

ILLINOIS STATE UNIVERSITY

Administrative/Professional Staff Council Meeting

October 28, 1999

Attending Members: Molly Arnold, Mike Baum, Betty Kinser, Beverly Nance, Chika Nnamani, Sally Parry, Norris Porter, Sally Pyne, Larry Quane, Leonard Seawood, Sharon Stanford, and Cheryl Young

Excused: Brian Hamilton and Doug Lamb

Unexcused: none

Guests: Susan Kern, Vice President for Institutional Advancement and Executive Director of the ISU Foundation

Jan Bremner, Director of Human Resources

Guest Presentation

Institutional Advancement and Fund Raising in General

Dr. Kern thanked the Council for the opportunity to talk about Institutional Advancement and, particularly, the upcoming comprehensive capital campaign. The division of Institutional Advancement, created only 10 years ago, now includes development, alumni services, university communications, media relations, and events management, as well as management of the Foundation's accounting and properties (Ewing Cultural Center and the leased Chicago Office). There are about 100 staff in the division, working in eight different buildings. Kern has had administrative oversight for the division for one year, but her career has included many responsibilities and activities related to external publics.

The goal of Institutional Advancement is to enhance the institutional image, cultivate friends, and raise private dollars. It is the division's responsibility to lead the University in its fund-raising endeavors. Of the three sources of revenue for the University—general revenue, tuition and fees, and private dollars—the only real potential for growth lies in private fund raising.

A major charge for the division is to create a more philanthropic culture on campus. In such a culture, every campus community member appreciates the impact of private dollars on the success of the institution and steps forward to assist in obtaining those funds.

The key to fund raising is to increase involvement (e.g., student donors and involved students become alumni donors). Accordingly, this is the major goal of the Telefund; it secures the first donation and updates monthly about 4,000 names and addresses in the database. The Development staff can better serve the campus if the campus community helps to keep the database up to date by letting Development staff know new names and address changes.

When securing a donor, there is a need to match the interest of the donor with the University's needs. The Development staff continually works on both sides of this continuum, educating potential donors about university priorities in order to connect donors with projects.

Compared to sister universities (e.g., Bowling Green and Miami of Ohio) Illinois State lags far behind in percentage of alumni and student donors, as well as overall dollars raised. At Illinois State, only 9% of alumni are donors. Ball State raises \$13-15 million per year in deferred gifts (estates and wills) compared to Illinois State's \$1 million. We are today where Ball State was 30 years ago in efforts to secure deferred gifts.

The Comprehensive Capital Campaign

Illinois State has never conducted a comprehensive campaign and the Institutional Advancement staff members are excited that President Boschini is committed to the campaign. All other state universities have either done one or are in the process of doing one or are getting ready. We have a lot of catching up to do and it will require a special effort from this generation.

The University is currently in the process of identifying fund-raising priorities while Development is doing a marketing-feasibility study that solicits potential donors' opinions regarding possible projects that warrant private dollars. In mid-November results of the feasibility study will be shared with the vice presidents and deans. Concurrently, the Development staff is striving to increase the level of this year's funding to \$10 million (from \$8 million in FY99).

Kern distributed a document titled "Illinois State University's First Comprehensive Campaign" and pointed out the criteria for a successful campaign (p. 3):

- a persuasive, understandable and urgent Case for Support
- unanimity by the Board and campus leaders regarding the needs and plan to meet the needs
- evidence of interest and enthusiasm by volunteer leaders and potential donors
- recognition that 40-50% of the campaign goal will come from 10 sources
- topflight volunteer leadership
- adequate finance for campaign expenditures
- professional staff support for volunteers

There is no magical formula, just lots of hard work—planned and deliberate. The Development staff will ask for the dollars, but university faculty/staff/students can assist by telling the University's story.

Notes from Discussion and Responses to Council Questions

Faculty and staff can assist the campaign by participating in activities like Homecoming, when alumni return to campus, relate their experiences and interact with students about the future; and Alumni Day, which brings successful alumni to campus and reconnects them to departments. Faculty and staff have the opportunity to create a culture of caring with today's students (in and out of the classroom), which will have long-term ramifications for fund raising.

The case for support has not yet been written; only a prospectus has been prepared (a working document of ideas to test). After the reactions to potential fund-raising projects are obtained through the feasibility study and approved by the President, the case will be articulated.

Institutional Advancement is currently working on an on-line directory of alumni, to be available in January, 2000. Alumni Services also has a mentoring program that links students and alumni. In February, an alumni magazine will replace *Illinois State University Today*.

Regarding giving on the part of faculty/staff/students/ Board of Trustees, Foundation Board: at this time, the percent of participation is more significant than the amount of dollars. We need to achieve 70-80%, which would be an increase for us.

President's Remarks—Mike Baum No remarks.

Liaison's Remarks—Sharon Stanford

The Council was advised that President Boschini will be announcing that Instructional Technology Services—TV Production will be closed, effective April 30. Human Resources staff will provide counseling to the staff and assistance in identifying employment opportunities. Any questions regarding this change should be directed to Margaret Haefner, Provost's Office.

Committee Reports

Board of Trustees (BOT)—Larry Quane

The Board of Trustees met on October 222 and discussed mostly recurring items: Promotion, Tenure, Sabbatical Report; Plan for Diversity Report; Pay Raise Summary; Y2K efforts. The Board approved the internal and a new undergraduate major in biochemistry/molecular biology.

The pre-board meeting (8-9am) discussion regarding Foundations of Inquiry classes included three faculty presenting their experiences. The agenda for the next pre-board discussion is "the freshman year experience." Baum stated that it is the hope of the Campus Communication Committee that there will be more of this type of presentation to the Board of Trustees.

Facilities Naming Committee—Larry Quane No report.

Parking Committee—Chika Nnamani

There was recently a dedication ceremony for the new parking garage on south campus, with student leaders in attendance; a student representative was on the program, in which Vice President Bragg represented the president.

Regarding the new reserved parking policy, it may take students time to realize the new change. Another study will be done regarding the percentage of usage.

Distinctiveness/Excellence Committee—Sally Pyne

The committee has produced a [document](#) regarding institutional values that will serve as a framework within which the subcommittees will now examine various areas. April 1 is the deadline for the final committee report.

Awards Committee—Bev Nance No report.

Performance Appraisal Review Committee—Molly Arnold No report.

Old Business

New Staff Welcoming

The Council was reminded of the new staff welcoming on Friday, October 29, 3:30-5:00pm, when the Council hosts the U-Club Discussion Hour. Baum will present new AP employees at 4:30pm.

Election Update

Mike Schermer is working on the election. Ballots will go out the first of November. Council members are encouraged to nominate candidates, informing them of what the Council does and the potential for future activities.

Presidential Inauguration Post-Mortem

From all accounts, the entire event was a success. A photo of the AP Council representatives in the processional was circulated.

The meeting was adjourned at 3:10pm.

Future Meetings

1999

November 18, 1:30pm, Spotlight Room

December 16, 1:30pm, Spotlight Room

2000

January 27, 1:30pm, Spotlight Room

February 24, 1:30pm, Spotlight Room

March 23, 1:30pm, Spotlight Room

April 27, 1:30pm, Spotlight Room

May 25, 1:30pm, Spotlight Room

Respectfully submitted,
Cheryl Young