

**ILLINOIS STATE UNIVERSITY**  
**Administrative/Professional Council Meeting**  
**October 26, 2000**  
**Spotlight Room, Bone Student Center**

**Present:** Molly Arnold, Mike Baum , Maureen Blair, Jan Bremner, Martin Jackson ,Larry Jobe, Beverly Nance, Chika Nnamani, Sally Pyne, Larry Quane, Cheryl Young and Sue Zinck.

**Absent:** Jeff Lopez and Sally Parry

**Guest:** Vice President Susan Kern

**Guest Presentation—Kern**

Update on the Comprehensive Campaign

The campaign, which began in January 1999, consists of four phases over five years. The current "quiet phase" of the campaign, which continues through January 2002, is focusing on leadership gifts and includes one-on-one interaction with previous or potential donors, the BOT, Foundation Board, Campaign Steering Committee, and senior administrators of the University, and is targeted at gifts of \$100,000 or more. The second, or Major Gifts phase, will focus on gifts of \$10,000-100,000. The third, or Public phase, will involve mass mailings and other efforts that target gifts less than \$10,000. In the fourth phase, the University Family will be targeted.

Successes to date include the Andes gift of \$1 million for an endowed chair and the Kaufman gift of \$1.5 million, resulting in the naming of the Kaufman Football Building. Another gift of \$1 million has been committed, but not designated; it will not be announced until the donor decides the gift's purpose.

There are a great many people involved in the campaign effort. The Campaign Steering Committee currently has 14 members who have agreed to make a significant monetary contribution and to solicit other potential donors. The President is extremely involved in fund-raising efforts and is spending a great deal of time and energy on the campaign. The President is involved in both the initial contact with prospects, e.g., when he does group presentations to tell the Illinois State story, as well as at the conclusion when the gift is requested, especially from top prospects. The Deans have taken an enthusiastic initiative and the Directors of Development, who are the front-line fund-raisers, each have 250 prospects at any given time.

A campaign newsletter is being developed and will be disseminated to various individuals, including AP Council members, early next year. The University *Report* will periodically feature an FAQ section regarding the campaign. (Kern disseminated a document that included FAQs to date.)

The Fund-Raising Process

Usually, although not always, the cultivation and solicitation process for significant gifts involve many people in a variety of ways over a lengthy period of time. It typically begins with prospect research to determine a prospect's ability to give, involves cold calls by major gifts staff and/or contact through the telefund. Donors with consistent giving records or involvement with the University are cultivated and there are continual efforts to reconnect many of our alumni with the University. Through a process termed "moves management," prospects are identified, engaged with the University, then asked to contribute; it is often a long-term process.

Relationship with the University is of paramount importance; most large contributors to date are alumni or others who have had long histories with the University. Donations are donor-driven, i.e., we present the University's priorities, but ultimately it is the donor who designates the gift for a specific purpose.

### Types of Gifts

Gifts can be cash, stocks (which we immediately turn into cash), charitable remainder trusts, or insurance policies, to name just a few. It is anticipated that about ½ the funds raised in the comprehensive campaign will be deferred gifts; about ½ will be cash.

On behalf of the Council, Baum commended Vice President Kern on the campaign efforts. Thoughts and questions regarding the campaign may e-mailed to Dr. Kern.

### **Approval of Minutes**

The minutes of the September 28 Council meeting were approved.

### **Chair's Remarks—Baum**

Because nearly every future scheduled AP Council meeting involves a featured guest, Baum asked the Council to help him expedite the regular business of the Council at each meeting so time can be allotted to interact with the special guest.

### **Board of Trustees Representative—Quane**

The Board of Trustees (BOT) met on October 20 and heard reports on significant items: the University Plan for Diversity, Tuition and Fees, and FY00 Underrepresented Groups. The board approved the internal operating budget for FY01 and acknowledged the recent major gifts to the University from Kaufman, Andes, and Gates.

The 8:00 a.m. session before the BOT meeting focused on the Educating Illinois Report. It was a good session and the report was well received. The 8:00 a.m. sessions, preceding each BOT meeting, are designed to keep the board informed, and members of the University community are welcome.

The next BOT meeting is scheduled for February 16.

### **Committee Reports**

#### Performance Appraisal Review Committee—Arnold

Great research has been completed, some exciting pieces have been developed, and it is anticipated that several models will result. Because we are not using outside consultants for this review, as many other universities do, the process is taking longer.

#### Educating Illinois Committee—Pyne

The committee is still working on the language of the report. Since the expectation was set that drafts would be available and ongoing dialogue would occur, the Council suggested that each draft be accessible on the web.

### Campus Web Planning and Advisory Committee (CWPAC)—Baum

Because Baum could not attend the last CWPAC meeting, Young, who also serves on the committee, reported that the committee is discussing guidelines for university web pages and which university affiliates may use the ilstu.edu domain name and the technical implications.

Baum informed the Council that a new version of the Appropriate Use Policy now appears on the web at [http://www.policy.ilstu.edu/fiscal/appropriate\\_use\\_policy.htm](http://www.policy.ilstu.edu/fiscal/appropriate_use_policy.htm).

### Veterans Day Planning Group—Pyne

The Veteran's Day event will occur on November 10 in the Bowling & Billiards Center, 11:30 a.m., then move to the Quad at 12:00 p.m. for placing the wreath at the flagpole. Pat Shelton, veterans' representative, will be the speaker.

## **Old Business**

### New Staff Welcoming & Mentoring

Invitations have been sent to 85 staff new in the past 18 months for the event at Parrot's Echo, November 7, 8:30-9:30 a.m. (Invitations were distributed to Council members.) Others recently new to the University, who would like to meet the Council and learn more about its work, are also welcome.

### Shared Governance

Subsequent to the Academic Senate's rejection of the Shared Governance Committee proposal, Baum continues to discuss the issues with those previously involved in the effort. The Council will continue to discuss how it can pursue the principles of shared governance. Let Baum know your thoughts and ideas on this issue.

## **New Business**

### Team Excellence Awards

Sally Pyne reported that she is chairing this year's Team Excellence Award Committee, which is in the process of reviewing the guidelines.

### AP Council Appointments to Subcommittees of the Committee for the Enhancement of Diversity

The following appointments were made:

- Advancement Subcommittee—Bremner
- Assessment Subcommittee—Nance
- Planning Subcommittee—Jobe
- Accessibility Subcommittee—Jackson

### Involvement of the Council on University Committees

Shared governance efforts have resulted in increased Council involvement on campus committees. A list of the committees and the Council representatives will be added to the AP Council web page to inform AP staff whom to contact related to the various committees' work.

Because of the increased involvement of AP Council members on committees, candidates who were unsuccessful in getting a Council seat in the past election may be invited to serve on committees as requests arise. Assuming these staff are willing to serve in this capacity, a pool of potential committee members will be created.

#### Council Meeting Schedule

##### **2000**

November 16, 1:30 pm Spotlight Room – Special guest: Dr. Boschini

December 14, 1:30 pm Spotlight Room – Special guest: Dr. Goldfarb

##### **2001**

January 25, 1:30 pm Spotlight Room – Special guest: Dr. Mamarchev

February 22, 1:30 pm Spotlight Room – Special guest: Dr. Dammers

March 22, 1:30 pm Spotlight Room

April 26, 1:30 pm Spotlight Room – Special guest: Dr. Boschini

The meeting adjourned at 3:10 p.m.

Respectfully submitted,

Cheryl Young, Secretary