

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**  
**National Board Meeting**  
**October 7, 2005**  
**4:00 to 6:15 p.m.**  
**500 McNamara Alumni Center**

Board Members Attending

Buhr, Karen  
Calmenson, Bob  
Carthaus, Marcia  
Casey, Lynn  
Cunningham, John  
Dragseth, Ken  
DuBois, Jim  
Fischer, Jerry  
Foley, John  
Foster, Barbara  
Givens, Archie  
Gruenberg, Karyn  
Heagle, Emily (for Brad Choate)  
Hjelm, Andrea  
Horsager, Kent  
LaSalle, Tom  
Litton, Steve  
McCartney, Sandy  
Meyer, Jan  
Mooty, Bruce  
Mulder, Jim  
Nash, Sara-Lynn  
Osberg, Brian  
Phillips, Jessica  
Phillips, Mark  
Resch, Jim  
Schulstad, Denny  
Skadron, Stanley  
Stein, Robert  
Thacker, Kip  
Tuzcu, Ertugrul  
Wangstad, Andy

Board Members Unable to Attend

Alaniz, Karin  
Bauer, Jean  
Cox, Emily Serafy  
Cracraft, Ed  
Kuehnast, Doug  
Lindahl, Nancy  
McLeod, Mary  
Meyer, Scott  
Mondale, Ted  
Newell, Rich  
Norman, Ravi  
Ollila, Gene  
Pohland, Darcy  
Thomas, Norrie  
Thompson, Paul

Others Attending

Marshall Lichty, Law School Alumni Association  
Andy Reeher, The Reeher Group  
Linda Thrane, University Relations  
Kelsey Wall, Student Alumni Ambassadors

UMAA Staff Members Attending

Carlson, Margaret  
Fisher, Diane  
Jones, Cheryl  
Rader, Bruce

UMAA Staff Unable to Attend

Gelbmann, Jen

University of Minnesota Alumni Association (UMAA) National President Bob Stein called the meeting to order at 4:00 p.m.

### **National President's Report**

Stein welcomed everyone to this first meeting of the fiscal year. He introduced new board members Karen Buhr, president of the Graduate and Professional Students Assembly; John Cunningham, College of Architecture; and Jim duBois, College of Liberal Arts. Three new board members were not able to attend today's meeting: Jean Bauer, Faculty Consultative Committee; Emily Serafy Cox, Minnesota Student Association; and Scott Meyer, at-large representative.

Stein also welcomed Marshall Lichty from the Law School Alumni Association; Kelsey Wall, president of the Student Alumni Ambassadors; Jerry Fischer, CEO of the University of Minnesota Foundation (UMF); Emily Heagle, assistant vice president of alumni relations at the Minnesota Medical Foundation (MMF), and Linda Thrane, Vice President for University Relations.

Stein reported on several events and activities that occurred since the board last met, including the board summer social at Eastcliff. He reported on Homecoming with slides depicting the dedication of the Alumni Wall of Honor on Friday evening and the Homecoming breakfast and parade on Saturday morning. More than 1,500 alumni, parents, and friends attended the breakfast.

### **Consent Agenda**

The consent agenda included the June 23, 2005, board meeting minutes; the 2004-2005 audited financial statements; the internal financial statements as of August 31, 2005; and the membership report noting that as of August 2005 there were 55,188 total members. The consent agenda was approved as mailed.

### **Vice President for University Relations**

Thrane reported that legislative leaders are considering whether or not a special session should be called. There appears to be strong support for a Gopher football stadium among legislators and from Governor Pawlenty, but there is fear that the special session will not happen because there is very little else on which the legislative leaders agree. Thrane thanked Denny Schulstad, UMAA president-elect, for his support for the stadium and for his commitment to honoring the legacy of Memorial Stadium. She asked the board members to contact Governor Pawlenty to urge him to convene a special session, and to contact their legislators to ask for their "yes" vote on the stadium.

Thrane also reported that the University's strategic positioning is proceeding well. There are 34 task forces working to transform the strategic positioning recommendations into specific plans. Thrane is chairing the Culture Committee, on which UMAA board members Lynn Casey and Jessica Phillips are serving. Thrane thanked the alumni association for supporting the strategic positioning recommendations and for suggesting alumni to serve on the task forces.

### **Chief Executive Officer**

Margaret Carlson, UMAA chief executive officer, said that her report would be brief so that the majority of this meeting could be devoted to strategic planning. She announced that the UMAA Advocacy Committee will host a town hall forum on October 25 to provide alumni feedback to the University strategic positioning task forces that are working on undergraduate and graduate student services reform, honors, and writing initiatives. Carlson encouraged the board members to participate in this forum.

### **UMAA Strategic Planning**

Stein introduced Andy Reeher of The Reeher Group, who is facilitating strategic planning for the UMAA. Reeher presented an overview and analysis of the data collected during the survey phase of the planning process. Reeher has compiled data from five different sources and has begun to assemble a quantitative profile of University alumni, their interests, and their attitudes toward the University and the UMAA.

Reeher discussed in-depth the 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 interest in current and potential programs and benefits for alumni. 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. The UMAA strategic planning advisory committee, executive committee, and management staff have been reviewing and discussion the implications of the data over the past several weeks.

There was considerable discussion about the findings, especially the conclusions that the association is not broadly and clearly understood; that the largest percentage of respondents join the UMAA because they want to support the University rather than take advantage of benefits; and that the majority of respondents prefer to receive electronic and “on demand” communication. There was agreement that the UMAA should review its current mission statement. There was also discussion about what “support the University” means; i.e., increasing the value of one’s degree as well as philanthropy, legislative advocacy, etc. There was agreement that the association should take a close look at the big findings to develop a very focused plan—that the UMAA should do fewer things well rather than be stretched thin.

Reeher, Carlson, and Stein thanked the board members for their input, which will be incorporated into the draft plan for review at upcoming strategic planning advisory and executive committee meetings. A draft five-year strategic plan will be presented at the next national board meeting on December 3, 2005.

### **Adjournment**

Stein adjourned the meeting at 6:15 p.m. The UMAA 2005 Volunteer Awards Celebration was held immediately following the board meeting at The Campus Club.

Submitted by,

Cheryl Jones  
UMAA Deputy Administrator