

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE MINUTES**

June 13, 2007, 7:30 to 9:00 a.m.  
200 McNamara Alumni Center

Committee Members Attending

Carlson, Margaret  
Givens, Archie  
Horsager, Kent  
LaSalle, Tom  
McLeod, Mary  
Phillips, Jessica  
Schulstad, Dennis  
Stein, Bob (by teleconference)  
Tuzcu, Ertugrul

UMAA Staff Attending

Fisher, Diane  
Isaak, Ruth  
Rader, Bruce  
Shortridge, Julie

Committee Members Absent

Bruce Mooty

University of Minnesota Alumni Association (UMAA) National President Denny Schulstad called the meeting to order at 7:30 a.m. He welcomed Kent Horsager, incoming chair of the Finance and Audit committee.

National President

President Schulstad reviewed the successful May 8 Annual Celebration. He noted that with an attendance of 3,100, it was a fantastic evening and extremely well done, complimenting UMAA staff. Bob Stein complimented Schulstad for securing Tony Dungy and Stan Freese as keynote speakers; he said it was a well executed evening, noting that it was the 'dinner of the year' for the University.

Schulstad informed the committee that the upcoming June 20 national board meeting will include his annual year-end report and a report from Ann Aronson of University Relations reporting on the progress of the Driven to Discover campaign.

Schulstad noted that committee members Bob Stein and Mary McLeod will be leaving the board. He thanked them for their exemplary contributions and asked that they stay involved in their particular areas of expertise, noting the board would not want to lose their insight.

Executive Committee Action

**MOTION:** Approve the March 21, 2007 Executive Committee Minutes as submitted  
*APPROVED UNANIMOUSLY*

**MOTION:** Approve the April 30, 2007 Internal Financial Statements.  
*APPROVED UNANIMOUSLY*

**MOTION:** Grant authority to the Finance and Audit Committee to approve the FY07 Audit Report.

*APPROVED UNANIMOUSLY*

Jessica Phillips reviewed the Membership Report, noting that membership had reached an all-time high of 60,197 and that the annual life membership goal of 13,075 had been achieved.

**MOTION:** Receive and file the Membership Report

*APPROVED UNANIMOUSLY*

**MOTION:** Receive and file the Bi-monthly Alumni Survey Results

*APPROVED UNANIMOUSLY*

Mary McLeod told the Executive Committee that a favorable Higher Education budget bill was passed by the legislature with overwhelming support. The Biomedical Sciences Research Facilities Authority was not approved this session. She said that the University will be discussing whether or not to bring it to the legislature again. The legislation in the Higher Education bill proposing the abolition of the Regent Candidate Advisory Council (RCAC) was defeated with help of alumni volunteers.

**MOTION:** Receive and file the Advocacy Committee Report

*APPROVED UNANIMOUSLY*

### **CEO/Staff Reports**

Margaret Carlson introduced the new UMAA Sr. Director of Communications, Julie Shortridge, an 1986 alumnae of the University of Minnesota. She noted that Shortridge had hit the ground running with a priority on moving forward the UMAA brand initiative.

Shortridge reviewed that the need for a UMAA brand was established during the 2005 strategic planning process. The initial steps in branding began last fall with focus groups, surveys and a staff branding team. Bi-monthly alumni surveys were initiated by the membership department, providing baseline data on alumni perceptions. A brand promise and platform were identified based on the research. The final phase will be to translate the brand platform into UMAA communications. This process is underway with direction provided by board member Lynn Casey, and in consultation with key volunteers in public relations such as Kathy Tunheim, CEO of Tunheim Partners, Dave Mona, CEO of Weber Shandwick and past UMAA president and Howard Liszt, University School of Journalism. The next steps in the process will be to screen public relations and advertising agencies, select one and define deliverables. The final work plan will be vetted through the UMAA committees and likely be presented to the UMAA board at the November meeting.

Stein noted that efforts were right on track and that establishing a UMAA identity was as important as the establishment of a physical structure such as the alumni center. LaSalle encouraged the development of a message that encourages alumni to reconnect to the University.

Carlson reviewed highlights of 2007-2008 by noting the success of the statewide service club tour to rally support for the 2007 legislative request. Thirteen cities statewide were visited in 12 weeks, noting that the work of the UMAA Advocacy Director, Mary Kay Delvo, made it possible, along with Schulstad's participation.

She showed the new University Gateway brochure which highlights the successful partnership with the University of Minnesota Foundation and the Minnesota Medical Foundation in not only establishing the successful McNamara Alumni Center but also the contribution of the Wall of Honor,

Scholars Walk and Wall of Discovery. The Wall of Discovery recently won a national award from the Society of Environmental Graphics.

The Goldy concept has evolved through the year to the current proposed project of donating bronze historic Goldy statues to be placed somewhere near McNamara Alumni Center and the TCF Bank Stadium.

Carlson referred to the all-time membership high of 60,200 reached in August and reaching the annual goal for new life memberships. Sponsorships were also successful with \$110,000 from Macy's, Mortenson and TCF. In addition, Mortenson has already committed to the co-sponsorship of the 2008 and 2009 annual celebrations.

Carlson is co-chairing a 25-member, all-U strategic planning committee to improve Homecoming activities with the goal of an array of stellar events by the fall of 2009 at the opening of the new stadium. Other projects on track and ongoing are the establishment of written compacts with collegiate societies and chapters, the alumni engagement task force and enhancing alumni service awards and coordination of an all-University awards event.

An addition to 2007 goals and objectives was the effort to establish a Memorandum of Understanding with the University, still in process.

Next year's goals and objectives – the statewide speakers tour will be expanded with a goal of visiting 35 cities. All colleges will be offered the opportunity to provide speakers. She suggested that Executive Committee members may want to participate in at least one of the meetings. Other major initiatives for the 2007-2008 will be:

- ✓ Develop an Alumni Ambassador program to involve former national board members
- ✓ Continue to financially support Driven to Discover
- ✓ Develop and implement a UMAA brand identity
- ✓ Continue to establish and fulfill compacts with collegiate units
- ✓ Coordinate an all U-awards ceremony
- ✓ Work with partners on the stadium grassroots fundraising campaign
- ✓ Move ahead with the development of historic Goldy statues in the McNamara/stadium area
- ✓ Partner with University Relations, University of Minnesota Foundation and Minnesota Medical Foundation to increase alumni engagement
- ✓ Lead efforts to revitalize Homecoming
- ✓ Work on income programs, sponsorships and growing memberships
- ✓ Seek diversity among staff and volunteers
- ✓ Complete a Memorandum of Understanding with the University of Minnesota

Diane Fisher, CFO and Director of Operations, reviewed the FY08 operating and capital budgets as approved by the Finance Committee. She reviewed operating income sources and noted that expenses are budgeted 4% higher than last year. The operating budget includes a proposed deficit of \$333,495. The decision was made to fund the deficit from prior years' operating surpluses rather than covering the shortfall with a transfer from the Strategic Opportunity Fund. She noted that the relatively modest capital budget is funded by a dedicated fund.

**MOTION:** Approve the FY08 Operating and Capital Budgets  
*APPROVED UNANIMOUSLY*

**Tom LaSalle**

Tom LaSalle, incoming president, presented a list of possible 2008 annual meeting speakers for the group's feedback. He also presented committee chairs and the 2008 board calendar. Committee chairs are: Executive – Tom LaSalle, Finance and Audit – Kent Horsager, Marketing and Communications – Ertugrul Tuzcu; Programs – Archie Givens, Advocacy – Jessica Phillips and Maureen Reed; and Board Development – Denny Schulstad.

**Adjournment**

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

Submitted by,

Ruth Isaak  
UMAA Executive Assistant

For Ertugrul Tuzcu  
Secretary-Treasurer