

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

June 2, 2011

200 McNamara Alumni Center

Committee Members Attending

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

UMAA Staff Attending

Coffer, Curtis
Faulkner, Heather
Isaak, Ruth
Rader, Bruce

Committee Members Not Attending

Kathy Brown

Chair's Report

Chair Ertugrul Tuzcu welcomed members and introduced Heather Faulkner. Faulkner joined the Alumni Association staff as Vice President of Strategic Communications and Brand Management. Formerly director of public relations and corporate communications for Delta Airlines. Faulkner will help devise and implement communications strategy and tactics for the Alumni Association's newly approved five-year strategic plan.

Consent Agenda

Tuzcu directed Executive Committee attention to the consent agenda which included the March 3, 2011 Executive Committee minutes, April 30, 2011 Internal Financial statements, March 31 Investment Report, April Membership Report and the approval authority of the FY11 Audit Report.

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

CEO Report

Esten presented the list of FY11 accomplishments, noting that he was very pleased to share what had been accomplished in addition to a labor-intensive strategic planning process. Highlighted items included the web site being named as a 'site of excellence' and the magazine being sent by email to all alumni email addresses. He said 38 communities had been visited with the Statewide Speakers Tour, bringing the University's message, often in collaboration with the College of Food, Agricultural and Natural Resource Sciences. The legislative briefing not only engaged 400 attendees but resulted in customized messages being sent to legislators.

The association and collegiate units connected nearly 2,000 students with alumni mentors and mentor events brought 1000 students and alumni to McNamara Alumni Center. Alumni honored President Bruininks and Dr. Susan Hagstrum at the Annual Celebration which also highlighted University research and the mentor program.

Esten visited with all 21 deans to begin building collaborative relationships in addition to 15 chapters in the state and US. Rouser rallies and other activities were held in partnership with Intercollegiate Athletics. Financial highlights were a balanced budget for the second consecutive year, a reduction of Annual Celebration costs and increased revenue from the travel program. The Alumni Association co-founded D1 Partners, a Big Ten advertising initiative.

Esten then focused on the FY12 Work Plan. Work initiatives are grouped under each of the seven strategic plan objectives. Engagement will focus on facilitating ongoing collaborations with collegiate units and other entities in addition to identifying new ones. Best practices in student and young alumni programming, membership models and advocacy will be studied as well as evaluating each of these areas.

Innovation will drive analysis of business processes and help deliver efficiencies. The association will align communication with other University entities where possible and strengthen the Association's message in all venues with specific audience messaging. A social media strategy will be analyzed.

In addition, the association will focus on being "a great place to work" through staff development and training, investigating the best way to hire, and encouraging staff performance through consistent evaluation and clear expectations.

Esten said that board members would receive status reports on the work plan throughout the year. He concluded by saying it had been a great year of new beginnings and teamwork. He thanked the management team, Curtis Coffey, Heather Faulkner, Ruth Isaak and Bruce Rader for maintaining all activities while working on the strategic planning process.

Fiscal Year 2012 Budget Presentation

Patrick Schott presented the 2012 balanced budget, noting that it is 'status quo' and does not allow for any strategic plan initiatives. The balanced budget has been approved by the Finance and Audit Committee but they also recommend that an additional \$400,000 be added from the Strategic Operating Fund to advance strategic plan initiatives.

MOTION: Approve FY12 budget as proposed
APPROVED UNANIMOUSLY

MOTION: Approve FY12 capital budget
APPROVED UNANIMOUSLY

Esten reviewed a suggested FY12 Budget for Strategic Initiatives that included additional staff, replacing the Outreach Director, events staff and interns. Additional space may need to be leased and built out as well as contingency costs. Executive Committee members discussed the additional funds and suggested that the FY12 budget be increased to address immediate strategic plan needs.

MOTION: Accept budget with Phase 1 (\$400K) integrated
APPROVED WITH ONE OPPOSITION

Other Business

Chair-elect Maureen Reed reviewed the new committee structure which will include a Partnership, Engagement and newly-formatted Advocacy Committee in addition to the standing committees mandated by the bylaws. Each new committee will need to refine their charge and Executive Committee members

will be asked to chair the various committees. The three new committees align with the ‘what’ of the new strategic plan.

MOTION: Approve new national board committee structure
APPROVED UNANIMOUSLY

Tuzcu thanked Archie Givens who completes his service of nine years to the board. Tuzcu noted that Givens led the organization through a farewell to a longstanding CEO and the search for a new one and did so with capable, calm leadership. Givens told the group that it had always been a distinct privilege to serve on the board and thanked them for their support.

The meeting adjourned at 9:30 a.m.

Submitted by Ruth Isaak
For Patrick Schott, Secretary-Treasurer