

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE MINUTES**

September 23, 2010  
200 McNamara Alumni Center

Committee Members Attending

Esten, Phil  
Givens, Archie  
Himle, Karen  
Horsager, Kent  
Loyd, Susan Adams  
Reed, Maureen  
Schott, Patrick  
Thacker, Kip  
Tuzcu, Ertugrul

UMAA Staff Attending

Coffer, Curtis  
Isaak, Ruth  
Rader, Bruce

**Chair's Report**

Chair Ertugrul Tuzcu welcomed Patrick Schott to the Executive Committee in his role as secretary-treasurer. He noted that board activities were in high gear and that four committees had met within the past week.

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 encouraged committee members to attend the Alumni Awards Celebration, Wednesday, Sept 29. Four current board members plus two past board members will receive Alumni Service Awards. They are Hank Blissenbach, Kent Horsager, Bernadine Joselyn, Jim Pichler, Brian Osberg and Bruce Mooty.

Tuzcu informed committee members that Mary McLeod had resigned from her chair-elect position and the national board. He said that the Board Development Committee will meet before the October 1 board meeting to recommend a new chair-elect and board member to fill the opening on the Executive Committee created by McLeod's departure.

**Consent Agenda**

Tuzcu directed Executive Committee attention to the consent agenda which included the June 3, 2010 Executive Committee 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*

### **Finance Report**

Secretary-Treasurer Patrick Schott presented a new policy on unrestricted gifts recommended by the Finance and Audit 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 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 and recommends approval by the National Board.

*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 management and internal controls.

### **Board Development Committee**

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. The chair-elect position is currently vacant.

Givens recommended the following committee members, noting that they have agreed to serve if approved:

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*

### **CEO Report and Strategic Plan Discussion**

Noting that the work of association was in full swing, he highlighted new items. Sandy Massel has joined the association staff as Campus Engagement Director. Massel was formerly with the College of Biological Sciences and will work with the collegiate alumni relations officers, mentoring, career services and other outreach activities. A reception for past presidents of the alumni association board is planned

before the Homecoming Parade on Friday, October 1 to inform them of current association initiatives and thank them for their service. Esten is now a member of President Bruininks' Executive Committee.

Esten then reviewed a draft document detailing his FY11 review and evaluation process. The document lists areas of measurement and evaluation, initiatives, and the measurement of achieving those initiatives. The process was created with Chair Tuzcu. Executive Committee members offered comments and the revised document will be presented at the next board meeting.

### **Strategic Plan**

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, both 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. Committee members suggested a special Executive Committee meeting to review the vision and mission statement.

The meeting adjourned at 9:10 a.m.

Submitted by Ruth Isaak  
For Patrick Schott, Secretary-Treasurer