

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

September 10, 2007, 7:30 to 9:00 a.m.  
200 McNamara Alumni Center

Committee Members Attending

Carlson, Margaret  
Givens, Archie  
Horsager, Kent  
LaSalle, Tom  
Mooty, Bruce  
Phillips, Jessica  
Schulstad, Dennis  
Reed, Maureen  
Tuzcu, Ertugrul

UMAA Staff Attending

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

University of Minnesota Alumni Association (UMAA) National President Tom LaSalle called the meeting to order at 7:30 a.m. He welcomed new Executive Committee members, Kent Horsager and Maureen Reed.

**National President**

President LaSalle acknowledged that executive committee members were already busy with their respective committee work. He noted that the August 22 board orientation and social was very successful with excellent attendance.

President LaSalle directed executive committee attention to the consent agenda which included the June 13, 2007 executive committee minutes, financial statements as of June 30, 2007, membership report and the bi-monthly alumni survey results. He asked Bruce Rader, Sr. Director of Marketing and Membership, to announce the exciting news from the membership report. Rader announced that an all-time membership high of 63,295 had been reached in August.

**Motion:** Approve items on the Consent Agenda as submitted  
*Approved unanimously*

**Memorandum of Understanding Update**

LaSalle said that the Memorandum of Understanding Committee submitted a draft of an agreement that is still under discussion with the University. Key aspects of the document were discussed. MOU committee members are Mary McLeod, Bob Stein, Sr., Bruce Mooty, Tom LaSalle, Margaret Carlson and Diane Fisher.

**Advocacy Committee Report**

Jessica Phillips, Advocacy Committee co-chair, told the committee that she and fellow co-chair, Maureen Reed, along with Margaret Carlson and Mary Kay Delvo visited with university officials to get feedback

on what issues should be studied and supported by the committee. In three separate meetings, they met with President Bob Bruininks; Tom Sullivan, Provost and Senior Vice President for Academic Affairs; and Karen Himle, Vice President for University Relations, Donna Peterson, Associate Vice President for University Relations and Amy Reasoner, Grassroots Manager.

In each meeting, University administrators were asked two questions:

1. Where can the alumni association add value in support of the University's quest for becoming "Top 3?"
2. Are there issues facing the University which have these characteristics: a) long-term impacts on the university; b) public interest; c) potential for legislative action?

The information shared in these meetings provided insight into current and upcoming issues the University will be addressing. This information will be addressed at the advocacy committee's upcoming September 24<sup>th</sup> committee meeting.

The committee discussion will be guided by a set of principles which support the advocacy goals established by the national board. The following guiding principles were established by the committee chairs, and they will be discussed by the committee:

1. The topic strongly supports UMAA goals and vision.
2. It will help the University achieve the "Top 3" status.
3. It is timely. If we don't speak up now the opportunity will pass for us to weigh in (critical window of time).
4. The alumni association's advocacy will likely make a difference.
5. There is no other group or position primarily responsible for this topic/issue/initiative.

Maureen Reed pointed out that the Advocacy Committee will focus on only one or two topics in order to have the time/energy to make an impact.

### **Legislators of the Year Selection**

Archie Givens reported that a sub-committee of the Programs Committee selected two legislators to honor as Legislators of the Year. They are Senator Sandra Pappas and Representative Tom Rukavina. They will be acknowledged at the November 17 national board meeting. They were the unanimous choice of the sub-committee because they played equally critical roles in the University's higher education funding success this past session as well as in recent years.

Schulstad noted the selections were outstanding, saying that legislators really value this award and use it in their campaign literature. He suggested that more could be chosen in the future. Other committee members thought this diluted the award's significance. There was a good philosophical discussion about this award, but no consensus was reached.

### **CEO/Staff Reports**

#### *Credit Card*

To keep the Executive Committee informed of emerging issues, Diane Fisher, CFO and Sr. Director of Operations, distributed a recent online *Business Week* article discussing affinity contracts with universities and their promotion of credit cards to students. Fisher reminded committee members that the UMAA's credit card is not marketed to students and that the program has been a significant source of revenue to UMAA. It was the source of the million dollar gift to the stadium fund, \$500,000 to scholarships and \$300,000 to the Driven to Discover campaign.

*Goals and Objectives*

Margaret Carlson, chief executive officer, highlighted a few items from the 'dashboard' or status on FY08 goals and objectives. She requested committee member's help with sponsorships. TCF Bank will not be a co-sponsor of the 2008 Annual Meeting so a new co-sponsor is needed. She also updated the committee on the proposed historic Goldy statues.

*Branding*

Julie Shortridge, Sr. Director of Communications, informed the committee that staff has identified Little and Company as the vendor for the UMAA branding project following a thorough review of three vendors' proposals. The selection process included extensive consultation from brand experts, clients and members of the board and staff. She showed samples of their work for other clients such as Target, Minnesota Historical Society and the Minneapolis Convention and Visitors Association.

The Little & Co. proposal outlines eight deliverables:

1. Develop a road map for moving forward.
2. Define the UMAA brand promise and brand personality.
3. Write a Creative Brief.
4. Develop two visual brand identity system concepts for UMAA consideration.
5. Create key messages.
6. Create three finished marketing communication pieces.
7. Establish graphic standards to ensure consistent branding.
8. Consult on brand activation.

The cost of the proposal is \$100,000. Shortridge explained that the request for authorization to spend this amount is before the committee today because of timing. The proposal will be reviewed at a special Membership and Communications Committee meeting and the Finance and Audit Committee at their normally scheduled September 26 committee meeting.

**Motion:** Contingent upon the recommendation of the Marketing and Communications Committee and identification of a funding source by the Finance and Audit Committee, approve the authorization for staff to engage a firm to develop and launch a new brand identity for the UMAA at a cost of \$100,000.

*Approved unanimously*

**Adjournment**

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

Submitted by,

Ruth Isaak  
Deputy Director and Board Administrator

For Kent Horsager  
Secretary-Treasurer