

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS MINUTES  
Saturday, January 28, 2012  
8:30 – 11:30 a.m.  
Gross Family Board Room, McNamara Alumni Center**

Board Members Attending

Adams Loyd, Susan - phone	Oftelie, Alexander
Amara, Abou	Page, Alison
Beniak, Judy	Phenix, Amy
Blissenbach, Henry	Pichler, Jim
Campe, John	Reed, Maureen
du Bois, Jim	Schaff, Clinton
Esten, Phil	Schott, Patrick
Finsness, Elizabeth	Schultz, Martin
Freimark, Natasha	Shay, Lizzy
Gates, Leah	Spence, Pat - phone
Hallin, Gayle	Stein, Robert
Hofflander, Linda	Trecker, Andrew
Horsager, Kent	Tuzcu, Ertugrul
Jacobs, Walt	Walstad, Dave
Johnson, Susan	Welshons, Bonnie
Lanphere, Jane - phone	Wiese, Sandra
Lichty, Marshall	Wilson, Grant
Linster, Janice	Williams, Todd
McDonald, Dan	
McDonald, Tom	

Board Members Unable to Attend

Abbruzzese, Dave  
Bond, Walter  
Gates, Leah  
Joselyn, Bernadine  
La Valleur, June  
Martin, Roy  
Omlie, Joey  
Pinkney, Beth  
Zweig, Ted

UMAA Staff Attending

Coffer, Curtis  
Faulkner, Heather  
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  
Jason Rohloff, Special Assistant to the President for Government Relations

**Chair's Welcome**

Reed thanked board members for attending, either in person or on the phone. She noted that the February 1 Legislative Briefing had almost 700 individuals registered, noting that there is great interest in being informed and involved.

Amy Phenix, Chief of Staff to the President, introduced Jason Rohloff. Rohloff was recently named Special Assistant to the President for Government Relations. A '94 International Relations graduate, he will lead the University's local, state and federal government relations program and grassroots advocacy efforts. Rohloff summarized his past legislative and higher education experience, noting he is ready to convince lawmakers that the University is a valuable state investment.

**Consent Agenda**

Reed directed board members' attention to the October 21, 2011 National Board minutes. Other reports included for board information are the November 30, 2011 Internal Financial statements, September 30 Investment Report, December Membership Report, December Alumni Survey Results and January Outreach Calendar.

**MOTION:** Approve October 21, 2011 National Board Minutes  
*APPROVED UNANIMOUSLY*

**Review of Tax Return**

Treasurer Patrick Schott reported that the Finance and Audit Committee reviewed the FY11 Federal and State Tax Returns. He reminded board members that the board had provided the Finance and Audit Committee the authority to approve the tax returns. He presented the tax returns for the board's ratification, noting that the returns were very similar to the past two years and there were no issues.

**MOTION:** The University of Minnesota Alumni National Board ratifies the Finance and Audit Committee approval of the FY11 Federal and State Tax Returns, and Charitable Organization Report.  
*APPROVED UNANIMOUSLY*

**University Report**

President Kaler provided an overview of his FY12 presidential workplan and of the current legislative request. He stated that his goal when he arrived on campus was to listen and learn and that he has been doing just that---he's visited 36 counties as well as all U of M statewide campuses, talked with various alumni groups around the country and addressed business groups and government leaders.

*Workplan*

The themes for his administration are 'access and excellence' and that U of M should be ranked and considered with other notable higher education institutions. He pointed out that the U is addressing needs of STEM fields and nursing by increasing the number of students in these disciplines.

Emphasizing that the U is the state's only research university, he said 'that is a big deal and we need to attend to it.' He mentioned the intellectual property process and his staff's efforts to make it easier for companies to engage with the University around this work.

He spoke again about the importance of engagement and advocacy, reminding board members that UMAA will be an important part of this work.

He emphasized that his organization is focused on efficiency and effectiveness by examining all areas of internal operations.

#### *Legislative Request*

He then gave an overview of the U's recently proposed bonding request, noting that while not 'sexy', it is critical; pointing out that the U of M owns 27 million square feet of space that must be maintained. The university's total request was for \$160 million, with \$90M for HEAPR (Higher Education Asset Preservation) and \$70M for modernization and environmental upgrades. Governor Dayton submitted only \$20M in funding in his proposed bonding bill, and President Kaler remarked that this is very low and is less than the minimum needed. He emphasized that these campus improvement and restoration projects are shovel-ready and would translate into immediate jobs in the construction arena.

He noted that alumni are essential to carrying the University's message and that the state must not continue to disinvest in the University. He asked all board members to visit [www.supporttheu.edu](http://www.supporttheu.edu) to sign up for alerts and information on what can be done to help the University of Minnesota.

#### **CEO Report**

Esten reported on new association staff hires; Allison Henning, Member Services Representative, Whitney Heber, Events Coordinator, Joel Morehouse, student intern in graphics design, and Caryn Schultz Korman, Vice President of Outreach. The UMAA will also host Graciela Guzman, a Fullbright Hubert Humphrey Fellow from the Universidad de San Andres, Argentina, this semester.

He noted the strong registration for the February 1 Legislative Briefing and reminded board members to reserve April 20 for the Annual Celebration. The evening event will be held at TCF Stadium with a reception, dinner and program.

Phil shared the new affinity partnership which has been signed with Prime Lending and that there is exploration around further sponsorship opportunities with D1 Partners and the Big Ten Network.

He then reviewed the association's FY12 Workplan progress and identified the areas where Alumni Association initiatives aligned with President Kaler's FY2012 Workplan. The association has supported community visits by arranging chapter events in tandem with presidential visits, engaged key opinion leaders through the Statewide Speakers Tour and measured alumni attitudes and opinions with bi-monthly alumni surveys.

Alumni association staff is collaborating with the University to create a coordinated all-alumni communication strategy and serves as the primary convener for alumni engagement across campus. Staff is participating in a cross-functional advocacy group. Esten noted that the 'Legislator of the Year' award is now the 'Advocate of the Year,' recently awarded to Governor Mark Dayton.

The alumni association has leveraged available Office of Information Technology services, reducing costs by more than \$40,000 annually. Student employment and internships have increased with a graphics intern hired and other intern positions are planned.

### **Board Review Committee**

Alison Page, Board Review Committee Chair, thanked her committee for their efforts. Committee members are board members Natasha Freimark, Kent Horsager, Marshall Lichty, Maureen Reed, Dave Walstad, Sandy Wiese and Phil Esten. Following three meetings and working with Napa Group consultants, the committee has considered best practices of other boards and how best our board can provide effective and efficient UMAA governance, engage more people in meaningful roles and also provide for the stewardship and legacy of the association.

The committee proposes a smaller board with a total of 20 members plus the President of the University of Minnesota as a non-voting member. Board composition would be 7-8 representatives from four larger advisory councils, 6-7 at-large members, 5 University partners and the UMAA President and CEO. The University partners would be 1 faculty representative, appointed by the Faculty Consultative Committee, UMF president, MMF President, Athletic Director, or their mutually agreed upon designees, and the University of Minnesota President's designee.

The larger advisory councils would consist of a student group, geographic group, young alumni and an affinity group. The affinity group advisory council would consist of representatives from all colleges, and groups such as Greek organizations, Recreational Sports, band and others. The Advisory Councils would meet at least 2 times per year and discuss common issues as well as provide advice and counsel to the board.

Officers would be elected from the board in the positions of Chair, Chair-elect, Past Chair, and Secretary/Treasurer. The committee recommends that the changes be ready to implement by July 1, 2013.

National Board members discussed the proposal and voiced questions, concerns and/or support for the proposal. It was acknowledged by board members that a smaller board of directors could be more focused on overall strategic direction and governance while involving more alumni through the advisory councils. Board members discussed the advisory council concept, questioning their effectiveness and whether they would add to board and staff work load. Concerns were aired about the total number of alumni positions on the board relative to University ex-officio positions. The question was raised why the board would be adding the Athletic Director or their designee. Student representative Lizzy Shay questioned a separate student advisory group.

Page thanked board members for their comments and feedback and promised that the committee would take their comments under consideration at their next committee meeting. The committee plans to bring a final proposal to the board at the March 24 board meeting for a vote.

The meeting adjourned at 11:30 a.m.

Submitted by Ruth Isaak  
For Patrick Schott, Secretary-Treasurer