

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
NATIONAL BOARD OF DIRECTORS**

**May 7, 2005, 8:30 to 11:00 a.m.
500 McNamara Alumni Center**

Board Members Attending

Alaniz, Karin
Bartz, Mary
Carthaus, Marcia
Casey, Lynn
Cracraft, Ed
Dragseth, Ken
Foster, Barbara
Givens, Archie
Hauschild, Beverly
Hjelm, Andrea
Horsager, Kent
Kuehnast, Doug (by phone)
LaSalle, Tom
Litton, Steve
Luis, Nita
Maine, Lucinda (by phone)
McCartney, Sandy
Meyer, Jan
Mondale, Ted
Mooty, Bruce
Nash, Sara-Lynn
Norman, Ravi
Noyce, Jerry
Ollila, Gene
Phillips, Jessica
Phillips, Mark
Pohland, Darcy
Resch, Jim
Skadron, Stanley
Stein, Robert
Thacker, Kip
Thompson, Paul
Tuzcu, Ertugrul
Zearley, Tom

UMAA Staff Attending

Carlson, Margaret
Diekman, Sue
Eastman, Sue
Fisher, Diane
Gelbmann, Jen
Jones, Cheryl
Rader, Bruce

University Guests Attending

Bruininks, Bob; University President
Buhr, Karen; GAPSA President-elect
Cox, Emily; MSA President-elect
Fischer, Jerry; UMF CEO
Thrane, Linda; University Relations VP
Wall, Kelsey; SAA President

UMAA Strategic Planning Guests

Clausen, Jim; Volunteer
Reeher, Andy; Consultant

Board Members Unable to Attend

Calmenson, Bob
Foley, John
Gruenberg, Karyn
Jalal, Abu
Marshak, Marvin
McLeod, Mary
Mulder, Jim
Osberg, Brian
Schulstad, Denny
Thomas, Norrie
Wangstad, Andy

University of Minnesota Alumni Association (UMAA) National President Andrea Hjelm called the meeting to order at 8:30 a.m.

National President's Report

Hjelm reported that a University press conference at the McNamara Alumni Center was held on March 29, 2005, to announce that TCF Bank will be the corporate sponsor with naming rights to a new on-campus football stadium. The University is working on securing additional corporate sponsors for the stadium before grassroots fund raising begins.

Hjelm also announced that a record 950 students participated in Senior Sendoff on April 4, 2005; 250 mentors and students attended the April 6, 2005, Mentor Appreciation reception; and 1,400 alumni and friends are expected to attend the Annual Celebration on May 10, 2005, featuring CNN's Aaron Brown as the keynote speaker.

University of Minnesota Strategic Positioning

University of Minnesota President Bob Bruininks and Vice President for University Relations Linda Thrane reviewed the strategic recommendations that President Bruininks submitted yesterday to the University Board of Regents. These recommendations represent the next step in the strategic positioning process, which aims to make the University one of the top three public research institutions in the world within a decade. The proposed recommendations reduce the total number of colleges on the Twin Cities campus by three and realigns their departments and programs into stronger collegiate wholes, said President Bruininks. The colleges that will cease to exist as independent collegiate structures are the College of Human Ecology, the College of Natural Resources, and General College. The integrated colleges will offer students and faculty broader, interdisciplinary options for study and research; generate cost savings that can be reinvested in the academic enterprise; and create the potential for global leadership.

President Bruininks discussed the additional academic areas that his recommendations address, including undergraduate enrichment, admission, and support; faculty culture; future reconfigurations of colleges; international networks; the Academic Health Center; and the coordinate campuses. His proposal also addresses the service, business, and administrative culture of the University.

President Bruininks acknowledged that there is controversy and arguments are polarized on some of these issues, especially General College. The University has not done major restructuring since 1965, and the University cannot be reformed without attacking the curriculum, he stated. The strategic positioning process was collaborative and inclusive, said President Bruininks. He believes that these recommendations are the beginning of a very exciting journey for the University.

There was much discussion, including about how progress will be measured; the need for expanded communication with stakeholders; and how diversity and accessibility will be affected. Barbara Stephens Foster, General College representative to the UMAA board, requested that, as the University moves forward in this process, the greatness of General College and the work that has been accomplished there over the last 20 years be valued and that the University fully engage General College in future planning and implementation. President Bruininks said that numerous task forces will be appointed to determine how the restructurings will be implemented, and he asked the board members to be engaged and help the University think ideas through.

Tom LaSalle, UMAA secretary-treasurer, reviewed the process that the association went through-- numerous meetings of the Advocacy and Executive Committees-- to study the strategic positioning recommendations and draft a position statement. There was discussion about the proposed statement, including the need to request accountability. The statement was amended as follows and endorsed by a vote of 33 to 2:

“The University of Minnesota Alumni Association strongly endorses the university’s vision to be one of the top three public research institutions in the world. To achieve this transformation, the university must think creatively, act boldly and look beyond traditional academic and administrative structures. We have confidence in President Bruininks’ wisdom, leadership and courage, and we urge the Board of Regents to support his recommendations.

As the strategic positioning process moves into implementation, we encourage university leaders to continue to engage a wide array of people within the university and greater community, and to establish and monitor measures of success. As representatives of the university’s alumni, we pledge our support and assistance. We share the university’s goal to continue to embrace change and to build a campus culture centered on excellence, diversity and access to success.”

The UMAA will release this resolution on May 9. The Board of Regents will hear open testimony on May 16; Hjelm will speak on behalf of the UMAA. The regents will vote on the recommendations in June. Hjelm thanked the board members for their thoughtful consideration of this important step for the University.

Consent Agenda

The consent agenda included the March 12, 2005, national board meeting minutes; the financial statements as of March 31, 2005; the membership report noting a total membership of 52,445 as of March, 2005; a recommendation to approve the Minnesota Daily Alumni Association as an official interest group of the UMAA; and a recommendation to appoint Diane Fisher, UMAA chief financial officer, to the Gateway Corporation Board of Directors. All items were approved as mailed.

Chief Executive Officer's Report

Margaret Carlson, UMAA chief executive officer; and Bob Stein, UMAA president-elect; reported that, as part of the University negotiations with TCF Bank on the football stadium sponsorship, the UMAA agreed not to offer a debit card to alumni. The University in turn agreed that the UMAA credit card will be the sole credit card on campus beginning in 2009.

Carlson previewed the proposed UMAA goals for 2005-2006, which were developed by the management staff. The goals reflect some new and innovative initiatives but were formulated with the understanding that the association is currently working a new five-year strategic plan.

There are four over-arching goals: 1) Connect with alumni, students, and friends; 2) Advocate for the University; 3) Celebrate and impact campus traditions and heritage; and 4) Enhance the organization. Carlson briefly discussed each goal and explained that both the goals and the 2005-2006 budgets will be presented in detail to the board for approval in June.

UMAA Strategic Planning

Andy Reeher, strategic planning consultant; and Bruce Rader, UMAA senior director of membership and marketing, provided a progress report on the association's strategic planning. A strategic planning oversight committee of volunteers and staff will meet regularly throughout the process, and strategic planning will continue to be discussed at upcoming executive committee and national board meetings.

Adjournment

Hjelm adjourned the meeting at 11:00 a.m.

Submitted by,

Cheryl Jones
UMAA Deputy Administrator

for

Tom LaSalle
Secretary-Treasurer