

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 100th 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