

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE**

**September 6, 2006, 7:30 to 9:00 a.m.  
200 McNamara Alumni Center**

Committee Members Attending

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

UMAA Staff Attending

Brown, Betsy  
Carlson, Margaret  
Fisher, Diane  
Isaak, Ruth  
Kono, Chad  
Rader, Bruce

University of Minnesota Alumni Association (UMAA) National President Denny Schulstad called the meeting to order at 7:30 a.m.

National President

President Schulstad welcomed the group to the first Executive Committee meeting of the year and reviewed the many upcoming events such as the September 15 National Board meeting followed by the UMAA Volunteer Awards. Schulstad reminded the group that current board member Steve Litton is one of the three persons to be recognized as a 2006 Volunteer of the Year and that past UMAA national board president (2004-05), Andrea Hjelm, will receive the Alumni Service Award.

He also reminded the group about the Scholars Walk dedication on September 29 with a public event at noon to 2:00 p.m. and an evening reception at 5:00 p.m. The stadium groundbreaking takes place on September 30 at 2:00 p.m. preceded by the Gopher Football Relay bringing a symbolic football from the Metrodome back to the university. The UMAA board will take part in the stadium groundbreaking and have an official photo taken, as one of the groups that contributed \$1 million to the stadium.

Schulstad reminded the committee of the May 8 UMAA Annual Gala and the program lineup. Special guests will be Tony Dungy, head coach of the Indianapolis Colts and former Gopher quarterback, and Stan Freese, Talent Booking and Casting Director for Disneyland and former University of Minnesota marching band member, in addition to the University of Minnesota Marching Band. Schulstad noted that the May 8 event would possibly be the kick-off for the stadium grassroots fundraising effort, if the major fund raising is completed by that time.

Schulstad welcomed back UMAA past president, Bob Stein. Stein has returned to campus as an Everett Fraser Professor of Law.

Consent Agenda

The consent agenda included the June 9, 2006 Executive Committee Minutes, June 30, 2006 financial statements and the membership report. Bruce Rader, Senior Director of Marketing and Membership, noted that membership had reached an all-time high during August. All items were approved as mailed.

### **University Branding Campaign**

Margaret Carlson, CEO, presented the University's "Driven to Discover" public relations campaign. She explained that the campaign is a long-term effort by the University to increase the public's awareness of the University's value and impact as a research university and also to support the quest to be one of the top three public research universities in the world. Through extensive consultation and strategic analysis, it has become clear that people don't understand the University's research mission. Once they do, they are very supportive.

University Relations will launch the brand campaign in fall 2006. The campaign will ask the public to submit their single greatest questions and the U will respond with professors who are currently active in their search. The goal is to showcase the U as a vital, fun, relevant place, on-track to becoming one of the top three public research universities and a world-class place for higher education.

The campaign received enthusiastic reviews when presented to the UMAA's Advocacy Committee, Marketing and Communications Committee, and the All-Staff Meeting. The campaign will target the state of Minnesota with a strong television component as well as web, print, and display elements. The cost for the development of the campaign and year one exposure is \$2 million. The UMAA has been asked to lend support to the campaign, along with the University of Minnesota Foundation and Minnesota Medical Foundation.

Executive committee members were supportive of contributing to the campaign. Ertugrul Tuzcu informed the committee that the Finance & Audit Committee had approved the proposed support via an email vote.

**MOTION:** The University of Minnesota Alumni Association (UMAA) will contribute \$100,000 per year for the next three years to support the University's new branding campaign, "Driven to Discover," for a total contribution of \$300,000. The source of this funding is the Strategic Opportunity Fund. In-kind funding will also be contributed in the form of pro bono advertising in MINNESOTA magazine. Advertising will include two-page split spreads running in the first two issues of the launch each year, followed by single page insertions for the remaining issues of the magazine published during the same year. The campaign will be run gratis for three years. This advertising has a rate card value of \$96,855, of which University partners would normally receive 50% off, for a \$48,428 total value.

This one-time commitment is contingent upon the campaign continuing for three years. It is with the understanding that the University would make a multi-year commitment to the project and that the costs would become part of the University's core funding beyond year three.

*APPROVED UNANIMOUSLY*

### **Stadium "Goldy on Parade" Project**

Denny Schulstad introduced the concept of the UMAA providing leadership for a "Goldy on Parade" statue project. (Note "Goldy on Parade" is a working title; an enduring name will be selected in the early stages of the project.) The purpose of the project is to increase awareness of the stadium initiative, enhance community engagement with the U, and to raise funds for the stadium. The first prototype, a 5-6 foot high Goldy, would be introduced during the 2007 UMAA

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Annual Celebration, likely the kick-off of the grassroots fundraising effort for the stadium. Over a two-year period, other Goldy statues would be designed, previewed around the state, and sold before the opening of the TCF Bank Stadium in September 2009.

Denny Schulstad and Margaret Carlson have met with Randy Johnson and Hart Johnson, alums of the University of Minnesota who are president and vice president of TivoliToo. This St. Paul firm has conducted many similar campaigns including Peanuts on Parade (2000), Charlie Brown Around Town (2001), Looking for Lucy (2002), Linus Blankets in St. Paul (2003), Dog Days of Summer (2004) as well as designing the Mickey statues for Disney's 75<sup>th</sup> Anniversary (2003-05).

Board members asked if smaller versions of Goldy could be sold and if the statues would have something identifying them as a UMAA project. Schulstad said that was definitely a possibility and there were many financial models to consider. Tom LaSalle asked if timing was a problem so that there was no interference with the major gifts program. Schulstad explained the prototype would first premier at the Annual Meeting and the program will not be fully rolling until several months after that with the goal of completion by the time of the stadium opening in 2009.

There are five important promotional, political and financial issues that need to be addressed after the UMAA National Board approves proceeding with the development of this plan:

- Securing a formal approval from the stadium fund-raising committee to be the lead organization for this project;
- Meeting with University Relations to ensure that we have their support of this project, per the Gopher brand/image;
- Meeting with HOK architects to see if some of the Goldys can be placed in/around the stadium on a permanent basis; and
- Working out the scope and concept so that we can come back to the UMAA National Board to approve the upfront financial costs which would be reimbursed through sponsorships and/or an auction of the statues.

If the committee and the board approves further development of the concept, the political, financial, and design issues will be worked out and a funding proposal will be brought to the Finance Audit Committee on October 31, then the Executive Committee on November 8, and the National Board on November 17.

**MOTION:** The Executive Committee directed UMAA staff and others to further develop the Goldy statue project concept.

*APPROVED UNANIMOUSLY*

### **Advocacy Committee Report**

Mary McLeod and Bruce Mooty, co-chairs of the Advocacy Committee, reported on recent meetings held in July and August. The committee is focusing on the Biomedical Sciences Research Facilities Authority in addition to supporting the university's overall biennial budget request. Frank Cerra, Senior Vice President for the Academic Health Center, and Richard Pfutzenreuter, University Vice President and CFO, spoke to the committee on those topics in July and August along with Donna Peterson, Government Relations Director and Sarah Youngerman, Associate Director of National Public Relations for the Academic Health Center. Speakers are asked to provide the committee with a one-page summary of their presentation. The committee is working on refining the one-page fact sheet on the Biomedical Sciences Research Facilities

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Authority so that it reflects substance, financial facts and also a “heartstrings” message. Mooty stated that the UMAA provides a valuable service in being the “alumni voice” when they advocate for the University. Future meetings will continue the education process and also focus on how research translates to economic development. Schulstad commended the committee chairs for their substantive work.

### **Legislators of the Year Award**

Archie Givens, Program Committee chair, outlined the updated award selection process prepared by the Program Committee. The 2006 awards will honor legislators that exhibited outstanding leadership passage of the University of Minnesota legislative initiatives including capital bonding, biosciences and the campus football stadium. The committee will consist of representatives from the UMAA program committee, University Relations, other University units benefiting from the legislative session, the UMAA president and CEO. Recipients will be honored at the Legislative Kick-off and Briefing on January 24 and announced at the September 15 board meeting.

**MOTION:** The Executive Committee approved the updated Legislator of the Year Award selection process.

*APPROVED UNANIMOUSLY*

Schulstad thanked Givens and commended the Program committee for updating the selection process.

### **CEO/Staff Reports**

Margaret Carlson reviewed the current dashboard of this years’ progress towards objectives. The independent auditors have completed the audit of UMAA financial statements. Carlson noted that the auditors were highly complimentary of the processes in place. Carlson thanked Diane Fisher, CFO, for her leadership on financial procedures.

Carlson introduced Betsy Brown, Senior Director of Communications. Brown reported on the process to establish a UMAA brand. Strategic plan research identified the need to establish the UMAA’s identity with alumni. Brown outlined four steps necessary to develop, implement and measure a brand position. They are 1) research, 2) development and planning, 3) implementation and 4) measuring and tracking. The research portion has been completed. Brown and UMAA staff are now in the development and planning stage to develop a unique UMAA brand message that will compliment the University’s “Driven to Discover” brand.

### **Other Business**

The Executive Committee discussed examples of a lack of clarity in roles, responsibilities, and relationships between the UMAA and the University. The consensus of the group was that it was important to consider drafting a Memorandum of Understanding between the Alumni Association and the University, similar to the agreements recently completed by the University of Minnesota Foundation and the University Medical Foundation.

**ACTION ITEM:** Schulstad named a special committee to work on the Memorandum of Agreement, including Tom LaSalle, - chair, Bob Stein, Mary McLeod, Bruce Moody, Margaret Carlson and Diane Fisher.

**Adjournment**

Schulstad adjourned the meeting at 9:00 a.m.

Submitted by,

Ruth Isaak  
UMAA Executive Assistant

For Ertugrul Tuzcu  
Secretary-Treasurer