

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**  
**Executive and Strategic Planning Committees**  
**September 23, 2005**  
**3:00-5:00 p.m.**

Committee Members Attending

Casey, Lynn  
Clausen, Jim  
Givens, Archie  
Hjelm, Andrea  
LaSalle, Tom  
McLeod, Mary  
Osberg, Brian  
Schulstad, Denny  
Stein, Bob  
Thrane, Linda  
Tuzcu, Ertugrul

UMAA Staff Attending

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

Committee Members Unable to Attend

Mooty, Bruce

University of Minnesota Alumni Association (UMAA) National President Bob Stein called the meeting to order at 3:00 p.m.

**National President**

Stein reported that the University of Minnesota Law School will officially affiliate with the UMAA, which is long-awaited and very good news. Nearly 5,000 Law School alumni will become members of the UMAA and the new Law School Alumni Society. "This is good for everyone concerned; it will elevate the Law School alumni's relationship with the University," said Stein.

**Chief Executive Officer**

Margaret Carlson, UMAA chief executive officer, announced that Sue Diekman, UMAA senior director of communications, is leaving the UMAA to become director of the University's Vital Aging Network. Carlson thanked Diekman for her service to the association, especially her outstanding work on the association's 100<sup>th</sup> anniversary and the recent Alumni Wall of Honor dedication.

**Consent Agenda**

The consent agenda included the 2004-2005 auditor's report, the Finance and Audit committee letter, the auditor's memorandum on business matters, the financial statement executive summary, the statement of financial position, and the finance report notes. All items were approved as mailed.

**UMAA Five-Year Strategic Plan**

Andy Reeher, The Reeher Group, presented an overview and analysis of the data collected during the survey phase of the UMAA's strategic planning process. Reeher stated that this is a particularly interesting phase of the process, as he has compiled data from five different sources and begun to assemble a quantitative profile of University alumni, their interests, and their attitudes toward the University and the UMAA.

Reeher reviewed data from two recently-completed electronic surveys. The first survey measured satisfaction with the UMAA. The second measured perceptions and interest in the UMAA as well as current and potential UMAA programs. Incorporated into the survey results were appended consumer demographic data for the Twin Cities campus alumni population and initial data from the University of Minnesota Foundation on alumni giving. Reeher and the UMAA management staff have been reviewing and discussing the data over the past several weeks.

The committee members discussed the findings in detail, especially the conclusions that the association is not broadly and clearly understood; that the largest percentage of alumni join the UMAA because they want to support the University; and that the majority of them want electronic and not personal communication from the association.

Reeher will incorporate the feedback from the committee members into his presentation to the UMAA national board on October 7. The next strategic planning meeting will be on November 4.

**Adjournment**

Stein adjourned the meeting at 5:00 p.m.

Submitted by,

Cheryl Jones  
UMAA Deputy Administrator