

**Indiana University Alumni Association
Executive Council Minutes
June 19-20, 2009
Indiana University, Bloomington, Ind.**

Friday, June 19, 2009

President and CEO of the IU Alumni Association Tom Martz gave the opening welcome to the Executive Council, chapter leaders, and constituent society leaders at 9 a.m. in the Whittenberger Auditorium in the Indiana Memorial Union. Martz began by explaining that IUAA is two entities in one: a division of Indiana University and a separate 501c3 corporation with paid memberships. He explained that the university employs IUAA staff. He showed graphs of IUAA Inc. revenue sources and expenses for 2008. Martz explained how three different factors threaten our funding – membership challenges, changing demographics, and market forces. Key volunteers are needed to help with the “Wildly Important Goals” of data collection and relationship management. He explained that all programs and future programs hinge upon diversity within the Alumni Association. In conclusion, Martz illustrated the power of the IUAA when the Colorado Symphony Orchestra, featuring IU alumnus Joshua Bell, played in Denver. The Denver Chapter of the IUAA, with the IU Jacobs School of Music, helped fill the venue. At this point in the meeting, Martz dismissed participants to attend individual sessions.

IU Alumni Association Chairman Steve Moberly welcomed attendees and called General Session I to order at 9:30 a.m. in the Frangipani Room. Moberly welcomed Bill Stephan, IU vice president for engagement, to the podium. Stephan informed attendees that the vision IU President Michael A. McRobbie has for advancement is ways in which the university can influence economic stimulus here at IU and beyond. The ways in which advancement works is by coordinating the vast resources of the university in connecting to the public and private sectors, stimulating economic development, and enhancing quality of life for Hoosiers. IU is building a new incubator facility in Bloomington and hopes to create an environment to facilitate what is coming out of IU -- taking findings out of the lab and into the marketplace. The area at 10th and the Bypass is poised for growth. The working title of this area is “Innovation Park.”

Moberly then introduced Patricia Surfus, associate director of student programs, who explained the reasons that the Student Alumni Association desired to be an affiliate group of the IUAA. Surfus explained that SAA promotes the interests of and understanding between students of the past, present, and future at IU through programs and services. Affiliation was to be voted upon on Sunday morning by the Board of Managers.

John Hobson, IUAA senior vice president, and Pete Yoder, vice president and chief financial officer, explained a proposal for a portion of IUAA membership dues to be tax deductible. The proposal initially came about after IU Kelley School of Business graduate students conducted a study and then reported findings at the December 2008 council meeting. The conclusion was that we should adopt a tax-deductible model. Hobson said that many groups in the U.S. are moving in the direction of tax-deductible dues. The IU Foundation would benefit as well because they could count dollars as income and count donor totals, thus affecting the university's ranking. Yoder reassured council members that the membership is still a regular membership, the only difference being that it would be tax deductible. Student memberships would not be included in the proposal. I Association and the Distinguished Alumni Service Award have dues programs and they would also be included in the proposal. The Alumni Association and Foundation would share a database.

Gretchen Mueller said that she felt we were devaluing our membership if we only place a 20 percent value on it. Yoder said that they had looked at a number of other associations. He

posed the question: "How do you put valuation on service?" The only tangible benefit is the *Indiana Alumni Magazine*. Donna Heckler asked if what they were proposing would directly impact funding IUAA provides to the individual schools. Yoder said he didn't think so.

Following information given by Yoder and Hobson, Moberly introduced Nichole Williams, IUAA director of career services. Williams explained that she helps people with two main needs – choosing and transitioning to a new career or finding a job. Williams stated that job shadowing and volunteering help people to find a good career fit. Additional services that Career Services offers are: resume help, cover letter help, interview help and practice, places and ways to network, relocation help, job boards, and personalized help. She told the audience that most services are online and that all alumni have access to the job board and a free 50-minute consultation appointment. She then explained the entire process.

Next, Moberly introduced the Regional Campus Chancellors Panel. Moberly began the discussion by asking each chancellor to explain what strengths and challenges are unique to each individual campus. Sandra Patterson-Randles felt that IU Southeast holds a unique position in the region as they serve both Indiana and Kentucky. She said student housing is 100 percent full with waiting lists. She said that 84 percent stay within a 100-mile radius after graduation. Nasser Paydar said that due to an engineering background, his belief is that problems are good -- you solve them and challenges can be overcome and turned into an opportunity. Moberly then asked the panel what they would like to communicate to the Executive Council. Paydar stated that he continues to be amazed at cooperation among all staffs. IU East is nearly all traditional students now, and that he feels the key is how to engage younger alumni. Paydar communicates via Twitter.

At IU South Bend, Ilene Sheffer said that development and fundraising work together towards goals of the university and that they have more student members in South Bend than any other campus other than Bloomington. Patterson-Randles said it is challenging to meet the needs of all alumni. Patterson-Randles said that Indiana as a state has a desperate need for a more educated populous. In order for that to happen, we need educated people to become vocal and reasonably voice the importance of staying in school and contributing meaningfully to society. She told the council that they have an obligation to society to understand the value of education and promote education of quality, to carry forward IU as a name in quality education.

Moberly then dismissed the group to lunch where the guest speaker was Tom Crean, Hoosier men's basketball head coach. Crean praised IU fans for continuing to attend games even when the team wasn't winning. He spoke of his desire to help his players graduate from IU and said players were attending class and seeing tutors. He told listeners of recent experiences at basketball camp and how they are continuing to work. Crean expressed a desire to be a part of the community and the entire state of Indiana. He said that his main job is to get the best players on the floor. If he doesn't, two years from now, someone else will be coach and Crean wants to be at IU and continue his job as head coach.

Following lunch, Executive Council Focus Groups discussed the IUAA Strategic Goals and brainstormed issues and solutions.

Saturday, June 20, 2009

General Session II was called to order by Chairman Steve Moberly in the Whittenberger Auditorium. Moberly called for reports from the eight teams of implementation.

Following the reports, given by representatives from each team, Moberly announced that there were three items of business. The first item was for approval of the minutes from the December

2008 meeting at IUPUI. Motion was made by MaryEllen Bishop, seconded by Stan Fox. The second item of business was to recognize the Student Alumni Association as an affiliate group of IUAA. Dan Henkel made the motion and Martha Street seconded.

On the issue of dues being tax deductible as proposed by John Hobson and Pete Yoder, Hobson said there were two questions. Donna Heckler wanted to know if the allocations that IUAA makes to various constituent societies would be affected and the answer was no. The second question was concerning member discounts, and the answer was that discounts would be excluded from the proposal. The motion was made to approve the recommendation, motion by Paul Barada, and seconded by Nancy Otte.

Following a break, IU President Michael A. McRobbie gave an update. President McRobbie discussed how the national economic situation has caused challenges and that there is considerable uncertainty to budget, but assured listeners that we have quality financial leadership. IU has established a series of cost-saving measures, including hiring slowdowns, freeze on salaries, and relocation of resources to maximize efficiency of university. McRobbie said that for a family with an income of \$30,000 or less, a student may attend IU at no cost. McRobbie proceeded to share numerous examples of how IU is making contributions to not only the state of Indiana, but nationwide and globally. McRobbie said that the alumni here in our nation and around the world are the best marketing campaign that the university has, and the extraordinary dedication, affection, and love that American universities have for their alma maters illustrate this uniquely American phenomenon. The secret ingredients are gifts and time given to the university.

Ingrid Toschlog made an inquiry as to the biggest opportunity for IU in the future. McRobbie said that it depends on economic recovery. He said IU is the second largest employer in the state and that in difficult times, people tend to return to universities, seeking to upgrade educational qualifications in order to re-enter a work force which they may have left involuntarily, with enhanced skills. Fortunately for the university, we have a product that they want.

Following McRobbie's comments, Moberly introduced Trustee Pat Shoulders and Trustee Dr. Phil Eskew. Eskew thanked the group for the opportunity to serve for the past three years, and asked the audience if they knew how much time it takes being a trustee. He replied by saying it is 15 to 20 hours per week, but that it is a labor of love. Eskew said what trustees do to be effective is to ask questions and said that there is much good news coming out of Bloomington. He said we have to do all we can to keep McRobbie here, that there are great accomplishments and progress that Indiana has made. He said Stanford is going to be looking for a new president in two years and he doesn't want to lose McRobbie.

Traffic flow problems concerning both football and basketball games were discussed. Shoulders said there has been a comprehensive study ordered and that it should not begin at the borders of Monroe County, but should start at Martinsville. Eskew suggested we consult with larger schools and said that now traffic will flow clockwise around the stadium in curves not straight lines.

Moberly informed the council that the next Executive Council will be Dec. 4-5, 2009, in Indianapolis. At noon, Moberly adjourned the meeting.