

**Civil Service Council (CSC) Meeting**

February 21, 2006

**APPROVED**

Present: Barb Arbogast, Vicki Bryan, Martha Burk, Julie Caplinger, Tammy Carlson, Jac Copes, Sarita Cox, Linda Klawitter, Steve Lancaster, John Moss, Melody Palm, Pat Schnitker, Jan Jolynn Staley, Ron Thompson, Dave Turner  
Absent: Pam Burress, Tom D. Ryan, Jack Wylie  
Guests: Dianne Ashby, Jan Cook, Christa Lawhun

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Martha called the meeting to order at 12:04.

**Approval of Minutes**— Minutes for January 17 and February 7 were approved (Jac/Julie)

Martha welcomed Dianne Ashby, Vice President for University Advancement. Dr. Ashby has been at ISU about 14 years, as a teacher and administrator. She explained that University Advancement includes four kinds of operations: Alumni Services, Media & Marketing, Donors & Donations, and Operational functions (database, accounting, etc.) that support the other three areas.

Major goals for University Advancement include:

1. Improve the percentage of alumni that give to ISU. Only about 8% of alumni currently give annually. To move into the next tier, that needs to increase to 15%. University Advancement is working on getting more alumni involved with the institution.
  
2. Work on Relationships with faculty, staff. Dianne talks to faculty groups about the value of fundraising efforts, including the availability of scholarships to attract diverse student applicants. Relationship building includes celebrating milestones, like the upcoming 150<sup>th</sup> anniversary of ISU. Carol Struck has joined the University Advancement staff to coordinate the 150<sup>th</sup> celebration and use it as a visible outreach to alumni. 40% of ISU alumni live in Metropolitan Chicago.
  
3. Working with the ISU Foundation Board. The Foundation Board responsibilities include assisting with fundraising and fiduciary responsibility for investing money and safeguarding principle.
  
4. Redesign the database. The database structure needs to be changed in order to get the output needed.

Dr. Ashby requested ideas, comments, and questions.

Kevin asked if it would be helpful to bring members of the Foundation Board to meetings like CSC? This could help increase the connection between the Foundation and university members. Dianne suggested doing this with an agenda that might include scholarships, types of fundraising, etc.

Pat asked about student experiences that lead to alumni donors. What is different about the attitude toward the institution here and somewhere with more success in alumni donations? Factors mentioned in the discussion included campus culture, faculty/student relationships, access to administrators, and access to technology and resources. Dianne indicated that throughout campus we need to identify and call attention to elements that could be improved.

Jan Cook brought up the difficulty of staying connected with students from discontinued programs, such as the Counselor Education program.

Christa asked about the need for staff and faculty to be available and listen to our students as they encounter trouble getting courses that are needed and scheduling issues. Dianne indicated that General Education course requirements make it difficult for any of the majors to make curriculum changes and to stay current with changes. As Dean of College of Education, she encouraged changes to the Gen Ed requirements.

Tammy thought there might be value in a Faculty/Staff Orientation that included “training” on standard questions, along the Disney model.

Jac sees Academic Advisement as a vital area. Students need to have advisors who really understand the programs they advise, and provide consistent structure and advice to students.

Dave suggested that students need some way to be part of the university. Staff should be encouraged to interact with students, and show appreciation to them as customers. Fewer staff in nearly all departments means less time available for staff to spend with students. Dianne agreed that throughout the university, we give more thought to the role of all employees in reaching out to students. John shared an example of saying “Thank you” to students as customers who made a choice to be here.

Vicki’s position includes contact with students and parents every day. She feels that recruiters should start before admission to talk about college as being part of something, not just 4 years at school. We should encourage students to explore ideas and organizations as part of their college experience. College information events ought to include Foundation/University Advancement representative.

Dave suggested looking at Orange Crush at Illini basketball games as a model for potential spirit and fundraising ideas. Consider filling seats with “free” student tickets to raise interest. Encourage parents to include their children in activities related to “giving back.” Celebrate staff & faculty giving.

Tammy reminded the group that those who are first generation college students haven’t had models for alumni behaviors. The university should provide models for giving and philanthropy, such as celebrating events like the Katrina Relief fund drives.

Barb suggested creating a culture of giving early in the college experience, and raising student awareness of where money for scholarships, etc. comes from. Diane shared that the Telefund center is staffed by about 130 students over the course of a year. Students make cold calls to alumni. Last year, 60,000 calls resulted in about 1 million dollars. This year the goal is 80,000 calls to reconnect people to ISU. Student workers learn about the colleges and what’s going on throughout campus.

Dianne also explained that, in theory, \$25 for each ISU license plate goes into a fund for scholarships. The Secretary of State recovers their cost before distributing any funds. In recent years, they haven’t recovered cost, so there’s been no distribution to the Scholarship Fund. ISU’s benefit has been the spirit factor.

Kevin indicated that Student Foundation membership has grown from 3 to a couple dozen students. The current focus is to raise funds to endow a scholarship in memory of Olamide Adeyooye. (Olamide, an ISU senior expecting to graduate in December, 2005, was slain in October, 2005.) The Student Foundation would like to have the \$20,000 needed to endow the scholarship in time for ISU’s 150<sup>th</sup> celebration, and is about halfway.

#### **On-going—**

- Legislative Committee—Steve has 3 letters drafted. Background information (House Bill 5572 regarding Pension funding) and drafts of the letters were distributed. Steve will follow up with Council members by email, and requested comments by this Friday, Feb 24.
- Steve found out that if you turn in an empty printer cartridge at Office Depot, they’ll give you a free package of recycled paper.
- Annuitants Representative—Higher Education organizations are sponsoring a Lobby Day in Springfield March 15. ISU Annuitants are sending a couple of cars down. Reservations are needed by March 10.
- OpenLine—No report.
- Human Resources—No report.

#### **Other—**

- CSC Scholarship Raffle is coming up. We need to have tickets available the Awards ceremony.
- Cubs game trip: Haven’t received confirmation of the date yet.

**Reminders—**

- Deadline for next 2 OpenLines —Mar 7, April 4

**Web Sites—**

- State Universities Civil Service System: <http://www.sucss.state.il.us>
- SUCSS Classification Status Notices: <http://www.sucss.state.il.us/cpm.asp>
- Annuitants: <http://www.annuitants.ilstu.edu>
- Civil Service Council: <http://www.cscouncil.ilstu.edu>
- A/P Council: <http://www.apcouncil.ilstu.edu>
- Academic Senate: <http://www.academicssenate.ilstu.edu>
- Human Resources: <http://www.hr.ilstu.edu>

**Adjournment**

The meeting was adjourned at 1:02 p.m. (Julie/Jac)

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The next regular Civil Service Council meeting will be held Tuesday, March 7, at Noon in the Bone Student Center Spotlight Room