

**Ball State University Alumni Association
Alumni Council Meeting Minutes**

121st Meeting, September 6, 2008

President Tom Farris called the 121st meeting of the Ball State University Alumni Council to order at 9:38 a.m.

Farris welcomed Council members and introduced Alexandra Garritano, the 2008 Homecoming General Chairman. Garritano presented a video introducing other members of the Steering Committee and referred everyone to pages 23–24 for a listing of the calendar of events.

Farris thanked Garritano and her committee chairmen for their preparation and hard work.

MINUTES

Referring the Council to pages 3–13 in the background report, Farris asked for corrections or additions to the minutes from the April 26, 2008 meeting. Hearing none, Phil Metcalf moved to approve the minutes as presented, Jim Andrew seconded. The motion carried by voice vote.

REPORTS

A. Executive and Finance

Farris reported that the executive committee met earlier in the morning to discuss the destiny of the BSUAA and the potential of redefining our mission. The Alumni Council needs to work on strategies that will keep us in the loop with all aspects of Ball State University. Farris stated that the executive and finance committee most likely will plan a special meeting this fall to discuss those topics in more detail.

Farris indicated that the BOLD Campaign Kickoff was impressive and well done. He stated that President Gora thanked Ed Shipley for his efforts in coordinating events for the International Bowl.

Several members commented on the BOLD Campaign video and what a great recruitment tool it could be. Tom Andrews suggested that we obtain a copy and show it at all Alumni Association events. Discussion then turned to alumni participation and the goal of increasing to 21,000 donors within the next three years and how that could be accomplished. Ideas suggested included adding a line on registration and Cardinal Corner forms asking for a monetary donation to the BOLD Campaign; priming students and teaching philanthropy

early; and suggesting a goal of a minimum of \$10.00 for every year an alumnus has been a Ball State graduate.

Hughes said that private schools are more aggressive and make the impression to students that it is their obligation to donate and to view it as a payback for their education. He said that Ball State is changing and continuous giving is an opportunity. A comprehensive strategy needs to be developed.

Farris stated that the CEO evaluation will continue and that it will incorporate additional dimensions such as a survey that will go out to other people on campus to access their point of view of the Alumni Association.

On a negative note, the compensation plan that was passed at the meeting in April to increase the top four Alumni Association staff positions was dismissed by Vice President Hancock and President Gora. The executive and finance committee will review new options on how to proceed.

Hollis Hughes' Board of Trustees term is complete on December 31, 2008. President Farris excused Hughes for discussion. Farris stated that the committee had received seven nominations for consideration. It was a unanimous decision to nominate Hughes for another term. Farris indicated that that we have an excellent group of nominees for the future.

A motion was made to nominate Hollis Hughes for reappointment to the Board of Trustees for another four-year term. Jim Ittenbach moved to accept the nomination, and Andrew seconded.

Discussion ensued by Rick Hall saying that he was happy to hear that Hughes was recommended because with turnover of Trustees the past few years, it is nice to have continuity and experience. He said that Hollis has great judgment, is always active, and is a great contributor. Stephanie Walton said that she had spoken to Hughes the night before and he always speaks from the heart and that is the type of person we want representing alumni. Wayne Estopinal said that Hollis has a great perspective on the Alumni Association and he is a great nomination.

The vote to reappoint Hughes as the Ball State University Alumni Association's Board of Trustees nomination was passed unanimously and he will be our selection to be forwarded to the governor for appointment.

Upon his return, Hughes thanked everyone for the nomination.

B. Ball State University Foundation

Estopinal referred everyone to page 15. Estopinal said that the board of directors met on June 26–28, 2008 in Indianapolis and that it was a very unique meeting because they are typically hosted on campus.

Estopinal reported that the Foundation had total assets of over \$236,000,000.00; contributions to the Foundation exceed \$16,500,000.00; and the investment returns through May 31, 2008 were 1.7% or over \$3,500,000.00, which represents a decline from 17.9% in 2007. Estopinal stated that the financial markets are under significant stress and present a challenge.

Estopinal remains appreciative of the Foundation staff for their work and says that we have a strong Foundation. It was reported that Tom Heck has been appointed Chief Investment Officer of the Foundation.

C. Ball State University Board of Trustees

Tom DeWeese said that he was thankful for Hughes' nomination saying it was nice to combine the "old" with the "new". Several members have less than four years experience on the Board and everyone is working well together.

DeWeese learned yesterday that SAT scores for the freshman class are up and that 60% are entering Ball State with an Academic Honors diploma. From a financial standpoint, the dorms are full and retention from freshman year to sophomore year is 80%.

DeWeese thanked everyone for their thoughts, cards, etc. during his recent health issue.

Hughes reported that "development" seems to be the theme of the day. Ball State is different from what it used to be and we need to get a handle on it and understand the changes. The face is new and different and we need to be more strategic in tough economic times.

Hall encouraged everyone to feel free to contact DeWeese, Hughes, or himself to discuss any issues or opportunities.

Farris said that he appreciated their words and that the Alumni Association needs to be proactive and in control of our destiny. Continuously sharing thoughts will make the Alumni Council better and able to work together more effectively.

D. Financial Position

Kim Stout referred to pages 16–18 in the background report for a review of the finances. Stout pointed out a few areas where disbursements were more than receipts such as alumni golf outings where we are waiting for additional payments. Another area was the council line item. More money was spent than budgeted with the addition of dinners, tours, etc., but said that it was money well spent as an investment.

Stout referred everyone to the Ray Ashley and Robert E. Linson Scholarship line items on page 18. At the last meeting, a motion was made to increase the balance of each scholarship to \$50,000.00. The Foundation recommended that we rescind the motion because it would tie up money if it were needed in other ways. A motion was made to rescind the motion from the April 26, 2008 meeting. Estopinal moved to accept the motion, John Bowles seconded, and the motion passed by voice vote.

E. Services Committee

Jackie Johnson referred everyone to pages 19–21 for the services report. Johnston reported that the Cardinal Corner balance was \$110,688.50 and continues to get merchandise out to those not residing in the state of Indiana.

The Alumni Association received a check from CHASE Bank in the amount of \$100,000.00 on September 2, 2008 to fulfill our guarantee for 2008. There are 5,102 open accounts.

Johnston indicated that our alumni insurance programs remain a service to alumni and that there are 612 auto and home insurance policies in effect.

Nissan of Muncie is a recent addition to the C.A.R.D. program offering \$500.00 over invoice on new cars and special discounts on select and used cars.

The May 2008 new graduate mailing numbers are final. The Alumni Association received 265 responses; 67 through mail and 198 via email. There were 127 acceptors to the free license plate offer. Results are inconclusive for the summer mailing.

F. New Media/Technology Committee

Andrews reported for the New Media committee and detailed recent activity. Two Second Life events were hosted this year: a tour of the Ball State Island and an interview with Fulbright Scholars and Iraqi Doctor Omer Mahdi.

The Alumni Association's first webcast was hosted in July with the CAP dean and 20 CAP alumni. The dean found this method of communication very successful and asked that another event be hosted before year's end. The next two webcasts are scheduled for October 30 and November 13, 2008.

LinkedIn and Facebook have both grown 35% and 32%, respectively, since the beginning of the year and the re-developed Alumni Association website is scheduled to launch before the end of the year.

G. Coach of the Year Awards

Kerry Hendel referred to page 22 for a review of the spring 2008 winners. They are: Matt Osborne, '92MA94, Centerville High School, boy's track; Joe Brinker, '98, Fort Wayne Carroll High School, girl's track; Pat Slama, '69, Zionsville High School, girl's tennis; Scott Hall, '99, Pendleton Heights High School, softball; Brad Baughman, '79, Brown County High School, boy's golf; and Eric Lentz, '90MA97, Carmel High School, baseball.

H. Alumni Involvement/New Initiatives Committee

Larry Metzging said the group had not met since the last meeting, but was still interested in planning an event for past council members.

I. Homecoming

The Homecoming report was moved up to the top of the agenda to accommodate Garritano's schedule.

J. Nominating Committee

Nominations of officers for 2009 were reviewed on page 25 with Jo Ann Johnston as president and Doug Reddington as president elect. At-Large nominations serving three year terms ending December 31, 2011 are Jennifer Budreau, Stephanie Walton, Kerry Hendel, Ed Sitar, and Robin Sparks. There are no retiring members.

A motion was made to accept the slate of officers and the Class of 2011 at-large members as presented by John Bowles. Andrew seconded and the motion was passed by voice vote.

ALUMNI ACTIVITIES

Jeri Giska encouraged everyone to turn to pages 26-30 to review past and upcoming events. Giska noted the Senior Congrats Party on May 2; the Class of 1958 50-Year Reunion on June 19-20; and the Second Life event on July 15. Upcoming events discussed were the Men's Golf Alumni Letterman Reunion on September 26; Men's Tennis Alumni Reunion; and Chicago Area Alumni Outing at Rock Bottom Brewery on December 15, 2008.

Farris urged Alumni Council members to attend outings and to invite friends to attend events as well.

CONSTITUENT ORGANIZATION REPORTS

A. Alumni Chapters

Adams-Wells – Holly Mahnensmith reported that the last chapter meeting was Saturday, April 19, 2008 at Mike and Carol Pettibone's home.

Steve Skiles chaired the golf and dinner outing at Timber Ridge Golf Club in Bluffton on Thursday, June 19, 2008 with 38 attending. Campus guests included Baseball Coach Greg Beals and Women's Volleyball Coach Dave Boos.

The next board meeting will be Thursday, September 11, 2008 and the Adopt-A-Highway Trash Pick-up is scheduled for Saturday, October 11, 2008.

Greater Indianapolis – Mike Shumaker said the last chapter meeting was Wednesday, March 12, 2008 at 6:00 p.m.

The golf and dinner outing was Wednesday, June 10, 2008 at Pebble Brook Golf Club in Noblesville. Bob Browning chaired the event. Seventy-eight attended and campus guests included Brady Hoke, head football coach and Athletics Director Tom Collins.

Kevin Ervin chaired the **Continuing Professional Educational Seminar for accountants** on Wednesday, June 10, 2008 at Lutz's Restaurant in Noblesville with 21 attending.

The Indians Picnic and Baseball Outing was Friday, June 6, 2008 at Victory Field. Tom Nowak and John Waite hosted the event for 137 guests.

Michiana – Vince Von Der Vellen referred the Council to page 32 in the background report and said the last chapter meeting was Monday, August 18, 2008.

The golf and dinner outing was Tuesday, June 24, 2008, at Maplecrest Country Club in Goshen. Fifty-one attended the event. Guests from campus included Athletics Director Tom Collins.

Kristy Ambrosen chaired the Elkhart 4-H Fair outing on Saturday, July 19, 2008. Special guest, Charlie Cardinal, entertained fair goers. Several alumni attended an evening concert with Pat Benatar.

One hundred fifteen guests attended the South Bend Silver Hawks Baseball Outing Monday, July 28, 2008 chaired by Wes Steffen. Von Der Vellen said that the event is gaining in popularity because it is \$1.00 night at the stadium and makes for a cheap family outing.

Two events are scheduled for the fall. A wine tasting event is scheduled for Saturday, October 11, 2008 and a shopping trip to Woodfield Mall on Saturday, November 15, 2008.

The next board meeting will be Monday, December 1, 2008 at 6:00 p.m.

Northeastern Indiana – Mike McMillen said the last chapter meeting was Thursday, May 8, 2008.

Matt Momper chaired the annual golf and dinner outing at Cherry Hill Golf Club on Wednesday, July 16, 2008. A record 150 attended the event.

The chapter awarded two scholarships this year at the annual golf and dinner outing.

The chapter participated in the Three Rivers Festival Parade on Saturday, July 12, 2008. Special guests included Charlie Cardinal and the Ball State cheerleaders. McMillen said that more than 300,000 people attend the parade which gives the university good exposure.

McMillen said that a new business came to town recently. Pizza Forum (Greeks) is owned by four Ball State alumni. He plans to meet them and potentially host a board meeting at the pizza parlor.

The next chapter meeting will be Thursday, September 18, 2008, at 6:00 p.m.

B. Constituent Societies

Alumni Ambassadors – Andrews reported that leaders hosted several recent outings. They were the Kokomo Golf and Dinner outing Monday, June 16, 2008 chaired by Craig Dunn and the Eastern Indiana Golf and Dinner outing Tuesday, July 8 chaired by Ric Study. Watch Parties for the Ball State vs. Navy game were hosted in Chicago, by Shawn Malayter and Ed Sitar with 50 Ball State fans in attendance. The Washington D.C. watch party was hosted by Matt Smith, Ed Jones, and Asher Lisec. Thirty-one attended that event.

Black Alumni – Mike Chisley said that the board of directors were making a concerted effort to be a part of the Alumni Association activities and programs, as well as having a presence with other alumni and students. Chisley said that they are excited to have Pam Morris as their new president.

At the last board meeting, committees were formed and assigned chairs for all upcoming events, as well as a committee to review and suggest revisions for the constitution. Two undergraduate students, Kelly Doucet and Brent Lyle, attended the meeting and there was discussion of how to get students involved with the society.

The board is planning a biennial reunion for Friday, July 30 through Sunday, August 1, 2009 on campus.

The society will participate in the Homecoming Parade, Homecoming events, and a mixer for black alumni at the Alumni Center after the post-game celebration September 27, 2008.

A summer reception will be hosted annually in conjunction with the Indiana Black Expo at Jillian's. Chisley said that there was a good turnout this year and the staff at Jillian's was great to work with.

Chisley noted that nominations are being accepted for Outstanding Black Alumnus Award and Black Alumni Award of Merit for 2009.

Cardinal Football Alliance – Ed Shipley reported on behalf of Ron Duncan. Shipley said that Tracy Hendricks, the liaison to CFA, was unable to attend the meeting due to the ill health of her husband and to keep them in your thoughts.

The annual CFA/Ray Louthen Memorial Football Letterman Golf and Dinner outing was July 25, 2008 at the Elks Country Club in Muncie. There were 139 players for golf and an additional 11 for dinner.

A reunion is scheduled for the 1978 MAC Championship team October 24–25, 2008. Attendees will be recognized at the football game on Saturday and a post-game party will follow.

C. Professional Societies

MCOB – Ittenbach directed the council to page 34 in the background report for a summary of the Miller College of Business past and future activities.

Ittenbach said the board met on August 28, 2008 with new president Kevin Walbridge at the helm. The board has been busy preparing for the MCOB Alumni Awards dinner, and looking for businesses to underwrite sponsorships for the Friday, October 10, 2008 event at the Alumni Center. Ittenbach said that the award recipients are business graduates that are both successful and philanthropic.

The board discussed hosting aspects of a Financial Literacy week, which will tie in with the university's new core curriculum class to teach students about budgeting and managing their money. At this time, the board is researching availability of a well-known expert to be a keynote speaker.

Ittenbach noted that the university is currently searching to fill the dean and entrepreneurship director positions.

Planning is underway for a tailgate and Colts game for Sunday, October 12, 2008. Walbridge has tickets in four price points that will be sold. The board is looking for some underwriters for a business alumni "get together" at the Ball State Indy Center prior to the game.

Board members will meet Chicago area alumni at the Rock Bottom event December 15, 2008 with the Alumni Association.

A networking reception is set for January 29, 2008 at the Ritz Charles for business alumni and friends. The board will meet there prior to the event.

FCS – Johnston referred the council to page 34 in the background report for a review of activities of the FCS Alumni Society.

Johnston said that the society met on August 20, 2008 and is preparing for 11th annual Career Development Day, Thursday, October 30, 2008 at the Alumni Center. They anticipate thirty alumni will talk about their careers and about twenty additional people in FCS-related fields will provide internship information to FCS students.

The board of directors attended a welcome reception for freshman on August 24, 2008. This gave them a chance to meet their future alumni.

The society updated the awards criteria and added three new award categories for the biennial awards program. The new awards are Hall of Fame, FCS Faculty Award, and Friend of FCS.

Johnston said that the board formed a committee to look into creation and sales of a licensed Ball State logo fabric. Several state schools already have fabric with their school's logos and it can be used to make quilts and items to show school pride.

Nominations are being accepted for two open positions on the board and they hope to have them filled by the next meeting.

The next meeting will be October 30, 2008 following the luncheon after Career Development Day.

Journalism – Referring to page 34 in the background report, Sarah Maisto said that a Journalism Reunion was hosted on June 21, 2008 at the Alumni Center with a “block party” theme. One hundred attended the event that consisted of tours of the communications complex, Park Hall, the Scheumann Stadium suites, and a reception and dinner with games for the entire family. The evening concluded with a roast of retiring Professor Mark Popovich.

Maisto reported that the board is currently accepting nominations for journalism awards that will be presented during the annual spring luncheon.

The next board meeting will be Saturday, September 13, 2008 with a new slate of officers.

NREM – John Bergman referred to page 35 of the background report for a summary of activities of the NREM Alumni Society.

The board last met on August 28, 2008 and is seeking volunteers to assist in cleaning the one-mile stretch of the White River that they adopted in Hamilton County. The next cleanup begins Saturday, September 20, 2008 at 10:00 a.m. at Koteewi Park and includes lunch.

Committees and chairs were formed for each of the board's planned events. These include a second Indianapolis Zoo outing, Alumni Awards Dinner, and "Meet Me After Work" event for Ball State Alumni who are employed in downtown Indianapolis. Plans are also underway for the annual January Internship and Career Fair.

Bergman reported that nominations are sought for alumni awards.

The next NREM board of directors meeting is January 15, 2009.

Nursing – Johnston, referring to page 35 in the background report, said that the Nursing Alumni Society met **Tuesday, September 2, 2008**.

The board sponsored the Nursing Alumni Banquet on Saturday, April 26, 2008 at the Alumni Center. The banquet included a reunion of the class of 1958.

The board sponsored the spring and summer pinning ceremonies.

The next board meeting will be Tuesday, October 7, 2008 at 5:30 p.m. at the Alumni Center. Goals are to have a new Alumni Council representative in that role and a focus of the meeting will entail how to get young alumni to attend the nursing banquet.

Teachers College – Metcalf reported that the last Teachers College Alumni Association board meeting was Thursday, June 26, 2008. During the meeting, Dr. Liz Christman-Rothlein and Shannon O'Dell were chosen as Teachers College Outstanding Alumni.

Metcalf acknowledged that Dean Roy Weaver has stepped down as dean, but has agreed to be interim dean until 2009 or a new dean is selected.

The Board selected twelve students to receive \$1000.00 scholarships for fall 2008.

The next board meeting will be Saturday, September 13, 2008 at the Alumni Center. The meeting will include a lunch with this year's scholarship recipients.

College of Architecture and Planning – Jamie Lake referred to page 36 for a summary of CAP Alumni Society activities since the last Council meeting.

The last society meeting was Friday, June 13, 2008 and the board selected Karl Sonnenberg to receive the Distinguished Alumni Award, Dianna Brenner and Don Powell to receive the Outstanding Alumni Award, and Malcolm Cairns to receive the Sappenfield Award.

Lake said that Steve Fulton gave a presentation on technology programs the Alumni Association has to offer and it was well received. The college plans to invite Fulton back for presentations as the board members change.

The CAP Alumni Symposium and Alumni Day is Friday, September 19, 2008. Activities will begin with a breakfast at 9:00 a.m. followed by presentations from 9:30 a.m. to 5:00 p.m. A reception begins at 6:00 p.m. in the Alumni Center followed by the Alumni Awards Banquet at 7:00 p.m.

The next board meeting will be Friday, September 19, 2008 at 8:00 a.m. in the College of Architecture and Planning.

OTHER BUSINESS

President Farris led an in depth and detailed discussion regarding the Alumni Association's involvement in the BOLD Campaign, increasing alumni donor participation to 21,000 by 2011, and potential Alumni Association participation in the future regarding the Ball State University strategic plan.

Although there was considerable engagement and interaction, no formal actions were decided.

Executive Director's Report

Alumnus – Shipley thanked all those involved with the Special Edition of the *Alumnus*/Annual Report that was mailed at the end of August. The administration didn't want the Alumni Association to print a September issue of the *Alumnus*, but Class Notes, highlighting award recipients, advertising for Homecoming, and recapping the past fiscal year is an integral part of the Alumni Association. Mike Shumaker commended the Association on a great piece.

The next issue of the *Alumnus* is scheduled to be mailed at the beginning of November and will have a new design and printer. Frank and Linda Hancock, owners of Sport Graphics, produced all of the BOLD Campaign materials and have offered to donate a portion of the cost of printing the *Alumnus* as a gift.

The following issues of the *Alumnus* are unknown at this time. There is a potential of decreasing the frequency of the magazine to cover the increased costs associated with the additional pages and upgraded paper. Shipley said it should be interesting to see how it develops.

Farris indicated that he was frustrated with the uncertainty of the magazine.

Staff Update – Shipley reported that the vacancy of the director of alumni communications is still open and that the qualifications to fill the job are difficult and that most candidates do not meet the criteria. The search continues for a replacement.

Other Business from the Membership

Charles Green thanked Farris for all his hard work and dedication over the past year on behalf of the Alumni Association and hopes the strong leadership will continue. Reddington inquired about having the background report done double sided in the future to save trees.

There being no further business, the meeting adjourned at 12:10 p.m.

Respectfully submitted,
Edwin D. Shipley, Executive Director
Ball State University Alumni Association

Important Dates

1. Friday, September 26, 2008 – Homecoming Awards Dinner
2. Saturday, September 27, 2008 – Homecoming – Ball State vs. Kent State
3. Saturday, April 25, 2009 – Spring Alumni Council Meeting

Attendance

Larry Metzinger
Jim Andrew
Annette Munoz
Tom Andrews
Doug Reddington
John Bergman
Ed Shipley
John Bowles
Mike Shumaker
Julie Bradshaw
Ed Sitar
Jenny Budreau
Kim Stout
Mike Chisley
Vince Von Der Vellen
Terry Coleman
Stephanie Walton
Fred Cox
Tom DeWeese
Jackie Johnston
Jo Ann Johnston
Jenell Joiner
Jamie Lake
Mike McMillen
Holly Mahnensmith
Sarah Maisto
Phil Metcalf

Staff

Wayne Estopinal

Steve Fulton

Tom Farris

Michelle Johnson

Jeri Giska

Ernie Krug

Charles Green

Debbie Linegar

Rick Hall

Sue Taylor

Kerry Hendel

Kate Webber

Hollis Hughes

Jim Ittenbach

Guest

Alexandra Garritano

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