John Whittenberger Society Advisory Board
Board of Directors Meeting Minutes
October 4, 2013
1:30 p.m.
Indiana Memorial Union Charter Room

Members Present: Mike Gosman, President, Chris Carroll, Vice President, Margarete Minor, Treasurer, Mickey Baer, Board Member, Ann Fumarolo, Board Member, Michael Littenberg (via conference call), Board Member, Susan Paullin Nussbaum, Board Member, Robert Shula, Board Member, Jennifer Gentry, IU Alumni Association Liaison, Bruce Jacobs, IMU Executive Director, Rob Meyer, IMU Assistant Director, Activities and Events, Winston Shindell, Thom Simmons, IMU Associate Director, Jared Thomas, 2013 Union Board President

Guests: Kathy Cook, Board Member-elect, Andrew Dahlen, Board Member-elect, Megan Ditton, Board Member-elect, Wade Garard, Alumnus and presenter, Bruce Lily, Writer for JWS newsletter, Sonia Nussbaum, daughter of Board Member Susan Nussbaum, Laura Osteen, Board Member-elect, Cassidy Sansone, Union Board Program Advisor, Scott Wilson, Board Member-elect

Absent: John Malkin, Board Member, Bill Seng, Board Member

I. Call to Order (Michael Gosman)
   a. Mr. Gosman called the meeting to order at 1:32 p.m.

II. Welcome and Introductions (Michael Gosman)
   a. Mr. Gosman welcomed members and guests to the meeting.

III. Approval of Minutes (Michael Gosman)
   a. Mr. Gosman asked for corrections or additions to the previous meeting’s minutes.
      i. Mr. Gosman recommended a change to a question on the Fletchall fund.
         The new question will read, “What is the target endowment for the Fletchall fund?”
      ii. Motion was made by Mr. Carroll to approve minutes with correction. Ms. Nussbaum seconded the motion. Board unanimously approves.

IV. Agenda Updates (Michael Gosman)
   a. Mr. Gosman announced three changes to the meeting agenda.
      i. A short presentation will be added and given by Ms. Nussbaum.
      ii. Under new board business, Section XI; the second motion will be for JWS to pay for beverage service for the Biennial Reunion.
      iii. A review of a proposal requesting that JWS contribute to a fund for art that is being commissioned by ACUI
b. Mr. Gosman also made a correction to the agenda. Megan Ditton should have been included on the agenda as a guest. Ms. Ditton is a Board Member-elect.

V. Board Member Presentation (Susan Nussbuam)
   a. Ms. Nussbuam presented a certificate to Mr. Lilly for his contributions to the JWS newsletter. She thanked him on behalf of the board for his work, stating that he goes above and beyond what is needed and it show in the content of the newsletter. Mr. Lilly thanked Ms. Nussbuam and the board and stated that he enjoyed working with JWS and Union Board.

VI. Union Board President’s Report (Jared Thomas)
   a. Mr. Thomas reviewed the goals of the 2013 Union Board.
      i. Created a Diversity Coalition which will bring together different student groups to discuss how to make changes on campus regarding various issues, especially “inclusion and collaboration”.
      ii. Challenged committees to do smaller events at a lower cost, at least three events per committee, and to diversify UB events.
      iii. Make constitution changes that includes wording that is outdated and add the campus anti-hazing policy.
      iv. Two director positions were opened due to student transfers. Both positions were filled and the new directors are hard at work.
      v. Resolved issues with several standing committees at fall retreat.
      vi. Moved forward with the purchase of a new projector. Money was set aside in our fall budget. After research the projector is less expensive than we had planned. The IMU is loaning UB money for the remaining costs plus installation fees. UB will pay back the load.
      vii. Union Board ordered promotional items to use at various events. They have arrived and are being distributed.
      viii. Cleaned and updated email listserv. Addresses doubled over summer and Welcome Week.
      ix. Conversations are in progress for the SAC Tower renovations.
         1. Mr. Jacobs stated that Physical Plant has been asked to meet with students to come up with a “program for usage.” After the meeting bids will be sent out for an architect. Plans are to gut floors 4-7 increasing student organization space by 40%. The estimated budget for the project is $750,000
      x. Union Board is working to be more “green” by reducing their printer waste.
      xi. Reviewing selection and election process to make it successful. Planning to get more applicants this year and make sure campus is informed and aware of the elections.
   b. Spring Events & Accomplishments
      i. Paid off $100,000 concert account deficit
ii. Held Little 500 Concert with Macklemore & Ryan Lewis Little 500 Concert (7,000 attendees) – Reconfigured how we look at concert budgets. In the past, when we passed a concert, we assumed that we would make the money back and break even, which partially led to our account deficit. Now, we freeze half of what we could potentially invest in the show, just in case.

iii. Little 500 Step Show (1,000 attendees) – co-sponsored with NPHC.

iv. Sandra Fluke lecture

v. Canvas Magazine

vi. Town Hall meeting

vii. Film series/sneaks – Films committee very creative this year

viii. Noche Dorada

ix. Blue Light Poetry Reading

x. Good News Poetry Tour

xi. UB/IUSF Trophy Reception

c. Fall Events & Accomplishments

i. Secured funding for a new projector

ii. UB/RHA Welcome Week Concert (2,000 attendees) – This was a free concert that we co-sponsored with RHA. We were able to build a relationship with them, and plan on continuing in the future.

iii. Sex, Drugs, and Rock ‘n’ Roll award – We had a table at “Sex, Drugs, and Rock ‘n’ Roll,” an event during Welcome Week that is sponsored by the IU Health Center. We ended up winning an award for our table!

iv. CultureFest – Union Board sponsored the entertainer for CultureFest.

v. Taste of the Union – a very successful event this year; flooded with people.

vi. UB/IUSA Lifeline Law Lecture – with the Lifeline Law a relevant topic on campus, we sponsored a lecture with IUSA that brought in about 150 students.

vii. GEMS – our acronym for the “Gallery Evening Music Series,” a biweekly live music event in the IMUG and on the Centennial Patio.

viii. Tom Crean Lecture – hosted this event in the IU Auditorium.

1. Attendance was only about 300. Believe part of the problem was lack of time to publicize the event and the basketball program is in a rebuilding year.

ix. James Fowler Lecture

x. Kamau Bell Lecture

xi. Themester: Valerie Plame Wilson lecture – both this and the James Fowler lecture are part of Themester; Lectures Committee is very active in the fall.

xii. Films series/sneaks

xiii. Rocky Horror Musical – Canvas Committee is sponsoring this musical, which will take place during Halloween weekend.
xiv. Howard University Homecoming Trip  
 xv. Amir Windom lecture/talent show – two days’ worth of events  
 xvi. Carl Sagan Day  
 xvii. JB5K  
 xviii. Poochapolooza

VII. Alumni Report (Jennifer Gentry)  
 a. Ms. Gentry gave highlights of the IUAA proper. Some highlights:  
 i. Staffing structure – the staffing structure is different now than the last time JWS met, and the last six months have been very interesting in the Alumni Association. Jen Goins has a vision for the Alumni Communities – she wants to be strategic in how IUAA service alumni all over the place, in different groups (for example, the affiliate group alumni boards like JWS). IUAA staff is trying to find ways to streamline/communicate so everyone knows what everyone else is doing. The new structure and the support it provides is based on research identifying the needs of alumni in different areas – for example, the top 25 chapters in the country house about 75% of our critical mass (e.g. Chicago, D.C., NYC), and obviously should be serviced differently than smaller chapter areas. Prior to this new structure, Ms. Gentry stated that she worked with both school-based alumni groups and affiliate groups; now those are separate. Overall, IUAA is trying to identify their processes and trying to streamline and work more efficiently.  
 ii. Staffing changes: A few weeks ago, Caroline Dowd-Higgins joined the Alumni Association team. She’s spearheading the new professional enrichment/career services “beast.” The Alumni Association is giving financial resources to these areas to build connections. She provided some bullet points that are included in the agenda, outlining her vision for her area. Contact Ms. Dowd-Higgins with any questions, ideas, and/or feedback.  
 iii. Life Beyond IU – these are programs for students on transitioning to life after college. There’s actually one at 3:30 today, about how to dress professionally. There are other, different sessions throughout the semester, covering finances, moving to big cities, etc. It’s a great area to make connections with Jared and UB to cross-promote.  
 iv. OurIndiana.edu – This is a new volunteer alumni leaders’ blog now available. The blog is designed to be a place where one can go, get updates, read articles, provide feedback.  
 v. IUAA is working hard to grow the membership using a propensity model. IUAA has identified people who are likely to join; the model seems to be working. If you look on the sheet, you can see how many people we have coded for JWS (772 people, probably not 100% accurate). You have a 32.9% IUAA membership rate, which is actually very good. You’ve only
lost 1 member since last time. One problem with affiliate groups like JWS is that they are self-identifying. IUAA has to constantly recheck people’s status.

VIII. IMU Executive Director’s Report (Bruce Jacobs)

a. Alumni Hall – The renovation turned out very well. The new Alumni Hall organ is the most favored on campus (in terms of sound quality). The IMU’s relationship with School of Music is excellent. Music students can practice on the organ, plus the School has been able to use the space for other activities.

b. Strategic Planning – The process is ongoing in the IMU, in addition to a strategic plan on campus, PLUS a study from the Aeons looking at accessibility (not just physical, but also barriers to learning). The sense is that the IMU has strong support from campus for the IMU strategic plan. The new VP likes to move things and get things done. He wants a building tour soon, to help understand.

i. The strategic plan is the one under Provost Robel. There are approximately 120 involved in the process. The goal is to create a residential education for the third century of IU and define what this will entail.

c. Back Alley – Hosted a free summer bowling program. The cost was $900, and the kids could bowl 2 games per day plus rent shoes. The Back Alley averaged 1000 kids per month over the summer. Add that to the YMCA camps, and the space became really activated over summer. Ryan Clemons does a great job engaging the campus. The Back Alley now has 21 flags hanging in the Back Alley, which represent the 21 countries where 15 international students or more come from to IU. The Back Alley is trying to fill the void that happened when Bloomington’s bowling center closed.

d. IU Outdoor Adventures – the Today Show named them as a top 10 outdoor adventure program in the country. On Nov. 4 they’re starting a new program – “Race in Place” – trying to get African-American students involved in outdoor adventure programs. The program starts with the basics, hiking and camping. They were able to get Mickey Farns (an African-American and former Deputy Director of the National Park Service) to speak, plus weeks of activities and camping at Bradford woods.

e. Food Service – While Alumni Hall and the Solarium were closed, there were lots of concerns. In spite of the closure, Dining Services actually had a very good year, in terms of creativity in catering. Our new Vice Provost, M. A. Venkataramanan (Venkat) made a suggestion to Chris Gray to come up with international recipes. Because of this, the chefs began doing free cooking demonstrations for the campus in the CyberCafe. If the demonstrations are successful, the program will be brought back to IMU with Union Board.

i. The new Vice Provost has been at IU since 1987. He began the Kelley Direct program. Provost Robel appointed him to his new position. He is held in high esteem across the campus.
f. Madrigal Dinner – The dinner has been brought back in a smaller form by the University Club, and there’s interest from other alums in making it bigger. Jerry Sousa from the School of Music has been a part of conversations.

g. Red Carpet Days and FYE Conference - Red Carpet Days are a recruiting effort by Admissions, a last push based on academics. From February through April the IMU was host to events in the Whittenberger, meaning that 6,000 potential students had their introduction to IU in the IMU. As for FYE/Orientation, the IMU has become a permanent stop on the evening tours that students take. Jared Thomas was one of our “legends;” AJ helped with the tours the year before.

h. Building Technology - The Wi-Fi has been figured out. New operating systems have created problems the bandwidth, but UITS has been a good partner. The IMU is looking at having Wi-Fi and technology in the meeting rooms, plus researching the possibility of permanent video conferencing.

i. Financials - Despite Alumni Hall and Solarium renovations, the IMU finished the year / last quarter in a good financial position.

j. With the J-school leaving Ernie Pyle Hall there may be an opportunity for the space to be utilized by the IMU.

IX. Finance Report (Thom Simmons) (attached)

a. Mr. Simmons discussed highlights of the IMU’s financial report. He state the report covered the year’s end from 2010 through the current year. He emphasized the growth of the endowments to $60,000 between 2012 and August 2013, and $20,000 in new contributions. Additionally, he discussed the income fund line, which tells how much money in accounts are expendable and that the next total is the estimated income that each endowment fund generates each year. The last item highlighted was the expense column. The first five expenses are for scholarships, plus Claude Rich. Approximately, $25,000 was awarded in scholarships to UB directors and committee members.

i. He stated the rate of return is a 3-year average.

X. Biennial Reunion (Kathy Cook)

a. Ms. Cook stated that over 100 people have signed up the reunion which includes 50 alums. Highlights of the weekend will include:

b. Reception in Alumni Hall - Student directors will be involved in planning the event. The goal is to try to do an event where alums will get to know students better and mingle more.

c. Saturday – Tickets to the football game at noon will be available. Anticipate an equal number of people going to the football game and the downtown restaurant tour, which will include Finch’s, Uptown, Trojan Horse, The Tap, and Oliver Winery.

d. Saturday evening - Reception and dinner

e. Sunday morning – Brunch.
f. Challenges have included scheduling around the football game and updating addresses. Overall, it is going well and the numbers are better than two years ago!

g. Mr. Gosman thanked Ms. Cook for her work on planning the reunion.

XI. Newsletter (Susan Nussbaum)
a. Ms. Nussbaum stated that this is her last official board meeting. She discusses the changes that have happened with the newsletter under her advisement. Her goal was to make the newsletter more fun, readable and reflective of the quality of the JWS organization. She thanked Cheryl Crouch, IMU marketing, the IMU marketing design staff, Bruce Lilly, Rob Meyer, and Trena Depel for helping to make the newsletter the professional publication it now is. She hopes in the future that the newsletter will become more interactive. Although, she is leaving the board, Ms. Nussbaum plans to stay involved with the newsletter for at least another year. She stated that the newsletter is mailed to all UB alums, regardless of their IUAA membership status.

XII. Mentorship Report (Michael Gosman on behalf of Megan Ditton)
a. Mr. Gosman stated that although Ms. Ditton could not be at the meeting she provided a report that can be found in the packet. He stated that membership is a clear priority for JWS. Mr. Gosman also stated that JWS is not just a fundraising group but also a group that needs to get people better connected. Megan and Chad will be heading up the efforts of mentorship.

XIII. Nominating Committee Report (Michael Gosman)
a. Process report – JWS is taking a different approach to JWS Board member selection. Two years ago, for the first time, there was an open call for nominations. The board received a good pool of individuals, many of whom followed up and submitted applications. Many new members came to us that way. It’s a good process and something that the new board should consider; the question is how often open calls should take place. We’ve found that individuals “who put themselves out there,” if they weren’t selected, were not very happy about it. JWS needs a way to keep those people engaged even if they’re not on the Board. The concern about the process is that there wasn’t a system of engagement in place. Those things need to come together. If the board does another open call, think about a strategy of engaging people who are not on the Board at that time.

b. New Board nominees - Everyone already voted on the addition of 6 new members. Overall, there was an impressive group, not only with our nominees but also the general group of new names up for election. There’s been a real focus on having even numbers, gender-wise. Also, there are several recent alums, which should be helpful in connecting with the current Union Board students.
Meeting recessed and continue at 3:10 p.m. for business & open discussion.

XIV. JWS Board Business (Michael Gosman)
   a. Biennial Business Meeting Preview
      i. Mr. Gosman will share JWS update with all members.
      ii. The membership will be asked to approve the following slate of new board members:
          • Laura Osteen
          • Andrew Dahlen
          • Kathy Cook
          • Scott Wilson
          • Susan Burns
      iii. The membership will be asked to approve the following executive team:
           i. President, Christian Carroll
           ii. Vice-President, Ann Fumarolo
           iii. Treasurer, Andrew Dahlen
   b. Approval of Alcohol for Biennial weekend
      i. Mr. Gosman stated that the proposal is for JWS to help pay for a small portion of the larger Biennial Reunion costs. He stated that $100 registration fee helps pay for some of the weekend, the additional funding by JWS will help recoup some of the other cost of the weekend. The per seat cost of the event makes the event break even. The IMU covers the difference. Historically, JWS has paid for the alcohol. Mr. Simmons stated that the $100 cover the direct expenses of the attendees but not overhead costs. The cost of the alcohol is one thing that cannot be charged back to a University account.
      ii. Mr. Baer moved to approve the proposal, Mr. Schula seconded. The board approves the proposal unanimously.
   c. ACUI Art Commission
      i. Mr. Jacobs stated that April 2014, marks the beginning of the 100th anniversary of the ACUI. ACUI is the parent organization for unions around the world. IU is one of the seven founding schools. To commemorate the 100th year, the founding schools and an ACUI planning committee are putting together a number of events to celebrate the anniversary. A number of the events will start at the Annual Conference in April. One of the events is to commission an original piece of artwork that the seven founding schools have agreed to pay for. The art will be on display at the ACUI headquarters which is located in Bloomington. All the
founding schools will receive an original print. The committee is chaired by Mark Guthier, director of the Wisconsin Union. The vision is for the art to be painted by a student at of the member institutions. The opportunity could also go to a non-student. The IMU has asked Joel Washington, an IMU staff member and artist, to consider doing the painting. The IMU’s requested contribution is $2,000. Due to the IMU structure, the IMU cannot make the contribution and the request is being made for JWS to pay the contribution.

ii. The artist will be chosen by the committee being chaired by Mr. Guthier. The selection will be based on applications submitted by any ACUI member school.

iii. A discussion was held on if JWS had the funds to contribute.

iv. Mr. Carroll made a motion to approve funding for the art. Ms. Minor seconded the motion. The board unanimously approved the motion.

XV. Open Discussions

a. Mentoring Program and Presentation on “UPPER NETWORK” (Wade Gerard)

Mr. Gerard stated that starting this program would result in placing 20-30 UB students, through a year-long facilitated networking and internship search process, in career-enhancing internship opportunities with JWS alumni, yearly during the summer. He facilitated the discussion on 3 topics: 1) mentoring, 2) placement, 3) alumni engagement. The lens that he views the process through: he has a background, for 19 years, in the philanthropy sector. In 1994 he started a consulting firm in Chapel Hill, with his focus and specialty as launching capital campaigns for fraternities & sororities (did 42 campaigns on 18 campuses).

He has also been capital campaign counsel to 5 national organizations. He has been coaching the major gifts fundraising process for a long time, including work with his own fraternity, the Phi Psi Foundation. The reason he is an advocate for mentoring: in his professional role working with advancement, he also volunteered with his chapter to chair the mentoring committee. During the campaign for a new house, the chapter raised more than any other chapter at IU. When they started the program with fraternity men, they experienced failure for 3 years, and he explains why. In year 1, they matched 24 students with the same number of alums, by going through their database and matching by major and hometown. They didn’t facilitate communication; they didn’t give any ground rules for the alums; so it was hard for communication not to break down. In year 2, the process was more natural – they provided students with a list of alums in different job areas, who they could contact with questions. The problem was, students didn’t utilize the resources. Finally, they were inspired by a student who
interned with an alum over summer – it dawned on them that there’s a
difference between just an internship and an internship with someone with a
shared experience with you.

So last October, they did a beta test – they ran 26 students through the program,
doing a resume review and looking at their passions and their realities for the
summer. Then, they started their discovery process. The committee made
outreach calls to alums to see who’d want to be involved. They had an
overwhelming positive response, and only called 60-70 alumni. They ended up
going 26 for 26 – all of their students had professional relevant internships. 22
of the 26 students went to work for those alumni afterwards.

They spoke to all 18 alumni who had participated, and all had a great experience.
Then, this mentorship work became relevant in their capital campaign – they
called their alumni not just about money, but about particular people / jobs.
They found out this program also encourages alumni engagement, because it’s a
cultivation experience. Again, 18/18 alumni had positive things to say about
students. They were inspired by this, thinking back on 18 years of not doing
much engagement between campaigns. Most nonprofits like them don’t have
the resources to engage alumni regularly. Too often, all they do is ask for money,
and then all that’s done in between reunions/capital campaigns is just
communications (like our newsletter).

Involvement and engagement in programs like this mentoring program raise
levels of monetary engagement. In fact, their lead donor (who worked with a
student) later said, “I really feel like I contributed something.” It’s very
individualized engagement. A lot of them do this kind of thing independently all
the time, so would they, if asked, give students time and coach them formally.

Overall, the concept is “affinity group placement.” They go a step further than a
career placement office, because they make the first calls to alumni to gauge
interest in specific students. This program has worked for Phi Psi, because of the
affinity. He has spoken with lots of people, including some of the IU UB students,
and Chad and Megan. He would be honored to create an Upper Network for JWS
and Union Board.

b. Discussion on the presentation
i. Mr. Gosman stated that the conversations on the mentoring program
wouldn’t be just for 1 year – organizational pricing is $14,000 started
about a month ago. He stated it’s an intriguing proposal and something
JWS needs to consider. Providing opportunities for current students is
one of the most important things JWS can offer. To him, JWS can’t have a
proposal pending; the group needs to feel strongly about it before
moving forward (both JWS and UB). Also, the program. JWS would talk about some sort of multi-year commitment and a fundraising strategy. This is the first conversation, but it’s also good time to get your thoughts. If there’s support, we’d have lots of work over the coming months.

ii. Ms. Fumarolo stated that she has had student interns and it has been great.

iii. Mr. Baer commented on his discussion with young people and their lack of thought about the future. He stated that mentoring is fabulous for students to work with professionals in a particular area. Some students have decided what they want to do but most have not. Mr. Gerard stated that Mr. Baer made a good point. The program’s intent is match up passions and career choices. Mr. Thomas stated that several current UB directors do know what they want to do and would want to be involved in this type of program.

iv. Members discussed the issue of funding the program and its value to JWS and UB. Members felt it would benefit UB and JWS. Mr. Gerard mentioned an alumni who had promised a pledge but didn’t follow through until after he had a positive experience mentoring a student.

v. Mr. Gosman proposed a task force that would work with Mr. Gerard and report back through Mr. Carroll. The group will have a report for the next board meeting. Mr. Gerard proposed a pilot mode, getting 20-30 students signed up by the middle of October. He stated the task force should then think about how this program should run for multiple years. He stated the goal is to match learning outcomes with the outcomes the alumni mentors want. He stated the giving increased to his fraternity post-introduction of the mentoring program. Additional members added to the task force included Megan Ditton, Laura Osteen, Jared Thomas, and Bruce Jacobs. Ms. Gentry suggested the task force meet with Caroline Dowd Higgins at IUAA. IUAA is doing a similar program with the alumni groups.

XVI. Fundraising Priorities (Michael Gosman)


b. Completion of documentary – There is not enough money for this currently. The discussion at the last meeting determined that it’s important, but maybe not important enough for funding. He suggested that the issue be revisited a later date.

c. UPPER NETWORK – It seems like this is an area that should be a JWS focus and it has a potential need for funds to be raised

d. Funding film projector for Union Board

e. Increasing Scholarships monies
XVII. Advocacy and Preparation for Staff Turnover (Michael Gosman)
   a. Mr. Gosman stated that it is important for JWS to advocate for students being a part of the selection and hiring of new IMU staff members. JWS will encourage students to be on hiring committees. Mr. Jacobs stated that the IMU is committed to having students part of the process.

XVIII. Creating a more inclusive Board (Michael Gosman)
   a. The board discussed how to recruit more diverse members to serve on the JWS board. Ms. Nussbaum suggested included something in the newsletter such as designating a person who would be the connector of minority alumni. Mr. Gosman stated that JWS needs to get more alumni engaged outside of JWS and then nominate them based on their volunteer work. Ms. Osteen stated that serving on the board is a big commitment and hard work. JWS needs to build a pipeline of current board/committee members to build into becoming active alums. Mr. Jacobs suggested having conversations with diverse Boards and some recent minority alumni such as Brandon Johnson and Jasmine Starks. Mr. Gosman suggested hosting an event to highlight the Board diversity of the last 15 years. Ms. Gentry cautioned the board to not just go after people because of one specific attribute but to recruit them because of their skills and willingness to serve.

XIX. Other
   a. Mr. Carroll told the outgoing members of the board to stay active. He also told the board the next meeting is April 8. He is trying to plan around the scholarships interviews.

XX. Adjournment
   a. Ms. Nussbaum moved to adjourn the meeting. Mr. Carroll seconded. Meeting was adjourned at 4:25 p.m.

Respectfully submitted by Cheryl Crouch