

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
NATIONAL BOARD OF DIRECTORS MINUTES
Saturday, September 29, 2007
8:30 – 11:30 a.m.
Radisson University Hotel, University Ballroom A**

Board Members Attending

Alaniz, Karin	Olson, Emma
Balas, Gary	Omlie, Joey
Beeson, Rick	Osberg, Brian
Calmenson, Bob	Peterson, Debra
Carlson, Margaret	Phillips, Jessica
Carthaus, Marcia	Pohland, Darcy
Casey, Lynn	Reed, Maureen
Cheung Ho, Yvonne	Reichl, Lorna
Givens, Archie	Resch, Jim
Horsager, Kent	Schulstad, Denny
Johnson, Susan	Stein, Robert
Kuehnast, Douglas	Thacker, Kip
LaSalle, Tom	Thompson, Paul
Meyer, Jan	Tuzcu, Ertugrul
Mooty, Bruce	Welshons, Bonnie
Newell, Rich	Xu, Amy
Ollila, Eugene	

Board Members Unable to Attend

Anderson, Lowell	Joselyn, Bernadine
Cunningham, John	Lichty, Marshall
Denzer, Kristen	Lindahl, Nancy
Dragseth, Ken	Meyer, Scott
du Bois, Jim	Schott, Patrick
Gruenberg, Karyn	Wiese, Sandra

UMAA Staff Attending

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

University Guests Attending

Bruininks, Robert – University President
Himle, Karen – Vice President, University Relations
Peterson, Donna – Assistant Vice President for Government Relations
Malkerson, Becky – CEO, Minnesota Medical Foundation
Meyer, Lisa – Vice President, Marketing and Communications, UMF

University of Minnesota Alumni Association (UMAA) National President Tom LaSalle called the meeting to order at 8:30 a.m.

National Presidents' Remarks

Tom LaSalle, National Board President, welcomed board members to the first meeting of the 2007-2008 University of Minnesota Alumni Association National Board of Directors. He gave a special welcome to new board members: Rick Beeson – at-large member; Gary Balas – Faculty Consultative Committee Chair; Emma Olson – Minnesota Student Association president; Joey Omlie – School of Dentistry Alumni Society representative; Debra Peterson – Carlson School of Management Alumni Society representative; Maureen Reed – Vice President; and Bonnie Welshons – College of Food, Agricultural and Natural Resource Sciences Alumni Society representative.

LaSalle noted new board members unable to attend today's meeting were Bernadine Joselyn, NE Minnesota geographical representative; Patrick Schott, NE USA geographical representative; and Kristen Denzer, Graduate and Professional Student Assembly (GAPSA) president.

He also welcomed Lisa Meyer, Vice President of Marketing and Communications, University of Minnesota Foundation, Becky Malkerson, President and CEO of the Minnesota Medical Foundation, Karen Himle, Vice President, University Relations, and Donna Peterson, Associate Vice President for Government Relations. He thanked University Relations for providing Driven to Discover backpacks for board members.

He reminded board members of the campus tour to be conducted following the business meeting, noting that it would have an emphasis on sites that will be part of the University's 2008 capital request. The tour was organized by Amy Reasoner and Donna Peterson, University Relations. (The tour was later cancelled due to logistical problems with the bus.)

Board members were asked to pick up their new directories for this year and return their conflict of interest statements.

LaSalle acknowledged the recent accomplishments of the following board members in recent months:

- Maureen Reed is a playwright; her play 'Two Hands on the Plow' premiered on August 12 on the U's Centennial Showboat.
- Archie Givens was named to the *Mpls. St. Paul* 2007 Volunteer Hall of Fame.
- Yvonne Cheung Ho received the Minnesota Vision Award from the MN Department of Employment and Economic Development.
- Bruce Mooty's firm, Gray Plant Mooty, is a 5-time winner of the *Minneapolis St. Paul Business Journal* 'Best Places to Work'.

LaSalle also congratulated all volunteers and staff for their efforts to reach the exciting all-time high membership number of 63, 295.

Consent Agenda

LaSalle directed board attention to the consent agenda which included the June 20, 2007 national board minutes, financial statements as of June 30, 2007, financial statements as of August 31, 2007, committee reports and the bi-monthly alumni survey results. He pointed out that the first three items required a motion to approve and committee reports are attached for board member's careful review.

MOTION: Approve items on the Consent Agenda as submitted

APPROVED UNANIMOUSLY

Advocacy Committee Report

Jessica Phillips, Advocacy Committee co-chair, reported that the Advocacy Committee had recently met to select its advocacy issues for the academic year. In reviewing the list of many important topics, chairs Reed and Phillips worked with the committee to apply the following guidelines in their selection process: 1) does the topic strongly support UMAA goals and visions; 2) will it help the University achieve top three status; 3) is it timely, needing support in a critical window of time; 4) will UMAA's advocacy add value and make a difference; and 5) is there any other entity primarily responsible for this topic?

The committee reviewed several important issues/topics and selected the biomedical sciences facilities funding and the central corridor light rail project. Phillips noted that while other topics had merit, these two came to the top in timeliness and the need for the alumni voice. She pointed out the support of the capital bonding request is an inherent part of what the committee supports and promotes.

University Relations

LaSalle asked Karen Himle, Vice President of University Relations, for an update on 'what's new at the U?' She told the group that it is a great time to be at the University with great momentum on many fronts, acknowledging UMAA's efforts in many areas. The first series of Driven to Discover ads were successful in raising awareness of the university's research efforts. A new series of Driven to Discover ads will air shortly with a 'creating new knowledge' or education emphasis. She said that following strategic planning and positioning, it is important to take the university's message to the public, noting that the UMAA has created the model with its Statewide Speakers Tour. She is doing more public speaking engagements across the state.

Board members asked whether the quest for excellence limits student access. Himle noted that it is the university's goal to attract the best and brightest and competition is intense. Board member Reed suggested that speaking points for board members on the access question would be very useful.

CEO Report

Margaret Carlson, chief executive officer, began her report by updating the group on the Statewide Speakers Tour. This year's will take University speakers and UMAA representatives to 35 communities by offering the program to Rotary, Kiwanis and other service groups. Carlson acknowledged the efforts of UMAA Advocacy Director Mary Kay Delvo in organizing the successful tour. She highlighted examples of the popular meetings. At the Redwood Falls Rotary, the speaker was Dean Patrick Lloyd of the dental school and Maureen Reed represented the UMAA. Following the meeting, local dentists engaged the dean about how to get more new dentists to practice in Redwood Falls. Bruce Mooty, UMAA president-elect, introduced the dean of the nursing school, Connie Delaney, at the St. Cloud Rotary; UMAA board member Paul Thompson was there, along with Regent John Frobenius. Carlson presented a 'What's New at the U' speech at Red Wing Kiwanis, and Regent Dallas Bohnsack attended this meeting. At the conclusion of the meeting, the Red Wing Alumni Chapter was awarded a Presidents Certificate by Rena Searl, University of Minnesota Foundation, for the establishment of the Bob Mossefin scholarship. This scholarship is designated for Red Wing students who will be attending the University of Minnesota.

The UMAA Volunteer Awards will be October 30, in conjunction with Homecoming week. This event recognizes individual alumni volunteers, as well as the outstanding alumni society and geographical chapter. The 2007 Homecoming theme is Golden Oldies. The traditional Homecoming parade will begin at 2:00 p.m. on November 3, following a new route because of the I35 bridge collapse. A large pep fest and Gopher Victory March will be held at the Metrodome before the 7:00 p.m. game with Illinois. Carlson co-chairs a university-wide committee that is recreating Homecoming for 2009.

University Relations, University of Minnesota Foundation and UMAA continue to participate in the alumni engagement task force. UMAA volunteers serving on the committee are Tom LaSalle and Robert Stein, Sr. The key UMAA staff person is Bruce Rader. The goal is to increase alumni membership, engagement and giving with measurable results.

Another way that UMAA encourages engagement is by sponsoring Maroon and Gold Fridays at the university, training ambassadors that encourage participation in their units. Public participation was accomplished at the Minnesota State Fair with the UMAA 'Alumni on a Stick' stage show.

Carlson reviewed the historic Goldy project for new board members. UMAA is pursuing the project of placing 4-5 renditions of different historic Goldy statues near the McNamara Alumni Center and the stadium. The 5-6 foot statues will be in bronze and would be a gift to the University from the UMAA. When the location is determined, a proposal will be developed and brought through UMAA committees for input and approval.

Staff and committee members continue to work on a Memorandum of Understanding (MOU) between the UMAA and the university. Carlson said that the document will come to the board for their review before the MOU is taken to the Board of Regents for approval.

Board members Reed and Mooty encouraged board members to take part in the Statewide Speakers Tour, noting the experience is fun, educational and simple to do. Minnesota Student Association President Emma Olson suggested that university students could also take part in meetings in or near their hometowns.

UMAA Branding

Julie Shortridge, Senior Director of Communications, presented the case for a managed brand and that it was an outcome of the 2006-2010 strategic plan. The selection process included extensive consultation with brand experts, clients and members of the board and staff. She informed the board that staff had identified Little and Company as the vendor for the project following a review of three vendors' proposals. Shortridge showed samples of Little and Company's work for other clients including Target, Minnesota Historical Society and the Minneapolis Convention and Visitors Association. Little and Company will assist in the development of a brand platform and key messaging, develop a consistent and proprietary brand identity system and consult on a brand activation plan to implement the brand with key audiences.

MOTION: Recommend that staff be authorized to engage a firm to develop and launch a new brand identity for the UMAA at a cost of \$100,000.

APPROVED UNANIMOUSLY

Collegiate Compacts

Chad Kono, Interim Senior Director of Outreach Programs, presented a history of collegiate unit support. A major goal of the 2006-2010 Strategic Plan was to strengthen UMAA partnerships with campus units. A compact process developed as an objective to meet that goal. The process involved discussions with deans and alumni relations staff at each college to create the compacts. The compacts spell out what will mutually be done by UMAA and the units and include measurable goals in the areas of membership, advocacy, mentoring and programming.

Compacts have been signed with thirteen collegiate units. Two remain to be signed; the College of Veterinary Medicine is waiting until a new dean is hired and the School of Public Health is in the process of reorganizing their alumni relations program.

Staff will now focus on negotiating compacts with interest groups and affiliate units. Board members applauded the process, noting it was a great start and will strengthen the UMAA's identity across the university.

President Bob Bruininks

President Bob Bruininks began his remarks with comments on the two topics selected by the UMAA Advocacy Committee for study and support, the central corridor (light rail) project and the biomedical facilities project.

The central corridor refers to a segment of a proposed light rail line linking downtown St. Paul, the University of Minnesota/Twin Cities and downtown Minneapolis. Predictions indicate that the light rail line would have 43,000 passengers daily, 25% from the university. He said that the university is the third largest generator of public transit users in the entire metro area. Two thirds of the universities' students use public transit.

The Board of Regents passed a resolution in July, 2001, recommending that the line use a tunnel along Washington Avenue rather than run above ground through the campus. Bruininks said this is an important '100 year decision' and must be done right. Safety is a fundamental concern with the 3rd largest pedestrian crossing in the entire metro area in this area but there are also economic concerns, functionality issues, and future impact on the access and design of the east and west bank campuses to consider.

He urges a feasibility study that will look at the options of operating the line above ground versus a tunnel. Bruininks noted that UMAA board member Rick Beeson is a member of the central corridor committee along with Kathy O'Brien, Vice President of University Services.

Beeson added that transportation is the economic driver of the future and that adequate mass transit is a critical piece. He noted that it will be necessary to obtain \$200 million from the 2008 legislature to keep the Central Corridor line in the federal queue for mass transit funding. It is also important to stay focused on the preliminary engineering stage of the project and provide input and opinions that protect the University's interests as the design and features of the system are finalized.

Bruininks told board members that the East Gateway District, which includes the stadium area and the area with the current and proposed biomedical buildings (seventy acres), is the largest campus expansion since the development of the East Bank. It will be a high traffic destination and light rail is a critical piece of that. The area has great potential to attract bioscience incubator businesses and laboratories, creating a biosciences corridor.

Regarding his second topics on funding biosciences space, he said there will be uncertainties in the legislative session due to the demands of infrastructure needs. However, the university is extremely important to the state's economic development; not only with research that spawns businesses but also in providing an educated workforce. He cited the example of Medtronic – 40% of their engineers are University of Minnesota graduates.

Bruininks explained that the Biomedical Sciences Research Facilities Authority was introduced as a long-range ten-year plan to provide funding for five buildings or the equivalent in biomedical sciences space.

The authority did not receive approval in the last session, although the project did have strong support. The university is rethinking how to take the proposal forward to alleviate legislative concern over not directly authorizing bonding requests.

This may include overall approval of the project with a rider to the capital bill. The university would go back in odd years (not capital bonding years) and request approval of each building space. Bruininks noted the next extremely urgent need is a new magnetic resonance center – the current facility on campus ranks first in the world but the university is facing strong competition to move it elsewhere.

He explained that the University is working on a very exciting capital budget that will need alumni support. It includes major investments for classrooms at all campuses, the Bell museum moving to St. Paul as a major institute and other critical needs. He emphasized that it was important not to separate support for the biomedical facilities from the total capital request.

Bruininks also urged alumni support of the band facilities in the new TCF Bank stadium and as well as band scholarships. He noted that band members spend over 500 hours a year practicing and performing. Band students currently pay for the academic credit that they receive for their band performance. The President would like to provide some scholarship aid to the band members. (Following the board meeting, we learned that the University of Minnesota Foundation will have a special matching gift campaign for the band facility and scholarships; \$2.5 million in private gifts will be matched by \$2.5 in university funds for a total of \$5 million.)

LaSalle reminded board members of the board social on November 16 and the next board meeting on the following day, November 17.

LaSalle adjourned the meeting at 11:30 a.m.

Submitted by Ruth Isaak
Deputy Director and Board Coordinator

for
Kent Horsager, Secretary-Treasurer