

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS MINUTES  
Friday, October 1, 2010  
Noon – 2:30 p.m.  
Maroon and Gold Room, McNamara Alumni Center**

Board Members Attending

Adams Loyd, Susan  
Anderson, Jan  
Beniak, Judy  
Bruininks, Robert  
Brus, Leah  
Campe, John  
Cunningham, John  
du Bois, Jim  
Esten, Phil  
Givens, Archie  
Hallin, Gayle  
Himle, Karen  
Hofflander, Linda  
Horsager, Kent  
Johnson, Susan  
Joselyn, Bernadine  
Kennedy, Ryan  
Lichty, Marshall

Lucas, Peggy  
Martin, Roy  
McDonald, Dan  
Oftelie, Alexander  
Omlie, Joey  
Page, Alison – phone  
Peterson, Debra  
Pichler, Jim  
Pinkney, Beth  
Reed, Maureen  
Schott, Patrick  
Shook, Sarah  
Spence, Patricia - phone  
Stein, Robert  
Thacker, Kipling  
Tuzcu, Ertugrul  
Welshons, Bonnie  
Williams, Todd

Board Members Unable to Attend

Abbruzzese, Dave  
Blissenbach, Henry  
Cheung Ho, Yvonne  
Cramer, Christopher  
Finsness, Lisa  
Lanphere, Jane  
McDonald, Tom  
Schultz, Martin  
Ulsaker Wiese, Sandra  
Zweig, Ted

### UMAA Staff Attending

Coffer, Curtis  
Delvo, Mary Kay  
Isaak, Ruth  
Radar, Bruce

### Guests:

Jim Aagaard, Vice President, Information & Computer Services, University of Minnesota Foundation  
Carolyn Buzza, Associate Vice President of Marketing and Communications, Minnesota Medical Foundation  
Janis Johnson, The Napa Group  
RJ Valentino, The Napa Group  
Mike Wold, The Napa Group

### Chair's Report

Chair Ertugrul Tuzcu welcomed board members to the first Alumni Association board meeting of the year. He said that it was his privilege to host the Alumni Awards Celebration on Wednesday, September 29. Over 250 guests gathered to recognize alumni association award recipients and twelve Alumni Service Award winners including board members, Kent Horsager, Henry Blissenbach, Bernadine Joselyn and Jim Pichler and past board members, Brian Osberg and Bruce Mooty.

The August 24 board orientation was very successful with 28 attendees including most new board members and several collegiate alumni society presidents. The board social followed that evening at Eastcliff where the Legislators of the Year were honored, Senator Linda Berglin and Representative Tom Huntley.

He said the association is hosting a past presidents gathering this evening before the Homecoming parade with fifteen past presidents attending. (Note the office of board president has recently been renamed board chair.)

Tuzcu then recognized new board members and asked them to stand if present:

John Campe – Southeast Minnesota Representative  
Christopher Cramer – Vice Chair, Faculty Consultative Committee  
Linda Hofflander – At-large Representative  
Ryan Kennedy – President, Graduate and Professional Student Assembly  
Tom McDonald – Northeast USA representative  
Roy Martin – College of Veterinary Medical Representative  
Alex Oftelie – Humphrey Institute of Public Affairs Representative  
Jim Pichler – College of Science and Engineering Representative  
Sarah Shook – Minnesota Student Association  
Patricia Spence – Central Minnesota

### Consent Agenda

Tuzcu directed board member's attention to the consent agenda which included the June 17, 2010 National Board minutes, June 30 Internal Financial statements, investment report, membership report and bi-monthly alumni survey.

**MOTION:** Approve items on the Consent Agenda as submitted  
*APPROVED UNANIMOUSLY*

### **Strategic Planning Process**

Tuzcu introduced RJ Valentino, President, Janis Johnson, Senior Partner, and Mike Wold, Alliance Partner, all of The Napa Group. Following an extensive review process, The Napa Group was chosen to assist the association in conducting the very important process of strategic planning for the future. The Napa Group is a strategic leadership and organizational consulting firm that develops high-performing organizations, universities, alumni associations and non-profit foundations through strategic planning and change management.

RJ Valentino, President, The Napa Group, presented the background of the company and their experiences with other universities and alumni associations. He presented trends but stressed that the process will be unique to our association, engage many stakeholders, with the end goal of positioning the association for transformational change in delivering our vision and mission.

In order to complete the project on an accelerated timeline, the Napa Group will put together a team of specialists to work on different phases of the process concurrently. The process will engage many stakeholders and be data driven. A realistic business model will accompany all elements of the final plan.

### **President's Report**

Noting that he was the 6<sup>th</sup> president in 42 years, President Robert Bruininks assured board members that he was not slowing down in this transition year. Updating board members on University news items, he noted that entomologist Marla Spivak recently received a \$500,000 'no strings attached' genius grant from the MacArthur foundation. Spivak is an international expert on honeybee health and disease.

Faculty has received \$825 million of competitive research contracts, ranking the U in the top ten universities of research dollars received. He compared this to the \$591 million of state support received, saying that the research dollars created 40,000 jobs in Minnesota in addition to new companies resulting from research discoveries. He noted that the University is a top-ranked research University and investment is necessary to maintain that research leadership.

The University will seek to maintain the current level of state support, even though the state will be facing many economic pressures and a possible \$4-6 billion deficit. He said it is more critical than ever for alumni to enforce the importance of keeping the U strong with legislators and the public. In order to strengthen that message, the University is commissioning an outside group to measure the economic rate of return from investing in the University, both economic and culturally. The first phase should be available soon to share with legislators.

Regarding the recent media coverage regarding the viewing of the *Troubled Waters*, Bruininks supported Vice President Himle's actions, noting that there were questions raised on the oversight of the film and following an investigation, the showing of the film was reinstated. He said that the University remains steadfast in the commitment to academic freedom and that this action did not represent a threat to that.

### **Board Development**

Past chair Archie Givens serves as the chair of the Board Development Committee per association bylaws. The bylaws also state that the current chair and chair-elect serve plus at least one additional board member and two non-board members in addition to the President and CEO.

Givens recommended the following committee members:

Ertugrul Tuzcu, current chair

Robert Stein, current at-large board member

Judy Beniak, current board member representing the School of Public Health  
Linda Mona, past president and board member of the Alumni Association  
Jean Fountain, past president and board member of the Alumni Association  
Archie Givens, past chair and Board Development committee chair

**MOTION:** Approve the FY11 Board Development committee  
*APPROVED UNANIMOUSLY*

Givens explained that the Board Development Committee had met on September 27 upon Executive Committee direction. The meeting was necessary because of the resignation of Mary McLeod from her chair -elect position and the national board.

The Board Development Committee recommends that Maureen Reed assume the Chair-Elect position, Kent Horsager assume the First Vice Chair position and Bonnie Welshons join the Executive Committee as a Vice Chair.

**MOTION:** Approve the following recommendation of the FY11 Board Development committee regarding changes to the FY11 officers: Maureen Reed to be Chair-Elect, Kent Horsager to be First Vice Chair, and Bonnie Welshons to be Vice Chair  
*APPROVED UNANIMOUSLY*

Tuzcu told board members that Kip Thacker will be the sole Advocacy Committee chair and Bonnie Welshons will chair the Program Committee.

### **Finance Report**

Secretary-Treasurer Patrick Schott presented a new policy on unrestricted gifts recommended by the Finance and Audit Committee and Executive Committee.

**MOTION:** Any unrestricted gift in the amount of \$10,000 or larger received by the Association shall be transferred to and held in the Strategic Opportunity (investment) Fund until the use of the gift is determined and approved by the Board of Directors.  
*APPROVED UNANIMOUSLY*

Schott then presented the Finance and Audit Committee's and Executive Committee's recommendation to fund the strategic planning process. The recommended amount includes \$150,000 for fees, \$25,000 for expenses and \$25,000 for contingencies. It was noted that this expenditure does not include any implementation of strategic plan results.

**MOTION:** Approve the expenditure of funds up to the amount of \$200,000 from the Strategic Opportunity Fund to be used for strategic planning.  
*APPROVED UNANIMOUSLY*

Schott reported that while the FY10 audit is not totally complete, auditors, McGladrey & Pullen LLP, had met with the Finance and Audit Committee and the audit was approved subject to final adjustments. The auditors were very complimentary of the association's financial management and internal controls.

### **CEO Report**

President and CEO Esten welcomed board members to the new McNamara Alumni Center event space and promised a tour following the board meeting. He said that he will initiate a quarterly board

newsletter to inform the board of alumni association activities, allowing him to discuss specific topics at board meetings.

He noted that it was a great Homecoming weekend with many collegiate events occurring on campus involving alumni. He thanked board members that attended the Alumni Association's Awards Celebration on September 29, a celebratory event honoring alumni association honorees as well as the University's Alumni Service Award recipients.

Esten reviewed a draft document detailing his FY11 review and evaluation process developed jointly with Chair Tuzcu. The document lists areas of measurement and evaluation, initiatives, and how results will be measured.

### **Strategic Plan**

A key deliverable for Esten will be the completion of a strategic plan. He explained that eight proposals from strategic planning firms were submitted in response to the association's request for guidance and assistance in developing a transformational strategic plan. That group was narrowed to two finalists that were interviewed by staff, Tuzcu and then chair-elect Mary McLeod. The Napa Group was selected because of its excellent work with other alumni associations.

The Napa Group representatives spent a day with staff, Tuzcu and McLeod planning the strategic planning process. Esten reviewed the process that will broadly engage alumni, university representatives and staff. The overall structure includes a Maroon Team that will provide overall planning and guidance, task teams to review specific strategic goals and develop initiatives to effectively implement the goals and a Gold Team that engages a large group of stakeholders and provides feedback on goals and initiatives throughout the process.

The Executive Committee and Board will be involved throughout the process with a draft plan to be submitted to the National Board at the January 15 meeting. A special Executive Committee meeting will be held to review the vision and mission statement. The National Board will also have a retreat on Saturday, November 20, to focus on strategic questions.

### **Statewide Speakers Tour**

Mary Kay Delvo, Advocacy and Public Policy Director, told board members that they should envision themselves in Thief River Falls and then presented an example of a presentation that is commonly given in many towns across Minnesota, usually at Rotary or Sertoma Clubs. The objective of each presentation is to inform audiences of the value of the University, provide information and statistics and identify the impact of the University to their area.

Another option is presentations provided by the College of Food, Agricultural and Natural Resource Science faculty highlighting the connection between the University of Minnesota's Research and Outreach Centers and their impact on communities and the state.

The meeting adjourned at 2:30 p.m.

Submitted by Ruth Isaak  
For Patrick Schott, Secretary-Treasurer