John Whittenberger Society Advisory Board

Thursday, April 11, 2013 @ 2:30 p.m.

IMU Charter Room

I. Welcome
   a. Introductions

II. Approval of Minutes from Last Meeting
    a. Minutes approved, motion passed unanimously

III. UB President’s Report – Jared Thomas
    a. Introduction of new board, mission statement, policy changes, new committees & programs
       i. Policy changes- 2/3 majority needed to pass events over $10,000
       ii. Overview of current directors, committees and programming
       iii. Other news:
            1. Alumni Hall restoration
            2. Digital film projector – JWS help?
            3. JWS/Director networking – Mentoring/internship program?
            4. East lounge art changes
            5. Onward Award for student leadership-Paul Zuradzki, Speakers & Lectures director and Anu Kumar, Current Events & Issues director
    b. Discussion:
       a. Mike- Is there support for changing IMUG to Canvas Gallery?
       b. Jared- Still in progress, nothing official
       c. Mike- Was decision to require 2/3 majority for $10,000+ events controversial?
       d. Jared- Everyone was on board, new board is very fiscally responsible
       e. Bruce and Jared: Change to concert funding- Now programming for spending certain amount of dollars rather than programming to break even
IV. Alumni Report – Jennifer Gentry
   a. “Life Beyond IU” - Alumni Association chapter representatives hosting programs for IU seniors on transitioning to life after college
   b. Partnership with Kelley accounting project team
   c. “Leap Forward” membership campaign using data to target IU alumni and increase membership
   d. Alumni Leaders Conference, June 7-8
   e. IU Cares month, alumni service projects, asks Jared about collaboration with service committee
   f. Questions:
      i. Chris - Is database of affiliate groups, members possible on Alumni Association website?
      ii. Jennifer - Website outdated, but upcoming contract with new system with more capabilities

V. IMU Executive Director’s Report – Bruce Jacobs
   a. Red Carpet day - Welcoming prospective students in IMU
   b. JWS receiving tremendous support from campus
   c. Portrait of Herman B Wells staying in stairwell

VI. Finance Report – Thom Simmons
   a. Earnings of scholarship funds have dropped, but are coming back
   b. Rosemary Tanner fund changed to endowment
   c. Questions:
      i. Mike - What is the target earning for Fletchall Award fund?
      ii. Thom - About $80,000, but should come down
      iii. Mike - Fletchall not at the level of other scholarships
   d. 22-23 K given out for scholarships in past year
   e. Union Program Fund not earning money because money doesn’t stay in fund long enough
   f. Mike - Need to raise

VII. Biennial Reunion – Mike Gosman and Rob Meyer
   a. Rob: Confirmed Laura Osteen as keynote speaker- active UB member, pursued career in college unions & leadership
   b. What to do Saturday? - Other events besides football game: Taste of Downtown Bloomington
   c. Recognition of scholarship winners at banquet on Saturday night
   d. Jared & Rob: Interactive activity in alumni hall to meet current board on Friday night

VIII. Fundraising Report – Ann Fumarolo
a. Harder than expected, only $10,000 raised, rethinking strategy, lists are bad, i.e. wrong emails & phone numbers
b. Staff thinks fundraising is most important function of JWS, but fundraising not as successful as expected/hoped
c. Board thinks linking is more important than fundraising
d. Bruce: if linking is more important than fundraising, concentrate on linking, will lead to fundraising
e. Mike: Need to seek outside ideas to improve fundraising
f. Ann: biggest problem is bad data/contact info
g. Mike: Two things that need to be done- clerical work to improve contacting potential donors & looking into going back to big donors

IX. JWS Board Business
   a. Scholarships
      i. Tanner and Fletchall Awards-Winston
         1. Rosemary Tanner wants to spend down scholarship, but creates disparity w/ other scholarships
         2. Agreed to bring scholarship from $5,000 to $4,000 to make it even with other scholarship
         3. Important for students and staff to take care of Rosemary Tanner, provide her with information on recipients of her scholarship. Mike-Staff should help plan event for recipients to meet Rosemary, other scholarship donors
      
      ii. Report on interviews- Chris
          1. Good turnout at scholarship interviews, well publicized in UB & committee meetings went well, but two no-shows
      
      iii. Scholarship recommendation
          1. Award should be given to Saman, because he is deserving of award, but is graduating
          2. Recommendation for committee member scholarships to be increased to $1,000 to make them more prestigious
          3. Motion to approve recommendations in Chris’ document passes unanimously

b. Fundraising Needs
   i. Digitizing of scrapbooks
1. $10,000 in program fund account for digitizing scrapbooks
2. Mike - Need to move forward with digitizing to provide donors w/ digital scrapbooks

ii. Completion of documentary
1. $25,000 still needed for documentary project

iii. Film projector
1. Around $60,000 needed for digital film projector- All major film companies converting to digital
2. Mike- Is documentary project just for vanity or is it useful?
   a. Ann - Thinks film projector is more important than documentary
   b. Mike - how important is the documentary? Are people for it or against it?
   c. Winston - I think most people have forgotten about it
   d. Chris - it is important for preserving University’s oral history, can be useful for fundraising
   e. Mike - I agree with fundraising piece, but for the cost of the documentary, we could hire someone to help with fundraising for 2 years
   f. Ann - Doesn’t need to be either or b/w documentary and film projector, may be an individual donor for film projector
   g. Mike proposes motion on spending funds on digitization project, holding off on decisions about using funds on other projects (film projector, documentary)
   h. Ann and Thom - Should hold off on projector because price of technology will drop
   i. Mike - We should start process of identifying potential individual donors

c. Board Governance Task Force/Nominating Committee
   i. Consider increasing board from 10 to 12 members
      1. Four members terming off, plus potential to add two more members
   
   ii. Propose board member expectations document
      1. No clear agreement on expectations of board members, needs to be a clear statement of objectives, expectations for JWS board members to get new members
   iii. Recommend slate of new board members
      1. Ann, Mike, Chris and Michael will work on this
d. JWS Logo
   i. Two volunteers to work with Cheryl to get logo in place by biennial
      1. There needs to be a logo designed by biennial, to put on letterheads, etc.
      2. Jennifer - Alumni Association has official JWS logo
      3. Chris & Mike- submit those logos as possibilities

e. Meeting scheduling
   i. Bloomington vs. Indy
   ii. Weekday vs. Weekend
      1. Mike – Meetings used to be meetings on weekends, now they are on Thursdays - would like to make a standard meeting time. Are Thursday afternoon's ok?
      2. Everyone agrees

f. Other:
   i. Chris proposes motion to give Saman Parsia honorary JWS award
   ii. Motion passes unanimously

 g. Adjournment
   i. Meeting adjourned at 4:36 p.m.