



IA INSIGHTS

OUR MISSION STATEMENT

To advance public understanding, build and strengthen lifelong relationships and enhance philanthropy in support of Southern Illinois University.

Automated Calling System Goes 'Live' on August 23, 2004 (see story page 5)

- We're already realizing cost savings.
- The system will help us raise more money.
- Annual Giving has gained a number of management tools.

Unit

Highlights:

From the South Wing [VC's Office]	1
Advancement Services	1
Constituent Relations and Special Events	2
SIU Alumni Association/ Alumni Services	2
SIU Foundation/ Fund Raising	3

INSIGHTS on Staff 6

Information on INSIGHTS 6

From the South Wing . . .

Rickey N. McCurry

Welcome to the first edition of *IA Insights*, the division-wide newsletter. We owe a great deal of gratitude to Nancy Vallino for her efforts in taking a suggestion generated by you and transforming it into this product. With each issue, you will find information which will provide insights on the activities, programs, events and people of our division.

Southern at 150: Building Excellence through Commitment outlines many goals and aspirations for our institution. At the core of all of these goals is the need to strive for and celebrate excellence. As a division, we have much

to be proud of and much to celebrate. Here are some recent examples:

- The Alumni tailgates are so popular that alumni from all over the country are stopping in for a visit. Recently, renowned master wildlife photographer, Tom Ulrich, of Montana popped in to enjoy pre-game festivities.
- Several large gifts have been received this fiscal year, including an anonymous \$200,000 gift, a \$500,000 multi-year pledge, and a \$250,000 gift-in-kind of equipment.
- Staff recently discovered the president of the world's largest independent manufacturer

of water and fuel pumps is an SIU alumnus.

▪ A staff member from our division was selected to serve on one of the Chancellor's Agility and Efficiency Task Forces.

▪ We witnessed the work of every area of the division when ground was broken for the new academic and training center addition to Lingle Hall.

These are just a few of samples of the wonderful work of our staff. Let us continue to strive for excellence. Let us also take this opportunity to recognize and celebrate achievements!

Advancement Services

The important message coming out of Advancement Services this issue is:

GET WELL BETH!

Constituent Relations and Special Events

Cindy Miller

Plan Your Work
Then Work Your Plan

“We would not be able to effectively manage without this basic principle.”

Cindy Miller
Deputy Director
CRSE

Constituent Relations and Special Events is involved in a variety of activities relative to the advancement process. We provide venues and programs for acknowledgment, cultivation, stewardship and recognition.

Planning an event is an integral part of our daily activities. CRSE has developed an event checklist that can be utilized to accommodate almost any type of event possible. Considering the planning segment is almost as important as the event itself, I am constantly reminded of the concept of “*Plan Your Work Then Work Your Plan.*” We would not be

able to effectively manage without this basic principle.

How do we measure when an event has been successful? Very simply, it is successful when the event fits our overall institutional goals; serves as a showcase for Southern Illinois University Carbondale; provides an awareness of and gives recognition to our volunteer leadership; and lays some groundwork for future advancement activities—whether that’s a future gift or volunteer support. We can deem the event a winner when the guests leave feeling impressed, motivated, informed, happy, and as I have stated

before—special. In order to achieve this success, you must: 1) know your purpose of the event; 2) understand the audience; 3) select a theme that makes the event stand out; and 4) be organized.

In conclusion, quoting from a handout distributed at a recent conference, “Donors may forget what you say, donors may forget what you did, but donors will NEVER forget how you made them feel!”

Is there another saying, “Chocolate does a body good—or was that milk?” I prefer to think it’s chocolate.

SIU Alumni Association/Alumni Services

SIU Alumni Member Tailgates Drawing Large Crowds

Greg Scott



The SIU Alumni Association has introduced a new member benefit in conjunction with this year’s football season. In addition to organizing its traditional pregame Homecoming “Big Tent” Celebration for alumni and friends of the University, the Alumni Association is hosting members-only tailgates prior to all other Saluki home games.

Members gather under the alumni tailgate tent, located on Saluki Row, north of the SIU Arena.

Attendees enjoy complimentary food, beverages and music beginning three hours prior to game time. Through three home football games (excluding Homecoming), 1,375 alumni members have attended the tailgates. The largest turnout occurred on SIU Alumni Member Appreciation day, September 18, as 700 members attended. Also, 80 new members have joined the Alumni Association as a result of this new benefit.

“Obviously, we are pleased with the response and anticipate even greater participation with the emergence of our top-ranked football program,” says Michelle Suarez, director of member services. “This enhances our member benefits package, encouraging current members to maintain their relationship with our organization. In addition, we’re recruiting new members who perceive value in joining the Alumni Association.”

(continued p3)

SIU Alumni Member Tailgates Drawing Large Crowds (continued)

The Association will host a final tailgate at Southern's remaining home game to be played on November 13. Non-members interested in attending the gatherings can join online (<http://sialumni.com>) or at the event. Membership is open to alumni, students and friends of the University.

Individual annual dues are \$40, life memberships are \$500 and installment life plans are available. Joint annual dues for couples are \$60, life memberships

\$600, and installment life plans are available. Current and graduating SIUC students can join the association for a special rate of \$15.

Alumni members are entitled to many benefits. In addition to a subscription to alumni publications, they receive discounts on SIU apparel, meals at several local and regional restaurants, hotels and car rentals.

"Our members provide support for our many

alumni programs on and off campus. Therefore, we strive to enhance the value of their investment in our organization," says Ed Buerger, executive director. "These tailgates serve as a means of bringing our alumni, students and friends together in support of the association and SIU football."

For more information, call the SIU Alumni Association at 618/453-2408 or visit <http://sialumni.com>.

"These tailgates serve as a means of bringing our alumni, students and friends together in support of the association and SIU football."

*Ed Buerger
Assoc. VC/
Exec. Dir., Alumni Assn.*

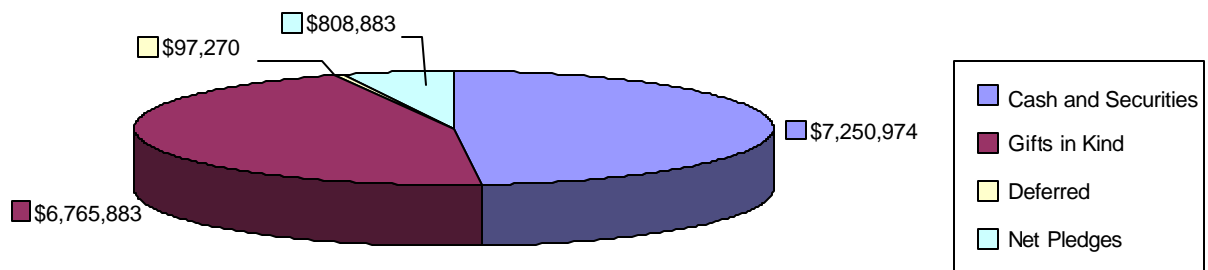
SIU Foundation/Fund Raising

Fiscal Year 2004 SIU Foundation Growth

Libby Banycky

Fiscal Year 2004 was a great year for the SIU Foundation. All major areas had strong growth. Contributions directly to the Foundation increased by 25% for a total of \$14,923,010.

FY04 Foundation Contributions

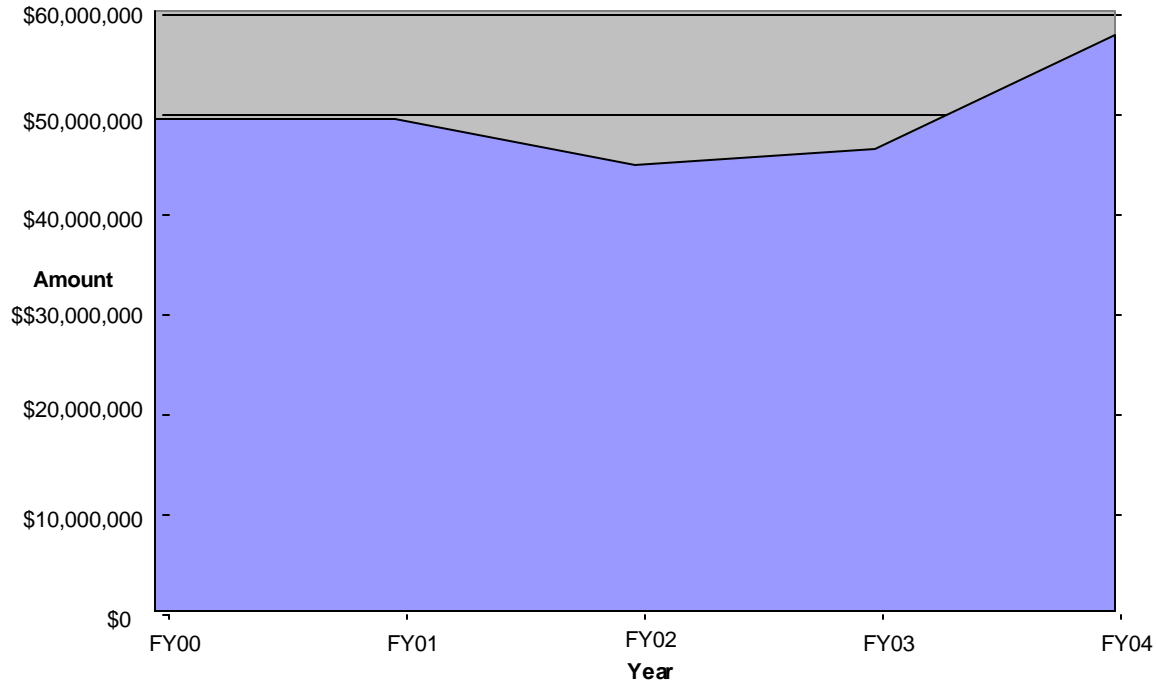


Also during FY04, the Foundation received numerous large gifts resulting from years of hard work from our development officers. While a number of colleges increased their fund raising numbers, five colleges realized increases greater than 50% over the prior year. Congratulations (in order of percent of increase) to the colleges of: Applied Sciences and Arts, Mass Communication & Media Arts, Education, School of Law, and School of Medicine!

Fiscal Year 2004 SIU Foundation Growth (continued)

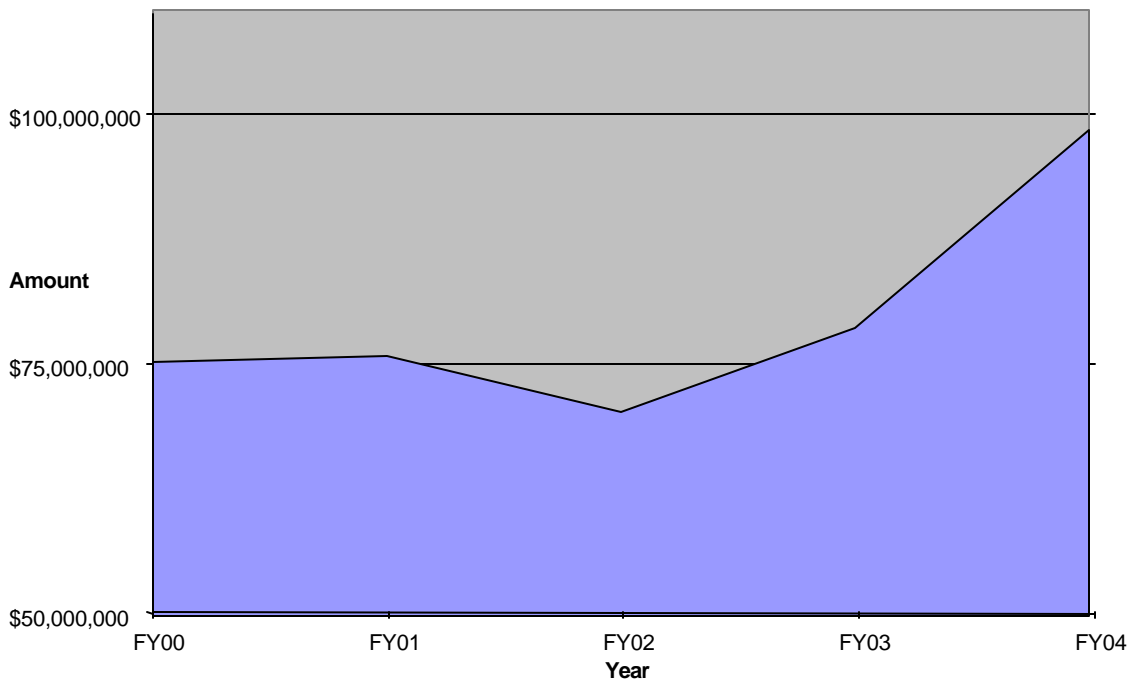
Due to strong equity markets and contributions to endowments, the market value of endowments increased 24% to \$56,347,909.

Endowment Market Value



Finally, the Foundation experienced a 25% growth in Total Assets. At the end of June, the Foundation had total assets in the amount of \$98,699,258.

Total Assets



Automated Calling System Goes "Live" on August 23, 2004

Kevin Lister

Ring, ring, ring....

"Hello, I'm a student at SIU. How are you this evening?" This simple introduction, repeated thousands of times each evening brought in over \$750,000 to the Foundation for FY04. This record year was the result of the natural evolution of the telefund program. During the past ten years the telefund has evolved from a faculty/staff volunteer project (a popular method in the 60's and 70's) to a student centered manual system (popular in the 80's and early 90's). The telefund has now taken the next step by automating the calling process.

The automation process began with a presentation by Kevin Lister to the SIU Foundation Board Development Committee. The committee enthusiastically endorsed the project and encouraged the Foundation staff to direct efforts toward implementing an automated telefund system. Kevin Lister, David Schwartz, Dawn Moake and Libby Banycky packed their bags for Oregon to visit three automated sites. Programming, data entry, account and fund raising issues were explored during that trip to the Great Northwest. The four returned to campus and agreed that automating the telefund

process made a lot of sense, RuffaloCODY had the best product to meet our needs, and, lastly, people in Portland are really strange.

The SIU Foundation Board formally approved the Automated Calling System in the fall of 2003. David Schwartz was given the assignment of 'group leader.' This effort soon took on a life of its own. The planning process was as complicated as any major battle plan. The Pyramid Room in the basement of the Student Center was completely renovated with new electrical wiring, the running of phone lines and network cables, and the installation of new furniture and air conditioners. JJ Simpson was charged with ordering computers, installing the stations and setting up the network. Financial Services/Accounting was given the task of setting up funds and codes for the system, figuring out how to record pledges and offering advice on how to bill units for using the system. Data Entry was charged with establishing methods to export the data from the RuffaloCODY system into ADAM. Programming was given the task of making the system work. Last, but certainly not least, Annual Giving was charged with implementing the system and preparing student callers for automation.

History was made on August 16th. Two student supervisors logged onto the new system and spent the next two hours making calls. This live test helped prepare us for an automated fall telefund campaign. Years of planning and countless hours were invested into getting this project off the ground. The fall telefund began on August 23rd, and the RuffaloCODY system has been used five nights each week since.

Was our investment of time and money a wise decision? The answer is a definite "YES." The system will soon pay for itself. Substantial cost savings have already been realized. Thousands of dollars have been saved since pledge cards are no longer needed for alumni on record. In addition, automation gives us the opportunity to reduce the student wage expense by 8-9 hours per calling session. This will mean an additional savings of \$4,000-\$5,000 this fall. As the rate of pay for student employees rises, this savings will become even more important.

The automated system does more than save costs. It will also help us raise more money. The RuffaloCODY system provides a number of management tools that lead to better decision (see ACS goes 'Live' p6)

Was our investment of time and money [into an automated system] a wise decision? The answer is a definite "YES."

*Kevin Lister
Director
Annual Giving*

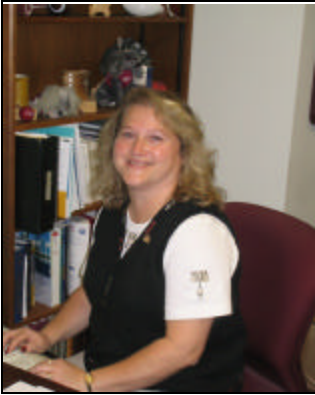


-Not an actual student caller-

INSIGHTS on Staff

Meet Tina Shingleton of the Alumni Association

Tina Shingleton/Nancy Vallino



Tina Shingleton is a receptionist for the Alumni Association. Her friendly voice is the one you hear when you call that office and the smiling face you see when you visit. She assists Nadine Lucas and also anyone else in their office when needed. You might find her removing a paper jam for someone in their copy room, stuffing membership materials, ordering supplies, taking event reservations, helping Greg Scott with alumni appreciation events, keeping track of their new Alumni Online Community website, or performing a multitude of other jobs.

After graduating from high school Tina worked for an insurance company twenty-three years. She has been working on campus in the Alumni Association office for six years. She grew up in Makanda and still lives there. She has one brother who is younger than she. She is married to Bruce Shingleton, and their "live at home kids" are four cats and two dogs.

Tina likes to read and travel. She has vacationed in Hawaii, Las Vegas, Jamaica, Bahamas, and Alaska. Since her husband does

not like to travel (he is into tools and tractors), her traveling partner has been her mother. They've had some really fun times and seen a lot of great things.

Tina's hobby is decorating cakes. The majority of her baking is done for family, but occasionally she takes requests from others for birthdays, graduations, weddings, showers, etc. Her reputation for baking "Tina cakes" preceded her to Colyer Hall.

Tina really likes her job and the people with whom she works. She intends to be around for quite awhile, and we're all glad about that!

ACS Goes 'Live' (cont. from p5)

making. Calling pool Management is now controlled by accurate and timely numbers. This is a major improvement over the eye balling method used with pledge cards. In addition, automation has led to huge gains in calling efficiency. The number of calls placed with a manual system was normally maxed out at 3,000. Automation is

making it possible for 4,000-5,000 calls per night. All else being equal, the more calls placed, the more money raised.

Automating the telefund process has brought the department of Annual Giving into the 21st Century. In addition, it affects every department in Institutional

Advancement. Data entry is streamlined, record keeping is simplified, and programming demands are reduced. The Alumni Association and Special Events will also benefit from the automated calling features. This project has been a true team effort, and it would not have been possible without everyone's extraordinary effort and dedication.

Information on INSIGHTS

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Ways you can contribute to
IA INSIGHTS:

✓ Submit articles, anecdotal stories, poetry, humor, ideas for articles, or an autobiography

✓ Create an IA comic character (i.e., Sug Bode, Gus' female counterpart) to add satire or humor to future issues

✓ Volunteer your digital camera and photo services

We reserve the right to edit or censor all submissions.