do it by then, wait until February
• Mike-Get program off to quick start, come back and report by next meeting
• Ann-We can be successful in fundraising, haven’t been up until now b/c people are not going out and asking, so we need to just go out and ask, and fundraising will improve
• Mike-Also, we are not asking in the right way. Newsletters are not generating any fundraising. Making personal phone calls would be huge step in the right direction.
• Michael-Is there any indication as to which people on the lists are likely prospects to donate money? I.e. do we know which people have come back to visit, attended meetings, donated in the past, etc.?
• Mike-Do we have the time to provide lists of past donors & lists of people who have come back to attend biennial meetings? If so that would be helpful.
• Winston-I think I have the information right here of who has been active from 2007-2011. We could make copies.
• Mickey & Bill-People may use current financial uncertainties as excuse not to donate, maybe it would be better off to hold off until things are more certain, i.e. January or February.
• Michael-Maybe it would be best to start with small sample size and measure responses.
• Mickey-For those who want to begin calling soon, know that a “no” is not necessarily a “no”, because responses may change once fiscal cliff is resolved.
• Mike-I think you can make your own personal decisions about when the best time to begin contacting people on your lists. Sending past members digitized board meeting minutes could be good way to get them involved.
• Chris-Important to stay in touch with former board directors as soon as they finish their terms, rather than contacting them 10 years down the road.
• AJ-Especially important to keep in touch with exiting board members before they graduate & better utilize past members who are still at IU, to build stronger bridge between JWS and Board Directors to donate to JWS? Would be a good idea to invite parents to installation, educate them about JWS.

Mentor Program

• Bruce-Is there a way to help members coming off board to reach out to mentors.
• AJ & Bruce-Important to emphasize how UB experience is connected to future careers in order to encourage current members to make use of their mentors.
• Mike-So maybe it is not a great idea to assign mentors to board members, but rather allow them to reach out and contact someone they want as a mentor?
• Mickey-Should we put together a database with current careers/fields of former UB members?
• AJ-Easier for current members to see the value in contacting someone who works in their field of interest.
• Mike-Best to start with current board and see how members are utilizing mentors, then adjust program from there.
Last comments about development

- Winston-Does money from donation go into endowment fund or into JWS fund?
- Mike-We are not going to make that decision right now. But we will set up a fund that is flexible.
- Bob-Does UB have a motto to encourage involvement past their college days
- Winston-No
- Bruce-Did UB Alumni Rep. have to be acted on or is it moving forward?
- Mike-It is moving forward
- Rob-Date for biennial meeting?
- Chris-Football weekend vs. non-football weekend
- Mike-We can se: that electronically. Football weekends draw better attendance, but not knowing game time is difficult.

Meeting Adjourned at 4:07 PM