

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE
January 10, 2007, 7:30 to 9:00 a.m.
200 McNamara Alumni Center**

Committee Members Attending

LaSalle, Tom
McLeod, Mary
Mooty, Bruce (by phone)
Phillips, Jessica
Schulstad, Dennis
Stein, Bob
Tuzcu, Ertugrul

UMAA Staff Attending

Carlson, Margaret
Fisher, Diane
Isaak, Ruth
Kono, Chad
Rader, Bruce

Committee Members Absent

Givens, Archie

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

National President

President Schulstad reviewed the upcoming January 20 National Board meeting agenda. Executive committee members will be giving committee reports. Ertugrul Tuzcu will present a Finance and Audit committee report, Jessica Phillips will review the membership report and explain a special life membership challenge for board members, and Tom LaSalle will update the board on the Memorandum of Understanding effort.

Karen Himle, newly appointed Vice President of University Relations, will be formally introduced to the entire board. A panel of University experts will report to the board on what the University has accomplished towards its goal of becoming one of the top three public research universities in the world. The speakers will be:

- Tom Fisher, Dean of the College of Design, speaking on Innovative New Colleges
- Jerry Rinehart, Vice Provost for Student Affairs addressing the topic of Exceptional New Students and
- Judy Kirk, Executive Vice President and COO for the University of Minnesota Foundation, speaking on Substantial New Scholarships

Ertugrul Tuzcu suggested scheduling a meeting with Karen Himle to update her on the UMAAs' highest priorities. Margaret Carlson said that a meeting was already scheduled with Himle, Schulstad, LaSalle, Stein and herself on January 19.

Tuzcu also inquired about where the University ranks compared to other top schools in research and development. Carlson explained that there is a Metrics and Measurements task force developing criteria on how to measure the status of the University's success in that area among others.

Executive Committee Action

MOTION: Approve the November 8, 2006 Executive Committee Minutes as submitted.
APPROVED UNANIMOUSLY

MOTION: Approve the November 30, 2006 Internal Financial Statements.

APPROVED UNANIMOUSLY

MOTION: Approve the membership report.

APPROVED UNANIMOUSLY

Stadium Grassroots Fundraising /“Goldy on Parade”

President Schulstad informed committee members that much consultation has taken place with University leaders on the Goldy statue concept since the November board meeting. Three main objectives have been identified, to assist with stadium grassroots fund-raising, to build excitement (buzz) and raise awareness of the UMAA as an important partner in making things happen at the U.

Phillips reported that the Marketing and Communications Committee had been asked to consider other ideas for the association to be involved in the grassroots fundraising. In conversation with Dave Mona, who is driving the grassroots fund raising initiative, the committee had not come up with any specific other plans but recommended that it definitely be a statewide project with UMAA visibility. Denny Schulstad attended the committee meeting and reported that committee members liked the Goldy concept.

Schulstad said that staff is now working on various scenarios and will convene a small group to review the different options. Tuzcu suggested both pros and cons should be listed for each option. Schulstad noted that the goal is to define a potentially successful concept, present it to committees for their approval and finally to the national board for discussion and vote.

Memorandum of Understanding

Tom LaSalle briefed the committee on the status of the Memorandum of Understanding committee. The committee has met and reviewed similar agreements already in place between the University and the University of Minnesota Foundation and the Minnesota Medical Foundation. A first draft for the UMAA has been written. The committee delayed any further work on the project while the University Relations Vice President position was filled.

LaSalle said that a major issue is defining the reporting roles of the UMAA. Tuzcu agreed this was a critical issue that needs clarification. The committee suggested that it be discussed with Himle at the initial meeting and identified as a major UMAA initiative.

Advocacy Committee Update

Mary McLeod, Advocacy Committee Co-chair, reported that the Advocacy Committee recently heard from Tim Mulcahy, Vice President for Research, on the topic of the university as an economic engine for the state. The January 18 Advocacy Committee meeting will focus on how the University shares its expertise and knowledge with state and community agencies, organizations, policy makers and legislators. Speakers are Brian Atwood, Dean of the Hubert H. Humphrey Institute of Public Affairs, and Donna Peterson, Associate Vice President of University Relations.

She encouraged Executive Committee members to attend the January 24 Legislative Briefing.

CEO/Staff Reports

Carlson reported that she and Schulstad have been asked by University Relations to go on a speaking tour of the state, similar to a speaking tour last year in support of legislative funding for the stadium. They will ask alumni and friends to speak to their legislators about support of the biennial budget request and the Biomedical Sciences Research Facilities Authority.

She told the committee about the University-wide alumni engagement task force. The task force was formed to explore ways to increase alumni engagement in the broadest sense: more donors, more

members, and more athletic and theatre ticket purchasers. She noted that recent research indicates that UMAA members are three times more likely to be alumni donors, so there is value in looking at relationships in a more holistic way. Bruce Rader, Senior Director of Communications and Marketing, serves on a sub group to investigate options and make recommendations to the larger task force of volunteers and staff, which includes UMAA board members Bob Stein, Tom LaSalle and Margaret Carlson.

Rader said the sub-group of the task force, consisting of Ann Aronson, University Relations; Steven Goldstein, University of Minnesota Foundation; and himself, had put in long hours to develop a recommendation for the larger group. The current draft, which Rader did not endorse, does not adequately address increasing membership. The sub-group is on hold, waiting direction from the larger task force.

Staff is working on revising criteria for recognizing UMAA societies, chapters, interest groups and affiliates. Directors Chad Kono and Bruce Rader will use these criteria to establish compacts with the groups, allowing them to customize their goals to the group's areas of interest, with an emphasis on membership, mentoring and/or legislative efforts.

UMAA is investigating a campus-wide plan to increase the number and visibility of Alumni Service Awards (ASA). To date the ASA has only been bestowed on 119 graduates. Cheryl Jones is gathering input from the alumni relations officers, university committees, and UMAA committees, including the Marketing/Membership Committee and the Program Committee.

Bruce Radar updated the committee on the status of UMAA brand development. The brand research is complete, a brand platform has been developed and research to measure brand awareness is in place. The next step will be to develop a creative message to support the brand platform. Through board member Karyn Gruenberg, General Mills offered to help with the project. General Mills assessed the work that had been completed by UMAA staff. They complimented the completion of the brand platform and did not have any additional suggestions.. They confirmed that the next step is to develop the creative to support the UMAA brand and recommended that UMAA work with a creative agency to complete the project as creative development is outside of the scope of their work team.

Stein expressed concern that progress on brand development is being delayed while the Sr. Communications Director position is vacant. Carlson noted a search firm has been engaged to find candidates for the position. She also said that while the creative representation of the brand platform is not complete, the brand platform message is being integrated into the UMAAs' communications at every opportunity. Rader and Carlson will visit with board member, Lynn Casey, CEO of Padilla Speer Beardsley, for her advice on whether to proceed with the creative or wait until the new communication manager is on board.

Adjournment

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

Submitted by,

Ruth Isaak
UMAA Executive Assistant

For Ertrugrul Tuzcu
Secretary-Treasurer