



IA INSIGHTS

You, the Relay, and SIU: A Cycle of Serving (see story page 5)

- Each of us participates in a grand cycle of serving.
- Relay for Life gives us another opportunity to serve others.
- Since 1999 SIU has received \$1 million in research from ACS.

Unit

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OUR MISSION STATEMENT

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

From the South Wing . .

Rickey N. McCurry

Southern at 150: Building Excellence through Commitment has become a familiar phrase for all of us. Even if you have not read the document itself, most recognize it as the long range plan for the University to become one of the nation's top 75 public research institutions. As part of this plan, there are ten major commitments. Those commitments are:

- Seek and celebrate faculty excellence
- Lead in research, scholarly and creative activities
- Offer progressive graduate education
- Promote excellence in undergraduate academics
- Engage the whole student
- Provide assertive and deliberative leadership
- Enhance our library and knowledge resources

- Serve others
- Enrich our campus
- Cultivate resources

As a member of this University community and as vice chancellor for this division, I would like to suggest a set of personal commitments that will allow each one of us to do our part to make attaining the goal of **Southern at 150** a reality. The commitments I am suggesting are:

- Commitment to customer service
- Commitment to teamwork
- Commitment to quality work
- Commitment to respect for others
- Commitment to the celebration of diversity
- Commitment to positive thought
- Commitment to continuous improvement

- Commitment to total effort
- Commitment to personal integrity
- Commitment to the principle of excellence

While my ten commitments may not exactly mirror your choices, I challenge you to create your own list by asking yourself, "What can I personally do to insure we reach the goal of becoming a top 75 public research institution?"

Over the course of the next few newsletters, I will take the opportunity to further discuss each of these commitments. As you develop your own list, I invite you to share them with all of us in the Division by submitting an article for the newsletter.

Advancement Services

How Can We Help You?

Beth L. Mohlenbrock

"I thought it might be useful to provide a 'mini-refresher' course and answer some 'FAQ's' ..."

Beth Mohlenbrock
Executive Director
Advancement Services

I thought it might be useful to provide a "mini-refresher" course and answer some "frequently asked questions" that regularly come to Advancement Services:

1. I see information on an alumnus in ADAM that I know is inaccurate. Whom do I contact to make those changes in the database?

In ADAM Online - <https://www.instadv.siu.edu/webwiz/wwiz.asp?wwizmstr=S69.WEBWIZ.LOG1>, simply click on the "I Have an Update" link and submit the new information. It's always helpful to provide as much detail as you have and let us know your source. We will research the change and make the update.

2. Who do I call if I'm having "computer problems" (won't print, won't start up, can't log into network, have a virus, forgot password, etc.)?

Contact JJ Simpson (453-4926). JJ is frequently out and about, but Gina Raney covers JJ's phone in his absence. Gina will always know how to reach JJ when the need is urgent.

JJ does not provide support for specific applications (i.e. WordPerfect, Lotus, etc.). Because each department heavily uses WordPerfect, external training was provided for it. Each

department within Institutional Advancement has at least one individual on staff who completed this training. Additionally, Morris Library provides free, ongoing training for a variety of software tools through their Academic Technology Center - http://www.lib.siu.edu/cgi-bin/atc_seminars/listsems. And finally, Rose Cavallari (453-4921) recently obtained a new "Using WordPerfect 10.0" manual and is willing to share this book.

3. How do I go about making a request for information (mailing list, merge file, report) and how long will I need to wait for the request to be completed?

Submit your request through our online request form- http://www.siu.org/prodsiu/InformationRequest/siuf_inforeq.asp

You should plan for production requests (those are the simple data extraction requests - for example, pull all Science alumni within 100 miles of Carbondale for an invitation) to take four business days to be completed. Many are completed much sooner than this, but don't plan on it.....that depends upon the requests workload on any given day.

For more complicated

projects, contact David Schwartz (453-4925). David can help you define your needs and estimate the programming time required. These projects then get prioritized by the executive staff.

Requests for research at any level may be made by calling or e-mailing anyone in the Research department. Research is available at several levels including: full profile, prospect summary, potential project funding sources search, and region trip prep. When in doubt as to what level of research is required to fulfill your need, please talk with Twyla who will assist you in making that determination. Time frames for making requests will be determined by the level of research needed and other existing requests.

Many times, a request is satisfied by a combination of expertise from our programming area and our research area. You do not need to be concerned about which area to contact. We'll sort that out.

Contact information:

Twyla Adkisson-Peak	453-4917
Jeff Agne	453-4910
Al Pharo	453-4908
Annie Davis Weber	453-4930

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How Can We Help You? (continued)

4. I don't understand the Honor Roll of Donors' listing. I know of major donors who are not listed in the cumulative clubs.

Only those donors whose total giving reached a milestone level during the current fiscal year are listed. This change was made three years ago to present a clearer picture of the fundraising activity of the current fiscal year.

Every attempt is made to ensure accuracy in the reporting of donors in this publication. If you feel that you have discovered an error, please contact either Beth Mohlenbrock (453-4915) or Twyla Adkisson-Peak (453-4917). We will correct the error.

5. What kinds of software can I use for my e-mail?

There are two kinds of e-mail that we use in Institutional Advancement. GroupWise is the primary means of communicating within the division. Some staff members also have SIU e-mail addresses. If you want to have both kinds of e-mail addresses, you can still check your mail in one place. We can request that Information Technology forward your SIU e-mail to your GroupWise account. If you choose to keep them separate, we will load the Eudora software on your computer. SIU's Information Technology (<http://www.infotech.siu.edu/csc/index.html>) can assist you with any future questions/problems with your SIU e-mail account.

Did you know that you can access your GroupWise account from any computer with internet access? To do this, open Internet Explorer and go to <http://131.230.188.219/>. You will be prompted for your user name and password. Remember, we have a comprehensive ADAM procedures website located at: <http://131.230.188.235/datatel/main/index.html>. You can use this resource to answer just about any ADAM question you should have.

If you have other questions related to Advancement Services, please let me know. It's often the case that others have similar questions and could also benefit from the answers.

Constituent Relations and Special Events

Cindy Miller

Spring is everywhere at Constituent Relations and Special Events. As with every unit on campus, spring is a busy, exciting season; and especially for those in event planning. Here are just a couple of highlights:

March 3, 2005 - The Chase Park Plaza, Zodiac Room in St. Louis, Missouri, was the setting for an event hosted by Chancellor Wendler and the SIU Foundation for alumni, prospects and donors in the St. Louis area.

We had a turnout of around 125 individuals and Chancellor Wendler, along with Foundation Board President Mike Carr, provided the remarks. It was a well-received, relaxing evening.

April 21, 2005 - The Excellence Through Commitment Awards program hosted by Chancellor Wendler provided recognition for outstanding service to 29 faculty, staff, and students. In addition to a monetary

award and a certificate, the recipients received an engraved SIUC wristwatch sponsored by the SIU Alumni Association.

In addition, we had the privilege of being a part of the selection process for the Celine Chu Memorial Scholarship, the Emeritus and Annuitants Association Scholarships, and the Lindell W. Sturgis Award.

At the completion of this fiscal year, the Office of Constituent Relations and
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Donor event at the Zodiac Room, Chase Park Plaza, St. Louis, MO

Constituent Relations and Special Events (continued)

Special Events will have been part of at least 60 events on this campus either hosted or sponsored in part by the Office of the Chancellor and/or the Office of Institutional

Advancement. Often our stewardship activities and efforts are not as visible as our physical presence at these events; but certainly nonetheless important.

Quote for the day from one of our distinguished benefactors with whom I had the pleasure of spending time: "Good things happen when preparation meets opportunity."

Development

Jeff Lorber



SIU FOUNDATION

COMING NEXT ISSUE!!

Financial Services

Accounting/Financial Services Restructure, April, 2005

Libby Banycky & Bryan Vagner

Due to the many changes in the Institutionally Related Foundation environment such as Sarbanes Oxley and the recent court cases about foundation records and proprietary information, the SIU Foundation has restructured the Financial Services Area. Financial Services now has two areas. Accounting Services is managed by Bryan Vagner. As Managing Director of the SIU Foundation, he is responsible for the day to day fiscal operations. The second area, Financial Services and Fiduciary Management, will be managed by Libby Banycky. As Treasurer of the SIU Foundation, Libby is responsible for the assets and fiduciary affairs of the Foundation. Listed below for your reference is a staff guide.

Due to the many changes in the Institutionally Related Foundation environment such as Sarbanes Oxley and the recent court cases about foundation records and proprietary information, the SIU Foundation has restructured the Financial Services Area.

ACCOUNTING SERVICES

Gift Accounting

- Processing of revenue, including:
 - Pre-coding/solicitation approval
 - Campaign codes
 - Payroll deductions
 - Electronic funds transfer
 - Coding information
 - Matching gifts

Marla Fuller 453-4935,
Kimberly Hawk 453-4940
or Deirdre Stokes 453-8376

Accounts Payable

- Procuring and processing of payments, including:
 - Travel and professional training
 - Entertainment form
 - Purchase requisition
 - Student payroll
 - Prepare and enter journal entries
 - Scholarship processing

Nancy Ralls 453-4920 or
Dan Richardson 453-4643

Managing Director

- Human resources
 - Budget
 - Contracts
 - Building and facilities upgrades and maintenance
 - Furniture and equipment
- Bryan Vagner 453-4913**
or Barb Bogard 453-4914

FINANCIAL SVCS. & FIDUCIARY MGMT.

Budget Ofcr. Stewardship

- Budget officer training
 - Budget officer inquiries
 - Maintenance budget officer authority
- Georgette Eden 453-4905**

Reporting and Analysis

- Financial statements
 - Monthly analysis
 - Campaign
 - Contribution analysis
 - Donor analysis
- Trista Halliday 453-4943**

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Accounting/Financial Services Restructure (continued)

General Financial Svcs. & Fiduciary Mgmt.

- Investments and endowment management
- Cash management
- Tax research
- Tax preparation
- Investment and Audit Committees
- MOA and Administrative Provision assistance
- Audit
- System maintenance
 - New unit & designation
 - Fund files
 - Reconciliation
 - Posters
 - Budget Officer web site
- Maintenance of policies & procedures
- Compliance
- Insurance
- Stewardship of assets
- Inventory
- Estate and trust administration
- 6% Supplement Fee

Libby Banycky 453-4918,
Cindy Ciganovich 453-4922,
or Rose Cavallari 453-4921

Alumni Services

SIU Alumni Association Co-Sponsors Workshop

Tuesday Ashner

The Student Alumni Council (SAC) and the SIU Alumni Association recently co-sponsored a workshop, "Everything I Wish I Knew Before I Started Working," for SIU students. Brad Karsh, CEO of JobBound (www.jobbound.com), was invited to campus to provide a professional development experience for students transitioning to the workforce from college.

Topics discussed included business etiquette, behavior styles, time management, diversity in the workplace, taking initiative, communication styles, teamwork and goal setting. Evidence that the program was a winner can be found in some of the students' remarks:

"This is a great workshop. I had no idea it would be this fun, but it was, great job!"

"I really enjoyed this experience!"

"I would recommend this course—best I've been to."

"The workshop was great. I wouldn't change a thing. The four hours flew by."

"The workshop was very helpful, gave really good tips."



Mr. Brad Karsh, CEO, JobBound, speaks to SIU students about their college experience.

You, the Relay and SIU:

A Cycle of Serving

Dan Richardson

Sometimes both runners and walkers make up a relay. Your service on the job in Institutional Advancement relays benefits to others. As we faithfully do our unique tasks, our combined efforts help take SIU to a new level of success. In turn, SIU educators serve students by advancing them into

graduates of study. SIU graduates go on with a mission to serve others in business, education or public service. In small and in large ways, each of us participates in a grand cycle of serving.

The opportunity to serve others broadens with SIU's unique sponsorship of the

American Cancer Society's (ACS) Relay for Life (RFL). Through RFL, we are given another opportunity to serve others by advancing research in the fight against cancer.

It is interesting to note that the ACS not only relies on SIU for its RFL effort, but it (continued P6)



In 2003, there were 9.5 million cancer survivors in the United States. Our Institutional Advancers relay team is striving to increase that number!

You, the Relay and SIU... (continued)

relies on SIU's expert research as well. Many of you may be unaware that since 1999, SIU has received \$1 million in research support funds from the American Cancer Society. Some of the funds have gone into research to help adults quit smoking. This research is led by Margaret Stockdale, Ph.D. Dr. Stockdale's program received a 3-year grant of \$249,694. Another researcher from the

Department of Chemistry and Biochemistry, Dr. Yong Gao, received \$86,733 to support research in drug delivery and bio-imaging.

ACS understands that research holds the key to curing cancer. SIU understands research, and Institutional Advancement understands giving. Supporting Relay for Life helps further research like that of our own Dr. Stockdale and Dr. Goa. In

the past, ACS, through the support of many, has helped fund research leading to great accomplishments such as the PAP test for detection of cervical cancer and the prostate antigen test (PSA) for prostate cancer. So whether you are a relay team member or one who has supported a team member, know that this relay begins with you, transcends beyond you and cycles back to SIU.

INSIGHTS on Staff

Meet Dr. Mike Murray, Director of Corporate Relations

Mike Murray



Dr. Mike Murray
Director of Corporate Relations

Mike Murray is Director of Corporate Relations for the SIU Foundation. His job puts him in contact with many of SIU's corporate partners such as Boeing, State Farm, Verizon, Aisin, Nortel, Ameren, and Peabody Coal, just to name a few. He is also on the board of trustees for the George A. Bates Memorial Foundation which distributes over \$350,000 annually to not-for-profit organizations.

Mike has been associated with SIU since June of 1980. During his tenure he has been a grad student, researcher, assistant director of Career Services, CDO for the College of Engineering, and now Director of Corporate Relations. While the CDO for Engineering, Mike was

part of the college's successful \$1 million capital campaign, "Engineering the Future." A total of \$1,540,000 was donated or pledged.

In another life, during the 1970's, Mike was in the Army (ours), a traveling salesman, a school teacher (grades 5 through 8), a karate instructor, a care taker on an eccentric multimillionaire's estate (that's another story), and a subcontractor. He claims it was a combination of a severe recession (interest rates were 18%) and the blizzards of 1979 and 1980 that persuaded him to pack up the family and head to Saluki Country.

Mike was born in St. Louis but raised in Memphis (lived two blocks from Elvis). He

earned a BA in History from Saint Louis University and his MS and PhD here at SIU. Mike's wife, Susan, holds two SIU degrees and daughter Sarah one. That's five SIU diplomas!

Susan and Mike have been married "a mere" 35 years. They call it "the endurance test." They met in 1968 while students at Saint Louis University. Mike and Susan have three children, Meghan (34), Matthew (32), and Sarah (27). They also have been blessed with two granddaughters, Kristen and Ariel Rose. Grandson Drew arrived on February 23.

For fun Mike likes to play a little golf and basketball with "the guys" (he has X-rays to prove it), tries to keep up
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Meet Dr. Mike Murray (continued)

with the granddaughters, and attacks the endless list of chores to do around the house and the five acres on

which he and Susan live south of Carbondale.

Mike enjoys his work and

truly loves the university. "I've been associated with SIU for nearly 25 years. That's nearly half my life!"

...And More News from Central Development Staff

It is with pleasure that we announce the graduation of Institutional Advancement staff member, Marilyn Owens. Marilyn was awarded a Bachelor of

Science degree in Management (with a major in Management Information Systems) at the December College of Business commencement ceremony.

If you do not happen to know Marilyn, she assists central development officers Mike Murray (above), Carolyn Snyder, and Yvonne Spencer.



Proud grad, Marilyn Owens



POWER TOOLS

for the Workplace

Nancy Vallino

Visualize three bricklayers on a construction site being asked what they do for a living. Bricklayer number one replies, "I lay bricks. What do you think I'm doing here, brain surgery?" Definitely less gritty, bricklayer number two replies, "I lay bricks so that I can support my family." Bricklayer number three replies to the same question, "I lay bricks not only to support my family, but to also build this magnificent civic center where years, perhaps even a century in the future, important meetings, social events and celebrations will take place."

Which bricklayer do you suppose receives more satisfaction and fulfillment from his work? The correct answer is the worker who sees the greater good in

what he does. It is a known fact that, in general, teachers, nurses and social workers are the most content workers in America because they are fulfilling core values*. Conversely, a Centers for Disease Control (CDC) study resulted in their learning that more people die at 9:00 a.m. on Monday mornings than at any other time of the week. We're left to ask ourselves, "Do I want feelings of contentment or of anxiety as I contemplate the work week?"

Throughout our entire working life, one tool we should grasp firmly is to always search for the greater good in what we do. Whether one enters data, answers phones, or plans and oversees alumni events, we should look beyond the mundane. More

specifically, we need to find a connection between Institutional Advancement and one or more of our core values (i.e., help others, esteem higher education, seek personal growth). We should continually reinforce this connection as we carry out our daily tasks. Using this self-help tool effectively can make a huge difference in the quality of time we spend in the workplace. Try it!

Heavy duty POWER TOOL for IA supervisors: John Blumberg of Keynote Concepts, Inc. states in his *Finding Meaning in the Workplace* presentation: "An examination of companies that have high turnover will reveal a workforce where individuals have lost sight of the meaning of their contributions." Perhaps if
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We need to find a connection between Institutional Advancement and one or more of our core values.

POWER TOOLS (Continued)

we share with new staff members the concept of finding the greater good in what we do, we can achieve greater job satisfaction in the workplace.

Creating an environment with purpose via our training processes might then also lead to increased productivity, reduced absences and, as

Mr. Blumberg suggests, less turnover.

*Look for more on core values in the next issue of *IA Insights*.

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.

The SIU Alumni Association and the SIU Foundation are separate 501(c)(3) entities operating under the umbrella of the Division of Institutional Advancement.
