



IA INSIGHTS

OUR MISSION STATEMENT

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

THIS ISSUE'S SPECIAL MINI -FEATURE:

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From the South Wing . . .

Rickey N. McCurry



"Good, better, best; never let it rest till your good is better and your better is best." *Anonymous*

November the 4th is rapidly approaching. This date will hold major significance for us as a division and for Southern Illinois University Carbondale as a whole. On this date, we will formally announce the first major comprehensive fundraising campaign in the history of the University. When this announcement is made, it will be made because each one of you in your own way has done both the little and big things needed to make it possible. Congratulations on a job well done!

Last year, during our division-wide meeting I talked about the role each of you plays in a campaign effort. From the data processor to the development officer, from the researcher to the programmer, from the

receptionist to the membership coordinator, every one of you contributed to getting us to this point. You may remember I shared a quote at that time from Leland Kaiser which said, "Collectively, we can do what no person can do singly."

Now that we have collectively arrived here at the eve of the kickoffwhat's next?

The answer is simple. "Good, better, best; never let it rest till your good is better and your better is best." No matter how good we are or how successful we have been we must continue to strive to be better. We must not be content. We have to continue to provide good service to all of our constituents. We have to continue to offer first rate alumni programming. We have to continue to raise

more dollars and get new memberships. We must continue to generate timely acknowledgements and accurate biographical updates. We must work harder. We must work smarter. We must work together. In short, we must strive for excellence in all we do.

"Good, better, best; never let it rest till your good is better and your better is best."

Advancement Services

David Schwartz

The Information Systems area of Advancement Services produces a wide variety of information for Institutional Advancement and campus. I've had questions on how we manage these requests and thought I would use this edition's column to clarify.

We categorize information requests into two areas: "Production" - these are the routine requests that we offer a maximum of a 5-day turnaround. The tool sets we use to satisfy these are well developed and have been tested and used for several years. Standard reports and extracts are developed so users receive a final product that is always produced in a systematic fashion with all of the appropriate checks and balances in place to ensure the information is accurate. In the first two months of our current fiscal year, we have completed 90 of these types of requests.

We call our second area of requests "Development" - meaning the project will take significant programming work and/or development. These requests get prioritized by the Executive Staff of

Institutional Advancement approximately every six months. Please try to determine every aspect on the front end. Based upon your input, we make an estimation on the amount of programming time required to fulfill your request. It's very common for project requirements to change mid-stream. This substantially impacts the amount of time required for completion and delays progress on other requests.

Why Do We Ask So Many Questions at the Onset?

The right questions can greatly reduce the efforts required to fulfill your request and can get you what you need much quicker. We need to know what information you want and how you intend to use the information. Several years ago, we implemented the online report request form to help you formulate your requests in a more structured format. This provides everyone with a better basis as a starting point. Don't hesitate to call anyone on our programming staff (David, Dan, Dawn, Bev or Laurie) for help in defining your request.

Mailing Lists are Best Served Fresh...

If mailing lists are reused, the changes that have been made to our database records (returned mail, directives from donors/alumni, divorces, deaths) are ignored. Additionally, extra money is spent on wasted postage (mailing to an old address, re-paying USPS for the same address update that we just processed).

To underscore the magnitude of biographical changes, consider that in any given year we make approximately 180,000 biographical updates to records. That is an average of just under 700 updates to records each day.

Perhaps the best reason to use fresh mailing lists is the donors and alumni themselves. People become frustrated by having to inform SIU more than once that their address has changed or that a relative is deceased. High quality data and quick responses to requests are vital in maintaining good relationships with SIU's donors and alumni.

"Mailing lists are best served fresh..."

David Schwartz
Director
Information Systems
Advancement Services

Alumni Services

Another Successful Homecoming!

Tuesday Ashner

SIU's Homecoming Weekend (September 30 - October 1), was highlighted by traditional festivities hosted by the SIU Alumni Association. Our activities commenced on Friday, as the Class of 1955 was inducted into the prestigious Half Century Club in recognition of their 50-year class reunion. Also five alumni - Wade Horn, Walter Rodgers, R. John Reynolds, David Lee Murphy, and H.S. Muralidhara - were honored as this year's recipients of the SIU Distinguished Alumni Award. Their photos and biographical sketches were unveiled on the SIU

Distinguished Alumni Wall of Fame in the SIU Recreation Center. Association-sponsored festivities culminated on Saturday with the traditional Homecoming Celebration, hosted under the Alumni "Big Tent," east of McAndrew Stadium. Over 4,000 alumni, students, friends, University staff, and southern Illinois community members exhibited their Saluki Spirit at this 21st annual extravaganza, prior to the Saluki football game against Missouri State University. Everyone enjoyed a performance by the Marching Salukis, visiting with Chancellor

Walter Wendler, along with SIU college deans and personnel, giveaways, a live deejay and, of course, a complimentary meal and beverages. SIU Distinguished Alumni David Lee Murphy and Walter Rodgers joined in on the fun. And, Saluki Football Coach Jerry Kill took time out of his busy schedule to greet our guests. O.K., I guess the Saluki overtime victory over Missouri State was the real highlight, but the tailgate was quite fun. Oh yeah, Coach Kill has visited our "Big Tent" every year of his tenure as head coach, and he hasn't lost a Homecoming game yet!



Student Alumni Council (SAC) Homecoming float titled *Wizard of SAC* -- an obvious spin-off of the Wizard of Oz-- and very much in keeping with this year's Homecoming theme, "Southern Goes Hollywood." The SAC float won 2nd place in the small category.

Pulliam Memorial Scholarship Recipients Recognized at Homecoming Luncheon

Greg Scott

Four recipients of this year's Roscoe Pulliam Memorial Scholarship -- Ryan Anne Cheperka of **Carbondale**, Djamilatou Saidou Hangadumbo of **Niger, West Africa**, Cecilia Mayberry of **Carbondale**, and Fahrhan K.J. Robb of **Pinckneyville** -- were honored at a luncheon hosted by the SIU Foundation and SIU Alumni Association board of directors Homecoming Weekend.

Each recipient and their families were recognized at the September 30 luncheon. The Roscoe Pulliam

Scholarship Fund awards four scholarships valued at \$1,000 each. Recipients must be closely related to an SIUC alumnus or alumna who is a current member of the SIU Alumni Association.

Cheperka is a senior majoring in psychology with a minor in mathematics at Southern. A two-time recipient of the Pulliam Scholarship, Cheperka's numerous academic honors include being on the University and National Dean's List. She is a member of the Gamma Beta Phi Honors Society and received Honors Day

Recognition at Southern. The Carbondale native received the Robert C. Radtke Leadership Award, Freshman Engineering Scholarship, and Academic Scholarship.

A high honor roll student at Carbondale Community High School, Cheperka was a scholar athlete. She received CCHS' "Red Rose" Recognition and graduated with a grade-point average over 4.0.

Saidou is a junior majoring in microbiology/pre-med. A Dean's List student, Saidou (continued P4)

"Roscoe Pulliam was our sixth president (1935-1944) and was the first-ever SIU alumnus to serve as president. Pulliam earned his bachelor's at S.I.N.U. in 1923."

Greg Scott
Director

Alumni Public Relations
SIU Alumni Association

Pulliam Memorial Scholarship Recognized at Homecoming Luncheon (cont. from P3)

"The faculty senate and a representative student council were established during Roscoe Pulliam's tenure. In addition, a pre-registration system and an orientation program for freshmen were also the result of his administration. University status was granted in 1943."

*Greg Scott
Director*

*Alumni Public Relations
SIU Alumni Association*

transferred to Southern from John A. Logan College. She was named to the President's and Vice President's List for academic prowess, and is a student achievement award recipient.

A Collegiate All-American Scholar Award winner, Saidou has served as president of the Black Students Association, and been active in the International Students Club, Student Senate, and Biology Club. She is also a Phi Theta Kappa honoree. She was also a high honor student in high school.

Mayberry is a senior majoring in health care management with a minor in general business at Southern. She was an SIUC Honor's Day participant last spring. She began her career at John A. Logan College, where she earned President's List Honors twice for academic achievement. The Carbondale native was also named to the Vice President's List three times.

In high school, Mayberry was a high honor roll student all four years and earned National Honor Society accolades in 2001-2002.

Robb is a junior majoring in agricultural information and political science, with minors in speech communication and environmental studies. She is a two-time recipient of the Pulliam Scholarship, Dean's List student and Provost Scholar. Her academic accolades also include Alpha Lambda Delta National Honor Society, Gamma Beta Phi National Honor Society, Phi Kappa Phi National Honor Society, Outstanding Student Honor Society, and Dean's Certificate of Distinction.

A University Honors Program participant, Robb has excelled in several student organizations. She was named Outstanding "Agbassador," a student recruitment organization in SIUC's College of Agricultural Sciences.

She has served as president of the Kellogg Hall Executive Council, public relations chairperson of the Ag Council, and senator of SIUC's Undergraduate Student Government. She has also been a member of Student Alumni Council, the student chapter of the SIU Alumni Association.

In high school, Robb was a recipient of the President's Award for Educational Excellence. An Illinois State Scholar and class valedictorian, she was also recognized by the National Honor Society, National Honor Roll Society, Who's Who Among American High School Students, United States Achievement Academy and Southern Illinois Society for Achievement. She received the Prairie State Achievement Award, Outstanding Student of America Award, International Foreign Language Award, and Presidential Physical Fitness Award. A PCHS Merit Scholar, Robb served as an officer in FFA.

Constituent Relations and Special Events

Cindy Miller

Constituent Relations and Special Events, in conjunction with Kristine McGuire, Library Affairs, had the distinct pleasure of assisting with the visit of Mrs. Dorothy M. Morris, former first lady of SIU. Mrs. Morris came to campus the last week of

September to be a part of the "cornerstone unveiling" for artifacts that were sealed 50 years ago.

Along with her attendance at the event, she had an opportunity to reminisce with long time friends, review the plans for the

expansion of Morris Library, attend the Foundation Board of Directors dinner, and stroll through some of her favorite parts of campus.

As you may know by now, Mrs. Morris has been asked
(continued P5)

Constituent Relations and Special Events (cont. from P4)

to be the Honorary Chair of the University's first ever comprehensive campaign. She may not be able to join us for the kick off of this event on November 4, 2005, but her insight, determination, and love of SIU that she shared with her husband, Delyte,

will certainly be with us that evening.

At 97 years old, Mrs. Morris gave us all a run for our money---especially Vice Chancellor McCurry who wore out two pairs of shoes trying to keep up with her. She was a delight, and I

truly appreciated the opportunity to be in her company.

More to come after the kick offbut a word of thanks up front for all those who have assisted to date with this event. It's a big one!

Development

Gifts-in-Kind Can Make Significant Impact

Michael Ellis

The SIU Foundation, like most fundraising organizations, prefers unrestricted cash gifts because such gifts can be used wherever needs arise. But all gifts, including gifts-in-kind (GIK), are valued and appreciated--especially GIK that significantly enhance programs and increase program resources.

The College of Applied Sciences and Arts (CASA), for example, recently received a radiation therapy simulator valued at approximately \$450,000, which made possible the establishment of one of the nation's eight post-graduate medical dosimetry certification programs in the College's School of Allied Health. (Medical dosimetry is the measurement and calculation of radiation dosage with respect to the treatment of cancer.)

"A steady stream of major GIK is absolutely essential for the continuing success of CASA's internationally

renowned transportation programs," said CASA Dean Paul Sarvela.

The College's Automotive Technology Program maintains a fleet of approximately 80 late model vehicles, all of which are gifts from major automotive manufacturers and program alumni. The value of the fleet averages approximately \$2 million. Similarly, United Airlines' gift of a multi-million dollar Boeing 737 jet airliner is of tremendous benefit to students in the College's Aviation Technologies Program, according to Sarvela.

Jill Gobert, Constituent Development Officer (CDO) for the College of Liberal Arts (COLA), reports that the College's School of Music recently received two pianos, one of which was a baby grand, and various musical instruments with a total value of several thousand dollars. The College also has received a large collection of works by

a Twentieth Century American artist, which is valued at several hundred thousand dollars, according to Gobert.

Gobert also noted that the University Museum's collection has increased substantially over the years because of valuable GIK which include stoneware, medical equipment, photographs, furniture and period clothing and uniforms.

The Athletic Program's annual on-going GIK is the Saluki Wheels Club, according to Bell. "We have 18 automotive dealers throughout Southern Illinois who donate the use of their vehicles for coaches and staff. When I arrived the department had use of about eight vehicles and paid for the use of two vehicles. I converted the two paid vehicles to the Wheels program and added eight new dealers to the program. The use of each of these 18 vehicles is (continued P6)



Mrs. Dorothy Morris at the Dorothy Morris statue in the garden that bears her name near Faner Hall



The multi-million dollar Boeing 737 donated by United Airlines to the Aviation Technologies Program in the SIUC College of Applied Sciences and Arts, gives students the extraordinary opportunity to study the power plant and other components of the most widely used passenger jetliner in the world.

Gifts-in-Kind Can Make Significant Impact (cont. from P5)

valued at approximately \$3,600 annually, for a total GIK annual value of \$64,800," Bell said.

"Beyond the intrinsic value of gifts-in-kind," said Rickey McCurry, CEO of the SIU Foundation and SIUC Vice Chancellor for Institutional

Advancement, "is the added value gifts-in-kind can provide to our instructional programs. Because of the generosity of United Airlines, for example, our aviation technology students have the extraordinary opportunity to study the power plant and

other components of an actual Boeing 737, the most successful commercial passenger jet aircraft of all time, based on the total number produced. Clearly, such an opportunity gives our graduates a clear advantage in the job market upon their graduation."

"Parting is Such Sweet Sorrow." *Romeo and Juliet*
William Shakespeare, Est. 1595



Jerry Thomas saying "Goodbye" to his friends in Institutional Advancement

Friends in Institutional Advancement:

It has been a pleasure working with you for the past five years. I will miss you and hope that you'll stop by whenever you're in Lebanon.

I've learned much from you,

my colleagues, and wish you success as you complete *Opportunity Through Excellence*.

~ Jerry Thomas

For those of you who may not have heard, effective November 7th, Jerry, who has served as the Director

of Development at the College of Engineering since June, 2000, will assume duties as Vice President of Institutional Advancement at McKendree College, Lebanon, Illinois. We're all very happy for Jerry and wish him the very best!

Foundation Accounting Services

Scanning: The Untold Story

Marla Fuller, Director of Gift Accounting



Marla Fuller
 Queen of All Things Scanned

Preface: The SIU Foundation is now scanning vouchers, gift receipt documentation, etc. Approximately 80,000 gift receipt transactions were processed in FY 2005.

For years, the SIU Foundation has had its own version of migration. No, we didn't have a flock of geese. We had the flock of filing cabinets and boxes of receipts to take with us as we moved between buildings. We could almost write a book about the escapades of our paper audit trail that has had a trail

of its own.

At 909 Chautauqua, the receipts were in filing cabinets and boxes in the basement. The filing cabinets were in a long, narrow area of the basement, and the boxes were in the coal room, which smelled like coal. All was wonderful until an animal crawled into the sewer pipe, and the pipe burst. Without going into too much detail, let's just say we "lost" some receipt information.

A few years later, we moved

to 1205 Chautauqua, and our trail continued. The receipts traveled to the garage, and were stored in filing cabinets. It was great not having boxes of receipts to go through, but we had to worry about the humidity and water occasionally entering under the garage door.

Our last move brought us to Colyer Hall, and we parted ways with lots of the receipts. Our transactions continued to grow over the years, and we simply could not bring that many filing
(continued on P7)

Scanning: The Untold Story (cont. from P6)

cabinets into the building with us. We had to have room for people. We were able to keep the current information, but the rest of our information migrated to Oakland to another basement. This brought new challenges. This basement flooded at times. Also, now we had to have a student worker go to Oakland to make a copy of the information we needed. Sometimes there were too many records, so they would just bring a box over, and then once we were done with it, they would take the box back and get more. Over the years here at Colyer, we have outgrown our space in this basement and the basement at Oakland. We have also had to deal with the paper literally falling apart from the elements.

Then, the answer to our problems appeared on the horizon - scanning! I love the possibilities scanning offers! I have been called the Scanning Queen - and with good reason. Hey, I have been here 20 years and I have watched this paper monster grow first hand! Here is my motto - if it can be filed, it can be scanned! Our goal is to shred the paper files after each compliance audit that happens every other year.

We are scanning receipts daily. Within a 24-hour turn around from the time the batches are entered, the batches are scanned. This helps us give better customer service. If a donor, budget officer or university administrator calls with questions, we no longer have to say, "I'll have

to call you back." We can obtain the information while the person is still on the phone. If someone needs a copy, we can electronically forward the copy. Also, everyone within the Foundation that needs to look at the information has the same access. No longer do we have to worry about the humidity, flooding, space, and physical disintegration of the paper.

We hear a lot about the "good old days," and we hear a lot about how things have improved over time. Scanning is definitely an improvement. We love the efficiencies this has brought to our processes, and feel there will be many other uses for this technology in the near future.

Did you know?

A non-university employee is not insured for medical payment coverage if they are a passenger in a vehicle from the University's fleet (Travel Service). **It is strongly recommended that Institutional Advancement employees request an Enterprise vehicle through SIU Travel Service if you are anticipating a non-University employee as a passenger in the vehicle.**

The orange Southern Illinois University Carbondale Employees Handbook is now obsolete, and it should be recycled. **Current information is available at http://www.siu.edu/~policies/employees_handbook/index.html, and you should now use this site as your source of information for current policies.**

CATERPILLAR® VISITS CAMPUS

Jerry Thomas

Sometimes a hands-on experience will spark an interest that lasts a long time. That's the hope of officials from Caterpillar's recruitment team who came to the College of Engineering on September 7th to demonstrate remote control earth moving equipment. While not used to move earth on that day, the CAT equipment did test the manual dexterity of our students and staff.

Vice Chancellor Rickey McCurry took his turn at dropping the weighted objects into the right spot. Is a second career in the offing?



"This is our third year as a [Caterpillar] strategic partner, and Caterpillar has been very supportive of us."

Rickey McCurry
Vice Chancellor
for

Institutional Advancement



Stan Deatherage, a CAT representative, told SIU Foundation officials that only three of the twelve focus schools would be seeing the equipment demonstration this year.



POWER TOOLS

for the Workplace

Nancy Vallino

Reviewing briefly the content of past Power Tools articles--we learned the importance of making and continually reinforcing the connection between Institutional Advancement and one or more of our personal core values. Doing so should result in increased job satisfaction and a greater sense of purpose—moving us closer to loving what we’re doing. There may be instances in life, though, when we simply aren’t doing what we love. If you fall in this category, now or in the future, a simple grid exercise may help you strategize your moves from Point A (where you are now) to Point B (where you want to be).

Simply devise a two column grid, itemizing in the left column the tasks you perform currently. Itemize in the column on the right those tasks you aspire to perform.

CURRENT TASKS	'PERFECT JOB' TASKS
Appointments scheduling	Creative writing
Travel arrangements	International travel
Transcription	Book signings

Admittedly, this illustration is very simplistic. However, conducting this exercise will assist in organizing your thoughts as you strategize your future.

Or, your destination may be reached by updating or enhancing your education. What better educational environment can one have than the one we share?

Your desired career path can possibly begin by stretching yourself in your current workplace. Volunteer for assignments that come closer to what you enjoy doing.

There are a thousand roads to success. The key is in taking the first step. Hopefully, you’ll reach a point when you not only love what you’re doing, but you’re doing what you love!

“The ones who want to achieve and win championships motivate themselves.”

Mike Ditka

INSIGHTS on IA Pets



Bunker Hill

Pictured at left is Bunker Hill Ellis, beloved pet of Michael Ellis, Director of Development, CASA. Bunker received the Top Dog Award from the Animal Protective League of Springfield and Sangamon County,

Illinois, for his record-setting fund raising activities on behalf of the organization. (Success in fund raising must run in the family.)

Bunker, a devotee of Reese’s Pieces and bite-

size Nutter Butter cookies, passed away on Valentine’s Day, 2005, two months short of his 18th birthday. Bunker’s legacy lives on, though, both in Springfield and in the hearts of those who loved him.

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Information on INSIGHTS

Ways you can contribute to IA INSIGHTS:

- ✓ Submit articles, anecdotal stories, poetry, humor, ideas for articles, a photo and details about your pet, 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.