

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE/STRATEGIC PLANNING**

**November 14, 2005**

**7:30 to 9:00 a.m.**

**200 McNamara Alumni Center**

Committee Members Attending

Casey, Lynn  
Clausen, Jim  
Hjelm, Andrea  
LaSalle, Tom  
Mooty, Bruce  
Osberg, Brian  
Schulstad, Denny  
Stein, Bob

UMAA Staff Attending

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

Others Attending

Reeher, Andy, The Reeher Group

Committee Members Unable to Attend

Givens, Archie  
McLeod, Mary  
Tuzcu, Ertugrul

**National President**

University of Minnesota Alumni Association (UMAA) National President Bob Stein called the meeting to order at 7:30 a.m. He acknowledged that this is a combined Executive Committee and Strategic Planning Advisory Group meeting, which is the last step in the UMAA's strategic planning process before the proposed plan is presented to the board of directors next month.

Stein announced that Supreme Court Justice Sandra Day O'Connor will be the keynote speaker at the UMAA 2006 Annual Celebration on May 23, 2006. Justice O'Connor, who is a friend of Stein's, has agreed to speak on a pro-bono basis. The executive committee members congratulated and thanked Stein for securing such a high-profile and exciting speaker for this important UMAA event.

**Consent Agenda**

The consent agenda included the September 23, 2005, executive committee meeting minutes; the fiscal year 2005 charitable organization annual report for the UMAA; the fiscal year 2006 auditor selection; the September 30, 2005, internal financial statements; and the policy on use of invested funds. All items were approved as mailed.

**Chief Executive Officer**

Margaret Carlson, UMAA chief executive officer, reported on the association's progress toward achieving its 2005-2006 goals. Magazine advertising, sponsorships, and membership are areas that need improvement and will receive special attention. Theme issues will be promoted to potential new magazine advertisers and the sales team will be focusing on securing six-time insertions. In regard to sponsorships, Carlson plans to target five potential \$100,000 sponsors per advice that she received from an expert in this area.

**Membership**

Bruce Rader, UMAA senior director of membership and marketing, reported that the merger with the Law School alumni group will bring in 5,000 new UMAA members. A special promotional piece will be mailed to non-member law graduates. And 40,000 alumni of the College of Education and Human Development will be offered a special membership price of \$19.05 in conjunction with the college's 100<sup>th</sup> birthday celebration. Rader reported that the year-to-date high membership number is 55,000.

**2006-2010 Strategic Plan**

Stein stated that the current draft of the five-year strategic plan represents six months of research, analysis, writing, discussion, writing, more discussion, and more writing. He thanked the committee members for their sage advice and hard work on the plan thus far.

Carlson reviewed the components of the draft strategic plan: Vision, Mission, Beliefs and Guiding Principles, What We Know, How We Know, and the proposed 2006-2010 Goals. Carlson and Andy Reeher, strategic planning consultant, facilitated discussion that resulted in agreement that it is important that the plan clearly reflect: 1) the association is an independent membership organization; 2) that students and friends are included; and 3) the UMAA values diversity. The plan will be revised to reflect these points and will then be presented to the national board on December 3.

**New Interest Groups**

The recommendation to endorse the University of Minnesota Black Alumni and the Recreational Sports Network as new UMAA interest groups was approved.

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**UMAA Representation on Gateway Corporation Board**

Tom LaSalle, UMAA first vice president, recused himself from the meeting. The recommendation to appoint LaSalle as a UMAA representative to the Gateway Corporation was approved. Stein thanked Diane Fisher, UMAA chief financial officer, for serving as interim representative.

**Adjournment**

Stein adjourned the meeting at 9:30 a.m.

Submitted by,

Cheryl M. Jones  
UMAA Deputy Administrator