

MINUTES
Meeting of the Board of Directors of the National Association of Wabash Men
Friday/Saturday, September 30-October 1, 2011

The meeting was called to order by President Greg Castanias at 12:25 PM on Friday, September 30, in Hays 321.

In attendance were: Castanias, Kenyatta Brame, Scott Benedict, Rick Cavanaugh, Kip Chase, Mark Dewart, Ross Dillard, Pat East, Greg Estell, Terry Hamilton, Scott Himsel, Brad Johnson, Jim Kerr, Joe Klen, Brad Maxwell, Scott Medsker, Mike Rapier, Greg Redding, Dan Rogers, Tom Runge, Scott Smalstig, Rick Strasser, Dan Susie, Khurram Tahir, Tyler Wade '12, and Mike Warren.

PRESIDENT'S REPORT (Greg Castanias)

New Members

President Castanias began with the introduction of new Board members, namely Scott Benedict, Rick Cavanaugh, Ross Dillard, Dan Rogers, and Art Howe (in abstentia).

MXI Celebration and Honorary Alumnus Award

Castanias then reported on the recent 40th Anniversary Celebration of the Malcolm X Institute: The strong NAWM presence at the celebration was meaningful to MXI alumni and current students. In one session a discussion about how alumni can help led students to suggest networking opportunities with MXI alumni—Castanias countered by asking why not just interact with alumni in general? Keith Veal offered an example of the benefits of broader interaction with alums. This led to a comment by Gene Anderson that this was the first time he could ever remember an NAWM presence at MXI event. Castanias offered this comment as evidence of how the NAWM is enhancing the Wabash community in ways that it had not previously.

Castanias also commented on a letter from Peter Frederick as evidence that the NAWM made a good choice to award him Honorary Alumnus status in spite of some voiced opposition. This is a testament to what the Board can do when it looks to increase and expand the alumni community. We also received thankful acknowledgement from new Athletic Director Joe Haklin for giving Frederick this award. Frederick will revise his comments into article for *X-Position*.

Freshman Saturday

Castanias reported on his Freshman Saturday address at the matriculation ceremony. His remarks are available online.

Dehne Positioning Study

The Trustee Committee conference call concerning the Dehne Positioning Study for marketing purposes has not yet taken place, so there was nothing to report. The Dehne Study has not been generally released, but it is at least a positive that an NAWM member has been invited to participate in the process. One item that can be reported is something we already intuit: alumni involvement is a critical factor in the life of the college and we play a role in that.

Outline Agenda for the Year

Castanias asked committee chairs to not only report on past activities but also to outline their agenda for the coming year.

MINUTES

A motion to approve the minutes of the last minute was made, seconded, and approved.

UPDATE FROM ALUMNI AFFAIRS OFFICE (Tom Runge)

- Dean of Advancement Joe Emmick is leaving Wabash for Elmhurst College. The decision to leave was mostly a family decision and is not a reflection on Wabash. A national search will be launched for his replacement.
- Baseball (re)construction is under way to fix a problem with the dugouts. The new soccer field finished.
- An update on the Alumni-Faculty Symposium is forthcoming.
- The redesigned website has been launched. IT is still working on parts of it, fixing problems and possibly bringing back some old content.
- Upcoming events: we are trying to get faculty members to regional groups. Board members should think about what events they would like to have in their areas. The alumni office is working on alumni events in the New York City area in spite of logistical challenges.
- Wabash Wednesdays is a new initiative to provide an opportunity for alums to interact with a member of the campus community. The first was with AD Joe Haklin and was viewed by people from all over the U.S. and even Vietnam and China. Over 100 alums participated; a further 100 viewed it later. Next will be Kay Widdows and/or Rick Warner.

In sum: Runge's assessment is that things are generally going very well.

Castanias noted that he will have a few minutes at the celebration luncheon to laud Joe Emmick on behalf of the Board.

ANNUAL FUND UPDATE (Joe Klen and Kip Chase)

Joe Klen distributed handouts that showed the Annual Fund standing at \$3,116,219—about \$8000 shy of highest annual fund in our history. Total giving was in excess of 12 million.

Regarding alumni participation: 1 year ago we had the lowest number of donors in the last 10 years.

Notable was a 2% increase in alumni donors. Young alumni classes showed an increase in total alumni donors.

Klen presented an 11-year overview which showed possible yield from the Take 5 initiative (= 37% of those contacted). There is no way to know for certain if direct board outreach led to 101 alums re-engaging, but the result is promising. The goal is now set for Take 5 in 2012. Retention rate for giving is about 75%.

Discussion of the report ensued. Cavanaugh asked why giving retention was just 75%, to which Klen responded that there is no good way to get at those reasons; it's hard to predict with donors. Chase observed that there seems to be an uptick associated with Take 5, so it is worth repeating. Castanias said that he did his solicitations by e-mail or Facebook and people responded. Merits of the initiative were discussed, as was the US News alumni giving rate. Castanias stated that he would like to see Board participation increased beyond the current 18 of 24.

CHALLENGE OF EXCELLENCE CAMPAIGN BRIEFING

Joe Emmick explained the transition that will accompany his departure. Over the next couple of weeks Pres. White will likely engage services of a search firm to coordinate the search for Emmick's replacement.

Update on Capital Campaign: we are in a good position going into fall. \$44.4 million dollars has been raised toward the goal of \$60 million, which gives about a \$3 million cushion ahead of target for this point. Market volatility is making things a bit difficult and fluid because people are afraid to make long term pledges.

Current advancement staff is maxed out in terms of contact hours. There are likely to be some additions to the staff who can handle some functions and free up major gifts officers to pursue bigger prospects. The timeline for replacing Alison Kothe has also changed to allow the new VP to make that hire.

Most dollars donated are unrestricted, then come those earmarked for scholarships and those earmarked for faculty development. A much lower percent is devoted to career development and immersion learning.

Emmick believes that the transition to a new Dean of Advancement will not dramatically affect campaign. The benchmark for end of December is \$50 million.

Dan Rogers reported on fundraising efforts among faculty. Emmick noted that the giving rate of faculty is around 70-75% and the total amount is pretty good, around .5 million dollars. Rogers said that resistance among some faculty is that they first identify themselves as employees and wonder why they should give back some of their paycheck to their employer. This speaks to the degree to which they identify with the college. By being strategic in things like honorary alumnus awards, the NAWM can do much to cultivate a feeling of family among newer faculty members. Emmick believes that much of what the NAWM does also helps lay foundation for future campaigns.

—RECESS—

COMMITTEE REPORTS

ALUMNI ADVANCEMENT (Pat East and Dan Susie)

A Twitter account was started in early August, maintained by 2 recent Wabash grads employed by Pat East (handle: Wabash_nawm). It automatically pulls in newsfeeds from the Wabash website and currently has about 40 followers. Board members who follow Twitter are encouraged to spread the word. The next step will be to transfer this to the Facebook account.

There is a video for the NAWM posted on the alumni page of Wabash website. The idea is to base it on the letter from the Trustees and to stagger it from their reports. The goal is to use technology to put a face on the NAWM. The current video is Castanias reaching out to alums about ways to get involved.

WABASH Day is scheduled for Oct. 15-16. Participation is trending similar to previous years: 29 venues with leadership confirmed; in 2010 and 2009 we had about 40% NAWM Board participation—we'd like to increase that. One goal is to start some new venues, e.g. Houston. We weren't able to get Louisville going for this year. Pat East provided a list of names that we

might reach out to to get a Louisville event going, including Mike Snyder, John Fischer, Steve Prince, Houston Mills, Joe Hicks, Tim DeLong, Joe Somerville, and Tom Vandergriff. Tyler Wade mentioned that the Wabash road trip stopped in Louisville and got a completely different cohort.

The committee will be working on ideas for increasing NAWM participation for WABASH day and increasing the number of venues, including Louisville, Ft. Wayne, and a NW Indiana group.

Mike Rapier asked for an update on WABASH Day sites and projects. Pat East suggested we may want to revisit having the event in spring at our next meeting. Discussion of timing and leadership issues ensued.

CLASS AGENTS (Scott Medsker)

There has been a move over the last year to integrate class agents with NAWM; a constitution to do such has been created.

Last year saw the first increase in letters in years. Some resistance to change has been encountered from entrenched agents. There are questions about the relationship between class years with active/strong agents and good giving rates. Agents will meet later in the day to get up to speed on college events and to leave with strong sense of purpose. Going forward the group will discuss how to measure success going forward since letters aren't the only outreach tool.

Regarding the question about the role of agent letters in annual giving: Runge has found no correlation.

CAREER SERVICES (Terry Hamilton)

A report from Scott Crawford was distributed, which prompted a question about reasons why 30% of recent grads are still looking for post-Wabash occupations. It was emphasized that the results from that point were preliminary and that we may want to have a 6 or 12 month update.

Items for upcoming year:

1. The committee asked Career Services what the NAWM can do for them. The priority should be externships provided by alumni, and a proposal for such was distributed. The NAWM Board goal is to get more of these established, somewhere between 30 and 50.
2. Another way to help is with "executive in residence" visits or to present a "wicked whammy," (a "what can I do with a certain major" presentation). Technology allows these things to be contributed by alumni from a distance.
3. Mock interviews are another way for alums to help.

Goals for the coming year:

1. Establish more than 30 externships;
2. Host a chat or executive in residence;
3. Participate in mock interviews.

The Board discussed the problem of the circuitous path that careers typically take vis-a-vis the kind of career planning that we typically envision. There was additional discussion about communicating the value of liberal arts and arbitrariness of majors to prospective student and parents.

CAMPUS LIFE (Brad Johnson and Jim Kerr)

The 3rd Annual Faculty-Alumni Symposium is forthcoming—tentative date is February 24, 2012. Topic: The Automobile (“Wally at the Wheel”). We are in the process of recruiting presenters and will follow last year’s format, with a reception and dinner to follow the symposium. We will have a car show in Knowling Fieldhouse. Possible keynote speakers include Chris Dinari, Jim Davlin, and Wes Zirkel.

Regarding ongoing outreach to independent men: the committee proposes a reception with independents during our January meeting. We should also issue individual invitations to get more GDIs to interact with NAWM board and trustees.

There was discussion of college engagement activities for independent alumni—we will look ahead to the alumni gathering after the football game to see how that goes. Connections for independents include coaches, professors, teams, etc., but those erode over time. It will probably take individual outreach to engage more independent alums.

MXI follow-up: we had a meeting with Michael Brown to inform him about the NAWM and ask him to think about how we can help.

Ongoing questions include: How is leadership developed among students at Wabash? What role can the NAWM play in leadership development among groups like MXI and Independents?

Kenyatta Brame urged the Board to follow up with Michael Brown and MXI members and ensure regular contact. Brad Johnson noted that he asked Brown to help us think of good honorary alumnus candidates. In this context, Castanias reported on donations to the Horace Turner Fund. The Fund was established to underwrite the programming of the MXI.

RECRUITING (Kip Chase and Brad Maxwell)

Maxwell reported on this year’s freshman class of 293 students. Goal for 2012 is 260. Referrals from Board are important, and every year we have to build a new pipeline. The recruiting season is already well under way.

Initiatives:

Wabash magazine spotlight: interview a current student on campus and show how alums played a role in getting him here; pair this with an alum story to show how they got to Wabash.

“Spreading the Fame” e-mail newsletter will continue and has passed from Chip Timmons to Will Arvin.

Teacher referral program: targeted teachers in high school to help get students to think about Wabash. By asking teachers directly for referrals we went from 60 or so referrals in the first year to 120 this year.

Use this model to start a similar program with doctors, lawyers, etc. who might have contact with high schoolers.

Work with website managers to make the referral process more immediately visible. You currently have to navigate through 4 steps to find the referral process.

Chase emphasized that alumni should report a prospect contact even if they find out that the student is already in the system. It is also helpful if Admissions knows this so they can reach back out to alums for follow up.

The Board discussed the application process, i.e. common application process.

There may be opportunities for Board members to help at college fairs and other recruitment events.

The college hopes to have new marketing program by June of next year.

The Board posed questions about the discount rate and the changing commitment to meeting need for admitted students.

CONSTITUTION (Mark Dewart)

Dewart made two recommendations:

First, to make a change to our constitution which relates to the election of alumni trustees, namely an amendment to Article 12 Section B. The method of election of alumni trustees is spelled out in the Indiana Code with language like "by mail." If there were to be electronic voting, the constitution would have to be amended to read: "Alternatively, each alumnus may vote using secure electronic agent, etc." Since this is part of the Indiana Code, it must be ratified by Indiana General Assembly.

NAWM will recommend to Board of Trustees that it consider this change at next week's meeting. Motion to do so was made, seconded, and approved.

Second, the proposed Class Agent bylaws must be reviewed to make sure they are consistent with ours. We will take those under advisement, review them, and report back in January.

ADJOURNMENT

Having completed the agenda for the day, the Board adjourned at 4:35 PM.

The Board reconvened on Saturday, October 1, at 8:00 AM in Hays 104 in conjunction with the class agents.

INTRODUCTION OF JOE HAKLIN

New Athletic Director Joe Haklin introduced himself to the group. He outlined the role of the athletics program in the life of the college and noted that the majority of the freshman class was recruited in some fashion by a member of the coaching staff, 380 out of 910 students are athletes (not counting club sports like rugby and lacrosse), and intramurals are popular. Describing his philosophy, he said he is a big believer in competition and thinks we should be more competitive as an institution and as individuals. He does not intend to change the direction of Wabash athletics. He has personal experience balancing athletics and academics and sees athletics as one of the learning environments on campus.

Haklin then led the group through a handout that provided more detail on the Athletic Department. He emphasized that he will not put athletics in conflict with academics.

In response to a question about a men's all-sports trophy in NCAC, he replied that it doesn't seem likely that this will happen, but that the addition of DePauw to the NCAC might help make the case.

INTRODUCTION OF MICHAEL BROWN

Dean Michael Brown, recently appointed Director of the Malcom X Institute, was introduced. He explained how the MXI will support the larger college mission and outlined his vision for the MXI going forward. He then addressed questions from the group:

Q: Retention among students of color was not as good as we want last year. What are you doing to aid retention?

A: Make students feel like part of a group. Some who left were athletes who lost focus after their sport was over. We need to help them find more solid footing at the college. Peer mentors will help.

Q: Given the graduation rate of African American men at Wabash compared to other institutions, it seems we are doing something well. Can we identify it and strengthen it?

A: Keep building our retention program. Grow the number.

Q: What can NAWM board do?

A: Mentor. Model success; share the challenges you faced to show that it is normal.

The combined groups adjourned.

The NAWM Board of Directors reconvened in Hays 321 at 9:15 AM.

In attendance were:

Kenyatta Brame, Greg Castanias, Rick Cavanaugh, Kip Chase, Ross Dillard, Pat East, Greg Estell, Terry Hamilton, Scott Himsel, Brad Johnson, Brad Maxwell, Scott Medsker, Greg Redding, Tom Runge, Rick Strasser, Dan Susie, Khurram Tahir, Tyler Wade '12.

PRE-LAW REPORT (Scott Himsel)

Himsel recalled the history of LSAT performance over past few years, including the low scores that led the NAWM Board to establish the pre-law initiative (LSAT boot camp) offered by Kaplan. The actual cost is around \$1200, and as far as we know we are the only place that subsidizes LSAT prep cost. We are seeing higher test scores this year, including 169s and a 175.

Kaplan will no longer customize program for us. We are recruiting Princeton Review to take over, but they want to charge us twice as much as Kaplan. Scott will coordinate an effort to re-imagine the program and solicit funding to cover the cost. Expect to hear more in the near future.

Castanias touted the value of the LSAT boot camp and the role that good scores play in law school admissions.

NOMINATING COMMITTEE (Greg Estell)

Estell presented the proposed slate of candidates for alumni representatives to the Board of Trustees and NAWM Board of Directors. Ted Grossnickle is up for reelection, but there is a good chance he will be offered a regular seat on the Board of Trustees, so that slot may open up.

Castanias reminded that the discussion and printed report are confidential.

Motion to accept the slate of Trustee candidates, seconded, and approved.

Motion made to appoint Jim Dyer as incoming regional rep to replace Keith Veal. Seconded, approved.

Revised slate of candidates to 1. Campbell 2. Caldwell, 3. Haug. Approved.

Discussion of candidate pipeline development.

Estell asked the Board to think about naming the Young Alumnus Award. Runge proposed naming it for Jeremy Wright. This will be an agenda item for January.

Another agenda item for January: considering team recognition in the Athletic Hall of Fame. Motion made to push the question to the Hall of Fame Committee. Seconded, approved.

NEW BUSINESS

Cavanaugh moved that we renew Board support for the Take 5 initiative. APPROVED.

In response to questions about the Class Agent bylaws it was decided that agents should pass them and forward to Dewart.

Motion by Dillard that NAWM Board ratify the bylaws of the Class Agent Society. Tabled to January meeting.

ADJOURNMENT

All agenda items having been completed, the Board adjourned at 10:35 AM.

Next meeting: January 27-28, 2012.

Respectfully submitted,

J. Gregory Redding '88
Recorder, National Association of Wabash Men