

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

January 15, 2009, 7:30 to 9:00 a.m.
200 McNamara Alumni Center

Committee Members Attending

Carlson, Margaret
Givens, Archie
Himle, Karen
Horsager, Kent
LaSalle, Tom
Mooty, Bruce
Reed, Maureen
Thacker, Kip
Tuzcu, Ertugrul

UMAA Staff Attending

Hanley, Stacy
Isaak, Ruth
Rader, Bruce
Ryman, Nancy
Shortridge, Julie

Committee Members Absent

Jessica Phillips

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

President's Report

Mooty welcomed Nancy Ryman serving as the alumni association's interim chief financial officer. He noted her extensive experience in accounting, including non-profit organizations.

Consent Agenda

Mooty directed Executive Committee attention to the consent agenda which included the October 23 and November 17, 2008 Executive Committee minutes, financial statements as of November 30, 2008, membership report, bi-monthly alumni survey results and Advocacy Committee Report.

MOTION: Approve items on the Consent Agenda as submitted
APPROVED UNANIMOUSLY

New Web Site

Julie Shortridge reviewed the recommendation of the Marketing and Communications Committee to proceed with the option of using the content management system provider, iModules, and the design firm Risdall Marketing Group, for the association's new Web site.

Staff, a web sub-committee and the Marketing and Communications Committee have carefully reviewed choices and recommend iModules as the best option over the university's UMContent system for the next three year period. Ertugrul Tuzcu noted that the content management vendor specializes in alumni associations with over 600+ association accounts, and at the current time meets the associations' needs.

Kent Horsager stated that the Finance and Audit Committee had reviewed the project and agreed to the funding.

MOTION: Approve the plan to move forward with iModules and Risdall Marketing Group for development of the association's new Web site and recommends approval by the National Board at the next board of directors meeting.
APPROVED UNANIMOUSLY

Compact Model

Stacy Hanley and Kip Thacker told the group about a new compact model developed by staff and the Program Committee. The funding compacts between UMAA and the collegiate units are a key partnership and relationship tool.

It is the plan's intent to improve and simplify the compact process and enhance the effectiveness of the relationships. The plan suggested provides base support funding to collegiate units based on a per alumnus allocation and a signed compact agreement between the Alumni Association and collegiate unit.

The five-year plan is designed to phase in the changes to funding levels with the use of stabilization funding to bridge the gap between the FY09 allocation and funding based on a per alumnus factor.

Separate from the compact process would be the second phase of the model in which collegiate units could apply for 'alumni association sponsorships', additional funds to support new or existing programs that directly inform or engage alumni.

The current model is based on the current UMAA investment of \$350,000 and the assumption that funding will remain for the next fiscal year. Given the budgeting uncertainty at the U and the UMAA, the numbers are for example only. The FY10 budget is yet to be determined and the Alumni Association can not guarantee any level of funding at this time.

Hanley and Thacker said that the plan will be presented to the Finance and Audit Committee, the Executive Committee and finally the full board after the FY10 budget is set.

Reed asked if the Program Committee had concerns. Hanley explained that the transition to the new program is a concern but that is the purpose of the stabilization funds. The concept will be presented to alumni relations officers at their next regularly scheduled meeting.

Thacker thanked staff for diligent work to improve and simplify the process.

MOTION: Approve the concept of strengthening partnership between the alumni association and collegiate units and move forward with the compact model as explained.
APPROVED UNANIMOUSLY

Finance Update

Kent Horsager reviewed the terms of the associations' new credit card contract. He thanked Margaret Carlson, Bruce Rader and Diane Fisher for intense negotiation to arrive at the best possible end result for the alumni association, noting that the current credit market is very different from the previous credit card agreement. He urged Executive Committee members to use the new card, now being promoted in the association's magazine and web site.

Mooty reminded the committee that the decision had been made at the November 17 Executive Committee to seek \$900,000 in new funds with one-third of the funds coming from each of these sources: the UMAA, the U and UMF.

A sub-group of the Executive Committee has met several times, gathered information and discussed the best options to maintain the alumni association's financial viability. University allocations to the association have fallen historically from 56% of the 1990 alumni association budget to 16% in the current fiscal year. Mooty and Carlson have met with Himle and presented the financial impact of sending the *Minnesota* magazine to all alumni twice a year, which doesn't seem economically feasible at this time. Meetings with the foundations have not been scheduled yet.

Himle predicted declining state allocations and a deeper cut to the individual university unit budgets, including the University Relations budget. She is urging collegiate units to save money by publishing fewer publications.

She told the group that she would like to hire an army to spread the word on the University's value and that perhaps the alumni association was the tool or the army.

Reed volunteered that the alumni association could be the army, noting the intense energy at the recent Legislative Briefing. She said that now is the time for the association to request more funds because the association is the only entity that can deliver an 'alumni army'. She noted the recent success of the 'vote yes' campaign and said it was a great example of getting a message delivered. The group agreed that staff would submit a plan to Himle and directed Reed to lead the effort.

Carlson said there is never a good time to ask for money but the association is consistently asked to do more. Committee members agreed that it was important to establish the value that the alumni association brings to the University in support of the association's request for additional support.

CEO Report

Margaret Carlson thanked Interim CFO Nancy Ryman for stepping in and doing an excellent job. The search for a permanent CFO and Senior Director of Operations has gone well and is in the finalist stage.

Carlson noted that the alumni association had responded to a recent University request asking for expense containment. The association is in a hiring freeze with the exception of the essential position of CFO and Sr. Director of Operations. Travel has been reduced and training expenditures postponed. The alumni association will be working with University Relations to see if their staff can offer writing services to our magazine in lieu of hiring independent writers where practical.

She announced 2009 Annual Celebration plans. This annual celebration will again showcase the talent of the University. The UMAA will partner with Northrop Auditorium and the School of Music on a performance of Beethoven's Ninth Symphony on May 1. A reception, dinner and annual meeting program will precede the concert. The alumni association will be featured in a short segment at the beginning of the concert.

Adjournment

Mooty adjourned the meeting at 9:20 a.m.

Submitted by,
Ruth Isaak
Deputy Director & Board Administrator

For Kent Horsager
Secretary-Treasurer