

April 29, 2006

President Mark Ervin called the 114th meeting of the Ball State University Alumni Council to order at 12:30 p.m. After welcoming everyone, Ervin acknowledged Jackie Johnston for her recent community volunteer award and congratulated Jackie for establishing an innovative store providing resources at no cost to local teachers.

PRESIDENT'S REMARKS

Ervin introduced President Jo Ann Gora to the Council for remarks.

The president presented highlights of recent weeks. She began by commenting that she had spent time in Boston this week participating with First Lady Laura Bush in Ball State's Electronic Field Trip to Carlsbad Caverns, New Mexico. There were 36 million viewers across the country, the president said.

The strategic plan for the next five years will place particular emphasis on experiential and immersive learning, Gora told the Council. Expanding Ball State's presence in Indianapolis will be one initiative and securing a downtown location is already in the works.

Several appointments have been made recently. They include a new provost, Terry King, coming to Ball State from Kansas State; new head men's basketball coach, Ronny Thompson; and vice president for University Advancement, Ben Hancock, who will join the university ranks July 1 from Albion College.

The president mentioned Ball State's new marketing campaign, which includes 30-second television spots that aired first during the Olympics. She said that market research had shown that Ball State stands just below Indiana University and the respondents do not view the educational experience at Ball State as high quality. The thrust of the marketing, then, will be to show our quality and innovation.

Gora stated that she is eager to continue meeting alumni and will work with Ed Shipley and the Alumni Association staff to attend a number of events that will introduce her to diverse alumni in the coming months.

Homecoming will be October 21 and Fall Break will occur the following weekend. This summer, the second phase of the McKinley project will be completed and includes renovations extending from Petty Road to Bethel Avenue. By fall 2007 Ball State expects to have completed the stadium renovation, the new communications building, and a new residence hall.

The president concluded her remarks by sharing an e-mail from a student who spoke positively about Ball State and responded to a question of how alumni will fit into the strategic plan process by saying that the range of activities and involvement will be important to raising awareness of Ball State's quality image.

MINUTES

Referring the Council to pages 3-11 of the background report, Ervin asked for corrections or additions to the minutes of the January 21, 2006 meeting. There

being none, Larry Metzger moved to approve, John Bowles seconded, and the minutes were approved by voice vote.

REPORTS

A. Executive and Finance

Ervin noted that the Executive Committee had met prior to the Council meeting. He said that the Executive Committee will meet the latter part of June to review strategic planning and to consider the direction the Alumni Association should take to further the university's goals and mission.

There were 32 recommendations that were the result of a consultant's study regarding the University Advancement area. One priority relates to integration and coordination of all areas of advancement.

The percentage of alumni giving is one of the significant tools *U.S. News and World Report* uses for its rankings and ratings of universities and colleges. Achieving higher rankings is a goal to which the university aspires. As a point of information, Ed Shipley stated that among the challenges we have with the alumni giving portion is the reporting parameters both entities have. We use fiscal year figures from July 1 through June 30, while *U.S. News* uses August 1 through July 31. Ball State counts all alumni donors. *U.S. News* considers only undergraduate degree-holders in the giving category. Further, the results are based upon figures of two years prior to the current year ratings.

Another agenda item of the executive committee relates to the Alumni Association appointment to the university's board of trustees. Tom DeWeese and Hollis Hughes are the two representatives from the Association. DeWeese's term concludes at the end of December 2006. The executive committee will consider our recommendation to the governor for the appointment. Ervin invited input from the Council.

B. Ball State University Foundation

Ervin, reporting for Wayne Estopinal, said foundation news continues to be positive. The board met February 24-25 and learned that, as of that time, foundation assets were \$191 million. The foundation is actively allocating money to benefit students and the university.

Investment returns for the first six months of the fiscal year were 8.8 percent, a point Ervin said was due to the tremendous work of the investment committee which is under Tony Schneider's direction. The average annualized return was 6.1 percent.

The board continues to work on its policies and procedures manual. The planned giving portfolio was at \$60 million as of the February meeting. The annual philanthropy advisory meeting was hosted the previous Wednesday on campus. The foundation board's next meeting will be June 23-24 on campus.

C. Financial Position

Tom Farris referred the Council to pages 12 and forward of the background report for the Association's financial status. The 2006 budget is summarized on page 12 and Farris said the Association is functioning with a total budget figure of \$584,000.00.

Page 13 summarizes the checking account. The balance as of April 29, 2006 was \$118,236.96, with total receipts of \$43,684.43 and disbursements of \$35,647.47 to date. Referring to page 14 Farris presented a summary of Alumni Association accounts in the Ball State University Foundation and other Alumni Association revenue sources. The grand total of all resources as of April 29 was \$2,528,757.86.

Concluding that the Association remains in sound financial shape, Farris submitted the report for acceptance. Stephanie Walton seconded, and it was approved by voice vote.

D. Ball State Board of Trustees

Tom DeWeese stated that there was little additional to add to President Gora's remarks from earlier in the meeting. He said he believes the president has a clear vision of what she wants for Ball State and that the strategic plan will be a road map for reaching our goals.

Addressing a question from Jenell Joiner about how the board of trustees stands on placing emphasis on advancing minorities, specifically African-Americans, into decision-making roles, DeWeese said the board has discussed diversity in the past and continues to discuss it and how minorities need to be more represented within Ball State's ranks. The board recognizes it as a very important issue, DeWeese noted, and said that Ball State will continue to extend efforts toward improving the percentage and number of minorities in these roles.

E. Services Committee

John Bowles directed the Council to pages 15-18 of the background report for a summary of Alumni Association services. He stated that 47 percent of the sales through Cardinal Corner are received from Indiana, with 39 percent coming from outside the Midwest. The balance in the Cardinal Corner account as of April 30 was \$113,451.58.

Pages 16-18 of the background report includes summaries of the affinity programs in which the Alumni Association participates. Bowles pointed out that there are 1,740 active affinity credit card accounts, and 2,504 accounts carrying a balance. Regarding the term LIFE plan through American Insurance Administrators, there are 415 policies in force currently, up 5.6 percent from a year ago. Marketing results for the 2005 classes included 10.5 percent acceptance rate for the class of July 2005 and a 10 percent acceptance rate for December 2005 graduates. The GradMed plan also continues to have a fair response rate. Total revenue paid during the past 12 months for all insurance plans is \$3,815.50.

There are 3,933 Photo ID cards in circulation and 1,499 Recreation Cards in circulation.

We have finalized an agreement to administer auto and home insurance through February 2011 with Liberty Mutual Insurance Company. The first mailing for the program is expected to be sent in July. We have also extended our corporate sponsorship through June 30, 2007 with the Ball State Federal Credit Union.

Bowles stated that, following direction received at the January Council meeting, the Association staff investigated affinity credit card opportunities with companies in addition to Chase Bank. After obtaining information from MBNA, National City Bank, and U.S. Bank, it was determined that the best option for the Ball State Alumni Association is to remain with Chase Bank.

Jackie Johnston posed a question as to whether the Association might consider the concept of a gift card. Ed Shipley answered that there are some opportunities to engage in gift card options, but we haven't committed to any at this point.

F. Coach of the Year Awards

Ed Sitar referred to page 19 of the background report for a list of Winter 2005-06 Coach of the Year winners. They are: J. Agnew, '96, Yorktown High School, for both girl's swimming and boy's swimming; Chris Huppenthal, '89, Hamilton Southeastern High School, girl's basketball; Scott Schwarz, '88, East Central High School, wrestling; and Craig Teagle, '86MA99, Jay County High School, boy's basketball.

G. Legacy Scholarships

Terry Coleman referred the Council to pages 20-21 in the background report for a roster of 2006-07 Alumni Legacy Scholarship recipients. Fifty recipients were selected to receive \$1,600.00 stipends for the next academic year.

H. Benny Award

Stephanie Walton reported that the Benny Award selection committee had met prior to the Council meeting. Recommendations for the 2006 awards include: retired Alumni Council member Jacque Brown, who served as the College of Fine Arts representative; Stephanie Markley, a member of the Michiana Alumni Chapter board of directors; and Bill Richards, Ball State's men's tennis coach. Walton submitted the list of nominees for acceptance in the form of a motion. Ed Sitar seconded, and the motion passed by voice vote. The recipients will be honored at Homecoming in October.

I. Distinguished Alumni Award

Lori Wean, stating that the selection committee had met prior to the Council meeting, placed the names of three alumni before the Council for acceptance. David Land seconded the motion, and it passed by voice vote. The three recipients will be: Wilbur R. "Wil" Davis, president and co-founder of Ontario Systems, Muncie; Jane E. Hardesty, state conservationist in Indiana; and Charles "Chuck" Lazzara, president and CEO of Ritz Charles, Inc. in Carmel. They will be honored at Homecoming.

J. G.O.L.D. Award

Holly Mahnensmith stated that the selection committee had reviewed credentials of 25 candidates for Graduate of the Last Decade awards. She submitted six names to the Council for approval as this year's recipients. Terry Coleman seconded the motion, and it was approved by voice vote. Recipients are: Heidi Clark, captain, U.S. Air Force and registered dietitian; Jennifer George-Palilonis, journalism graphics sequence coordinator at Ball State; Stephanie Hays-Mussoni, program director for Cope Environmental Center in Centerville; Megan King-Wright, community affairs producer for WTHR-TV in Indianapolis; Jeff Noffsinger, city planner for the City of Warsaw; and Amanda Smith, chief naturalist for the Hamilton County Parks and Recreation Department. They will be honored at Homecoming.

K. Bumb Award

Dave Land said the Oliver Bumb Cardinal Corps Scholarship committee had met earlier and selected two recipients for 2006-07. They are Katherine Ream and Brent Lyle, both juniors.

L. Nominating Committee

Charles Green reported that the nominating committee had met prior to the day's Council meeting. A detailed report and the new slate of officers and Council members will be presented at the September Alumni Council meeting.

ALUMNI ACTIVITIES

Jeri Giska referred the Council to pages 22-25 of the background report for a listing of past and upcoming Association events. Reviewing activities since the January meeting, Giska mentioned the Athletics Hall of Fame Dinner and Induction, and the admissions receptions in February; and the University Singers reception that preceded Spectacular 2006 in April.

Upcoming events include the May 3-4 Teacher Fair on campus, the Class of 1956 Golden Anniversary Reunion, June 15-16, and The Chicago-area alumni outing in conjunction with a Chicago White Sox baseball game, August 12.

CONSTITUENT ORGANIZATION REPORTS

A. Professional Societies

College of Architecture and Planning

Jamie Lake acknowledged Ernie Krug, Michelle Harrell, and Kate Webber for their work on behalf of the CAP Alumni Society. The society is working on a date for its annual Alumni Day. Among other items, the CAP Alumni Society continues to work on a strategic plan, its mentoring program, and a continuing education initiative.

The board of directors is also coordinating nominations for the society's alumni awards program. The next meeting of the board is June 22.

Miller College of Business

Jenny Budreau reported that the MCOB Alumni Society board of directors met

February 22. The meeting was followed by a young alumni and seniors dinner. The Dialogue Days event in the fall was successful.

The board is planning for upcoming alumni receptions in Fort Wayne and Indianapolis. The annual college Hall of Fame induction will be August 16. The board will meet that day.

Family and Consumer Sciences

Jackie Johnston said the FCS board of directors will meet May 17. The group is hosting a new event on June 28. They will tour and have lunch at the Ghyslain Chocolatier in Union City. The Outstanding Senior award was presented to Meagan Hennenfent.

The Department of Family and Consumer Sciences is going through the accreditation process. Johnston said the enrollment for the department is up from last year. The FCS history committee continues to meet and currently is editing information for publication of a time line. Career Mentoring Day will be October 26.

Journalism

Sarah Maisto stated that the Journalism Alumni Society board of directors participated in the annual journalism awards luncheon and program April 4. Three alumni were honored: Jennifer George-Palilonis and Steven Patterson received Outstanding Young Alumni awards; and Paul Nussbaum was honored as Outstanding Journalism Alumnus. Mel Sharpe was inducted into the Journalism Hall of Fame.

The board is working with several initiatives including ways to incorporate alumni with students in mentoring activities and professional development programs; planning for regional outings and reunion events; and finding diverse alumni to participate as members of the board of directors. The next board meeting is set for September 30 at the Alumni Center.

NREM

Terry Coleman reported that the NREM Alumni Society board of directors met January 24, following the annual Internship Day activities. He said the internship event was very successful.

The Department of Natural Resources recently participated in Earth Week activities and the Department and Alumni Society honored new graduates and outstanding alumni at a reception and dinner April 21. Alumni award recipients were: Kyle Johnson, Award of Merit; Sheryl Myers, Award of Achievement; and Charles Mortenson, Award of Distinction.

The annual White River clean-up, sponsored by the NREM board, will be May 20. The next meeting is set for August 31, in conjunction with a home football game.

Nursing

Kathy Hutson said that the board of directors met February 16. The annual Nursing Alumni Banquet will be this evening at the Alumni Center. The 65-year, 50-year, and 25-year classes are hosting reunions. Two outstanding nurses will be honored as Outstanding Nursing Alumni: Helen Borman and Jay Kyle Ober.

The Nursing Pinning is May 5 in Emens Auditorium. Seventy-two nurses are graduating. The Department of Nursing has an increased enrollment for fall 2006. The community project continues at the Muncie Children's Museum. The board's next meeting is August 21.

Teachers College

Charles Green announced that the Teachers College Alumni Society board of directors will meet July 12 at the Alumni Center. The board will welcome new member, Vince Bertram.

B. Alumni Chapters

Adams-Wells

Holly Mahnensmith reported that the Adams-Wells chapter met April 13 and worked on planning for three upcoming events. The Adopt-a-Highway project will take place May 13, the annual golf and dinner outing is set for June 15, and the Bluffton parade will be September 19. The board will meet again August 24.

Greater Indianapolis

Julie Bradshaw said the Greater Indianapolis Alumni Chapter board of directors met March 2. Mike Shumacher has joined the board.

Recent outings have been very successful. They included the Indianapolis Ice Outing, Casino Night at Jillian's, and the Murat Theatre event featuring STOMP. The board participated with two admissions receptions in February.

Summer events will be: the annual golf/dinner outing and continuing education professional seminar, June 21, the Indianapolis Indians picnic and outing, June 2, Symphony on the Prairie, August 26, Hoosier Park Horse Race event, September 11, and a new wine and beer tasting outing, August 10. The board will meet October 18.

Michiana

Ed Shipley reported that the Michiana Alumni Chapter hosted a successful Casino Night, April 22. Upcoming events include an outing in conjunction with the Elkhart 4-H Fair, July 22, the annual golf and dinner outing, July 24, the wine tasting event in October, and the annual bus trip to Woodfield Mall, December 2. The board's next meeting will be May 22 in Elkhart.

Northeastern Indiana

Mike McMillen reported that both the annual TGIF outing, February 17, and the Science Central event, February 26, were very successful. The Northeastern Indiana Alumni Chapter board of directors participated in an admissions reception, February 23.

Upcoming events for the board include the annual golf and dinner outing, July 19, and participation in the annual Three Rivers Festival Parade on July 8.

Board members participated in a focus group related to Ball State marketing opportunities. The next board meeting is set for September 21.

C. Constituent Societies

Alumni Ambassadors and Alumni Leaders

Larry Metzging said ambassadors participated in three university focus groups in April. Ambassadors have also been involved with admissions receptions throughout the state. Two golf and dinner outings are scheduled: one in Kokomo, June 19, and another in Winchester, July 11. President Gora will be the featured guest at the Kokomo outing.

Black Alumni Society

Mike Chisley reported that the board of directors for the Black Alumni Society met January 14, but a committee met April 26 to finalize plans for Black Alumni Society participation in Black Expo, scheduled for July 6-16 in Indianapolis. Their event will be July 13 from 5:00-9:00 p.m. at the Ice, co-owned by alumnus Ken Thorpe.

The board is also working on plans for participation in Homecoming activities in October. The next board meeting is May 13.

Cardinal Football Alliance

Tracy Hendricks said the second annual senior dinner was March 23. Plans are underway for the annual golf outing, renamed the Ray Louthen Memorial Outing, which will be July 28.

OTHER BUSINESS

A. Executive Director's Report

Ed Shipley began his comments by mentioning that the May *Alumnus* magazine is in the mail and Council members received a copy to review at the meeting. He pointed out that the magazine is in full-color. Response from the Council was positive, with suggestions to continue full-color throughout. Shipley will work on funding opportunities.

Shipley noted that the Alumni Association staff is short two members. He said that he is looking at ways to adjust a position to include "new media" in the job description, in order to open opportunities to communicate through convergent means.

We have a number of new staff coming to campus, including the new provost, new vice president for University Advancement, new athletics director and men's head basketball coach.

The opportunity with Liberty Mutual is quite good, Shipley said, with reference to the new partnership between the Alumni Association and the insurance company to offer auto and home insurance to alumni. Shipley attended a gathering sponsored by Liberty Mutual that included nine alumni directors.

Shipley mentioned that he had received a very nice thank-you note from Tyler Whitehead, the presidential inaugural scholar sponsored by the Alumni Association.

The next Alumni Council meeting will be Saturday, September 9, in conjunction with the Ball State vs Indiana University football game. There will be a pre-game rally from 4:00-6:00 p.m., followed by the game at 6:30. Meeting time for the Council will be determined.

The MAC golf championship is set for next weekend, May 3-6, at the Brickyard golf course in Indianapolis. Shipley said it is quite an honor to be able to host the championship, noting that it has not been hosted in the state of Indiana for seventeen years. The Alumni Association and several corporate sponsors are involved with the championship.

B. Announcements

Ervin asked for any other business or comments from the membership. There being none, he adjourned the meeting at 3:10 p.m.

Important Dates

Saturday, September 9, 2006 - Alumni Council Meeting - Ball State vs IU Football - 6:30 p.m.

Saturday, October 21, 2006 - Homecoming - Ball State vs Western Michigan Football - 2:00 p.m.

Attendance

Jim Andrew
John Bowles
Julie Bradshaw
Jenny Budreau
Mike Chisley
Terry Coleman
Tom DeWeese
Mark Ervin
Tom Farris
Jeri Giska
Charles Green
Kathy Hutson
Jackie Johnston
Jo Ann Johnston
Jenell Joiner
Jamie Lake
Dave Land
Mike McMillen
Holly Mahnensmith
Sarah Maisto
Larry Metzinger
Doug Reddington
Ed Shipley
Ed Sitar
Stephanie Walton
Lori Wean

Staff

Tracy Hendricks
Ernie Krug
Debbie Linegar
Charlotte Shepperd

Sue Taylor
Kate Webber

Guest
Jo Ann Gora