

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
NATIONAL BOARD OF DIRECTORS MINUTES

Friday, September 15, 2006

4:00 to 6:00 p.m.

500 McNamara Alumni Center

Board Members Attending

Alaniz, Karin

Anderson, Lowell

Calmenson, Bob

Casey, Lynn

Carthaus, Marcia (by phone)

Cheung Ho, Yvonne

Chomsky, Carol

Cracraft, Ed

Cunningham, John

Dragseth, Ken

du Bois, Jim

Foster, Barbara

Givens, Archie

Gruenberg, Karyn

Horsager, Kent

Johnson, Susan

Kuehnast, Doug

LaSalle, Tom

Litton, Steve

Lichty, Marshall

McCartney, Sandy

McLeod, Mary

Meyer, Jan

Mooty, Bruce

Mulder, Jim

Newell, Rich

Norman, Ravi

Ollila, Gene

Osberg, Brian

Page, Max

Phillips, Jessica

Phillips, Mark

Resch, Jim

Reichl, Lorna

Schulstad, Denny

Stein, Robert A.

Stein, Robert A.

Thacker, Kip

Thompson, Paul

Tuzcu, Ertugrul

Board Members Unable to Attend

Lindahl, Nancy

Maine, Lucinda

Pohland, Darcy

Meyer, Scott

Sobotka, Susan

Wiese, Sandra Ulsaker

Xu, Amy

UMAA Staff Attending

Brown, Betsy

Carlson, Margaret

Fisher, Diane

Kono, Chad

Isaak, Ruth

Rader, Bruce

University Guests Attending

Berg, Linda – University of Minnesota Foundation

Heagle, Emily - Minnesota Medical Foundation

Malkerson, Becky - Minnesota Medical Foundation

Sullivan, Tom – Provost

Thrane, Linda - University Relations

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

National President's Report

Schulstad welcomed the board to the first official meeting of the 2006-2007 Alumni Association National Board of Directors, noting that it was an exciting time and place to be president. He said the UMAA is looking forward to supporting President Bruininks and the University as they go for the goal of becoming one of the top 3 public research universities in the nation.

He encouraged the board to get to know each other. Towards that goal, a photo board member directory is being prepared and board members were asked to sit by someone they don't know. He also reminded the board that there is a second board social at his home on November 3, the night before Homecoming.

Schulstad extended a special welcome to new board members present at the meeting. They are Max Page, president of the Student Association; Marshall Lichty representing the Law School; Lowell Anderson, Pharmacy School; Lorna Reichl, Veterinary Medicine; Susan Johnson, Northwest/Central geographical representative; and Robert Stein Jr. and Yvonne Chueng Ho, newly elected members at large.

He extended a special welcome to Linda Berg, representing the University of Minnesota Foundation, Becky Malkerson, the new CEO for the Minnesota Medical Foundation, along with Emily Heagle, development officer for the Medical Foundation. Becky is a past UMAA board member from 1990-1994.

Schulstad noted that the UMAA Volunteer Awards Reception and Ceremony would take place following the meeting. He congratulated board member Steve Litton who will be recognized as Volunteer of the Year, extending congratulations and heartfelt thanks for Litton's commitment to the University and the Alumni Association.

Again noting the historic events happening this month, Schulstad reviewed the following upcoming opportunities for board members. The public dedication of Scholars Walk and the unveiling of the Wall of Discovery will take place Friday, September 29, followed by an evening reception. Saturday, September 30, is the groundbreaking for the new stadium.

Preceding the groundbreaking, a symbolic football is being carried back to campus from the Metrodome. He encouraged board members to be part of the UMAA team participating in the Football Relay, reminding the board that they initiated the stadium effort with a 1 million dollar commitment and provided endless hours of manpower to convince the state legislature to support the stadium. The Board of Directors will take an official photo following the stadium groundbreaking.

Schulstad announced the date for the Annual Celebration on May 8. The headliners are Tony Dungy, coach for the Indianapolis Colts; and Stan Freese, Casting and Booking Director for Disneyland Entertainment Productions; and the University of MN Marching Band.

Schulstad reminded board members to complete a Conflict of Interest Disclosure statement.

Consent Agenda

Schulstad directed the board's attention to the three items on the Consent Agenda requiring board action. They include the June 22, 2006 national board minutes and the financial statements as of June 30 and July 31, 2006.

MOTION: Approve consent agenda items as mailed
APPROVED UNANIMOUSLY

Schulstad called attention to the advocacy, program and membership committee reports attached for board member information. The membership report noted that membership reached an all-time high of 60,200 during August, the Advocacy Committee report identifies the target priorities for the year, and the Program Committee report outlined the new selection process for the Legislators of the Year award.

University of Minnesota Provost

Schulstad welcomed Provost Tom Sullivan, noting that Sullivan is the chief academic officer for the Twin Cities campus and has played a key role in the University's strategic positioning and planning process.

Sullivan thanked the group for their help and support of the University in its quest to be one of the top three public research universities in the world. In order to reach this goal, the University will continue to foster a culture of excellence not only by investing in its traditional academic programs but also by cultivating new programs that cross disciplinary boundaries.

The Institute on the Environment is planned and available for review on the provost web page. An interim director will be announced shortly. The Provost Advisory Committee is looking at an Institute for Advancement of Science and Technology.

Important undergraduate strategic goals are a University-wide writing initiative for the Fall of 2007 and building an honors programs for a Fall 2008 launch. Sullivan informed the group that President Bruininks emphasizes accountability and efficient business practices in all University business.

He noted that the University appreciates UMAA's support for the Biomedical Sciences Research Facilities Authority, a component of the 2007 biennial request, and encouraged continued support to get the initiative passed in the 2007 Legislature. Sullivan underscored the necessity of world-class faculty and facilities to maintain excellence in the biosciences area and exert global leadership in this area. He explained that the separate authority spreads the funding over 10 years and removes the issue from the biennial budget process.

Sullivan said the 2007 biennial budget that will be presented to the Regents in October is an ambitious request; however, the University wants to keep tuition rates back in acceptable ranges and not repeat double-digit increases. Sullivan concluded his remarks by asking for continued support from the Alumni Association in helping the University reach its goals.

Driven to Discover

Schulstad introduced Linda Thrane, Vice President of University Relations, to update the board on the "Driven to Discover" branding effort. 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.

The branding campaign has university-wide support and will rollout to the university community on September 20. The larger public phase will begin shortly after that with print, television and web media. The campaign will feature people representing the general public asking their single greatest question and the U responding with professors who are currently active in their search. The campaign celebrates the discoveries happening right now at the University of Minnesota, plus helps connect the U to the public.

Margaret Carlson told the board that the campaign received enthusiastic reviews when presented to the UMAA's Advocacy Committee and Marketing and Communications Committee as well as the UMAA All-Staff Meeting. 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.

National board members were supportive of contributing to the campaign. Robert Stein, Jr. questioned whether the proposal had been rushed, not following the usual process. Ertugrul Tuzcu informed the board that the action before the board to contribute to the campaign followed the approved process. The action first received approval from the Finance & Audit Committee via an email vote and then went before the Executive Committee for deliberation and approval.

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 "Goldy on Parade" statue project concept. He proposed that the University of Minnesota Alumni Association provide leadership for this project with the following goals; to increase awareness of the stadium initiative, to enhance community engagement with the U, and to raise funds for the stadium.

Schulstad cited examples of similar projects such as Peanuts on Parade (2000), Charlie Brown Around Town (2001), Looking for Lucy (2002), Linus Blankets in St. Paul (2003), Dog Days of Summer (2004) and Mickey statues for Disney's 75th Anniversary (2003-05). A local firm, TivoloToo, has designed these projects.

Initial thoughts on the project include using the statues in the kick-off of the grassroots funding for the stadium, possibly as early as the 2007 UMAA Annual Celebration. Schulstad emphasized that many questions need to be answered but asked if the board felt the concept was worthy of future exploration.

MOTION: The board approved the further investigation of the "Goldy on Parade" project and directed staff and others to develop a firm proposal with attention to political, financial, and design issues.

APPROVED UNANIMOUSLY

CEO/Staff Reports

Margaret Carlson directed the board's attention to the UMAA 2007 progress report. She noted that the Volunteer Awards have been redesigned; the Advocacy Director, Mary Kay Delvo, has been hired and will begin on October 16; and the Advocacy Committee is gathering information on the biomedical sciences issues. Other 2007 goals are on track.

Carlson announced that Fred Friswold and Larry Laukka, two UMAA past presidents, will receive the Regents Award at the September 29 Scholars Walk evening event. Carlson said the two volunteers have spent nearly twenty years in volunteer efforts and were fundamental in achieving the \$56 million dollars of campus improvements that include the McNamara Alumni Center, Gateway Plaza, Alumni Wall of Honor, Scholars Walk and the Wall of Discovery.

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 the UMAA staff are now in the development and planning stage to develop a unique UMAA brand message that will be relevant and credible.

Schulstad adjourned the meeting at 6:00 p.m.

Submitted by Ruth Isaak
Executive Assistant
for
Ertugrul Tuzcu, Secretary-Treasurer