

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
NATIONAL BOARD OF DIRECTORS MINUTES
Friday, October 21, 2011
12:00 – 2:30 p.m.
Gross Family Board Room, McNamara Alumni Center**

Board Members Attending

Abbruzzese, Dave - phone	McDonald, Dan
Adams Loyd, Susan - phone	McDonald, Tom
Amara, Abou	Oftelie, Alexander
Beniak, Judy	Omlie, Jo Ann
Blissenbach, Henry	Page, Alison
Campe, John	Phenix, Amy
du Bois, Jim	Pinkney, Beth
Esten, Phil	Reed, Maureen
Finsness, Elizabeth – phone	Schaff, Clinton
Freimark, Natasha	Schott, Patrick
Gates, Leah	Schultz, Martin
Hallin, Gayle	Shay, Lizzy
Hofflander, Linda	Stein, Robert
Horsager, Kent	Trecker, Andrew
Jacobs, Walt	Tuzcu, Ertugrul
Johnson, Susan	Welshons, Bonnie
La Valleur, June	Williams, Todd
Linster, Janice	
Martin, Roy	

Board Members Unable to Attend

Bond, Walter
Joselyn, Bernadine
Lanphere, Jane
Lichty, Marshall
Pichler, Jim
Spence, Patricia
Walstad, Dave
Wilson, Grant
Ulsaker Wiese, Sandra
Zweig, Ted

UMAA Staff Attending

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

Chair's Welcome

Chair Reed recognized new board members joining the board at their first meeting: Abou Amara, President, Graduate and Professional Student Assembly; Natasha Freimark, At-large Representative; Walt Jacobs, Vice Chair, Faculty Consultative Committee; June La Valleur, Medical School Representative; Janice Linster, College of Design Representative; Amy Phenix, Chief of Staff to the President and University designate; Clinton Schaff, SW USA Representative; Lizzy Shay, President, Minnesota Student Association and Andy Trecker, College of Liberal Arts Representative.

Other new board members unable to attend the meeting are Walter Bond, At-large Representative; Dave Walstad, Carlson School of Management Representative; and Grant Wilson, College of Food, Agricultural and Natural Resource Sciences Representative.

Reed also introduced Lisa Meyer, Vice President, Marketing and Communications, University of Minnesota Foundation.

Reed recognized past chair Ertugrul Tuzcu and thanked him for his year of dedicated leadership as board chair in the midst of a strategic planning process. Noting that the year's work resulted in an exciting, solid, collaborative plan to lead the association forward, she thanked Tuzcu for always reminding the board of the 'proud past, bright future!' She presented him with a crystal, engraved gavel for his service.

Tuzcu thanked the board for the opportunity to serve, noting that he leaves the chair in great hands, supported by board and executive leadership.

Consent Agenda

Reed directed board members' attention to the June 15, 2011 National Board minutes. Other reports included for committee information are the August 31, 2011 Internal Financial statements, June 30 Investment Report, September Membership Report, Bi-monthly Alumni Survey Results and October Outreach Calendar.

MOTION: Approve June 15 National Board Minutes

APPROVED UNANIMOUSLY

University Report

President Kaler noted the previous evening's Alumni Award Celebration was a great celebration of the importance of volunteer achievement. He noted that it was a pleasure to honor Governor Dayton with the "Advocate of the Year" award.

He identified two main themes for his administration: Excellence and Access. He said he will focus on moving programs aggressively toward excellence and maintaining access to Minnesota students. Advocacy is also critical to improve the conversation and view of the University statewide. He defined advocacy as bringing the message of the university and its importance to thought, community and business leaders. He stated alumni are critical to success in advocacy as they can be passionate and aggressive about their own personal experience, story and agenda. He also stressed the need for more diversity among students, defining 'diversity' to also include geographic diversity. He mentioned the need for chapter and local alumni engagement as a key factor for helping to recruit students from across the country.

Nominating/Board Development Committee

Past chair Ertugrul Tuzcu is the chair of the Nominating Board Development Committee per association bylaws. 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.

Tuzcu recommended the following committee members:

Phil Esten, President and CEO

Yvonne Cheung Ho, past board member

Kent Horsager, current Chair-elect

Alex Oftelie, current board member

Maureen Reed, current Chair

Denny Schulstad, past board member and president (position now called chair)

Ertugrul Tuzcu, past chair and Nominating/Board Development committee chair

MOTION: Approve the FY12 Nominating/Board Development committee
APPROVED UNANIMOUSLY

FY11 Financial Review and Audit

Treasurer Patrick Schott reported that the Finance and Audit Committee approved the FY11 Audit Report from McGladrey and Pullen, LLP. He reported that the auditors were very pleased and there were no problems. He reminded committee members that the National Board delegated approval authority for the FY11 Audit Report to the Finance and Audit Committee at the June 15 meeting.

Chief Financial Officer Curtis Coffey presented a financial review of the fiscal year ended June 30, 2011. UMAA finished the year in a very strong position, with cash and investments of \$23.6 million and net assets of \$20.1 million. Revenues were \$93,000 higher and expenses were \$90,000 lower than budgeted, which reduced UMAA's transfers from investments to operations by \$183,000.

CEO Report

President and CEO Phil Esten said this is a particularly exciting time, noting the Alumni Awards Celebration the previous evening and the Homecoming Parade, Pepfest and other festivities to complete the weekend.

He reported on FY12 Work Plan progress. Under the Engage theme, he cited accomplishments of collaborating with other University departments on Homecoming, the Alumni trip to the Southern California/Gopher game and the tailgate for 1,500 fans. Also, the alumni association has worked closely with the two Foundations and the President's office on coordinating alumni events with the President's travel. The Communications department is working closely with the University's communication team to collaborate and find synergies.

Examples of progress under the Partner objective are association strategic plan presentations to almost all of the collegiate alumni societies and the Twin Cities Deans Council. Esten meets regularly with the President's office.

The 'Advocate' objective is being accomplished by 11 visits and another 23 scheduled visits to communities statewide with the Statewide Speakers Tour. The Statewide Speakers Tour will be evaluated by the University's Evaluation Study Institute to determine outcomes.

Under the 'Manage' objective, a task force has met, thoroughly reviewed the Annual Celebration format and made recommendations for future Annual Celebrations. Recommendations include owning a particular date each year, reaching a broader audience through segmentation and multiple events in addition to partnering with existing events.

Esten reviewed the Sept. 2011 Alumni Survey, noting the improved Net Promoter score. He also previewed a new staff organizational structure that aligns with the design of the strategic plan.

Esten introduced Bruce Rader, Vice President, Membership and Marketing Analytics. Rader presented the metrics that have been developed to measure performance on each of the FY12 Work Plan initiatives. Staff will track progress but also what outcomes are achieved.

Board Review Committee

Reed introduced the ad hoc Board Review committee, noting that evaluating board structure is often an outcome of the evolution of the strategic plan. The outcome of the board review project will address the following:

1. Best practice board model with implementation strategy that provides meaningful volunteer engagement around board responsibilities.
2. More engaged and satisfied board aligned with the Association's strategic and business objectives
3. Stronger advocacy for Association and University initiatives
4. Stewardship and oversight of the successful implementation of the Association's strategic plan

The committee will be chaired by Alison Page. Members are Natasha Freimark, Kent Horsager, Marshall Lichty, Maureen Reed, Dave Walstad, Sandy Wiese and Phil Esten. The Napa Group has been engaged to facilitate the committee's work.

The board discussed possible board implications of the board review project.

The meeting adjourned at 2:30 p.m.

Submitted by Ruth Isaak
For Patrick Schott, Secretary-Treasurer