

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE**

**June 9, 7:30 to 9:00 a.m.
200 McNamara Alumni Center**

Committee Members Attending

Givens, Archie
Hjelm, Andrea
LaSalle, Tom
McLeod, Mary
Mooty, Bruce
Schulstad, Denny
Stein, Bob
Tuzcu, Ertugrul

UMAA Staff Attending

Brown, Betsy
Carlson, Margaret
Fisher, Diane
Jones, Cheryl
Kono, Chad
Rader, Bruce

University of Minnesota Alumni Association (UMAA) National President Bob Stein called the meeting to order at 7:30 a.m. The volunteers and staff members introduced themselves, including Betsy Brown, new UMAA senior director of communications; and Chad Kono, interim senior director of outreach.

National President

Stein reported that the 2006 Annual Celebration featuring Justice Sandra Day O'Connor was an unprecedented success and a truly historic event. More than 2,000 alumni and friends participated in the dinner, and nearly 4,200 attended the program in Northrop Auditorium. "O'Connor complimented the UMAA on being one of the best alumni associations in the country, and she doesn't compliment easily," said Stein. He distributed a summary of the many kudos that were sent to UMAA following the event, including a wonderful comment by Bob Odegard, former head of the University of Minnesota Foundation, who said, "I've been at the University for 37 years, and I've never seen so many people so proud to be associated with the University."

Stein thanked Bruce Mooty, UMAA vice president, for his leadership in obtaining Gray, Plant, Mooty as the Annual Celebration presenting sponsor. He also thanked Ertugrul Tuzcu, UMAA secretary-treasurer, for making the Marshall Field's signature partnership happen. Stein also thanked the UMAA staff for their great work on this event.

Consent Agenda

The consent agenda included the February 27, 2006, executive committee minutes; the financial statements as of April 30, 2006; and the recommendation to grant approval authority of the Fiscal Year 2005-2006 audit report to the Finance and Audit committee. All items were approved as mailed.

Chief Executive Officer

Margaret Carlson, UMAA Chief Executive Officer, presented the “dashboard” year-end progress report. All planned objectives will be completed by the end of the fiscal year on June 30, 2006, with one exception: the goal to develop a business plan to leverage adjacency of the new Gopher football stadium, which was deferred to next year as the stadium opening was pushed back to 2009.

Carlson thanked each committee member individually for their specific contributions during the course of this very successful year for the association. Stein in turn thanked Carlson for her strong leadership and hard work.

Membership

Bruce Rader, UMAA senior director of marketing and membership, reported that membership as of May 31, 2006, totals 55,737. The recent appeal promoting the new “Libraries Publications Online” benefit brought in 856 new members, which greatly exceeded the usual response rate. The appeal to UMAA mentors, inviting them to purchase a membership for their student, is also experiencing early success. In response to a question from Tom LaSalle, UMAA first vice president, Rader said that the association is on track with its plan to spend less money on direct mail solicitations and is doing more with e-mail promotion, year-around telemarketing, and partnering with the collegiate units to promote membership.

Fiscal Year 2006-2007 Goals and Objectives

Carlson said that the executive committee and national board approved the Fiscal Year 2006-2007 goals in March, but at that time specific advocacy objectives had not been determined. She briefly discussed the three major goals that have been endorsed by the volunteers: 1) Build the prominence of the UMAA as a valuable advocate for the University; 2) Strengthen campus partnerships and create new traditions; and 3) Ensure the association’s financial stability.

Mary McLeod and Bruce Mooty, co-chairs of the UMAA Advocacy committee, reported that last month the committee discussed and ranked four potential issues. McLeod, Mooty, and Carlson sought feedback on the committee’s preferences from Linda Thrane, vice president for University Relations, who indicated a strong desire for the committee to work on supporting the University’s quest for legislative funding for the biosciences initiative. As this initiative was not the committee’s first preference (it received a third-place vote by the majority of the committee members), the executive committee is now being consulted.

There was considerable discussion. It was agreed that while the biosciences issue will require significant study and education, it is very timely; it provides an academic rather than an athletic focus; and success in this area is crucial if the University is to succeed in its quest to become a top three public research university.

It was also agreed that a second issue--learning what the University is doing to connect its research and expertise with state, community, and corporate leaders and determine a way that the alumni association can add value to these efforts (this was ranked in first place by the Advocacy committee)--is also important. It was agreed that the key point is to determine how to put these two issues together to benefit the University and the state. McLeod, Mooty, and Carlson will continue to talk with University leaders, including University President Bob Bruininks. They will also update the Advocacy committee members and obtain more detailed information on these issues before the advocacy direction is presented to the national board for approval in late June.

Fiscal Year 2006-2007 Operating and Capital Budgets

Diane Fisher, UMAA chief fiscal officer, presented the operating and capital budgets for the 2006-2007 fiscal year, both of which were discussed in detail and approved by the UMAA Finance committee on June 2, 2006. Fisher briefly reviewed the revenue and expense items, noting that the operating budget was balanced by transferring funds from UMAA endowments. Both budgets were approved as mailed.

President-elect

Denny Schulstad, UMAA president-elect, distributed the calendar of meetings and activities for the coming year. Schulstad would like to feature a University graduate or graduates as keynoters for next year's Annual Celebration, which will coincide with the grassroots fundraising kickoff for the new Gopher football stadium.

Schulstad thanked Stein for his great leadership of the UMAA, noting that Stein "has set the bar very high" as association president. Mooty and Hjelm added their kudos and thanks to Stein, reminding the committee members that Stein was the UMAA's first national president to live outside of the Twin Cities, and that he made this scenario "the best that it could be."

Adjournment

Stein adjourned the meeting at 9:00 a.m. Stein, Schulstad, Carlson, and several other executive committee members proceeded to the University Board of Regents meeting, where Stein presented the UMAA Annual Report.

Submitted by,

Cheryl Jones
UMAA Deputy Administrator

for

Ertugrul Tuzcu
Secretary-Treasurer