

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS MINUTES  
Saturday, March 12, 2011  
8:30 – 11:00 a.m.  
Gross Family Board Room, McNamara Alumni Center**

Board Members Attending

Adams Loyd, Susan  
Anderson, Jan - phone  
Beniak, Judy  
Blissenbach, Henry  
Brown, Kathy  
Brus, Leah  
Campe, John - phone  
Cramer, Christopher  
du Bois, Jim  
Esten, Phil  
Finsness, Elizabeth  
Givens, Archie  
Hofflander, Linda  
Horsager, Kent  
Joselyn, Bernadine  
Lichty, Marshall  
Lucas, Peggy

McDonald, Dan  
Oftelie, Alexander  
Omlie, Jo Ann - phone  
Pichler, Jim  
Pinkney, Beth  
Reed, Maureen  
Schott, Patrick - phone  
Schultz, Martin - phone  
Shook, Sarah  
Stein, Robert  
Thacker, Kipling  
Tuzcu, Ertugrul  
Ulsaker Wiese, Sandra  
Welshons, Bonnie  
Williams, Todd  
Zweig, Ted

Board Members Unable to Attend

Abbruzzese, Dave  
Cheung Ho, Yvonne  
Cunningham, John  
Hallin, Gayle  
Johnson, Susan  
Lanphere, Jane  
Martin, Roy  
McDonald, Tom  
Page, Alison  
Spence, Patricia

UMAA Staff Attending

Coffer, Curtis  
Isaak, Ruth  
Radar, Bruce

Guests:

Bob Burgett, Vice President of Development, Minnesota Foundation  
Carolyn Buzza, Associate Vice President of Marketing and Communications, Minnesota Medical Foundation

Chair Tuzcu called the meeting to order and introduced Kathy Brown, Vice President and Chief of Staff, Office of the President. Kathy succeeds Karen Himle and represents the University on the board until June 30 when she assumes her new role as Vice President of Human Relations.

**Consent Agenda**

Tuzcu directed board attention to the consent agenda which included the January 15 National Board Minutes, January 31 Internal Financial Statements, December 31, 2010 Investment Report and the February, 2011 Membership Report and bi-monthly alumni survey results.

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

**Board of Development Committee**

Archie Givens, past chair and chair of the Board Development Committee, thanked committee members—Judy Beniak, Phil Esten, Maureen Reed, Ertugrul Tuzcu, Linda Mona, Bob Stein, and Jean Fountain. He said committee members had discussed board needs as they considered positions to be filled on the board. They identified the need to seek leadership potential, diversity and a younger age demographic.

He reported that the committee has identified a list of individuals that will be contacted regarding their interest in board service or returning to the board in open at-large positions and two open geographic positions. The candidates will be voted on at the Annual Celebration.

There are also six collegiate representative spots to fill. Phil has already talked to the alumni relations officers about desired board member characteristics.

Givens presented the Board Development Committee's recommendation for individuals to serve as fiscal year 2012 officers. All are willing to serve.

**FY 12 Alumni Association Officers**

Chair – Maureen Reed  
Chair-elect – Kent Horsager  
First Vice Chair – Susan Adams Loyd  
Vice Chair – Jim du Bois  
Vice Chair – Alison Page  
Vice Chair – Bonnie Welshons  
Secretary/Treasurer – Patrick Schott  
Past Chair – Ertugrul Tuzcu

**MOTION:** Approve FY12 officers as recommended by the Board Development Committee  
*APPROVED UNANIMOUSLY*

Tuzcu thanked Givens for an excellent job as chair of the Board Development Committee.

### **Outreach Activities**

Bruce Rader, Sr. Director, Marketing, Membership and Outreach, reported on year-to-date outreach efforts. Outreach efforts engage students and alumni, encouraging a lifelong relationship with the University that is positive for both alumni and the University.

Supporting chapter events through the country is an important aspect of the Alumni Association's outreach efforts. Rader highlighted the Florida Minne-College and a later Florida gathering with Coach Kill. The statewide speakers tour takes the University's story out to communities throughout the state. This year's program topics often feature an expert from the College of Food, Agricultural and Natural Resource Sciences. Nearly 40 presentations have been completed or scheduled.

Career programs are held in partnership with the College of Continuing Education and the Carlson School of Management. The mentoring program is a strong outreach tool for alumni and students. The Alumni Association supports the efforts of collegiate mentoring programs with monthly meetings and events such as the Mentor Appreciation dinner. Excellent teaching is supported through the Distinguished Teaching Awards reception. Fifteen teachers will be honored at a April 25 reception.

Rader previewed a new comprehensive outreach calendar that is now prepared monthly and available on the association's web site, listing all outreach activities for the current month.

### **CEO Report**

Esten encouraged board members to continue to contact legislators to stress supporting the University's funding during the budget process. The board reviewed the video highlights of President's Bruininks presentation to the House Higher Education committee in which he described the serious implications of state funding reductions as deep as 15 to 20 percent.

He then previewed the May 3 Annual Celebration that will celebrate the University, alumni and outgoing President Robert Bruininks and Dr. Susan Hagstrum. The event consists of a reception at the Carlson School of Management Atrium and a program at Ted Mann Concert Hall.

### **Strategic Plan**

Esten noted that he was very excited to be delivering a strategic plan to the board on his first anniversary with the Alumni Association. Noting that it was the board's role to strategically think and his role along with staff to strategically plan, the process has been comprehensive. It involved reviewing best practices, engaged over 4,000 stakeholders and was data informed through research and feedback from many individuals, groups and partners.

He reviewed the strategic plan draft focusing on the vision and mission statement, core values and outcomes. The plan includes seven objectives; three that constitute the 'what'; engage, partner and advocate. The remaining four describe how the 'whats' will be accomplished by communicating, innovating, managing and being a great place to work. See attached Exhibit 1-A for the complete strategic plan draft.

The board was very supportive of the process and the end result. The general consensus was that the compass was definitely set and the next five years of implementing the plan would be exciting and transformational.

**MOTION:** Approve items on the Strategic Plan as submitted

*APPROVED UNANIMOUSLY*

Esten stated the next steps will be creating an organizational plan that will support strategic plan objectives, a staff work plan for FY12 and a budget.

**Strategic Plan Implications for Board**

Chair-elect Maureen Reed led the board in a small group activity to address what implications the new strategic plan will have on the board's role, what are existing environmental barriers and opportunities and what would constitute success after the first year.

The groups felt that committee structure should be reviewed for alignment with the plan. Environment barriers might be a lack of collaboration or support. Success could be measured by enhanced relationships and involvement by students, young alumni and other partners.

The meeting adjourned at 11:00 a.m.

Submitted by Ruth Isaak  
For Patrick Schott, Secretary-Treasurer