

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
BOARD OF DIRECTORS MINUTES
Saturday, January 25, 2014, 8:30 – 11:00 a.m.
Gross Family Board Room, 500 McNamara Alumni Center

Board Members Attending

Adams Loyd, Susan
Beniak, Judy
Blissenbach, Henry - phone
du Bois, Jim
Freimark, Natasha
Handel, Randy
Hallin, Gayle
Hofflander, Linda - phone
Horsager, Kent
Joselyn, Bernadine - phone
Linster, Janice
Lang, Kevin
Lewis, Lisa
McDonald, Dan
Oftelie, Alexander
Page, Alison
Phenix, Amy
Schaff, Clint – phone
Schmit, Mike
Walstad, Dave
Wiese, Sandra
Williams, Todd
Wyman, Jean

Board Members Unable to Attend

Malkerson, **Becky**

UMAA Staff Attending

Coffer, Curtis
Gore, Daniel
Isaak, Ruth
Korman, Caryn Schultz
Lee, Michael

Guests

Karen Hanson, Senior Vice President for Academic Affairs and Provost
Eric Kaler, President, University of Minnesota
Jason Rohloff, Special Assistant to the President for Government Relations
Matt Smriga, Legislative Advocacy Coordinator, Government Relations

Chair's Report

Chair Susan Adams Loyd told board members that the January 9 Executive Committee received a detailed report on campus safety issues from Amy Phenix. She noted the increase in population density

surrounding the campus is a factor and that most of the incidents have occurred near campus but not directly on campus. The University is working with the city to come up with increased lighting, more police officers on duty and other efforts to increase safety for students and other community residents. Phenix pointed out that student groups such as Minnesota Student Association led by Mike Schmit have been very helpful with student communication stressing safety tips and communicating the new measures undertaken by the University.

Lloyd sent a letter to Mayor Betsy Hodges and to Minneapolis City Council President Barbara Johnson on behalf of Alumni Association members and also had the opportunity to speak with each of them. She thanked them for their help and urged their continued efforts to partner with the University to improve the safety of neighborhoods surrounding the campus. (Note to minutes – the alumni association sent an email message to all members on January 29 informing them of the new safety measures.)

Consent Agenda

Lloyd directed board members' attention to the consent agenda.

MOTION: Approve September 27, 2013 Board Minutes
APPROVED UNANIMOUSLY

The November 30, 2013 Financial Statements, September 30, 2013 Investment Report, December 30, 2013 Membership Report, and January, 2014 Outreach Report were provided for board information.

CEO Report

Lewis reported she has met with all current Board members and is meeting with several past board members to get their history and perspective. She has visited with all colleges and introduced herself to several geographic leaders through a conference call. Her message to volunteers is that the alumni association serves all alumni, with special benefits for members. The association strives to be alumni centric, fulfilling the three objectives of connecting alumni, supporting students and strengthening the U.

She reported on recent highlights. An all-alumni newsletter has been launched entitled "Alumni Angle." It is sent monthly to 220,000 alumni (all available emails) with 19% opening the newsletter.

Alumni Association bowl game activities were very successful. Alumni Association staff hosted 375 travelers, 750 attendees at a pre-game party and included 150 student travelers in association events. The association also encouraged 12 game watch parties and followed it all through social media, increasing the virtual engagement of alumni.

Lewis explained the recent realignment of staff resources to address what alumni had said they want through accumulated research. The major priorities identified are networking and career related services, student and young alumni outreach, electronic communications and increasing virtual content and the delivery of the right program to the right audience at the right time.

The association will create a position of director of alumni networks, expand the current position focused on in-state chapters to include students and young alumni, create a Sr. Director of E-communications to expand virtual connections, and a Sr. Director of Membership responsible for revenue growth.

She noted the addition of a new alumni services representative, Lindsey Tran, who will also staff the front desk and fulfill a receptionist role. Chad Kono, geographic outreach director, is retiring from the association after over 16 years of service. Board members were encouraged to save the date of his farewell reception on May 15, 3:00 – 5:00 p.m.

Lewis informed board members that the annual goals she presented at the September 27 board meeting are on track. She will present a full status report at the next board meeting.

Approval of FY13 Tax Return

Secretary/treasurer Dan McDonald presented the FY13 tax return. Board members received a copy with their advance board materials. He noted that the tax return was routine and based on the very clean financial audit recently completed. He noted that the association had incurred tax liability on magazine advertising and the travel program.

MOTION: Approve the FY13 Federal and State Tax Returns and Charitable Organization Annual Report

APPROVED UNANIMOUSLY

Collegiate Council Report

Chair Loyd introduced Janice Linster, collegiate council chair, to report on the council's progress. Linster acknowledged fellow board collegiate council representatives Jim du Bois, Judy Beniak, Gayle Hallin and Hank Blissenbach. She reported that the Collegiate Council's December meeting had been well attended and she was pleased with the interaction. CEO Lewis had addressed the group. The group will meet again in February and further define their role and suggest how the board might engage councils in the future.

Student Reports

Board member Mike Schmit is the Minnesota Student Association (MSA) president and also is a member of the Student/Young Alumni council. MSA is a student advocacy group that promotes student community and outreach. They have supported projects such as Gopher Chauffeur safe ride service, Support the U day and the StreetSmart safety pledge. They are currently focusing on campus safety, advocating for legislative support and new methods to receive student feedback. A very new project is 'UMN Proud' which is a community-oriented giving drive. Schmit thanked the board for the student board position, noting that engaged students become engaged alumni.

Board member Kevin Lang and GAPSA representative told board members that the Graduate and Professional Student Assembly (GAPSA) is the graduate student version of MSA, representing 20,000 graduate students. The organization is currently focusing on improving the advising process and investigating innovative learning techniques. The organization administers grant funds for graduate initiatives in addition to advocating for the U. Lang is also a student representative to the Board of Regents.

Board Development Committee

Committee chair Kent Horsager reported that the committee had met, reviewed board roles and responsibilities and board skills needed in future board members. Committee members are Horsager, Susan Adams Loyd, Jim du Bois, Natasha Freimark, Dallas Bohnsack, Archie Givens and Lisa Lewis.

There are three open at-large positions, one collegiate and one geographic council position. Collegiate and geographic council members have received a notice asking for nominations. Horsager encouraged board members to forward names of individuals they thought would be good candidates within the next 30 days.

The committee will continue its work and bring recommendations to the board at the spring board meeting for officer positions and inform them of candidates that will be presented at the April 26 annual meeting held during the Annual Celebration.

2014 Capital Request Review

Jason Rohloff, special assistant to the President for Government Relations, remarked that it is a privilege to work with the UMAA and the relationship has only continued to grow. He thanked the alumni association for their public safety concerns and said that he had just recently learned the city was adding 8 additional officers and additional surveillance cameras.

He showed board members a video, entitled 'Six Steps' created by University Relations to introduce the University's 2014 Capital Request. The capital request includes:

HEAPR (Higher Education Asset Preservation and Replacement) system wide - \$100 million

Tate Science and Teaching Renovation –\$56.7 million

Microbial Sciences Research Building – \$30 million

Campus Wellness Center (Crookston) - \$10 million

Laboratory Improvement Fund - \$12 million

Chemical Sciences and Advance Materials Building (Duluth) - \$10 million

Four of the six projects were included in the Governor's budget. Rohloff is optimistic that the University has a great story to tell legislators and will be able to add to that. The government relations team has hosted an unprecedented number of campus visits and bonding request tours. Also, the President's pledge to reduce University administrative costs by \$90 million in 6 years is well received by legislators.

Rohloff introduced Matt Smriga Legislative Coordinator for Government Relations. Smriga's position is shared between Government Relations and the UMAA. Smriga leads alumni advocacy efforts including alumni advocacy communications and increasing alumni engagement with the alumni relations officers and college alumni boards. He is planning the February 12 Legislative Briefing which presents the legislative request to students, staff, faculty and alumni.

He urged board members to become familiar with the capital requests online at www.govrelations.umn.edu, sign up for State Relations Updates at the government relations web site, follow their twitter posts and attend the February 12 Legislative Briefing.

University Report

President Eric Kaler complimented the UMAA on the recent FL Minne-college and the upcoming Arizona event, saying they represent a great partnership between UMAA and University of Minnesota Foundation (UMF.)

Students are back after their holiday break, men's basketball is doing well, women's hockey keeps winning and the dance team recently placed took a national title in two divisions for the fifth year in a row.

President Kaler was recently at the White House unveiling a new initiative to help retain low-income first-year students on campus. First Lady Michele Obama recognized the University for the University's efforts to advise students on financial literacy in a speech to 140 other presidents and chancellors where it was picked up by National Public Radio.

He thanked the alumni for their attention to the campus safety issue. The safety of students, staff, faculty and visitors is of utmost important to Kaler, his leadership team and the entire University community. The University is in the process of adding police officers, cultivating the new city leaders and implementing other increased safety measures on campus. He thanked the student leaders for their help in encouraging students to take ownership of the issue as well.

University Strategic Plan Discussion

He said that his September strategic plan discussion revolved around one main objective – ambition. He is eager to move forward on implementing ambitious strategies. He thanked board members for the homework that they had done, the very clear feedback they had provided and their overall service as board members.

He introduced Karen Hanson, Senior Vice President for Academic Affairs and Provost, to provide more detail on the current strategic planning process. Hanson chairs the strategic planning working group. She thanked board members for their thoughtful contributions to date. She sees alignment from many groups on certain key issues. A primary one is a devotion to the U and a desire to maintain excellence.

The strategic planning group includes faculty, staff and students. The group meets every two weeks and is beginning to shape goals and strategies, checking in with the Regents during the process. Students and major thought leaders have been surveyed and various groups such as staff groups, the University Senate and Regents have provided input.

Major themes surfacing from all groups are that the University's location in a metro area is an advantage, the land grant mission is a vital element, partnerships are extremely important and the need to address affordability and student debt.

While not complete, Hanson said the group was considering a vision of creating a University where grand challenges are addressed. The University will be pre-eminent in solving major problems in a diverse and changing world. Collaboration across the enterprise will be necessary to attack major societal issues.

Board members asked about current initiatives in process and how they would mesh with the strategic plan. When asked how things would change, Provost Hanson said that the goal will be to train students for the jobs of the future and the jobs after that. It will be important to establish metrics for the strategic goals and some current activities may have to be set down. The University has become a model in its efforts to increase undergraduate retention and there has been dramatic improvement in the undergraduate experience. This translates to more engaged alumni.

President Kaler and Provost Hanson thanked the group for their continued support, noting that the UMAA will play a major role in the implementation of the completed plan and advocating for the University.

The meeting adjourned at 11:00 a.m.

Submitted by Ruth Isaak
For Dan McDonald, Secretary-Treasurer