

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**

**Executive Committee Meeting  
Wednesday, September 11, 2002  
7:45 to 9:15 a.m.**

**Laukka Conference Room, UMAA**

Committee Members Attending

Hjelm, Andrea  
Hopp, Deb  
Klingel, Todd  
Nelson, Bruce  
Noyce, Jerry  
Schulstad, Dennis

UMAA Staff Attending

Burgett, Bob  
Carlson, Margaret  
Fisher, Diane  
Jones, Cheryl  
Martin, Brigitt  
Sailer, David

Committee Members Unable to Attend

LaSalle, Tom  
Stein, Robert

University of Minnesota Alumni Association (UMAA) National President Deb Hopp called the meeting to order at 7:45 a.m.

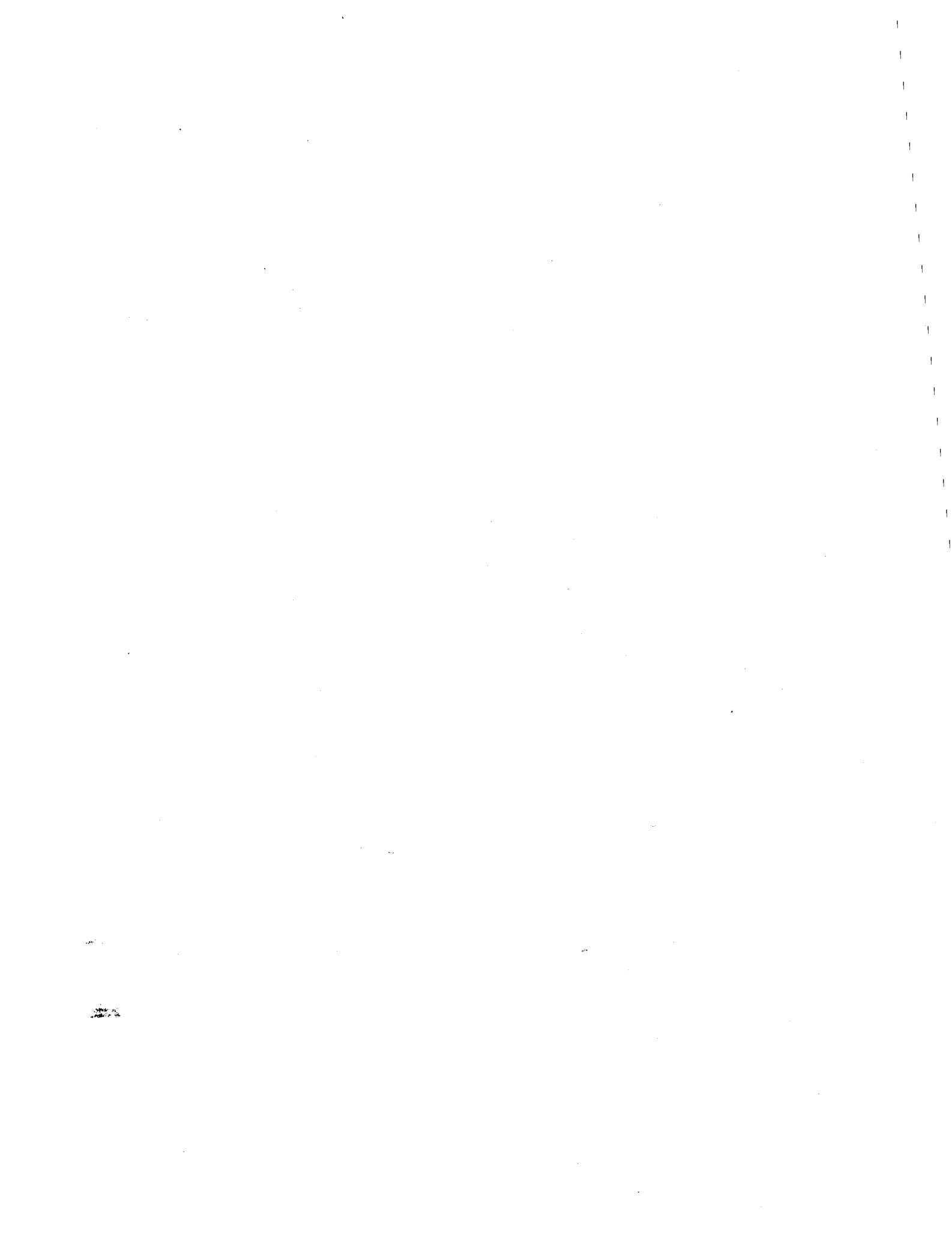
President's Report

Hopp observed that today is the one-year anniversary of the terrorist attacks on New York City and Washington, D.C., and that it seems an especially appropriate day to be serving as a volunteer. She reported that the orientation for new board members held on August 23 was very dynamic and that she is impressed with the caliber of the new members. Each UMAA officer has been assigned one or two new board members to mentor.

Hopp reported that the University is continuing to thrive in this time of transition, and that Interim President Robert Bruininks is showing very strong leadership. Bruininks and his wife Susan Hagstrum will host the UMAA past national presidents for dinner at Eastcliff on October 8.

Legislative Update

Bob Burgett, UMAA associate executive director for outreach, reported that there will be huge turnover in the legislature. University of Minnesota Government Relations and the UMAA have developed a new year-around, three-phase legislative campaign that is already in progress. Phase I encourages constituents to "vote for the U" by communicating with their candidates for state senator/representative and governor; researching their position on higher education; and encouraging them to support the University.



Phase II involves meeting and educating the elected legislators before the session begins. Phase III will focus on encouraging support for the University's legislative request throughout the session. Election kits have been developed for broad distribution, and a template of legislative information has been developed for collegiate units to incorporate into their publications and websites.

There was discussion about legislative strategy, including the possibility of asking legislative leaders and the gubernatorial candidates to meet with the UMAA alumni volunteers. Burgett said that the current priority is to encourage alumni and friends to learn where their respective candidates stand on higher education and the University. He also said that there is a very deliberate legislative strategy for certain geographic areas.

#### Gophers-Vikings Football Stadium

Jerry Noyce, UMAA president-elect, reported that the UMAA Advocacy Committee has had two four-hour meetings to discuss issues surrounding the potential Gophers-Vikings on-campus football stadium. The committee members served as a focus group to the consultants that the University has hired to work on a stadium pre-design, providing input on how a joint collegiate/professional stadium should look, feel, and operate.

There was discussion about several issues surrounding the stadium, including transportation and parking, operating costs, and the need to develop and position a stadium as a multi-use facility.

Noyce reported that the Advocacy Committee addressed the question of whether or not the UMAA should poll alumni on the stadium and/or issue a position statement. Carlson and Noyce have interviewed polling firms and will hire Applied Media Research if the decision to poll is made. Carlson stated that the Advocacy Committee would need to follow the traditional process; i.e., send a recommendation to the executive committee and the national board, if the UMAA takes a formal position on the stadium issue. The committee members agreed that further information is needed before these decisions are made; i.e., what do the regents want to know from alumni? Both Carlson and Noyce serve on the University's Stadium Steering Committee, and the Advocacy Committee will continue to meet with University administrators as the stadium negotiations progress.

Noyce reported that immediately following the last Advocacy Committee meeting, a number of the volunteers stayed to talk about the possibility of forming a separate sub-group to serve as advocates for a stadium.

The University of Minnesota Board of Regents will discuss the basic principles guiding the stadium planning and negotiations on September 12. The legislature has asked the University to submit a report in December of this year. The Board of Regents will discuss the myriad of issues surrounding the stadium in depth at their November meeting and will vote on the Memorandum of Understanding/Pre-design in December, if an agreement can be reached with the Vikings.

#### Increasing Members and Donors

David Sailer, UMAA associate executive director of marketing and membership, reported that membership totals 56,073 as of yesterday. Several marketing strategies have been extremely successful, including telemarketing, the new renewal process, and collaborations with alumni chapters and societies, collegiate units, and the University of Minnesota Foundation (UMF). Both the UMAA and the UMF are very pleased about this cooperation and collaboration, which resulted in such products as the "I'm a member, I'm a donor" advertisements, columns in *Minnesota* about the Capital Campaign, a solicitation letter signed by Hopp and Bruce Nelson, UMAA past president, and mailing the September-October issue of *Minnesota* to 250,000 extra households.

#### UMAA's 100<sup>th</sup> Anniversary Celebration

Burgett reported that two creative brainstorming sessions have been held, resulting in a report of recommendations from the consultant. Burgett reviewed the celebration goals, the measurements of success, and the top ideas generated by the brainstorm group. He asked the executive committee members to provide philosophical guidance in regard to the overall goals of the celebration.

There was discussion as to whether or not a membership goal should be part of the celebration plan. Sailer stated that the UMAA Membership Committee will discuss and develop membership initiatives that will leverage the celebration, and that there will be a "soft" membership goal. The committee members agreed that if the anniversary celebration is done well, "membership will come," and that an official membership goal does not need to be determined for the celebration.

There was also discussion about the scholarship fund raising campaign that was proposed by the brainstorm group. The committee members agreed that raising money for scholarships as part of an anniversary celebration is a good opportunity to involve all alumni and leave a legacy. The campaign will need to be done in collaboration with the UMF, because they are the fund raising unit for the University. Carlson and Burgett will meet with Jerry Fischer and Judy Kirk to discuss this fund raising concept. The committee members also discussed and endorsed the Alumni Recognition (Walk/Hall of Fame) idea as a component of the celebration.

Burgett reviewed the timeline for planning and implementing the celebration. He reported that one of the consultant's recommendations was that the UMAA hire a full time staff person to be dedicated to planning the celebration as soon as possible—before the celebration plan and budget is formally approved by the executive committee and national board in November. The committee members approved this recommendation.

#### Board Development

Nelson asked the committee members to approve a recommendation to amend the UMAA Bylaws by eliminating the Programs Committee Chair as a required seat on the Board Development Committee. This will allow the individuals who are leading this important committee to be considered for an officer position during their tenure on the committee. The recommendation was approved. Nelson encouraged the committee members to bring forth names of talented alumni for the Board Development group to consider for membership on the committee and the board.

#### Executive Director

Carlson announced that Sue Diekman, currently the vice president of communications at Concordia College, has been hired as the UMAA's associate executive director of communications and will begin on October 7. Carlson thanked Brigitt Martin, interim communications director, for her hard work over the past six months.

Carlson expanded upon the topic of the UMAA's recent collaboration with the UMF, stating that Jerry Fischer is very pleased with these initiatives. The UMAA found 34,000 lost alumni in conjunction with the alumni directory project that Harris Publishing is implementing. Carlson has been asked to join the UMF's Marketing Committee. Key alumni and staff leaders of the UMF and the UMAA plan to meet together twice a year to discuss ways to collaborate on increasing donors and members. The UMAA will bring the 100<sup>th</sup> anniversary celebration plans to this group as well.

Carlson also reported:

- The UMAA has submitted a list of alumni to the Regent Candidate Advisory Council and will encourage select individuals to apply for both the council and the board of regents;
- Carlson is chairing the University's 2002 Community Fund Drive. The steering committee has set a goal to reach \$1 million dollars in contributions for the first time;
- The Graduate and Professional Students Assembly and the Minnesota Student Association will hold a September 11 Remembrance Ceremony on Northrop Mall at 4:30 p.m. today;

- The UMAA Volunteer Awards Celebration will be held on September 14 at the McNamara Alumni Center.

Adjournment

Hopp announced that Carlson will receive the University of Minnesota "M" Club's 2002 Distinguished Service Award at their Hall of Fame Banquet on September 13. Carlson will be the first woman to be so honored. The committee members congratulated Carlson.

Hopp adjourned the meeting at 9:15 a.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**  
**National Board of Directors**  
**Saturday, September 28, 2002**  
**8:30 to 10:30 a.m.**  
**Gross Family Board Room, McNamara Alumni Center**

Board Members Attending

Ahles, Karen  
Bartz, Mary  
Bredeson, Tom  
Casey, Lynn  
Colburn, Josh  
Cracraft, Ed  
Feeney, Dan  
Foster, Barbara  
Frazier, Chris  
Givens, Archie  
Hagford, David  
Hansen, Harlan  
Hauschild-Baron, Beverly  
Hjelm, Andrea  
Hopp, Deb  
Klingel, Todd  
Kuehnast, Doug  
LaSalle, Tom  
Lehman, Tom  
Mooty, Bruce  
Ness, Arnie (for Andy Wangstad)  
Nuness, Al  
Ollila, Eugene  
Osberg, Brian  
Perman, Victor  
Phillips, Jessica  
Phillips, Mark  
Quinn, Mike  
Sit, Debbie  
Schmidt, Shane (for Nita Luis)  
Smith, Charles  
Thomas, Norrie

UMAA Staff Members Attending

Burgett, Bob  
Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Jones, Cheryl  
Sailer, David

University of Minnesota Staff Attending

Bruininks, Bob  
Fischer, Jerry  
Peterson, Donna

Board Members Unable to Attend

Calmenson, Bob  
Harder, Ron  
Horsager, Kent  
Jamieson, Marj  
Litton, Steve  
Maine, Lucinda  
McLeod, Mary  
Nelson, Bruce  
Noyce, Jerry  
Pletcher, Carol  
Schulstad, Dennis  
Stein, Robert  
Tuckner, Barbara

University of Minnesota Alumni Association National President Deb Hopp called the meeting to order at 8:30 a.m.

#### Consent Agenda

The consent agenda included the June 20, 2002 board meeting minutes, the financial statements as of June 30, 2002, the change in bylaws regarding the Board Development committee, the proposal for staffing the UMAA 100<sup>th</sup> anniversary celebration, and the standing committee reports. All items were approved as mailed.

Hopp introduced Robert Bruininks, interim president of the University of Minnesota, and Donna Peterson, director of government relations.

#### Discussion and Dialogue: What's New at the University

President Bruininks said that he and his wife Susan Hagstrum are very excited about leading the University during this time of transition. "The University is in very good shape and is getting stronger," he stated. A recent survey report from the University of Florida ranked the University of Minnesota third in the nation among public research institutions for the second consecutive year. For the fourth year in a row the students applying to the University's freshmen class are the best qualified ever, with increased diversity and talented academic profiles. The campus has been beautifully transformed, with increased attention given to maintenance and taking pride in how things look and work. The focus on improving academic programs and services also continues, said Bruininks.

"We have a clear sense of the future here, but we need to pay attention to some very important things," Bruininks continued. The state's investment in higher education has steadily decreased. Costs are going up while this public funding is sharply constrained. There will be a lot of turnover in the legislature due to the census redistricting and the stakes are higher this year. "Now is the time to roll up our sleeves and get engaged politically." Alumni need to continue to make the case to legislators that higher education benefits the public good, and that academic programs that provide great long-term benefit to the state require investment by the state.

Bruininks will stress continuity in academic priorities and consistent values and principles. His goals and priorities for the future are to:

- Continue to improve the quality of student learning and the student experience, raise graduation rates, and achieve nationally recognized programs;
- Pay particular attention to the University's public service mission—research and education need to be connected to our communities and public purposes; this is what makes the University unique;

- Focus on stewardship and accountability; measure what we value; and
- Work on the University's long-term financial strategy; we need to work hard to stay connected to state funding; access and excellence requires state support.

"People need to see higher education as intimately connected to the quality of life and economics," Bruininks concluded. There was discussion about ways to improve the student experience, including mentoring programs and community service opportunities.

Peterson reported on the University's collaboration with the Minnesota Vikings to develop a Pre-design and a Memorandum of Understanding for a joint Gophers-Vikings on-campus football stadium. The legislature has requested these documents by mid-December, so the process is on a very fast timeline.

Earlier this month the University Board of Regents discussed and firmed up the guiding principles that must be followed in developing the Pre-design and the Memorandum of Understanding. The regents will discuss the stadium developments in more detail in November and will vote on the agreement in early December. "The principles are right; now the devil is in the details," said Peterson.

The University has been consulting extensively with internal and external communities to hear their concerns and ideas in regard to the stadium, and will go back to these groups with information and answers when the negotiations are completed. The UMAA Advocacy Committee served as the first "focus group" for the Pre-design architects. "There are still lots of questions with no answers. The concept of putting public dollars into stadiums is very controversial," said Peterson. "A stadium cannot put the academic mission of the University at risk or compromise our financial position. In fact, it must enhance our financial position," added Bruininks. "We are engaged in these conversations to protect the University's interests."

Margaret Carlson, UMAA executive director, reported that the UMAA Advocacy Committee has been monitoring the stadium issue and providing feedback to the University administrators and the stadium consultants. It has not yet been determined whether or not the UMAA will poll alumni on the stadium issue, but a polling firm is identified and ready to proceed in the event that this occurs.

#### Legislative Advocacy

Bob Burgett, UMAA associate executive director for outreach, reported on the University's three-phase legislative initiative. Phase I is a pre-election "vote for the U" campaign, Phase II will educate new and returning legislators about the University, and Phase III advocates for the University's budget request.

### Increasing Members and Donors

David Sailer, UMAA associate executive director for membership and marketing, announced that membership as of today totals 56,700. Membership is up 12% from last year (50,336 on September 15, 2001). The board members applauded. Sailer reported on the UMAA's collaboration with the University of Minnesota Foundation (UMF) to increase both members and alumni donors to the University. Examples include the over-mailing of the September-October issue of *Minnesota* to 250,000 alumni households and locating 75,000 "lost" alumni through the alumni directory project.

Jerry Fischer, CEO of the UMF, thanked the UMAA for this great partnership. He cited the recent 10-12% increase in alumni donors. More than 78,000 alumni have contributed to the capital campaign, and Fischer is confident that the goal of 80,000 alumni donors will be surpassed.

There was discussion about strategies to increase membership. Sailer reported that there will be increased collaboration between membership and outreach initiatives, especially the UMAA's 100<sup>th</sup> anniversary celebration.

### Executive Director's Report

Carlson introduced Sue Diekman, the UMAA's new associate executive director for communications, who is a U of M graduate. Sue has been the Director of Public Relations at Concordia University since 1998. She was a senior account executive at GCI Tunheim and worked for nine years for the Minnesota Trial Lawyers Association. Carlson thanked Brigitt Martin, who served as the UMAA's interim communications director. Martin led several initiatives during her interim tenure, including bringing the directory of board members online and enhancing the UMAA web site with e-postcards, informal polling, and photos from events.

Carlson presented a photo collage of a variety of fall campus activities, including the September 4 New Student Convocation and the Maroon & Gold Fridays ice cream social kickoff hosted by the UMAA. Carlson also announced that Homecoming football game will be played on October 10 due to a conflict with the Minnesota Twins playoff schedule. The UMAA pancake breakfast and victory rally will be held on Saturday morning as planned. Other news:

The UMAA has a very successful partnership with the College of Continuing Education. Discussions are occurring about developing an on-line course for alumni and an on-line library. Finally, Carlson is chairing the 2002 University Community Fund Drive, the faculty-staff drive to raise funds for seven charitable organizations. The goal is to reach \$1 million for the first time. Carlson thanked the association staff members who have helped to redesign this drive, which will run October 1-31.

### President's Report

Hopp reported that the UMAA's 2002 Volunteer Awards Celebration was very successful. Representative Peggy Leppik and former volunteer Dan Erkkila received awards for their support of the University and its legislative programs at the President's Forum. Marcia Carthous and Harlan Hansen received the top volunteer awards.

Hopp also announced that:

- Margaret Carlson received the University of Minnesota "M" Club 2002 Distinguished Service Award at their Hall of Fame Banquet on September 13. Carlson was the first woman to be so honored;
- The September 11 "Moment of Remembrance" ceremony was well-attended and very moving; congratulations to Chris Frazier, president of the Graduate and Professional Students Assembly, for leading this effort;
- A number of meetings with University leaders have occurred. Hopp participated in a meeting of the chief volunteers of University boards on September 18. UMAA's past national presidents had dinner at Eastcliff with President Bruininks on October 8. A "3 x 3" meeting involving three regents, three association officers, and the regents and association executive directors will take place on October 8; Hopp invited the board members to let her know if they have any ideas or concerns to share;
- The board meeting on November 23 will offer a bus tour focusing on the new construction on campus immediately following the meeting;
- Hopp said that she believes that *Minnesota* magazine is the best alumni magazine in the country and that September-October is the best issue ever.

There was discussion. UMAA will send the board members the University of Florida report via e-mail and will provide other relevant items via e-mail on a regular basis.

Hopp adjourned the meeting at 10:35 a.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**  
**Executive Committee Meeting**  
**November 6, 2002**  
**7:45 to 9:15 a.m.**  
**200 McNamara Alumni Center**

Committee Members Attending

Hjelm, Andrea  
Hopp, Deb  
LaSalle, Tom  
Nelson, Bruce  
Noyce, Jerry  
Schulstad, Dennis

UMAA Staff Attending

Burgett, Bob  
Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Jones, Cheryl  
Sailer, David

Committee Members Unable to Attend

Klingel, Todd  
Stein, Robert

Guests Attending

Jerry Fischer, University of  
Minnesota Foundation

University of Minnesota Alumni Association (UMAA) National President Deb Hopp called the meeting to order at 7:45 a.m.

UMAA 100<sup>th</sup> Anniversary Celebration

Hopp welcomed Jerry Fischer, CEO of the University of Minnesota Foundation (UMF) to the discussion about the anniversary. Bob Burgett, UMAA associate executive director of outreach, presented the overview of the UMAA's 100<sup>th</sup> Anniversary Celebration, which will be celebrated from May 2003 through June 2004. (The association's actual birth date is January 30, 2004.) He also reviewed the planning process, timeline, and budget for the celebration. He announced that the UMAA has hired a celebration director, who began work on November 4.

All of the UMAA standing committees were involved in the recommendations being brought to the Executive Committee. The UMAA Program Committee has approved the programmatic components of the celebration. The Marketing Committee has approved the promotion, marketing, communications, and membership strategies. The Finance Committee reviewed the financial projections and revenue sources.

The 100<sup>th</sup> Anniversary program involves a combination of celebratory and legacy activities that will include members, alumni, and friends. It will leverage current and new activities and programs to build visibility of the Alumni Association and its contributions to the University and its alumni.

Burgett noted that there were two unresolved issues that the staff wanted to discuss with the Executive Committee: should be a membership goal tied to the celebration, and, if so, what should that be.

David Sailer, UMAA associate executive director of marketing and membership, told the committee members that the Marketing and Membership Committee recently discussed and clarified that while a membership number will not be a stated goal of the celebration, it is an important on-going objective of the association. As such, they recommended setting a membership goal to be reached in 2005; a major tactic will be to leverage as many celebration activities and events as possible.

Burgett asked Jerry Fischer to talk about another unresolved issue: the legacy initiative. At the anniversary brainstorming meetings, the volunteers were very enthusiastic about the UMAA raising monies for scholarships. Fischer believes that a monument on the Gateway Plaza monument, which would display the names of the University's Outstanding Achievement Award recipients, would leave a more tangible legacy than scholarships. "While we will always need scholarships, getting new momentum for scholarship fund raising in light of the current capital campaign will be difficult," said Fischer.

Fischer explained that raising enough money (over one million dollars) to create an endowed scholarship requires a large major gift pool, which would need to be the UMAA past presidents and board members. Fischer strongly urges that the general alumni pool not be solicited for this purpose because it directly competes with fund raising by the colleges. There would need to be a select group of pace-setting gifts for this initiative to be successful, as well as extraordinary volunteer leadership. Finally, there would be a problem with organizational identity, said Fischer. The UMAA is not a fund raising organization, but confusion already exists in regard to soliciting members versus donors.

There was considerable discussion. The committee members agreed that fund raising is not something that the UMAA should take on. They discussed a number of other ways that the UMAA might both impact the student experience and benefit the association as part of the 100<sup>th</sup> Anniversary, including giving a gift to students when they graduate from the University or to high school students who plan to attend here. Bruce Nelson, past president, asked if it would be possible to connect with and support an existing scholarship or recruitment program. "What can we do to attract and connect with the best and brightest students?" he asked.

Fischer said that he will try to identify a donor that might be willing to brand a scholarship in the name of "alumni." Burgett noted that the Northern Stars Leadership Conference, an Admissions-organized event, annually honors all scholarship recipients as a group. Margaret Carlson, UMAA executive director, said that she and Burgett would convene a group, including Wayne Sigler, Admissions director, and Fischer to discuss ways that the association could enhance and brand student recruitment and retention efforts.

Tom LaSalle, UMAA vice president, presented architect Antoine Predock's concept of the Gateway Plaza monument, which would be adjacent to the McNamara Alumni Center. This project is the responsibility of the Gateway Corporation, of which the UMAA is a partner. Fundraising for the monument will be handled by the UMF. Listing the names of the University's Outstanding Achievement Award recipients will serve the UMAA well in regard to its goal to recognize alumni as part of its 100<sup>th</sup> Anniversary.

Burgett explained that the UMAA Finance Committee, which met on October 31, reviewed the plan and budget and, recognizing that budgeting is in the preliminary stages, recommended that the current balance in the U of M Alumni Fund (\$501,600) be made available over the next two years to fund the celebration. As the proposed budget exceeds this amount by \$60,159.00, the Finance Committee recommended that sponsorship and advertising revenue be pursued and that any additional shortfall would be funded from gains in the U of M Alumni Fund or other investments.

The executive committee members approved the 100<sup>th</sup> Anniversary Celebration plan. They also approved the budget as a work in progress to be adjusted as needed. The plan and budget will be presented to the national board on November 23. Burgett thanked the volunteers for their ideas and feedback.

#### Consent Agenda

The consent agenda included the September 11, 2002, executive committee minutes, the financial statements as of September 30, 2002, the Fiscal Year 2002 audit, the additional capital funds for data base modifications, the membership report, and the member of the 2003 Board Development committee. The consent agenda was approved as mailed.

#### Advocacy

Jerry Noyce, chair of the UMAA Advocacy Committee, reported on the group's involvement in the Gophers-Vikings football stadium issue. At its last meeting, the Advocacy Committee members decided to separate the issue of the Gophers-Vikings joint stadium proposal from the question, "do we want Gopher football back on campus?" The committee unanimously recommends that the Alumni Association be the first group

to step up and state that football should return to campus, and present the following statement for endorsement:

“The University of Minnesota Alumni Association believes that it is in the best interest of the University community to bring Gopher football back on campus.” Carlson said that she has been advised by a public relations expert to wait until after the University’s negotiations with the Vikings are concluded before issuing this statement in any public way.

There was discussion. “This is what the UMAA does best: provide the emotion and support (for important University issues),” said Hopp. The position statement was unanimously approved.

National President

Hopp noted that reaching 58,113 members, a record high, is very exciting and is to be celebrated. She congratulated Sailer and his staff. She reported on her trip to Ohio State with the Gopher football team, noting that it was a wonderful opportunity to see big time college football at its best.

Executive Director

Carlson reported that Sue Diekman, the UMAA’s new associate executive director for communications, wants to research how other alumni associations manage and operate their magazine advertising programs. Carlson asked the executive committee members to approve extending the UMAA’s contract with MSP Communications, Inc., to handle advertising sales until April 8, 2003. This will provide time for Diekman to complete her analysis and put a go-forward plan in place. The fall preview issue of *Minnesota* exceeded the advertising revenue budget by 20%, noted Carlson. The committee members approved the contract extension.

Carlson reported that Ann Huntrods, UMAA past national president who is chairing the University’s Presidential Search Committee, alerted her that yesterday the Board of Regents passed a resolution to suspend the open meeting law requirement insofar as it applies to the presidential search process. Candidates whom the Board seriously wishes to consider have indicated that they will not participate in public interviews until they have had an opportunity to meet with the Board of Regents privately. The regents believe that they will be sued for this decision but that they are prepared to defend their decision. When the finalist(s) for president are selected, there will be a short window of time available for the UMAA and UMF alumni volunteer leaders to meet them. Carlson commended Huntrods and the regents for their courage and efforts.

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UMAA Executive Committee  
November 6, 2002

Carlson also reported that the University is convening the top staff people in all units to address the topic of enhancing service, quality, and outreach by the University.

Burgett augmented Carlson's report by describing the work that the University's Government Relations office is doing to connect with and educate the very large number of new legislators (Phase II of the Legislative Initiative). Letters are ready to go out and the hope is to bring each legislator to campus for a one-on-one experience. Phase III, drumming up support for the University's budget request, will begin when the legislature convenes in January.

Adjournment

Hopp adjourned the meeting at 9:15 a.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS

Saturday, November 23, 2002

8:30 to 10:30 a.m.

500 McNamara Alumni Center

Board Members Attending

Bartz, Mary  
Casey, Lynn  
Colburn, Josh  
Cracraft, Ed  
Frazier, Chris  
Givens, Archie  
Hagford, Dave  
Harder, Ron  
Hauschild-Baron, Beverly  
Hjelm, Andrea  
Hopp, Deb  
Horsager, Kent  
Jamieson, Marj  
Kuehnast, Doug  
LaSalle, Tom  
Lehman, Tom  
Litton, Steve  
Luis, Nita  
Maine, Lucinda  
McLeod, Mary  
Mooty, Bruce  
Nelson, Bruce  
Noyce, Jerry  
Ollila, Gene  
Osberg, Brian  
Phillips, Mark  
Quinn, Mike  
Sit, Debbie  
Smith, Charlie  
Stein, Robert (via telephone)  
Thomas, Norrie  
Tuckner, Barb  
Wangstad, Andy

UMAA Staff Members Attending

Burgett, Bob  
Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Hyatt, Amy  
Jones, Cheryl  
Sailer, David

University Guests

Fischer, Jerry  
Gardebring, Sandra

Other Guests

Ledger, Dick (I.T. alumnus)

Board Members Unable to Attend

Ahles, Karen  
Bredeson, Tom  
Calmenson, Bob  
Feeney, Dan  
Foster, Barbara  
Hansen, Harlan  
Klingel, Todd  
Nuness, Al  
Perman, Vic  
Phillips, Jessica  
Pletcher, Carol  
Schulstad, Denny

University of Minnesota Alumni Association (UMAA) National President Deb Hopp called the meeting to order at 8:30 a.m. She introduced new board members Kent Horsager, '84, College of Agricultural, Food, and Environmental Sciences, and Lucinda Maine, '85, geographical representative.

### **National President's Report**

Hopp reported that she and the UMAA have sent congratulatory gifts to Robert Bruininks, who was appointed as the 15<sup>th</sup> president of the University of Minnesota on November 8, 2002. The UMAA will send a letter of thanks to Ann Huntrods, UMAA past president who chaired the search committee for a new president. Other good news:

- *Minnesota* has won four silver 2002 Minnesota Magazine and Publications Association awards for best regular column, best cover, overall excellence, and overall design;
- More than 600 people attended the 'Sota Social pre-football game event held last night in Madison, Wisconsin;
- A "Save Gopher Sports" telethon will be broadcast on Channel 11 on Sunday, December 15, immediately following the Vikings game;
- Ardell Brede, a past officer of the Rochester Area Alumni and Friends chapter, has been elected mayor of Rochester. Mike Quinn, UMAA national board member, and his wife Diane, managed Brede's campaign, which featured plenty of maroon & gold.

### **Consent Agenda**

The consent agenda included the September 28, 2002, board meeting minutes; the September 30, 2002, financial statements; the Fiscal Year 2002 audited financial statements; the recommendation to modify the data base; the recommendation to approve the 2002-2003 board development committee; the membership report (58,113 members as of November 22, 2002); and committee highlights. All consent agenda items were approved as mailed.

### **UMAA 100<sup>th</sup> Anniversary Celebration**

Bob Burgett, UMAA associate executive director of outreach and programs, presented the overview of the UMAA's 100<sup>th</sup> Anniversary Celebration, which will be celebrated from May 2003 through June 2004. (The association's actual birth date is January 30, 2004.) He also reviewed the planning process, timeline, and budget for the celebration

All of the UMAA standing committees were involved in the recommendations being brought to the Executive Committee. The UMAA Program Committee has approved the programmatic components of the celebration. The Marketing Committee has approved the promotion, marketing, communications, and membership strategies. The Finance Committee reviewed the financial projections and revenue sources. The Executive Committee approved the plan and budget on November 6.

The celebration will provide opportunities to celebrate the association's accomplishments and contributions, further its strategic goals, and engage members and friends. The goals are to:

- Leave a legacy that endures beyond 2004;
- Invite broad participation among alumni, former students, and friends of the University;
- Celebrate and showcase the contributions and achievements of alumni; and
- Raise awareness of the UMAA in the community;

Burgett said that the celebration program will leverage existing association activities such as the annual meetings. The proposed hallmark components of the celebration include:

- Kickoff and closing events;
- Birthday party on January 30, 2004;
- Commission an additional fight song;
- Alumni Wall of Fame;
- *Minnesota* anniversary issue sent to 250,000;
- Commemorative history publication sent to members;
- Alumni/Career Networking Directory;
- Public relations activities; and
- Membership enhancements and messages.

The preliminary budget for the celebration is \$561,765, which will be drawn from the UMAA's invested funds. The Finance Committee, recognizing that budgeting is in the preliminary stages, recommended that the current balance in the U of M Alumni Fund (\$501,600) be made available over the next two years to fund the celebration. As the proposed budget exceeds this amount by \$60,159.00, the Finance Committee recommended that sponsorship and advertising revenue be pursued and that any additional shortfall would be funded from gains in the U of M Alumni Fund or other investments.

Burgett introduced Amy Hyatt, who has been hired as the 100<sup>th</sup> anniversary celebration director. Following a brief discussion, the 100<sup>th</sup> anniversary celebration plan and preliminary budget were approved.

#### **Vice President for Institutional Relations**

Sandra Gardebring, vice president for University Relations, reported that University of Minnesota President Bob Bruininks is out of the country participating in a conference of international educators in Ecuador. Bruininks is very engaged in the outreach mission of the University.

The inauguration of Bruininks will take place on February 28, 2003. Gardebring said that Bruininks is committed to carrying out the initiatives that he and former President Yudof began, and that there is University-wide delight that he has been appointed the president.

Gardebring reported that the University faces a huge legislative challenge. The University is doing its part to help solve the state's huge budget shortfall by proposing a 50-50 partnership in which the state would provide \$96 million dollars and the University would find the same amount internally via reallocation of existing budgets (2.5%) and a modest tuition increase (4.5%).

All of this must be considered in the context of the political situation, said Gardebring. There will be more than 60 new legislators, many who have not been in elected office before. There is new leadership in both the Senate and the House. Governor-elect Tim Pawlenty a alumnus and long-time friend to the University, has pledged "no new taxes," which worries Gardebring. In addition to the budget deficit and the changing political landscape, challenges surrounding the University's budget proposal include financial aid, mission duplication, the football stadium, and protecting the tobacco endowment.

The University will look to alumni for major assistance in working with the new legislators and supporting the budget request. The current primary focus is to identify legislators who are alumni and the alumni in their districts. New legislators will come to campus for a one-on-one experience, and plans are developing to take a seminar featuring faculty experts to the Capitol. We want to send the message that we are a big-time research University doing remarkable work, said Gardebring.

There was discussion about mission differentiation. The conversation about the need for a more crisp division of enterprise between the University and the Minnesota State Colleges and Universities (MnSCU) may happen again at the legislature, said Gardebring. "The University does have a very broad mission, but the people and the legislature want us to be that way," she said. Gardebring said that she is very, very grateful for the help that alumni give to the University's legislative initiatives.

There was discussion. Hopp requested that the board members write to their legislators expressing their support for the University in the context of a personal story. Burgett added that right now is also the time to connect with Governor-elect Pawlenty.

In regard to the potential Gophers-Vikings football stadium, Gardebring said that she "would be surprised if this deal came together." There may not be a physical or a financial fit, she said. There are many questions and issues surrounding this topic, but a primary finding is that a wide variety of constituents do want Gopher football back on campus. The deadline to complete negotiations with the Vikings is November 27.

#### **Advocacy**

Jerry Noyce, chair of the UMAA Advocacy Committee, reported on the committee's involvement in the Gophers-Vikings football stadium issue. The committee has had three primary objectives:

- To become knowledgeable about the proposed partnership and to provide feedback to University administrators and the consultants
- To consider polling alumni for feedback that would be useful to University decision-makers
- To consider recommending that the National Board take a formal position on the stadium

At its last meeting, the group decided to separate the issue of the joint stadium proposal from the question, "do we want Gopher football back on campus?" They decided to recommend that the Alumni Association be the first group to step up and state that football should return to campus.

There was discussion. Robert Stein, UMAA vice president, said that he served as chair of the Faculty Senate Committee at the time when Gopher football moved to the Metrodome. He has since decided that playing football off campus does not serve the University well. "The football program brings a lot with it," said Stein, "such as community spirit and alumni support and involvement."

Noyce reported that the Advocacy and Executive Committees recommend that the national board approve a position statement advocating that Gopher football return to campus. The following statement was unanimously endorsed:

*"The University of Minnesota Alumni Association believes that it is in the best interest of the University community to bring Gopher football back on campus."*

Carlson said that she would share this statement with the University President and the Board of Regents on Monday. The Minnesota Student Association (MSA) and the Graduate and Professional Students Assembly (GAPSA) are expected to make similar statements. Carlson and Noyce will consult with a public relations professional regarding when and how to be more public with the statement. The statement will not be made public until after the University completes negotiating with the Vikings.

**Executive Director Margaret Carlson**

- Thanks to Jerry Fischer for continuing to make the UMF Board Room available to the association and to Brenda Hegg for her on-site assistance;
- Thanks to Diane Fisher, UMAA associate executive director for finance and operations, for her diligence in working with the auditors on another successful audit;
- Collaboration and partnerships are key values at the University. UMAA staff and/or volunteers are currently participating on these University councils and committees: Council on Public Engagement, Service and Productivity Initiative, Bolstering the U's Internal Economy and External Sales, Football Stadium Steering Committee, University Marketing Advisory Committee, UMF Marketing Committee, and the Presidential Inauguration Committee;
- The Legislative Network is operating year-round. Phase II involves the time period immediately following the elections and up until the beginning of the legislative session on January 7, 2003. The theme is, "Make the U a Capitol Priority!" Legislative volunteer training will be held on January 21;
- Membership reached a record high on October 31: 58,113. Congratulations were extended to David Sailer, UMAA associate executive director for membership and marketing. Recent new membership promotions include targeted generational, sustaining life, and holiday appeals. Membership partnered with the association's communications and outreach departments to offer special events such as Etiquette & Image, a back-stage University Theatre event, and a "Bowl Watch" website;

- The University's 2002 Community Fund Drive, which Carlson chaired, reached \$1,144,672.24—a 67% increase in participation and a 42% increase in dollars from last year. Only three large companies reached this level of increase and only 12 raise over \$1 million. The University is the only non-profit organization to raise over \$1 million; thanks to UMAA staff members Cheryl Jones, Mike Lee, and Brigitt Martin for their enormous assistance with the Community Fund Drive.

**Announcements**

Chris Frazier, president of GAPSA, encouraged the board members to submit recipes for the cookbook that GAPSA is producing to benefit scholarships at the University. The book will be entitled, "Food for Thought: What's Cooking at the U'."

Jerry Fischer announced that the Capital Campaign has reached \$1,491,000,000 as of October 31. He thanked the association for being a "fabulous partner" in the campaign. More than 80,000 alumni have participated, which surpasses the campaign goal.

Tom LaSalle, UMAA vice president, displayed architect Antoine Predock's concept drawing of the Gateway Plaza monument on which the names of the current and future University Outstanding Achievement Award recipients will be listed.

**Adjournment**

Hopp announced that there will be an optional bus tour of campus immediately following the next board meeting on January 25, 2003. She adjourned the meeting at 10:30 a.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

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

**Wednesday, January 8, 2003**

**7:45 to 9:15 a.m.**

**UMAA Laukka Conference Room**

Committee Members Attending

Hjelm, Andrea  
Hopp, Deborah  
Klingel, Todd  
LaSalle, Tom  
Nelson, Bruce  
Noyce, Jerry  
Schulstad, Denny  
Stein, Robert (via telephone)

UMAA Staff Attending

Burgett, Bob  
Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Jones, Cheryl  
Sailer, David

University of Minnesota Alumni Association National President (UMAA) Deb Hopp called the meeting to order at 7:45 a.m.

**National President**

Hopp reported that the Music City Bowl in Nashville, Tennessee, was a great experience. The Gopher football team won, the Battle of the Bands was exciting, and the 'Sota Social boasted wonderful attendance. Hopp said that the University needs a stadium like Titan Stadium—a serviceable, outdoor facility that was built quickly and economically—and needs to do a better job of marketing the away football experience to fans.

Hopp also reported that the inauguration of University of Minnesota President Bob Bruininks will be held on February 28. The Inauguration Committee hopes to completely fill the first floor of Northrop Auditorium. Following the inaugural program there will be an all-campus reception in the newly-remodeled, re-opened Coffman Union, which Hopp toured and describes in her column in the January-February issue of the alumni magazine.

**Consent Agenda**

The consent agenda included the November 6, 2002, executive committee meeting minutes; the financial statements as of November 30, 2002; and the membership report (52,029 as of December 31, 2002). All items were approved as mailed.

**Vice President for University Relations**

Sandra Gardebring, vice president for University Relations, noted that the “spectacular” new University Bookstore will open in Coffman Union on March 3. The re-opening of Coffman will be a huge advantage to campus, she stated. Margaret Carlson, UMAA executive director, noted that the UMAA will hold its 2003 Annual Celebration there and is also working with the Campus Club, which will re-open as well, on joint marketing opportunities.

Gardebring stated that Carlson's column in the alumni magazine, "Doing Right by Gopher Football," is "right on." People really do want Gopher football back on campus, she said, including the students, faculty, and adjoining neighborhoods. The University's work with the Minnesota Vikings on a joint football stadium was a valuable learning experience. The University intends to finish a pre-design to get a cost estimate for a Gophers-only stadium. The UMAA, in conjunction with the University of Minnesota Foundation and the University, might want to consider thinking through "what it would take to make a stadium happen," said Gardebring. "The University is positively inclined but due to the budget crisis will have no agenda or energy regarding the stadium for at least six months." There is no stadium on the 2004 capital budget, but the regents may reconsider this. Gardebring believes that the University will need to be more creative than merely forwarding a capital request if a stadium is going to happen.

There was considerable discussion, including about the capability of a stadium to be an incubator for new business opportunities, generate revenue, and/or be linked with other projects. Gardebring said that the design for a stadium no longer incorporates academic program space, as it would actually be more cost-effective to build this type of space elsewhere. Space for the marching band, rec sports, and other things that don't require much build-out would work better. The University needs creative thinking and brainstorming as well as some time to think the stadium through, concluded Gardebring.

Gardebring next reported on the University's budget request to the legislature. Governor Tim Pawlenty will release his plan for dealing with the huge state budget deficit next Monday, and the University is preparing a response. There will be an across-the-board cut to University units this year, and a permanent base cut to the University's funding from the state is anticipated. In response, the University will examine a number of areas, including employee benefits, deferring investments, and an aggressive analysis of non-performing assets. "Outreach is always more vulnerable," said Gardebring. Ways to increase revenues and take better advantage of the University's assets are also being addressed. There is a huge, huge deficit, said Gardebring, and she does not see any easy way to address it. She asked for support and understanding from alumni when President Bruininks has to make difficult decisions and "potentially substantial cutbacks." Bruininks is committed to a very open process so that legislators know what the University is thinking about before the session adjourns.

There was discussion. President Bruininks is acutely aware that this change in funding from the state is a permanent shift, said Gardebring. Difficult times often provide an opportunity to do some important analysis, including ways to serve nontraditional and untapped student markets. The University's legislative strategy this year will be to educate new legislators about the University, talk about the value of the University, and to convince legislators that the University is well-managed and accountable.

### **Advocacy**

Jerry Noyce, UMAA president-elect, reported that the Advocacy Committee wants to continue to be pro-active in regard to a Gophers-only football stadium on campus. Noyce said that he was pleased to hear that Gardebring would like the UMAA and the UMF to provide a planning initiative for the stadium. The Advocacy Committee may also address the issue of access and excellence before the end of this year.

### **UMAA 100<sup>th</sup> Anniversary**

Bob Burgett, UMAA associate executive director for outreach, reported on plans for the 100<sup>th</sup> anniversary celebration. Plans are in place to commission a new University fight song in collaboration with the University School of Music. There will be an alumni recognition project in conjunction with a Gateway Corporation initiative: the monument that will be constructed on a signature corner of the Gateway Plaza. All recipients of the University of Minnesota Outstanding Achievement Award (more than 1,000 to date) will be listed on the monument. In regard to developing a scholarship in the name of alumni, Jerry Fischer, CEO of the UMF, is continuing to search for a donor/source of funding. There was discussion about the scholarship initiative and related opportunities to recruit and mentor the recipients. Sue Diekman, UMAA associate executive director for communications, reported that the association is in the final stages of working with a design firm on an anniversary logo, and a historical supplement to *Minnesota* will also be produced.

### **Executive Director**

Carlson noted that the UMAA is working on its mid-year budget revision. She asked the staff to report on initiatives within their areas of responsibility:

- David Sailer, associate executive director for membership and marketing, reported that the Marketing and Communications Committee will soon discuss and recommend a membership goal to be met by the end of Fiscal Year 2005. Sailer anticipates that increasing life members will be a primary area of focus.
- Burgett encouraged the committee members to attend the Legislative Briefing on January 21. Members of the Legislative Network have been asked to invite their legislators to attend the event as well.
- Diekman reported that consultant Tom McKusick will submit his evaluation and recommendations for the UMAA magazine advertising program on January 15.

There was discussion on several aspects of the meeting. Tom LaSalle, UMAA vice president, commented that he works a lot with the University in his professional life and he believes that "the University is not managed as bad as some think. Corporations are often not managed as well as one might think," he stated. Gardebring thanked LaSalle, saying that the University can be very critical of itself. It does struggle with how to communicate to opinion leaders in the business sector, she said.

Robert Stein, UMAA vice president, thanked Gardebring for her report and her hard work, and asked her if President Bruininks has any plans to restructure the management of the University. "President Bruininks is confident in the University's leadership at this point," replied Gardebring. She provided the example of the hiring of Kathy O'Brien, the new vice president for University Services, who will be working to increase the credibility of the University among the construction and architectural communities.

**Adjournment**

Hopp adjourned the meeting at 9:15 a.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS**

**Saturday, January 25, 2003**

**8:30 to 10:30 a.m.**

**University of Minnesota Foundation Board Room  
500 McNamara Alumni Center**

Board Members Attending

Ahles, Karen  
Bartz, Mary  
Bredeson, Tom  
Casey, Lynn  
Cracraft, Ed  
Feeney, Dan  
Foster, Barbara Stephens  
Frazier, Christine  
Givens, Archie  
Hagford, Dave  
Harder, Ron  
Hauschild-Baron, Beverly  
Hjelm, Andrea  
Hopp, Deb  
Klingel, Todd  
Lehman, Tom  
Litton, Steve  
Luis, Nita  
McLeod, Mary  
Mooty, Bruce  
Nelson, Bruce  
Noyce, Jerry  
Nuness, Al  
Ollila, Eugene  
Osberg, Brian  
Quinn, Mike  
Schulstad, Dennis  
Sit, Debra  
Smith, Charles  
Stein, Robert  
Thomas, Norrie  
Tuckner, Barbara  
Wangstad, Andy

Board Members Unable to Attend

Calmenson, Bob  
Hansen, Harlan  
Horsager, Kent  
Jamieson, Marj  
Kuehnast, Doug  
LaSalle, Tom  
Maine, Lucinda  
Perman, Victor  
Phillips, Jessica  
Phillips, Mark  
Pletcher, Carol

University Guests

Gardebring, Sandra  
Maturi, Joel

UMAA Staff Members Attending

Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Jones, Cheryl  
Sailer, David

UMAA Staff Unable to Attend

Burgett, Bob

University of Minnesota Alumni Association (UMAA) National President Deb Hopp called the meeting to order at 8:30 a.m. She reported as follows:

### **National President's Report**

- The January-February issue of *Minnesota* features a third report on the history of segregation at the University. The association has received very positive feedback on this series—hats off to Shelly Fling, editor of the magazine.
- Hopp is serving on the steering committee for the February 28 inauguration of University of Minnesota President Bob Bruininks. She encouraged the board members to attend. The UMAA has arranged for all life members residing in the seven-county metropolitan area to receive invitations to the inauguration.
- The Board Development Committee is working to select the slate of officers, at-large, and geographical board representatives for 2003-2004. Board members are encouraged to submit names of potential candidates to Bruce Nelson, chair of this committee.
- Coffman Memorial Union, which re-opened last Tuesday, will be the site of the UMAA 2003 Annual Celebration this spring. Board members are invited to take a self-guided tour of Coffman at the conclusion of the campus bus tour which immediately follows today's meeting.
- Hopp thoroughly enjoyed her experience at the Music City Bowl in Nashville, Tennessee. The UMAA co-hosted a 'Sota Social and a pepfest, which thousands of fans attended.
- The UMAA also partners with Intercollegiate Athletics and the Gateway Corporation to host "Chalk Talks" at the McNamara Alumni Center before men's home conference basketball games.

### **Consent Agenda**

The consent agenda included the November 28, 2002, board meeting minutes; the financial statements as of November 30, 2002; the membership report of 51,917 members as of January 15, 2003; and the committee reports. All items were approved as mailed.

### **Vice President for University Relations**

Before introducing Sandra Gardebring, vice president for University Relations, Hopp reported that a record crowd attended last Tuesday's Legislative Briefing. In addition to this University-wide event, the UMAA is hosting legislative receptions around the metropolitan area, including in Dakota County, Edina, and White Bear Lake.

Gardebring reported on the University's budget situation. Governor Pawlenty is proposing that the University receive a \$25 million dollar cut. The House and Senate have different funding proposals. Higher education is about 10% of the state budget. The Governor is not expected to remove the funding that comes from the tobacco endowment nor cut student financial aid. He will submit a proposed state budget to legislators by mid-February. Governor Pawlenty likes the University, said Gardebring, but this will not save us from cuts. In fact, the cuts may increase as the legislative session continues. "We are not a favored child at the legislature," she said. "As much as a 35% reduction in the University's biennial budget could happen."

President Bruininks has provided guidelines to University administrators in regard to the looming financial crisis. He is asking staff to protect student services, the academic priorities of the institution, and financial aid; to defer investments; and to accomplish administrative and internal cost-cutting. The University is concerned that special interests will begin to pressure legislators once the budget is released.

“We will weather this crisis—we have before,” Gardebring continued. “The core mission of the University will be protected.” She said that the University’s value to the state is evidenced by the increase in number and quality of freshman applications, and the high quality of University faculty. She thanked the volunteers and the association for its legislative advocacy on behalf of the University. “We are all in this together,” she concluded.

There was considerable discussion. In response to questions, Gardebring stated as follows:

- It is expected that MnSCU will be treated the same as the University by the legislature.
- The University’s strategy during this first round of cuts has been to “deal with it and not complain.”
- The Service and Productivity Initiative begun under President Bruininks will examine ways to bolster revenues for the University.
- Employee benefits and a “whole lot of things internally” will be looked at as the University cuts costs.

There was additional discussion about K-12 education being considered “off the table.” If funding for K-12 is not cut, the University’s budget is impacted even more severely.

Gardebring asked the alumni volunteers to “give us your advice, support the President when he makes cuts, and to have an open mind, because every unit, every college, and every campus may be impacted.”

### **Intercollegiate Athletics**

Joel Maturi, University intercollegiate athletics director, was introduced. Maturi, who came on board last summer, is the first director of the newly-merged men’s and women’s athletics departments at the University. There is still anxiety among the athletics staff members since the reality is that some staff positions will be eliminated before the end of the academic year. Maturi wanted to “get to know the people” before making cuts. He will hold meetings next week with internal and external constituencies. Maturi announced that Jeff Schemmel, associate athletics director, is leaving the University to assume a position in external relations at Arizona State.

Maturi discussed his goals for the now joint department. “First and foremost, we’re here for our student athletes,” he stated. He talked about the challenges facing intercollegiate athletics nationwide, including the intense pressure to win. “Coaches are hired and fired on their win-loss records,” he said. “But we need to change that. Shouldn’t the criteria for success also involve such factors as graduation rates and no National Collegiate Athletics Association (NCAA) violations?”

Maturi's plans and goals are to be fiscally responsible, to focus on compliance with the NCAA, to ensure a quality experience for student athletes, and to win. He discussed several other issues that affect athletics on a nationwide basis, including the domination of post-season play by the bigger schools and the rising costs of athletic programs.

Maturi is hopeful that the University's win in the Music City Bowl will help boost football season ticket sales, but he's disturbed that the local media are so negative about the Gopher football program. Gopher Women's Basketball has a lot of revenue potential, he said, "but we need to take our time before raising those ticket prices." He noted that alumni can help by being positive and speaking up in public on behalf of University athletics, wearing maroon and gold, buying tickets, watching the games, and writing a check.

There was considerable discussion, including about the importance of the game-day experience. Jerry Noyce, UMAA president-elect, thanked Maturi and complimented him for "being on the right path."

#### Advocacy

Noyce reminded the board members that the following statement was endorsed at the last national board meeting on November 23, 2002: "The University of Minnesota Alumni Association believes that it is in the best interest of the University community to bring Gopher football back on campus."

Since that meeting the following has occurred:

- The Minnesota Vikings terminated their negotiations with the University;
- President Bruininks shared the UMAA with the Board of Regents at their December meeting;
- The Advocacy Committee agreed to keep the stadium issue alive;
- At the January 8 Executive Committee meeting, Sandra Gardebring encouraged the UMAA and the University of Minnesota Foundation (UMF) to work together to consider how a Gophers-only stadium could happen;
- Margaret Carlson, UMAA executive director, and Jerry Fischer, UMF chief executive officer, participated in a meeting of the University Stadium Steering Committee on January 10; this high-level group will continue to work on a Gophers-only stadium design and cost estimate.

Noyce asked Maturi to comment on the prospect of a Gophers-only football stadium. Maturi responded that he "he has always stated that, to be true to our mission, athletics needs to be played on campus." Maturi believes that he will see a stadium on campus during his tenure here.

**Executive Director Carlson's Report**

- The UMAA will host the Regent Candidate Forum at the Capitol on February 6 at 4:00 p.m.;
- In light of the University's anticipated budget situation, the UMAA will be aggressively pursuing sponsorships and advertising sales;
- The Big Ten alumni directors have sent a letter to the Big Ten college presidents expressing concern and offering to help with issues surrounding negative fan behavior on campus;
- As of January 24, 2003, UMAA membership totaled 53,773. The Alumni Directory project has brought in 1,200 new members, and an additional 1,200 are expected. The UMAA is collaborating with the College of Continuing Education (CCE) to host an Alumni Employment Expo this spring and to offer a \$100 discount to alumni on Business Management courses;
- Board members are asked to review the UMAA's policy on conflict of interest;
- The UMAA website offers new e-postcards with photos from the Landscape Arboretum;
- The University's Capital Campaign will run through June 2004. All board members are encouraged to make a gift to the campaign. UMAA board member Carol Pletcher and her husband Wayne have made a generous gift to fund a fellowship for a female student's graduate study in biological sciences—Cargill and 3M, their respective employers, matched their contributions.

Hopp adjourned the meeting at 10:30 a.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE**

**March 19, 2003**

**7:45 to 9:15 a.m.**

**Laukka Conference Room, UMAA**

Committee Members Attending

Hjelm, Andrea

Hopp, Deb

Nelson, Bruce

Stein, Robert (via telephone)

UMAA Staff Attending

Carlson, Margaret

Burgett, Bob

Diekman, Sue

Jones, Cheryl

Sailer, David

Committee Members Unable to Attend

Klingel, Todd

LaSalle, Tom

Noyce, Jerry

Schulstad, Denny

UMAA Staff Unable to Attend

Fisher, Diane

University of Minnesota Alumni Association (UMAA) national president Deb Hopp called the meeting to order at 7:45 a.m.

**President's Report**

Hopp reported that there was good press coverage of the February 28 inauguration of University of Minnesota President Robert Bruininks. All inauguration activities were well attended and successful.

Hopp also reported that she, president-elect Jerry Noyce, past president Bruce Nelson, and executive director Margaret Carlson met last month with three members of the University of Minnesota Board of Regents and their executive director—Maureen Reed, David Metzen, Tony Baraga, and Ann Cieslak. These meetings, called “3 X 3’s,” are scheduled quarterly to provide an opportunity for the alumni volunteers and the regents to talk privately and candidly. The discussion at last month’s meeting focused on the politics of the recent regent selection process—and whether it discouraged good candidates from putting their hat into the ring. Two of the three regents in the meeting—Reed and Metzen—had just gone through the selection process. They said that the process was quite political, but these are political assignments. This type of scrutiny helps prepare one for this volunteer responsibility, they said.

Carlson said that the UMAA planned to schedule a meeting among Peggy Leppik, former legislator, Ann Huntrods, UMAA past president, and Rondi Erickson, chair of the Regent Candidate Advisory Council, as Leppik and Huntrods had expressed concern about the selection process.

### **Consent Agenda**

The consent agenda included the January 8, 2003, executive committee minutes; the fiscal year 2003 budget revision, and the financial statements as of January 31, 2003. All items were approved as mailed.

### **Membership**

David Sailer, UMAA associate executive director for marketing and membership, engaged the committee members in discussion of membership goals and strategies in relation to the association's 100<sup>th</sup> anniversary. Earlier this year the UMAA Marketing and Communications Committee proposed an aggressive, across-the-board strategy to reach 75,000 members by 2005. Sailer said that this strategy would have a huge impact on the organization's bottom line, however, because the scenario involves a large number of free trial memberships.

There was considerable discussion, including about the current ten percent rate of retention with trial memberships. The committee members all agreed that a trial one-year membership is a good way to "make the case" for paid membership. Retaining more members will continue to be an important goal, said Sailer. The UMAA staff needs to develop a specific, targeted membership conversion strategy.

Sailer recommended that the membership goal be revised to 65,000 by Fiscal Year 2005, and that the goal should be communicated as, "10,000 new members by 2005." It was agreed that this revised goal is achievable, easy to communicate, and much less expensive to the organization. It was also agreed that the UMAA should initiate conversations with partners such as Athletics and the College of Continuing Education to discuss ways they might help the UMAA reach this goal of 10,000 new members during its 100<sup>th</sup> anniversary.

### **Board Development**

Bruce Nelson, past president, reported on the work of the Board Development Committee. The committee will recommend that term limits for UMAA officers be put into place—two 2-year terms only. To more effectively recruit talented alumni to serve on the board, the committee set the following criteria: passion, poise, presence, political savvy, big-picture thinking, high-profile, team player, and skills and experience that align with the association's priorities. Nelson encouraged the executive committee members to think about these criteria and recommend candidates for the committee to consider for service on the board of directors.

UMAA Executive Committee  
March 19, 2003

### **Executive Director**

Carlson reported that the University might receive as much as a \$200 million dollar permanent funding cut from the state. The University will deal with the resulting budget crisis by examining employee benefits, considering targeted programmatic cuts, and implementing a double-digit tuition increase. The UMAA is expecting a bigger cut to its allocation than usual, as well, and is "working the budget problem," said Carlson. The UMAA managers are thinking creatively about ways to rethink and retool programs and activities.

Carlson also reported that the Gateway Corporation is proceeding with plans to develop the monument for the plaza outside the McNamara Center. Jerry Fischer, chief executive officer of the University of Minnesota Foundation (UMF), has identified a potential donor for this project. It is important that the monument, which will feature the names of all alumni who have received the University of Minnesota Outstanding Achievement Award, be completed before the end of the UMAA's 100<sup>th</sup> anniversary year. Also, the University and the UMF are proceeding with plans to develop the Scholars Walk.

### **100<sup>th</sup> Anniversary Celebration**

Burgett reported on the plans and progress on the UMAA's 100<sup>th</sup> Anniversary Celebration. Harvey Mackay has agreed to speak at the 2003 Annual Celebration on May 29. Copyright issues are being worked out in regard to the new musical cheer. A brainstorming group will soon meet to begin to plan the January birthday event. UMAA staff members and volunteers are also working to identify a 100<sup>th</sup> Anniversary activity that will raise money for scholarships.

Sue Diekman, UMAA associate executive director for Communications, displayed the new 100<sup>th</sup> Anniversary logo and reported on promotional plans for the celebration.

Burgett announced that financial sponsors will be sought for the year-long celebration. UMAA past presidents Fred Friswold and Larry Laukka have endorsed the idea of asking the past presidents each to contribute \$500, \$1,000, or \$5,000. A plan to recognize and involve the past presidents in the 100<sup>th</sup> Anniversary activities will be developed.

There was discussion about how to thank and recognize Harvey Mackay, who is providing a pro-bono speech. It was agreed that the gift(s) need to be personal and special.

Carlson also reported that the UMAA is collaborating with Intercollegiate Athletics, discussing potential new revenue sources for both organizations.

Page 4  
UMAA Executive Committee  
March 19, 2003

**Adjournment**

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

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD MEETING**

**Saturday, April 5, 2003**

**8:30 to 10:30 a.m.**

**500 McNamara Alumni Center**

Board Members Attending

Alaniz, Karin  
Bartz, Mary  
Casey, Lynn  
Colburn, Josh  
Cracraft, Ed  
Feeney, Dan  
Foster, Barbara Stephens  
Frazier, Christine  
Hagford, David  
Harder, Ron  
Hauschild-Baron, Beverly  
Hjelm, Andrea  
Hopp, Deb  
Horsager, Kent  
Klingel, Todd  
Kuehnast, Doug  
LaSalle, Tom  
Lehman, Tom  
Litton, Stephen  
Nelson, Bruce  
Noyce, Jerry  
Ollila, Gene  
Osberg, Brian  
Phillips, Mark  
Quinn, Mike  
Schulstad, Dennis  
Sit, Debra  
Smith, Charles  
Tuckner, Barbara

Board Members Unable to Attend

Ahles, Karen  
Bredeson, Tom  
Calmenson, Bob  
Givens, Archie  
Hansen, Harlan  
Luis, Nita  
Maine, Lucinda  
McLeod, Mary  
Mooty, Bruce  
Nuness, Al  
Perman, Victor  
Phillips, Jessica  
Pletcher, Carol  
Stein, Robert  
Thomas, Norrie  
Wangstad, Andy  
Wright, Donald

UMAA Staff Members Attending

Burgett, Bob  
Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Hamilton, Deanna  
Sailer, David

University Guests

Anderson, Amy  
Kirk, Judy  
Peterson, Donna

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
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Hamilton, Deanna  
Sailer, David

University Guests

Anderson, Amy  
Kirk, Judy  
Peterson, Donna

University of Minnesota Alumni Association (UMAA) National President Deb Hopp called the meeting to order at 8:30 a.m. Hopp introduced new board member Karin Alaniz, who replaces Marj Jamieson as the representative from the School of Nursing.

### **President's Report**

Hopp reported that the activities surrounding the inauguration of University of Minnesota President Bob Bruininks and University Founder's Week received a lot of positive coverage in the local press. She also reported that the February 6, 2003, Regent Candidate Forum, which the UMAA sponsors, was very successful. Hopp was very impressed with the quality of all of the regent candidates. Five of the candidates were appointed and/or reappointed by the legislature: Clyde Allen, John Frobenius, David Metzen, Maureen Reed, and Patricia Simmons. The UMAA will provide complimentary memberships to all regents, and Hopp will participate in the orientation session for the new regents.

Hopp also reported that she, president-elect Jerry Noyce, past president Bruce Nelson, and executive director Margaret Carlson met last month with three members of the board of regents and their executive director—Reed, Metzen, Tony Baraga, and Ann Cieslak. These meetings, called 3 X 3's, occur quarterly to provide an opportunity for the alumni volunteers and the regents to talk privately and candidly. The discussion at the last meeting focused on the politics of the recent regent selection process—and whether it discouraged good candidates from applying. Two of the three regents in this meeting—Reed and Metzen—had just gone through the selection process, and they said that the process was quite political, but that the position of regent is a political assignment. This type of scrutiny actually helps prepare one for this volunteer responsibility, they said, and the current process is probably better than the alternatives. Regent Baraga agreed.

Finally, Hopp reported that the “legislative calling nights” at the UMAA have been very successful and well attended. The goal is to get as many people across the state as possible to contact their legislators to ensure that they understand the importance of the University.

### **University Update**

Donna Peterson, University associate vice president and director of government relations, said that she is substituting for Vice President Sandra Gardebring, who is hospitalized with a broken pelvis.

Peterson reported that the University expects to receive a huge cut in state funding this year. When combined with new expenses such as fringe costs, utility costs, and continuing important academic investments, the figure is close to \$300 million dollars.

As President Bruininks works to balance the budget, he will keep his goal to invest in the University's future front-of-mind. Bruininks does not want a "University left in shambles; what is left of the 'U' he wants to be strong," said Peterson. He is striving to continue to put forth a positive message because he does not want students or faculty to become discouraged about coming here. His goal is to show the governor, legislators, and the public that there will be major changes—it is not business as usual in most units at the 'U'—and that the end goal is a positive, strong University.

Peterson said that the University is looking at several areas in dealing with the budget crisis, including proposing additional shared costs with faculty and staff for health care. Targeted program eliminations and reductions will be proposed, and new revenue sources will be sought, including an increase in tuition. The Governor's budget has requested that the University not exceed a 15% tuition increase. The Board of Regents will discuss the budget next week; the legislature will adjourn in May, and the final University budget will be presented to the regents in June.

There was discussion, including about how the Minnesota State Colleges and Universities (MnSCU) system is being treated in comparison with the University of Minnesota. Peterson said that the Governor has cut the two about equally. However, many legislators have a MnSCU campus in their district. "The 'U' really struggles to find our friends at the legislature. This is one of the reasons that the grassroots legislative efforts are so important. Thanks to the UMAA for the time, effort, and finances put into the legislative effort—it really does make a difference," Peterson concluded.

### **Capital Campaign**

Judy Kirk, executive vice president and director of development for the University of Minnesota Foundation (UMF), announced that the Capital Campaign has raised \$1.57 billion dollars—121% of goal with four months left to go. The total number of alumni contributing is 82,680, which represents 40% of all donors. Five years ago the "alumni piece of the pie" was only about 10-15%, said Kirk, so this is the real success story of the campaign. Over 11,000 faculty and staff have given a record \$62 million dollars, which puts the University first in this category in the Big 10. The board members applauded when Kirk announced that this year the University ranked fourth in the nation in voluntary support for public universities.

Kirk reviewed the campaign's specific impact on faculty, students, facilities, and research. The UMF is managing 7,350 prospects versus 1,609 prospects pre-campaign, so there is great potential going forward, and the plan is to continue to focus on alumni. Kirk told the stories of several donors to the campaign, including Debbie Sit, UMAA

board member, who said, "It is my hope that the student who is helped by my scholarship will choose to do the same for another student in the future." Kirk thanked the UMAA for helping with the campaign and complimented the alumni volunteers and Margaret Carlson, UMAA executive director, on their leadership.

### **University Communications**

Amy Anderson, director of marketing at University Relations, presented the results and implications of the 2002 University Public Opinion Poll. Select findings include:

- People want the University to be a source of pride; they are inclined to see the 'U' in a positive light;
- People think the 'U' is "really big" and "pretty good;" the 'U' needs to better distinguish itself through its characteristics and strengths;
- There is much good will toward the U's medical-related activities, which the 'U' needs to leverage; and
- The gap between what people value and the University's performance in key areas needs to close; i.e., share the message that the 'U' is well managed by solid administrative leaders.

Anderson said that these findings relate to the University's current positioning and branding initiative. The goals of the branding initiative are to enhance the University's quality and reputation, improve awareness and communicate relevance, help build pride and loyalty, and provide stability during challenging economic times.

The branding team has determined that the following summarizes what sets the University apart and makes it special: "Only the University offers comprehensive educational and research programs with vital community connections designed for highly motivated students seeking preparation for the real world." This language evolved into the concept of the University being "big time;" i.e., "experience the big time" and "welcome to the big time."

Anderson showed the board members some preliminary creative work that incorporates the "big time" concept. She is hopeful that the branding campaign will launch at the end of this summer in conjunction with the State Fair and with Homecoming in the fall.

### **Consent Agenda**

The consent agenda included the January 25, 2003, board meeting minutes; the fiscal year 2003 budget revision; the financial statements as of February 28, 2003; and the committee reports. All items were approved as mailed.

### **Board Development**

Bruce Nelson, chair of the Board Development Committee, reported that the committee has identified specific criteria for evaluating the leadership potential of alumni volunteers. The characteristics that the UMAA's top leaders should possess are: passion for the University, poise and public speaking ability, interpersonal skills, big picture thinking, high community profile, the ability to "open some doors" to sponsorships, a team player, and skills that align with UMAA priorities. Nelson encouraged the board members to submit candidate recommendations to the Board Development committee. The committee will create a database of candidates and will continue to add names throughout the year. The committee also plans to follow up on last year's board effectiveness survey and continue to implement key recommendations.

Nelson also reported that the Board Development recommends the following candidate slate for 2003-2004 UMAA officers:

President	Jerry Noyce
President-elect	Andrea Hjelm
Vice President	Robert Stein
Vice President	Dennis Schulstad
Vice President	Mary Bartz
Vice President	Bruce Mooty
Secretary-Treasurer	Tom LaSalle
Past President	Deb Hopp

The candidate slate was approved.

### **Executive Director**

Carlson complimented Peterson, Kirk, and Anderson on their presentations and said that she was thrilled to see the seamless continuum of External Relations work in action. External Relations ties communications, branding, marketing, involvement, service, and philanthropy together. "We work together on a daily basis and it feels like it's one team, working on big time initiatives," said Carlson. Carlson also thanked the UMAA managers for their commitment and service: Diane Fisher, Sue Diekman, Bob Burgett, David Sailer, and Cheryl Jones.

Membership ebbs and flows, said Carlson. Today we are at 54,131 members, but by the end of the fiscal year we will have 56,000 members if the alumni directory performs as planned. A variety of other membership promotions are in place, including handing one-year trial memberships directly to the students at Senior Sendoff; collaborating with the

UMF on a mailing to new graduates; and forming new benefit partnerships with Athletics, the Campus Club, and the Weisman Art Museum.

Carlson displayed the new logo for the UMAA's 100<sup>th</sup> anniversary. She described the sponsorship opportunities for the anniversary and previewed the print ads for the Annual Celebration on May 29. She distributed a letter from Hopp inviting the board members to take advantage of the early-bird discount on a table of ten at this event.

Carlson reported on a number of other association activities, including Great Conversations on the Road, post-season basketball and hockey spirit events, and the upcoming Employment Expo at the McNamara Alumni Center. Internally, the UMAA managers are developing plans and budgets for 2003-2004. The proposed goals and budgets will be presented to the Finance Committee, the Executive Committee, and the national board in June.

**Adjournment**

Hopp adjourned the meeting at 10:30 a.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**  
**2003 Annual Meeting**  
**May 29, 2003**  
**Coffman Memorial Union**

The 99<sup>th</sup> annual meeting of the University of Minnesota Alumni Association (UMAA) began at 5:30 p.m. with a reception and dinner inside the newly remodeled Coffman Memorial Union on campus. The meeting was called to order at 7:30 p.m. inside a tent on the back lawn outside Coffman Union by UMAA National President Deborah Hopp. Hopp welcomed the 1,100 attendees, noting that this 99<sup>th</sup> annual meeting is also the kick-off of the association's year-long salute to its 100<sup>th</sup> anniversary.

**A CENTURY OF MEMORIES**

"If I were to follow tradition," said Hopp, "at this point in the program I would tell you about the exciting year that the association had. Well, alumni and friends, it has been an exciting *century*—100 years of connecting alumni to this great university." The attendees watched the association's new anniversary video, "A Century of Memories."

**KEYNOTE ADDRESS**

Hopp introduced Harvey Mackay: Class of '54, life member and past national president of the alumni association, philanthropist, and long-time champion of Gopher athletics. Remarked Hopp, "As we considered who could best celebrate our accomplishments and kick off our centennial year, we knew we wanted someone who had all the qualities that we prize in our great alumni: distinguished professional career, exceptional service to community, and a sterling record of devoting precious time and talent to this great university year after year."

Mackay, author of four *New York Times* best-sellers and one of the nation's top business speakers, gave valuable advice to the alumni and friends in attendance. "Education is expensive," he said. "But letting public education slide is more expensive ... If you think education is expensive, you should try ignorance." Mackay said lifelong learning should be a vital part of every life. "Listen. Read. Learn. Change," he advised. "Above all—visualize. Odds are good you'll change the times you live in and the world around you."

In appreciation for Mackay's speech and his service to the University over the years, UMAA Executive Director Margaret Carlson and Hopp presented him with a \$25,000 donation for student scholarships in his honor. He also was presented with a new U of M letter jacket, since he admitted wearing out the one he earned as a member of the golf team in the early 1950s.

Page 2

University of Minnesota Alumni Association Annual Meeting  
May 29, 2003

### **ELECTION OF 2003-2004 OFFICERS AND DIRECTORS**

Hopp announced the 2003-2004 slate of officers forwarded by the UMAA Board Development Committee and elected by the board of directors on April 5, 2003:

President	Jerry Noyce
President-elect	Andrea Hjelm
Vice President	Robert Stein
Vice President	Dennis Schulstad
Vice President	Mary Bartz
Vice President	Bruce Mooty
Secretary-Treasurer	Tom LaSalle
Past President	Deborah Hopp

The slate of new board members was introduced, voted upon, and approved by those present:

At-large Member	John Foley
At-large Member	Karyn Gruenberg
At-large Member	Ted Mondale
At-large Member	Ravi Norman
Geographical Representative	James Resch

### **PASSING OF THE GAVEL**

Hopp introduced Jerry Noyce, who will take office as UMAA national president on July 1, 2003. Noyce is chief executive officer and president of Bloomington-based Health Fitness Corporation.

Noyce congratulated Hopp on an incredibly successful year. "Under your leadership, the alumni association reached 58,000 members for the first time ever," he said. "We launched our first Alumni Employment Expo; helped the University of Minnesota Foundation and the Minnesota Medical Foundation promote the Capital Campaign; held the Regent Candidate Forum; and so much more." Noyce encouraged the attendees to note the complete list of alumni association accomplishments in the program and thanked Hopp for her dedication and commitment to the alumni association and the University of Minnesota.

**SALUTE TO UMAA PAST PRESIDENTS**

Said Hopp, "Tonight as we kick off a 100<sup>th</sup> Anniversary year full of events and activities, we celebrate the legacy of those alumni that founded the Association on January 30, 1904. We know that our founding fathers would be proud of the powerful and significant role the association has played in the life of this great University. They had the vision and we have been the stewards of that heritage. We have advocated for educational excellence; we have built pride, spirit, and community; we have created lifelong connections to our alma mater. We have done all of this and become who we are today because of the vision and direction of our past leaders—64 past national presidents and six executive directors of the University of Minnesota Alumni Association."

After a video montage of the UMAA's 64 past national presidents, the 20 past presidents attending the celebration, along with former executive director Steve Roszell and current executive director Margaret Carlson, stood up to be recognized by the attendees.

Hopp concluded the program by announcing that the UMAA's 100<sup>th</sup> Anniversary celebration continues with special events at Homecoming 2003, a birthday party on January 30, 2004, and a grand finale next spring.

**ADJOURNMENT**

Hopp thanked the alumni and friends for attending and adjourned the program. Before departing, attendees sang the University of Minnesota hymn, "Minnesota, Hail to Thee."

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

For

Todd Klingel  
Secretary-Treasurer

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

**June 18, 2003**

**7:45 to 9:15 a.m.**

**McNamara Alumni Center**

Committee Members Attending

Hjelm, Andrea  
Hopp, Deborah  
Klingel, Todd  
Nelson, Bruce  
Noyce, Jerry  
Schulstad, Denny

UMAA Staff Attending

Burgett, Bob  
Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Jones, Cheryl  
Sailer, David

Committee Members Unable to Attend

LaSalle, Tom  
Stein, Robert

University of Minnesota Alumni Association (UMAA) National President Deborah Hopp called the meeting to order at 7:45 a.m.

National President's Report

Hopp reported that the Annual Celebration on May 29 was a wonderful event. It was great to completely fill Coffman Memorial Union, and she heard many attendees complimenting the newly remodeled facility.

Hopp reported that she, Andrea Hjelm, and Margaret Carlson met with Regents Maureen Reed, Tony Baraga, and the regent's executive Director Ann Cieslak during one of the regularly scheduled 3 x 3 meetings of our two organizations. The regents said that they want President Bruininks to lead the discussion and decision-making relative to a new on-campus football stadium. It was their perception that the UMAA may be out in front of the president, and they cautioned us in doing so because there are so many financial and political issues in play. President Bruininks is scheduled to speak at the UMAA board meeting on June 26, and we will let him know in advance that our board members would like to talk candidly about the stadium at this meeting. Carlson said that she is having lunch with Bruininks on July 31, and the stadium will likely be a discussion topic.

Hopp also reported on the UMAA's accomplishments during the past year. She remarked that she would report on the this in more detail at the upcoming board meeting, but that she wanted to mention the following as particularly exciting achievements:

- Reaching 58,000 members;
- 100<sup>th</sup> Anniversary Kickoff;
- Helping increase the number of alumni donors to the Capital Campaign;
- Job Expo;
- Distinguished Teaching Awards; and
- The Member Directory.

Hopp said that she planned to add two accomplishments to the list: the UMAA's careful management of its resources during this challenging financial time and the fact that association past national president Ann Huntrods was asked by the regents to chair the search committee for the new University president.

### **Consent Agenda**

The consent agenda included the March 19, 2003, executive committee minutes and the financial reports as of April 30, 2003. Both items were approved as mailed.

### **2003-2004 Goals and Budgets**

Carlson presented the proposed UMAA goals for FY04. The document focuses on activities that are new, bold, and measurable, and are in addition to ongoing initiatives. The three overall goals have been rearranged to reflect the importance of celebrating the association's 100<sup>th</sup> anniversary:

- I. Celebrate Heritage, Legacy, and Achievement
- II. Connect with Alumni, Students, Donors, and Friends
- III. Provide Opportunities for Alumni to Speak Out

Carlson reviewed the goals and objectives in detail. The membership goal is tied in with the 100<sup>th</sup> anniversary, she said. Key messages will be developed to invite every alumnus to become a member in the UMAA's anniversary year. It is expected that membership will total 56,750 at the end of the current fiscal year, and the goal is to grow to 60,000 members by June 30, 2004, and reach 65,000 by 2005.

The association will also focus on developing career and lifelong learning programs this year. "The Employment Expo will become a cornerstone and a hallmark of the UMAA in years to come," said Carlson.

Diane Fisher, UMAA associate executive director for finance and operations, presented the proposed FY04 operating and capital budgets. Developing this budget was challenging, said Fisher, because not only was the university facing a year of unprecedented budget cuts, a portion of which is passed on to the UMAA, but it is also our 100<sup>th</sup> anniversary year. The proposed budget includes a \$40,000 deficit to be funded from the organization's operating net assets. The budgets were carefully reviewed and approved by the UMAA Finance Committee last week, said Fisher, and the management staff feels good about them as well.

When asked about areas of concern within the budget, Fisher said that the budgeted revenue from contributions/sponsorships and special events is somewhat aggressive. Four revenues have been budgeted very conservatively, however.

Carlson said that other alumni associations are not doing nearly as well financially as the UMAA because they do not have as strong credit card contracts and have lost substantial business from a telephone affinity program that was terminated by the vendor. The UMAA is working on bringing several new revenue opportunities to fruition. In addition, a sponsorship subcommittee will be formed this year.

Following discussion, the proposed 2003-2004 goals, operating budget, and capital budgets were approved. They will be presented to the board of directors next week.

### **Board Development**

Bruce Nelson, chair of the Board Development Committee, announced the names of the individuals who were elected to the board at the Annual Celebration: John Foley, Karyn Gruenberg, Ted Mondale, and Ravi Norman in at-large positions; and James Resch, geographical representative. The Board Development Committee set specific criteria and focused on recruiting alumni with the potential to be key leaders of the association in the future, said Nelson. A data base of strong potential candidates is being developed, and the association will work to first involve many of these candidates at the committee level. Nelson encouraged the committee members to continue to think about alumni who would be excellent candidates for the board and submit names to the Board Development Committee.

Cheryl Jones, staff liaison to the Board Development Committee, updated the executive committee members on the progress that has been made in implementing the recommendations that resulted from the 2002 board effectiveness survey. There was discussion and agreement as follows:

- The executive committee members will contact the new board members that they mentored this year to talk with them about their experience and report back to Jones;
- The full board will be asked to complete a new, updated survey over the summer;
- Additional attention will be focused on informing and engaging the new board members; and
- At least one board meeting next year should involve interaction in small groups.

Hopp and Jones thanked Nelson for his superb strategic leadership of the Board Development Committee.

### **Executive Director's Report**

Carlson reported that the regents reviewed the preliminary plans for the Scholars Walk last week, and there is great support across campus for this walk that will cross the campus from east to west (beginning at Appleby Hall, crossing the Northrop Mall, and ending at the McNamara Alumni Center). The final cost estimates are being done and a donor has been identified by the University of Minnesota Foundation. The Gateway Plaza monument ("Alumni Wall of Fame") was removed from the regents' agenda at the last minute. Carlson has heard that University administrators are concerned that constructing a \$2 million dollar monument would be perceived as extravagant during this time of financial constraints and challenges.

This month the regents also approved revisions to the student conduct code in the aftermath of the post-NCAA hockey championship fan behavior. The dimensions of the code will be expanded to include off-campus areas such as Dinkytown and Stadium Village. Fan behavior is an issue that many alumni associations are looking at, said Carlson.

Page 4  
UMAA Executive Committee  
June 18, 2003

Carlson also reported that Bob Burgett, UMAA associate executive director for outreach, was a member of the University contingent that traveled to Washington, D.C., for Champion's Day at the White House. The Gopher men's hockey team was honored for winning the 2003 national championship. The UMAA has worked hand-in-hand with athletics all year, and this recognition trip was another example of the seamless interaction among the UMAA, athletics, and the University administration.

To conclude my report, said Carlson, "Glen Mason (Gopher football coach) is talking Rose Bowl!"

Before adjourning the meeting at 9:15 a.m., Hopp thanked Todd Klingel, UMAA secretary-treasurer who is completing his term, for four years of outstanding service on the board and the executive committee. Klingel was recently appointed interim president of the Minneapolis Downtown Council.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
National Board of Directors  
Thursday, June 26, 2003  
4:00 to 6:30 p.m.  
University of Minnesota Foundation Board Room

Board Members Attending

Alaniz, Karin  
Bartz, Mary  
Bredeson, Tom  
Calmenson, Bob  
Dyer, Eric  
Foster, Barbara Stephens  
Frazier, Christine  
Givens, Archie  
Harder, Ron  
Hauschild-Baron, Beverly  
Hjelm, Andrea  
Hopp, Deb  
Horsager, Kent  
Klingel, Todd  
LaSalle, Tom  
Lehman, Tom  
Litton, Steve  
Luis, Nita  
McLeod, Mary  
Mooty, Bruce  
Nelson, Bruce  
Noyce, Jerry  
Osberg, Brian  
Phillips, Jessica  
Pletcher, Carol  
Sit, Deb  
Smith, Charlie  
Stein, Robert (via telephone)  
Tuckner, Barbara  
Wangstad, Andy

Board Members Unable to Attend

Ahles, Karen  
Casey, Lynn  
Cracraft, Ed  
Hagford, Dave  
Hansen, Harlan  
Kuehnast, Doug  
Maine, Lucinda  
Nuness, Al  
Ollila, Gene  
Perman, Victor  
Phillips, Mark  
Quinn, Mike  
Schulstad, Denny  
Thomas, Norrie

UMAA Staff Members Attending

Burgett, Bob  
Carlson, Margaret  
Diekman, Sue  
Jones, Cheryl  
Sailer, David

UMAA Staff Unable to Attend

Fisher, Diane

University Guests

Bruininks, Bob  
Fisher, Jerry

Incoming Board Members

Foley, John  
Gruenberg, Karyn  
Morrissey, Bill  
Norman, Ravi  
Skadron, Stanley  
Thacker, Kip

"The University of Minnesota has never been stronger," said President Bruininks. "We have done more with less, but we're out of less." He has made a commitment to keep investing in the future of the University; an aggressive investment strategy will be rolled out in the fall. "We will continue to invest in areas where we have competitive strength; where we have a chance to be world-class," he said.

Both the number and quality of freshman applications are way up--these are good signs in an otherwise tough time, said the President. "The University of Minnesota is an absolutely world class, major league institution," he said, "and we simply can't tolerate a long-term trend of this magnitude of shrinking state support."

President Bruininks has been traveling around the Twin Cities and the state to talk about the importance of the University of Minnesota to the economic health of Minnesota. "People need to realize what an impact this place has," he said, and he asked that alumni help him sharpen this message. The President recalled Garrison Keillor's speech at the UMAA's 1992 annual meeting, when Keillor called the University, "one of the glories of the state." President Bruininks asked the alumni association to help bring Keillor back to speak on campus.

In regard to bringing Gopher football back to campus, the President said "this is a tough one." The University cannot sacrifice academics to build a new stadium. One hundred million dollars would need to be raised in private donations, and a workable financial model needs to be identified. The University will work very quietly on this issue, but needs to be cautious about what is said inside the University as well as publicly. The President asked the alumni volunteers to be patient with the University in regard to the stadium. He promised that the Gophers "will not play in Anoka and will not be second class citizens."

President Bruininks concluded his remarks by thanking the alumni volunteers for their legislative advocacy. He believes that the University's funding would have been cut even more without the vocal support of alumni. "And we didn't get a lot of mandates telling us how to balance our budget this time."

There was discussion about the football stadium. In response to a question, President Bruininks said that it has become clear that very few people liked the concept of a joint stadium with the Minnesota Vikings, but that nearly everyone does want Gopher football back on campus. "I think it can be done," he said, "but before we rush to judgment let's think creatively about other purposes for a stadium and different models."

Hopp thanked President Bruininks for his remarks and for his enthusiastic support of the association.

### **2003-2004 Goals and Budget**

Jerry Noyce, UMAA president-elect, presented the proposed goals for the next fiscal year.

He noted that the association designates a “goal number one” each year and then identifies bold, hallmark initiatives to achieve that goal. “There is no doubt about our number one priority for this coming year,” he said, “it is to celebrate our 100<sup>th</sup> anniversary by telling our story and inviting thousands and thousands to join the association.” Noyce described each of the following goals in detail:

- Celebrate heritage, legacy, and achievement;
- Connect with alumni, students, donors, and friends for a lifetime; and
- Provide opportunities for alumni to speak out.

Todd Klingel, UMAA secretary-treasurer, explained the process used to develop the 2003-2004 operating budget. The UMAA management staff was faced with a difficult challenge, facing unprecedented budget cuts in our 100<sup>th</sup> anniversary year. The source of funding for the actual anniversary events was secured by an earlier action of the board, but the University cuts put in question the status of some core programming. After identifying the key goals and objectives for the year, management looked at existing programs and services. In some cases it was determined that cuts could be made and in others, that resources needed to be added.

Klingel reviewed the budget highlights, including new resources such as increased membership dues, special event revenue, and the Gateway Corporation owner’s management fee. He explained that although financial support from the University has dropped to less than 21% of budget, the association is able to absorb some revenue loss by conducting a smaller lost alumni search, retrenching 1.15 full time equivalent staff positions; and developing a budget with a \$40,000 deficit.

Klingel also presented the FY04 capital budget, which provides for the UMAA’s ongoing computer hardware and software needs as well as enhancements to the McNamara Alumni Center that celebrate heritage, legacy, and achievement.

Margaret Carlson, UMAA executive director, added her perspective to the budget presentation. These are tough times at the University, which took a \$300 million dollar cut in funding. Carlson assured the board members that the association managers, executive committee members, and finance committee members are confident about the organization’s financial position for the coming year. “With your help,” she said, “we might finish next year with less than the projected \$40,000 deficit.” She asked the board members to:

- Become life members of the association and to promote membership, especially in this 100<sup>th</sup> anniversary year;
- Pass on leads for potential advertisers in the alumni magazine; and
- Help connect the association to financial sponsors.

Carlson said that there may also be additional affinity business opportunities in the coming year; the UMAA currently has insurance and credit card programs. She concluded her remarks by noting that the association provides many value-added services to the University, including legislative advocacy, mentoring programs, collegiate unit programs, and career services.

“While our activity level is high, our University support is shrinking,” she said. “In 1980, fifty percent of our revenue came from the University; today it is 21 percent.” During the next year, Carlson and the key volunteers will talk with President Bruininks and the vice president for University Relations about the level of University support needed by the association to continue to service both alumni and the University. “We are the shareholders, we have the passion, we carry the message,” she concluded.

In response to a question, Carlson said that the association is comfortable with the amount that is held in endowments. Following discussion, the 2003-2004 goals, operating budget, and capital budgets were approved by the board (documents attached).

#### **Recognition of Outgoing Board Members**

Noyce and Carlson thanked and presented a gift to the following board members whose terms are ending on June 30, 2003:

- Tom Bredeson, at-large representative
- Josh Colburn, Minnesota Student Association
- Dan Feeney, Faculty Consultative Committee
- Ron Harder, southwest Minnesota geographical representative
- Todd Klingel, secretary-treasurer
- Bruce Nelson, past president
- Vic Perman, College of Veterinary Medicine
- Carol Pletcher, College of Biological Sciences
- Deb Sit, at-large representative
- Charlie Smith, College of Natural Resources
- Barb Tuckner, College of Education

Noyce asked Deb Hopp to join him at the podium. He praised Hopp for a job well done as UMAA national president. “Look at everything we’ve accomplished,” he said, lauding Hopp’s enthusiasm, excitement, energy, and passion for the University. “You make us all better,” he said, as he presented Hopp with an engraved crystal clock.

Carlson thanked Hopp as well, stating that Deb brought a unique blend of three things to her presidency: sophisticated board experience; an ability to deliver messages with style, passion, and great words; and crystal-clear advice on branding, public relations, and communications issues. She presented her with a collage of photos to serve as memories of her year as UMAA president.

“It’s been a terrific year,” responded Hopp. She said that it was wonderful to get to know so many people, including President Bruininks and his wife Susan Hagstrum. She thanked Carlson and the UMAA staff for their hard work, and she thanked the board members for sharing her love for the University of Minnesota.

**100<sup>TH</sup> Anniversary Video**

The UMAA’s anniversary video, “A Century of Memories,” was shown before the meeting adjourned at 6:15 p.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Todd Klingel  
Secretary-Treasurer

**ADDENDUM**

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
2002-2003 Accomplishments**

- ❖ Achieved a record UMAA membership of 58,000 and found 52,000 “lost” alumni in an effort to maintain lifelong connections with our alumni.
- ❖ Hosted a celebratory kick-off for the Association’s 100<sup>th</sup> anniversary with alumnus Harvey Mackay as the keynote speaker; introduced 1,200 alumni and friends to the renovated Coffman Memorial Union.
- ❖ Mobilized 4,200 members of the Legislative Network to create a unified voice on behalf of the University at the Minnesota Legislature.
- ❖ Helped the Foundations promote the University’s capital campaign to the alumni audience, resulting in contributions from 82,680 alumni--representing 40 percent of all donors.
- ❖ Took a leadership position on the stadium issue, providing feedback on the Vikings-Gopher proposal and resolving that it is in the best interest of the University community to bring Gopher football back on campus.

- ❖ Increased the value of membership by forming new partnerships with the Weisman Art Museum, Campus Club, University Theatre, Bell Museum, and the College of Continuing Education.
- ❖ Worked side-by-side with Intercollegiate Athletics to promote and host spirit activities for post-season football, basketball, and hockey, including sponsoring a tour to the Music City Bowl in Nashville.
- ❖ Launched our first “Great Grads, Great Jobs” Alumni Employment Expo for 2,500 alumni and friends in response to alumni requests for more career development opportunities.
- ❖ Held the Regent Candidate Forum to support outstanding University governance and introduce thirteen regent candidates to legislators and the University community.
- ❖ Strengthened our local and world-wide connections with alumni by creating four new geographic chapters in the Twin Cities and a new international chapter in Finland.
- ❖ Honored sixteen outstanding University faculty with the 2003 Distinguished Teaching Award to encourage and celebrate academic excellence.
- ❖ Matched 1,500 alumni with 1,500 students in campus-wide mentoring programs to champion our students to become successful alumni.
- ❖ Won four silver awards of excellence from the Minnesota Magazine Publishing Association for *Minnesota* magazine writing and design.
- ❖ Held three “Great Conversations on the Road” in Naples, Florida; Los Angeles, California; and Phoenix, Arizona to foster alumni life-long learning.
- ❖ Launched Phase I of the Twin Cities Campus Alumni Directory to help our 350,000 living alumni maintain their connections with the University and each other; brought in 3,300 memberships and sold 7,440 directories .
- ❖ Upheld campus traditions through the Homecoming Pancake Breakfast and the Senior Sendoff.
- ❖ Increased the quality of our Web communications with members and friends through Web design enhancements and the addition of e-postcards, resulting in an average of 34,600 Web visits per month.

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE**

**Friday, September 5, 2003**

**7:30 to 9:00 a.m.**

**UMAA Laukka Conference Room**

Committee Members Attending

Bartz, Mary  
Hjelm, Andrea  
Mooty, Bruce  
Noyce, Jerry  
Schulstad, Denny  
Stein, Robert (via telephone)

UMAA Staff Members Attending

Carlson, Margaret  
Burgett, Bob  
Diekman, Sue  
Fisher, Diane  
Jones, Cheryl  
Sailer, David

Committee Members Unable to Attend

Hopp, Deb  
LaSalle, Tom

Others Attending

Sandra Gardebring, Vice President  
for University Relations

University of Minnesota Alumni Association (UMAA) National President Jerry Noyce called the meeting to order at 7:30 a.m. He announced that Dave Mona, past UMAA national president, will serve as auctioneer at the UMAA Spirit Night Auction for Scholarships on Homecoming Eve. There will also be a Homecoming Breakfast on Saturday, November 1, which the alumni association is co-sponsoring with the College of Agricultural, Food, and Environmental Sciences and the University Parents Program. The Homecoming Parade follows.

Vice President for Institutional Relations

Sandra Gardebring, Vice President for University Relations, reported that the Capital Campaign results will be announced at a press conference next week. The numbers are very large, she said, and alumni giving has increased substantially.

The University will hold another press conference later this morning to announce that alumnus T. Dennis Sanford has pledged to donate \$35 million dollars toward the construction of an on-campus Gopher football stadium. After checking the data base, David Sailer, UMAA membership director, told the committee members that Sanford has been a life member of the alumni association since 1980. The University did not solicit Sanford; rather, he came forward on his own. The pledge is very exciting, said Gardebring, but it has raised some internal management and public relations challenges. The University needs to keep the academic mission and the current budget constraints in perspective, she said. The University would not have moved forward on a stadium this year if this huge gift had not come forward.

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UMAA Executive Committee

September 5, 2003

The University will immediately move to conduct a Stadium Feasibility Study to determine fund raising potential, the market for Gopher football, stadium size and cost, etc. Gardebring estimates that the University will be ready to provide more information and discuss stadium design and financial issues by the end of October. If the stadium is approved by the Board of Regents, a financial package will be put together. The stadium will need to be substantially funded by private donations.

There was discussion about how the UMAA might assist with the stadium project. Gardebring said that she would like alumni to help promote, rally around, and serve as cheerleaders for a stadium, which will help build momentum for a fund raising campaign directed to alumni that the University hopes will make smaller donations in the \$50 to \$100 range.

There is continuing concern about budget issues at the University, continued Gardebring. The next round of cuts is already being planned. She is not optimistic about the next budget forecast, which is expected in November. It is entirely possible that the University may take another big cut from the state. In addition, the University is currently experiencing the financial pressure of negotiating with the unions.

On a more positive note, said Gardebring, yesterday's New Student Convocation was a great success, and the University's entering freshman class is of the highest quality ever, thanks to many small but meaningful improvements to the student experience. Higher quality applications causes a struggle with the access issue, which presents a challenge from the admissions and enrollment perspective. There was discussion about the need for scholarship dollars, especially merit-based scholarships. Now that the capital campaign has ended, University of Minnesota President Bob Bruininks plans to focus on raising money for scholarships.

#### Consent Agenda

The consent agenda included the June 18, 2003, executive committee meeting minutes and the June 30, 2003, internal financial statements. Both items were approved as mailed.

#### Committee Reports

Bruce Mooty, Advocacy Committee chair, reported that the committee will become educated on the higher-education system and issues this year, as well as continue to be involved in the stadium project since it has come alive at the University again.

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UMAA Executive Committee

September 5, 2003

Cheryl Jones, staff liaison to the Board Development Committee, reported for Deb Hopp, committee chair. The committee will continue to focus on developing a high-quality pool of potential candidates for positions on the UMAA board as well as enhancing the effectiveness of board operations and the experience of the volunteers.

Diane Fisher, staff liaison to the Finance Committee, reported that the first meeting of the committee on October 2, 2003, will serve to orient the new committee members. The Fiscal Year 2003 Audit will be brought to the committee in November.

Denny Schulstad, chair of the Marketing and Communications Committee, reported that the committee's objectives this year are to determine future membership goals, help increase advertising revenue, and assist with the UMAA's branding initiative.

Mary Bartz, chair of the Program Committee, said that this year's plan is to complete the dialogue on alumni societies and cooperate with the UMAA membership director to implement the recommendations, discuss ways to enhance the geographic chapter program, and engage the committee members in UMAA initiatives such as the 100<sup>th</sup> anniversary, career programs, and legislative advocacy.

#### Executive Director's Report

Margaret Carlson, UMAA executive director, announced that Nancy Pilhofer has been hired on an interim basis to cover the special events and 100<sup>th</sup> anniversary activities currently led by Bob Burgett, UMAA associate executive director for outreach. Carlson reviewed 16 resumes and interviewed five candidates for this interim position. Pilhofer has more than 20 years of special events and marketing experience in the Twin Cities, and she comes highly recommended by Deb Hopp and others. Having Pilhofer on staff in this interim position will allow Carlson and the UMAA managers to take time to analyze the needs and opportunities that affect this key management position and determine what the scope of the permanent position should be.

"We need your help with advertising revenue," said Carlson. The UMAA is significantly under goal in this area and needs the help of the key volunteers with providing leads and arranging for their own organizations to purchase advertising in *Minnesota*.

Carlson also asked for the committee members' help in providing entrée to potential event and program sponsors. The UMAA's goal is to raise \$60,000 in sponsorship revenue this year.

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UMAA Executive Committee

September 5, 2003

Carlson acknowledged that Bob Burgett is leaving the UMAA after nine years for a position at the University of Minnesota Foundation, where he will work on special all-University fund raising projects. Carlson said that she is very grateful for Burgett's nine years of service, stating that he is a true University citizen. Burgett will be formally recognized at the UMAA Volunteer Awards Program this evening. Burgett thanked Carlson and the volunteers and complimented them on the great work that they are doing for the association and the University.

Adjournment

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

Submitted by,

Cheryl Jones

UMAA Administrative Manager

for

Tom LaSalle

Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS  
Saturday, September 20, 2003  
8:30 to 10:30 a.m., 500 McNamara Alumni Center**

Board Members Attending

Ahles, Karen  
Bartz, Mary  
Casey, Lynn  
Cracraft, Ed  
Dragseth, Ken  
Foley, John  
Foster, Barbara Stephens  
Givens, Archie  
Gruenberg, Karyn  
Hauschild-Baron, Beverly  
Hjelm, Andrea  
Hopp, Deb  
Horsager, Kent  
LaSalle, Tom  
Lehman, Tom  
Luis, Nita  
Mondale, Ted  
Mooty, Bruce  
Morrissey, Bill  
Nash, Sara-Lynn  
Norman, Ravi  
Noyce, Jerry  
Osberg, Brian  
Phillips, Jessica  
Phillips, Mark  
Quinn, Mike  
Resch, Jim  
Schulstad, Dennis  
Skadron, Stanley  
Stein, Robert (via telephone)  
Thacker, Kipling  
Thomas, Norrie

Board Members Unable to Attend

Alaniz, Karin  
Calmenson, Bob  
Hagford, Dave  
Hansen, Harlan  
Kuehnast, Doug  
Litton, Steve  
Maine, Lucinda  
McLeod, Mary  
Nuness, Al  
Ollila, Gene  
Wangstad, Andy

UMAA Staff Members Attending

Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Jones, Cheryl  
Pilhofer, Nancy  
Sailer, David

University Staff Attending

Robert Bruininks, University President  
Jerry Fischer, CEO, University of  
Minnesota Foundation  
Sandra Gardebring, Vice President for  
University Relations

University of Minnesota Alumni Association (UMAA) National President Jerry Noyce called the meeting to order at 8:30 a.m. He invited the new board members to introduce themselves and encouraged the group to visit the UMAA web site, which features information about all of the board members.

Noyce announced that University of Minnesota President Robert Bruininks will give the "State of the University" address on October 2, 2003. He also reported that Campaign Minnesota has officially concluded, with \$1.656 billion dollars raised. The board members applauded Jerry Fischer, chief executive officer of the University of Minnesota Foundation (UMF), on the success of the campaign. Noyce concluded his remarks with a recap of recent UMAA events, including the New Board Member Orientation, the Board Summer Social, and the Volunteer Awards Celebration, all of which were successful and very well-attended.

#### **Consent Agenda**

The consent agenda included the June 26, 2003, board meeting minutes; the June 30, 2003 and July 31, 2003, internal financial statements; and the Fiscal Year 2004 committee reports. All items were approved as mailed.

#### **Board Development**

Deb Hopp, chair of the Board Development Committee, reported that the goals of this committee are to identify and cultivate candidates to serve on the board, enhance the effectiveness of the board, and help ensure a worthwhile experience for the volunteers. In accordance with the UMAA Bylaws, Hopp recommended that the following individuals serve on the committee:

Deb Hopp, Immediate Past President and Chair  
Jerry Noyce, President  
Andrea Hjelm, President-elect  
Archie Givens, Board Member  
Steve Litton, Board Member  
Frank Bennett, attorney, Lindquist & Vennum  
Peggy Lucas, UMF Trustee and partner in Brighton Development, Inc.  
Linda Mona, past national president and owner of Creative Environments, Inc.  
Bruce Nelson, past national president and senior vice president at Target Corp.  
Barbara Tuckner, past board member and organizational consultant

This recommendation was approved.

### **Executive Director's Report**

Margaret Carlson, UMAA executive director, reported as follows:

- The association continues to bask in the success of the 100<sup>th</sup> anniversary kickoff event held last spring. Keynoter Harvey Mackay's speech was reprinted in *Vital Speeches* and a video presentation of the entire program is now available.
- The anniversary celebration continues with events at Homecoming. There will be a "Spirit Night" Auction for Scholarships and the annual Homecoming Breakfast on October 31 and November 1, 2003. Tickets were distributed for the auction and Carlson encouraged the board members to bring their friends.
- A \$2,500 cash prize and the opportunity to lead the University of Minnesota Marching Band will be awarded to the winner of the UMAA's Musical Cheer contest, which will debut at the UMAA's birthday party in January. Thanks were extended to board member Al Nuness of Jostens, who arranged for Jostens to donate 500 gold lapel pins with a diamond chip.
- UMAA membership currently totals 54,740. The 100<sup>th</sup> anniversary message has been incorporated into every membership piece, from solicitations to member cards, and the focus will be on promoting three-year memberships during the anniversary. The renewal goal this year is 75%, and toward that end renewal mailings now include personalized "thank you" postcards with timely messages based on the member's society choice or geographic area.
- Carlson called the board members' attention to the UMAA's Conflict of Interest Policy, noting that this policy is shared with the board members at the beginning of each new fiscal year.

### **University of Minnesota President and Vice President for University Relations**

Noyce introduced Robert Bruininks, University of Minnesota president; and Sandra Gardebring, vice president for University Relations. President Bruininks reported that there is much good news at the University. The 2003 freshman class is the most academically prepared in history. Students and their parents frequently say that the University of Minnesota is one of the most beautiful campuses they have visited. Research has never been stronger—the University received \$527 million dollars in grants and contracts last year.

The University is the best investment the state can make, said President Bruininks, and "it's time that people realize this." The University just completed a record successful capital campaign, doubling the number of people interested in supporting and investing in the University. The University also, however, took the biggest budget reduction among colleges nation-wide. "This was a devastating blow to the University," stated the President, "and now legislators are blaming us for restructuring the Extension Service." He asked that alumni help get the message out that the University is acting strategically and with focus. "We need to reframe the public discourse about the importance of and the centrality of the University to the state," the President said, "including what it means to be a research University." He plans to roll out several focused, great initiatives: the "Students First" initiative; new and important areas of research and discovery; and building a culture of people working together across disciplines.

President Bruininks next reported on the football stadium project. "I will work tirelessly with the University leadership, the UMF, and the UMAA to bring Gopher football back to campus," he stated. The board members applauded. The President stated that a Gophers-only, on-campus stadium will need to be funded substantially with private donations. Negotiations are ongoing with alumnus T. Denny Sanford, who has pledged to donate \$35 million dollars to the stadium. The University is currently conducting a stadium feasibility study to determine costs, environmental impact, revenue opportunities, fund raising potential, related student and academic needs, and more. The University needs to determine its own destiny in regard to a football stadium, and the current situation with the Metrodome doesn't work very well, said President Bruininks.

There was discussion. President Bruininks stated that the University needs to get the message out that needs other than football—academic, student, and community—can be addressed in the context of a stadium. He concluded his remarks by stating that he is committed to working with the alumni association on the stadium project. Noyce thanked President Bruininks and Gardebring and they departed so that the board could discuss the next topic.

#### **Football Stadium/Student Scholarships**

Noyce reviewed the UMAA's involvement with the stadium issue. Last year's UMAA Advocacy Committee served as a focus group for the University as it worked on the legislative mandate to determine the feasibility of building a joint Minnesota Vikings-Gophers stadium. This work resulted in the UMAA national board issuing the following position statement: "The UMAA believes that it is in the best interest of the University community to bring Gopher football back on campus." The Vikings ultimately backed away from the project, and the stadium was put on the University's back burner until T. Denny Sanford came forward as a potential major donor. It is time for the alumni association to become the first group to make a pledge to the stadium, independent of the outcome of the negotiations with Sanford, said Noyce.

Noyce explained that at a special meeting on September 15, the UMAA Executive Committee unanimously recommended that the UMAA contribute \$1 million dollars to the stadium initiative. He also reported that, just before today's board meeting, President Bruininks requested that the association contribute an additional \$500,000 to scholarships; the University would match this part of the gift so that a total of \$1 million dollars would be contributed to scholarships. Making this gift will allow the association to leave a meaningful legacy during its 100<sup>th</sup> anniversary year; the UMAA has provided financial support to scholarships and campus construction projects in the past; and the gift will energize alumni to both support the stadium and give money to scholarships.

Tom LaSalle, Finance Committee chair, reported that the UMAA Finance Committee met by conference call earlier this week and again earlier this morning. The UMAA is in good financial position to make this contribution, he said. Bob Stein, UMAA vice president, noted that the stock market is rising substantially, so invested funds are growing well. Fischer noted that the scholarship component of the proposed UMAA contribution will be extremely helpful to future fund raising for scholarships.

There was discussion about the timing of the gift. Carlson noted that President Bruininks needs and wants the UMAA to make this gift, and that it is time to state that the stadium project is not dependent upon one major donor. Several board members spoke in support of the gift, noting that it will begin needed momentum for the stadium project; that the deans will think well of the scholarship component; and that it is appropriate that the UMAA become a leader for the project. Following further discussion, the following resolution was unanimously approved:

“Therefore be it resolved, that the UMAA National Board unanimously approve the gift of \$1.5 million dollars from the association’s long-term investment fund, operating fund, fund raising proceeds, and/or contributions for a new on-campus stadium and scholarships.” The \$1 million UMAA stadium gift will be contingent upon Board of Regents approval of a new stadium project. The \$500,000 UMAA scholarship gift will be matched by the University for a total combined contribution to scholarships of \$1 million.”

Noyce adjourned the meeting at 10:15 a.m. The board members proceeded downstairs to have a group photo taken and to take a bus tour of campus, including the proposed site for a football stadium.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Tom LaSalle  
Secretary-Treasurer

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

**November 14, 2003**

**7:30 to 9:00 a.m.**

**Laukka Conference Room, UMAA**

Committee Members Attending

Bartz, Mary  
Hjelm, Andrea  
Hopp, Deb  
Mooty, Bruce  
Noyce, Jerry  
Schulstad, Dennis  
Stein, Robert (via telephone)

UMAA Staff Members Attending

Carlson, Margaret  
Fisher, Diane  
Jones, Cheryl  
Pilhofer, Nancy

UMAA Staff Unable to Attend

Diekman, Sue  
Sailer, David

Committee Members Unable to Attend

LaSalle, Tom

University Staff Attending

Gardebring, Sandra

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

UMAA National President

Noyce reported that the UMAA's "Spirit Nite" auction to raise money for scholarships brought in nearly \$27,000—a good amount in relation to the number of people attending (the Halloween date affected attendance). The committee members discussed the event and complimented the wonderful logistics. The group agreed that an event of this type could raise \$100,000 or more annually as awareness and attendance builds. Margaret Carlson, UMAA executive director, noted that the auction proceeds will be matched by the University as these monies are part of the association's \$500,000 gift to scholarships (which was pledged in September along with the \$1 million dollar gift to the football stadium).

Noyce reported that the Homecoming Breakfast at the Sports Pavilion was a great success. It was agreed that the 1:00 p.m. football game kickoff time helped to increase the size of the crowd and the breadth of the breakfast and pre-game activities. Carlson said that she will talk to University of Minnesota President Bob Bruininks and Athletics Director Joel Maturi about the importance of securing an afternoon game time for Homecoming.

Noyce also reported that he attended the University of Minnesota Foundation (UMF) Board of Trustees meeting last week. He noted that Jerry Fischer, chief executive officer of the UMF, talked to the trustees about the tremendous increase in alumni giving and thanked the UMAA.

Consent Agenda

The consent agenda included the recommendation to enhance the UMAA's web site; the Fiscal Year 2003 audited financial statements; the September 30, 2003, internal financial statements; and the September 4, 2003, executive committee meeting minutes. All items were approved as mailed.

Vice President for University Relations

Sandra Gardebring, vice president for University Relations, thanked the UMAA for its \$1 million dollar gift to the on-campus football stadium and for creating a buzz with the stadium buttons, which were distributed during Homecoming Week. She reported that the University regents had a good, rich discussion about the stadium at their meeting yesterday, and that they are very comfortable with the University's "guiding principles" for bringing Gopher football back on campus. The results of the University's stadium feasibility study will be presented to the UMAA Advocacy Committee in mid-December. Gardebring and Carlson will continue to talk about how the UMAA can help the University keep the topic alive and the buzz going,

There was discussion. Carlson noted that there is divided opinion among the regents about whether or not the University should ask for state funding for a stadium. Gardebring said that she does not believe a stadium can happen without some state support; perhaps the state might be asked to pay the environmental cleanup costs or something similar. Governor Pawlenty has appointed a legislative stadium commission, on which the University has been invited to have representation. The Gophers/Vikings joint stadium concept might come up again, and the University needs to be prepared to address this. Gardebring reiterated that there will be no separate initiative for a Gopher stadium at the legislature this year, as this would be perceived as detracting from the academic piece of the University's request.

Gardebring announced that the legislative grassroots effort is ramping up quickly. The legislative network has doubled in size (from 4000 to 8000) thanks to an electronic initiative to petition the Governor. She also reported that the University's "Big Time" branding initiative is still causing anxiety among some faculty and deans, but President Bruininks is in favor of the project and has given the go-ahead. The UMF Marketing Committee is very much behind the campaign and wants the University to move ahead as well.

Finally, Gardebring reported that a University internal working group will soon launch a review of organizations that are affiliated with it and have reputational relationships with it, such as the UMAA, the UMF, the Gateway Corporation, and some booster clubs. This effort comes from new accounting standards and the University's desire to show more public accountability and operational transparency. The probable outcome of this review is a crisper explanation of how the University and the affiliated organizations relate to each other in areas such as levels of funding, levels of control, etc.

Gardebring concluded her remarks by thanking the UMAA volunteers and staff for their hard work on behalf of the University. She gave special thanks to Andrea Hjelm, UMAA president-elect, for traveling with the University to represent the UMAA at a number of events around the state, including the University President's meetings in Owatonna and the Marching Band concert in Rochester.

UMAA Executive Director

Carlson thanked Gardebring for the good work that she does for the University, complimenting her ability to handle tough and trying issues. "We value Sandee and our good working relationship with her," she said. The executive committee members joined Carlson in thanking Gardebring.

Carlson updated the committee members on the upcoming UMAA 100<sup>th</sup> Anniversary initiatives and events. The January-February issue of *Minnesota* is being mailed to 250,000 alumni households, which is the largest run ever. The 36-page UMAA history publication, polybagged with the magazine, will be sent to all UMAA members.

On January 30, the association will celebrate its actual 100<sup>th</sup> birthday with a noontime event for the campus community at which the new musical cheer will debut. There will be an event that same evening for UMAA's "family," which includes past national presidents, board members, alumni society and chapter volunteers, key University administrators, and others. Finally, the UMAA hopes to be able to announce the date and entertainment focus of the spring annual celebration/100<sup>th</sup> anniversary finale event very soon.

Carlson also announced: "We are bowl-bound!" The association is working closely with Intercollegiate Athletics and other University units to prepare for a post-season bowl tour (which turned out to be the Sun Bowl in El Paso, Texas, on December 31, 2003).

Carlson reported that she has received 82 applications for the associate executive director of outreach position. Noyce noted that this search process has led to a discussion of titles for the UMAA managers, and that the UMAA Compensation Committee will soon take up this issue.

Magazine advertising revenue is up, reported Carlson. The January-February issue brought in \$128,000. And, the magazine has just won three gold and three silver awards from the Minnesota Magazine Publisher's Association, including "Best Overall." Carlson asked Shelly Fling, *Minnesota* editor-in-chief; and Chris Coughlan-Smith, senior editor, to join the executive committee meeting. Carlson and the committee members congratulated and applauded Fling and Coughlan-Smith.

Adjournment

Noyce thanked the UMAA staff for their hard work during these very busy times at the association. He adjourned the meeting at 9:05 a.m.

Submitted by,

Cheryl Jones, UMAA Administrative Manager  
for  
Tom LaSalle, Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS  
Saturday, December 6, 2003  
8:30 to 10:30 a.m.  
University of Minnesota Foundation Board Room**

Board Members Attending

Ahles, Karen  
Alaniz, Karin  
Bartz, Mary  
Casey, Lynn  
Cracraft, Ed  
Dragseth, Ken  
Foley, John  
Foster, Barbara Stephens  
Givens, Archie  
Gruenberg, Karyn  
Hauschild-Baron, Beverly  
Hjelm, Andrea  
Hopp, Deb  
Horsager, Kent  
Kuehnast, Doug  
LaSalle, Tom  
Lehman, Tom  
Luis, Nita  
Maine, Lucinda (by phone)  
Martin, Judith  
McLeod, Mary  
Mondale, Ted  
Morrissey, Bill  
Nash, Sara-Lynn  
Norman, Ravi  
Noyce, Jerry  
Ollila, Gene  
Osberg, Brian  
Panda, Durga (for David Hagford)  
Phillips, Jessica  
Phillips, Mark  
Powell, Todd  
Resch, Jim  
Schulstad, Dennis  
Stein, Robert  
Thacker, Kip  
Wangstad, Andy

Board Members Unable to Attend

Calmenson, Bob  
Dyer, Eric  
Hansen, Harlan  
Litton, Steve  
Mooty, Bruce  
Nuness, Al  
Quinn, Mike  
Skadron, Stanley  
Thomas, Norrie

University Guests Attending

Bruininks, Robert  
Fischer, Jerry  
Gardebring, Sandra  
Sigler, Wayne

UMAA Staff Members Attending

Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Jones, Cheryl  
Pilhofer, Nancy  
Sailer, David

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

### **National President**

Noyce reported that Homecoming 2003 was a great success. Although attendance was low at the Spirit Night Auction for Scholarships on Halloween, more than \$26,000 was raised for scholarships and many guests commented that the selection of auction items was the finest that they had ever seen. And the Pancake Breakfast the following morning at the Sports Pavilion was a very warm and welcoming event, said Noyce. He reminded the board members that the UMAA's "Birthday Party of the Century" will be on Friday, January 30, 2004.

Noyce reported that the University's Football Stadium Feasibility Study will be released next Monday. He also announced that University of Minnesota President Robert Bruininks is scheduled to participate in all of the UMAA board meetings this year. He also alerted the board members that the Executive Committee will be reviewing both the governance policies and the titles of the members of the UMAA staff management team in the near future. Noyce concluded his report by thanking all of the staff members and volunteers for their efforts and accomplishments.

### **Consent Agenda**

Tom LaSalle, UMAA secretary-treasurer, asked that the minutes of the September 20, 2003, national board meeting be taken off the consent agenda. LaSalle moved that the minutes be amended on page 5, paragraph 3, sentence 1, as follows: "Therefore be it resolved, that the UMAA National Board unanimously approve the gift of \$1.5 million dollars from the association's long-term investment fund, operating fund, fund raising proceeds, and/or contributions for a new on-campus stadium and scholarships." The minutes were approved as amended.

The other items on the consent agenda included the recommendation to spend up to \$15,000 from the Adrian Buttz Fund for enhancements to the UMAA web site; the October 31, 2003, internal financial statements; and the Fiscal Year 2003 audited financial statements. These items were approved as mailed.

University of Minnesota Alumni Association (UMAA) National President Deborah Hopp convened the meeting at 4:00 p.m. She introduced the following new board members who were elected at the association's annual meeting on May 29, and whose terms will begin on July 1, 2003: John Foley, at-large representative; Karyn Gruenberg, at-large representative; Bill Morrissey, College of Natural Resources; Ravi Norman, at-large representative; Stan Skadron, College of Veterinary Medicine; and Kip Thacker, College of Biological Sciences. The following incoming board members were unable to attend this meeting: Ken Dragseth, College of Education; Sara-Lynn Nash, College of Human Ecology; Ted Mondale, at-large; and Jim Resch, southwest Minnesota.

### **National President**

Hopp reported that she presented the UMAA Annual Report to the University of Minnesota Board of Regents on June 13. Jerry Noyce, president-elect; Andrea Hjelm, vice president; and Margaret Carlson, executive director, also participated. Hopp reported these accomplishments in a power point slide presentation to the board members (list of accomplishments included at the end of these minutes). Hopp concluded her presentation by thanking the volunteers and staff members for their time and hard work, which resulted in a productive and exciting year for the association.

### **Consent Agenda**

The consent agenda included the April 5, 2003, board meeting minutes and the association financial statements as of April 30, 2003. Both items were approved as mailed.

### **Executive Director**

Carlson reported that the design specifications for the Scholars Walk between the McNamara Alumni Center and Appleby Hall will be presented to the Board of Regents in September. Jerry Fischer, University of Minnesota Foundation chief executive officer, is working to raise private funds to pay for the Scholars Walk. Money is also being raised for a Gateway Plaza monument/Alumni Wall of Fame, on which the names of the current (1,100) and future recipients of the University of Minnesota Outstanding Achievement Award will be engraved. Fischer commented that the Capital Campaign has raised more than \$1 billion dollars, and there continues to be great giving potential.

### **University of Minnesota President Robert Bruininks**

Hopp introduced University of Minnesota Robert Bruininks. President Bruininks complimented the association on the May 29 100<sup>th</sup> Anniversary Kickoff/Annual Celebration, calling it a "great event." He commented that the UMAA has a history of great leadership and that he has enjoyed working with Hopp and Carlson.

Bruininks reported that today the Board of Regents unanimously approved the University budget for Fiscal Year 2004 (FY04). The state of Minnesota cut the University's budget by 15%--the biggest cut in the Big 10. He has had to make some very tough choices: freezing salaries, increasing employee contributions to their health benefits, identifying administrative cuts, and raising tuition.

### **Scholars Walk and Gateway Plaza Monument**

LaSalle displayed images of the Scholars Walk and the Gateway Plaza Landmark. The landmark--designed by Antoine Predock, the McNamara Alumni Center architect--will have the names of the University's Outstanding Achievement Award winners etched upon it. The schematic plans for the landmark will be presented to the University's Board of Regents on December 11.

University of Minnesota President Robert Bruininks commented that he would like to see the Scholars Walk at some point in the future connect with the Mississippi River, eventually making the riverfront a landmark similar to the River Walk in San Antonio, Texas.

### **Executive Director**

Margaret Carlson, UMAA executive director, reported as follows:

- The Legislative Network is ramping up for the 2004 session. An electronic petition asking the Governor to support the University was signed by 6,600 people, who are now being asked to write legislators to urge them to support the 'U's capital request. The Network has grown from 3,500 members on July 1, 2003, to more than 10,000 members as of December 1.
- Membership continues to be a concerted effort around the UMAA's 100<sup>th</sup> anniversary. An anniversary appeal was sent to 100,000 alumni last month. The January-February issue of *Minnesota* will be mailed to 250,000 alumni households and will contain a membership application and return envelope. Life members will receive a special bronze membership card and will be entered into a drawing for a European cruise for two. The association expects to reach 60,000 members by the end of the fiscal year.
- 100<sup>th</sup> Anniversary activities include writing the UMAA's history—a truly inspirational read--which will be a supplement to the January-February magazine. There will be a birthday party on January 30, at which the new musical cheer will be unveiled. All national board, alumni society, and chapter board members will receive invitations to the birthday party. The Heritage Gallery and Memorial Hall in the McNamara Alumni Center will soon feature 100<sup>th</sup> anniversary exhibits, and a historical mural is being produced for the UMAA's conference room. The date and entertainment for the spring gala anniversary finale is being determined.
- Advertising revenues are greatly improving. The January-February issue of the magazine garnered \$130,000 in ad sales—the largest single-issue sales to date. Thanks to the board members who helped with this effort.

**Executive Director (continued)**

- *Minnesota* has received three gold and three silver awards from the Minnesota Magazine Publishers Association, including a gold for "best overall magazine."
- The UMAA continues to receive much good press coverage during this 100<sup>th</sup> anniversary year, including statewide media coverage on our \$1 million gift to the stadium as well as the \$500,000 to scholarships, which will be matched by the University. The association was also prominently featured in *The Minnesota Daily* three times this week. The UMAA website had a record 538,608 hits in November—100,000 more than in September.
- The Minnesota Employment Expo involves a new partnership that makes this an all-University job fair to be held on March 4 at the Radisson Hotel. UMAA is partnering with the career services offices at Crookston, Duluth, Morris, Rochester, and the Twin Cities; the Minnesota Department of Economic Development; and the College of Continuing Education. Board members are encouraged to provide contacts and names of companies that they believe would participate in the Expo.
- The Gophers hope to be invited to the Alamo Bowl in San Antonio, Texas. Carlson was part of the University delegation that met with this bowl selection committee last Monday.
- Thanks to board members Lynn Casey, Archie Givens, Andrea Hjelm, and Deb Hopp who served on the UMAA search committee for the new associate executive director for outreach. Three finalists will be interviewed next week.

Carlson encouraged the board members to wear their UMAA lapel pins, travel to the bowl, buy an ad, and attend the birthday party on January 30.

**University President**

University of Minnesota President Robert Bruininks thanked the board members for their continuing support, saying that the most successful institutions are those that have a strong connection to their alumni. President Bruininks has recently traveled around the state, talking to people about the University at events and forums, and is very impressed with how deeply and passionately people feel about the 'U.' He distributed a document that explains the University's economic and social impact on the state of Minnesota, citing the fact that University alums founded 1,200 technology companies in Minnesota that employ 10,000 people and contribute \$30 billion to the state's annual economy.

President Bruininks predicts that the reorganization of the Minnesota Extension Service will be an issue that will be challenged at the legislature this year. He emphasized the importance of the Legislative Network in sending the message that the University cannot sustain and build for the future at the current level of state support. "There will be deep consequences of not investing in our future. One can go from great to mediocre practically overnight," he said.

On a good news note, the Capital Campaign raised nearly \$1.7 billion dollars, with record numbers of alumni, faculty, and staff contributing.

President Bruininks discussed his vision and academic priorities. "We need to be a students-first institution," he said. Related to this goal is the Service and Productivity initiative to reform the service and resource management culture at the University. The President's academic initiatives are biosciences and biotechnology; environment and renewable energy; translational research; healthy foods/healthy lives; brain development over the life span; children, youth, and families; arts and humanities; and law and values in health, environment, and the life sciences. The President predicts an exciting future for the University.

There was discussion. It was suggested that the University prepare sample op-eds promoting the University for alumni to send to local newspapers. A question was also raised about whether or not the University could prompt a study of the issue of there being too many higher education institutions in Minnesota. President Bruininks told the board members that the Governor will be forming a commission to address this issue and that the University will be ready to help frame the issues. "We need a strong higher education system and network, but we can't lose the quality of the University," said President Bruininks. "The University of Minnesota leverages the state's investment sixteen to one."

#### **Vice President for University Relations**

Sandra Gardebring, vice president for University Relations, reported that the stadium feasibility study will be released on Monday. The Governor has appointed a Stadium Commission; the University may be asked to play off-campus with the Minnesota Vikings. Gardebring will ensure that a senior University official participates in the Stadium Commission discussions. The Board of Regents will review the feasibility study in a working session next week, but will take no formal action. Gardebring said the University now has the facts (the feasibility study) and the "law" (the guiding principles that the Regents endorsed last month), and will have the funding package put together in the next few months.

Gardebring reiterated President Bruininks' statement that the Legislative Network is more important than ever before. "Five or ten calls from constituents make all the difference to a legislator," she stated. She reviewed the University's 2004 Capital Request, entitled "Taking Care of What We Have." The request supports the University's mission through investment in academic infrastructure and preserves past investments in existing buildings through repair and renovation.

The University is requesting \$155.5 million dollars in state bonds and will contribute \$33.2 million dollars of its own, for a total capital investment of \$188.7 million dollars.

Gardebring also reported that the UMAA is one of a number of organizations affiliated with the University that will be looked at as part of an audit that the University's Office of the General Counsel will undertake in 2004. She concluded her remarks by thanking the UMAA volunteers and staff members, noting that the University very much appreciates its partnership with the alumni association.

### **Trends in Admissions at the University**

Wayne Sigler, director of admissions at the University, reported that dramatic enhancements in undergraduate education at the University have resulted in significantly increased interest for admissions to the freshman class. Freshman enrollment has increased 59% since 1992, and the University is working hard to keep students once they're here. The fall 2003 freshman class is the best-prepared in University history; the average high school rank percentile is over five points higher than in 1992. Seventy-seven percent of all new freshmen live on campus compared to just 59% in 1992. On-campus student groups have been revitalized (membership in the Marching Band has nearly doubled in the last decade). Enrollment increases for the Twin Cities campus are well above market share. From 1992-2002 the increase in Minnesota enrollees was nearly twice as large as the increase in the pool.

There is short-term pain involved in becoming an increasingly popular school, said Sigler. He does not like to say "no" to applicants; the goal is not to "up" the profile but to bring students here that are very well prepared. The University is also trying to have a more national, geographically-diverse student body. Sigler would like to increase alumni involvement in recruiting students nationally, and he is currently working with the alumni association on recruiting in Chicago, IL.

There was discussion about enrollment limits, acceptance rates, following up on the students that do not get admitted, retention rates, and competition for students. There is not a great deal of overlap with the Minnesota State Colleges and University system, said Sigler. The board members applauded Sigler.

### **Adjournment**

Noyce adjourned the meeting at 10:40 a.m.

Submitted by Cheryl Jones, UMAA Administrative Manager  
for  
Tom LaSalle, Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**  
**100<sup>th</sup> Birthday**  
**January 30, 2004**

The Birthday Party of the Century

The University of Minnesota Alumni Association celebrated its 100<sup>th</sup> birthday on January 30, 2004, with party games, cake, and the unveiling of a new Minnesota cheer. More than a thousand University students, faculty, alumni, and friends attended a lunchtime party, enjoying pizza and cupcakes, playing Pin the Tail on Goldy and Goldy Says, and learning the words to “Go Minnesota!” – with the help of Gopher cheerleaders and the pep band. (The cheer was the winning entrant in a contest held by the UMAA.) That evening, several hundred more guests toasted the UMAA and were treated to performances by the University Men’s Choir and the pep band. And there was, of course, more cake and plenty of cheers. Both events took place in Memorial Hall at the McNamara Alumni Center and were featured prominently on local newscasts and in area newspapers.

A Winning Cheer

Brad Stokes (B.S. ’84) found himself thinking about what a new University musical cheer might sound like one day as he drove to pick up his son from football practice. Stokes, who writes short musical pieces for a living, began formulating what the cheer should be: simple and upbeat, a musical call with a vocal response. The end result, “Go Minnesota!,” was unveiled at the alumni association’s 100<sup>th</sup> birthday party on January 30 with a pep band, cheerleaders, and hundreds of alumni and friends. The association sponsored the contest for the new cheer to help mark its 100<sup>th</sup> anniversary.

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE MEETING  
February 6, 2004  
7:30 a.m.**

Committee Members Attending

Bartz, Mary  
Hopp, Deb  
Mooty, Bruce  
Noyce, Jerry (by phone)  
Schulstad, Denny

UMAA Staff Members Attending

Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Jones, Cheryl  
Sailer, David

Committee Members Unable to Attend

Hjelm, Andrea  
LaSalle, Tom  
Stein, Robert

University of Minnesota Alumni Association (UMAA) President Jerry Noyce called the meeting to order at 7:35 a.m.

**President's Report**

Noyce reported on his travel to the 2003 Sun Bowl and the Gopher victory over the Oregon Ducks in El Paso, TX. It was a great experience, he said, with nearly 3,000 Minnesota fans participating. Noyce said that the Sun Bowl was a "big win" for both the UMAA—as the sponsor of the official bowl tour—and the University.

Noyce reported that last month's Legislative Briefing had a good turnout as well. Nearly 350 alumni and friends attended. University of Minnesota President Bob Bruininks is quite upset that the Governor has recommended that the University receive only half of its funding request. There was discussion. Mike Dean, UMAA legislative network coordinator, is organizing "legislative coffees" in key districts so that alumni can meet informally with their legislators to talk about the University. Margaret Carlson, UMAA executive director, hosted a coffee gathering at her home in Edina.

Noyce also reported that the UMAA's "Birthday Party of the Century" on January 30, 2004, was a great event that garnered great publicity. He thanked Carlson and the UMAA staff for their good work on all of the 100<sup>th</sup> Anniversary activities.

**Consent Agenda**

The consent agenda included the November 14, 2003, executive committee minutes and the financial statements as of December 31, 2003. Both items were approved as mailed.

### **Finance Committee Report**

Diane Fisher, UMAA associate executive director-finance and operations, presented the Fiscal Year 2004 mid-year budget revision. The projected excess of expenses over revenues and transfers remains at the \$40,000 originally budgeted. There was discussion. The UMAA will need the assistance of board members in certain revenue areas, including sponsorship contacts, magazine advertising sales, exhibitor participation in the Minnesota Employment Expo, and Annual Celebration ticket sales. Deb Hopp, UMAA past president, offered to help put together an event/publications joint sponsorship package. The budget revision was approved.

Fisher also asked the committee members to approve the selection of McGladrey & Pullen, LLP as the auditors for the UMAA's Fiscal Year 2004 financial statements. Fisher has asked that McGladrey & Pullen prepare a Management Letter as part of the 2004 audit, which they have not done for the past several years. There was discussion. Carlson said that she was very impressed with the Finance Committee's auditor selection process. The committee members approved McGladrey & Pullen, LLP as the 2004 auditors.

### **Board Development Committee**

Hopp reported that the board will vote on the following slate of candidates for next year's UMAA officers:

President	Andrea Hjelm
President-elect	Robert Stein
First vice president	Denny Schulstad
Vice president	Mary Bartz
Vice president	Bruce Mooty
Vice president	Archie Givens
Secretary-Treasurer	Tom LaSalle
Past president	Jerry Noyce

The committee is working on selecting candidates for two at-large and three geographical representatives, which the UMAA general membership will elect at the Annual Celebration this spring.

### **Advocacy Committee**

Bruce Mooty, Advocacy Committee chair, reported that the committee met earlier this week. Peter Zetterberg from the University Budget and Planning Office discussed issues surrounding higher education, including decreasing funding, rising tuition, and the trend toward privatization. Hopp said that it would be good for the full board to learn about these issues.

### **Executive Director's Report**

Carlson reported that she, Noyce, and Andrea Hjelm, UMAA president-elect—at the UMAA's request--met with University of Minnesota President Bob Bruininks and Vice President for University Relations Sandra Gardebring to discuss the funding that the UMAA receives from the University. Over the years this funding has decreased from 50% of the association's budget to 17-21% currently.

Following this, Gardebring and Richard Pfitzenreuter, associate vice president for budget and finance, asked for a follow-up meeting with Carlson. On February 4, 2004, Carlson and Fisher, talked to Gardebring and Pfitzenreuter about the association's budget and gave them information about everything that the UMAA does for the University. Gardebring and Pfitzenreuter said the University expects to receive another cut in state funding and that the UMAA should expect a cut as well. Gardebring said that it is possible that the association could receive a one-time funding augmentation to ensure that the 100<sup>th</sup> Anniversary Celebration is a success.

The executive committee agreed that the UMAA performs a huge amount of service to the University in return for less than 20 percent of its operating budget. It was noted that the University of Minnesota Foundation and the Minnesota Medical Foundation have combined annual operating budgets of \$23 million dollars in comparison to \$5 million dollars for the UMAA. Noyce said that he would like to meet with President Bruininks and Vice President Gardebring again soon to follow up on short- and long-term funding issues.

At the February 4 meeting, Gardebring and Pfitzenreuter asked if the UMAA could provide \$250,000 of the \$1 million dollars that the UMAA pledged last September toward the University's effort to bring Gopher football back to campus, contingent upon the University Board of Regents giving the go-ahead to building a stadium. The executive committee discussed this request at length. There was agreement that the request fits with the association's intent to provide "emotional seed money" to getting the stadium project going. They agreed that it would be appropriate for the full board to discuss this request at the upcoming board meeting on February 28, 2004, but request that:

- President Bruininks put in writing that the \$250,000 be returned to the UMAA, with interest, if the University decides not to proceed with building a stadium;
- As the intent of the association's \$1 million dollar pledge is to bring Gopher football *back to campus*, and not to the State Fairgrounds or any other off-campus location, the association needs assurance from the University that their continued intent is to build an on-campus stadium; and
- Pfitzenreuter participate in the February 28 board meeting to explain to the board members how the \$250,000 will advance the stadium project and to provide a stadium status report.

The committee members agreed that they were not making a decision on the request this morning, but were recommending that it be discussed at the upcoming board meeting according to the above points. Carlson will communicate all of this to Gardebring and Pfitzenreuter.

Page 4  
UMAA Executive Committee  
February 6, 2004

**Executive Director (continued)**

Carlson reported that the UMAA Compensation Committee will meet to discuss association staff and volunteer titles.

Carlson announced that Jen Gelbmann has been hired as the new UMAA associate executive director for outreach. She also announced that Nancy Pilhofer, interim special events director, is leaving the UMAA. Pilhofer joined the meeting and Carlson thanked her for all of her work on the 100<sup>th</sup> Anniversary Celebration, including her help in getting Yanni on board as the gala finale keynoter. Pilhofer thanked Carlson for the opportunity to serve the UMAA and coordinate the Birthday Party of the Century—she has great feelings about this very moving event. Carlson said that the UMAA “owned the town” on January 30, media-wise, which was a dream-come-true for membership. She said that three companies helped immensely with the Birthday Party: General Mills, Target Corporation, and Padilla Speer Beardsley. “This is a perfect example of how our board members can make us larger than we could ever have been,” concluded Carlson.

**Adjournment**

Noyce adjourned the meeting at 9:10 a.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Tom LaSalle  
Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
NATIONAL BOARD OF DIRECTORS**

**Saturday, February 28, 2004**

**8:30 to 10:30 a.m.**

**500 McNamara Alumni Center**

Board Members Attending

Alaniz, Karin  
Bartz, Mary  
Casey, Lynn  
Foster, Barbara Stephens  
Givens, Archie  
Hagford, David  
Hjelm, Andrea  
Hopp, Deb  
Horsager, Kent  
Kuehnast, Doug (by phone)  
LaSalle, Tom  
Litton, Steve  
Luis, Nita  
Martin, Judith  
Mondale, Ted  
Mooty, Bruce (by phone)  
Morrissey, Bill  
Nash, Sara-Lynn  
Norman, Ravi  
Noyce, Jerry  
Ollila, Gene  
Osberg, Brian  
Phillips, Jessica  
Phillips, Mark  
Quinn, Mike  
Resch, Jim  
Schulstad, Denny  
Stein, Robert  
Thomas, Norrie  
Wangstad, Andy

UMAA Staff Attending

Carlson, Margaret  
Diekman, Sue  
Eastman, Sue  
Fisher, Diane  
Gelbmann, Jen  
Jones, Cheryl  
Sailer, David

Board Members Unable to Attend

Ahles, Karen  
Calmenson, Bob  
Cracraft, Ed  
Dragseth, Ken  
Foley, John  
Gruenberg, Karyn  
Hansen, Harlan  
Hauschild-Baron, Beverly  
Maine, Lucinda  
McLeod, Mary  
Nuness, Al  
Skadron, Stan  
Thacker, Kip

University Staff Attending

Bruininks, Robert  
Gardebring, Sandra  
Pfitzenreuter, Richard

Guests Attending

Shapiro, Alan (UMAA Program Committee)

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

### **National President's Report**

Noyce updated the board members on the many successful activities that occurred in the first half of the 2003-2004 fiscal year and presented power point slide photographs:

- UMAA Homecoming 2003 events were the Spirit Nite auction for scholarships and the pancake breakfast in collaboration with the College of Agriculture and the University Parent Program.
- The UMAA collaborated with Creative Charters to sponsor the official fan tour to the Sun Bowl in El Paso, Texas, on December 31, where the Gophers were victorious over the Oregon Ducks.
- Nearly 300 alumni and friends attended the Legislative Briefing on January 22, 2004. The Legislative Network has grown from 4,000 members last September to nearly 10,000 members today. Network "Calling Nights" are held at the UMAA every Tuesday night, hosted by various colleges and University departments. Last week approximately 300 faculty, staff, and students visited the Capitol to attend hearings and visit with legislators. Board members are encouraged to participate in a similar activity on April 1.

Noyce thanked Andrea Hjelm, UMAA president-elect, for representing the association at numerous activities over the past several months.

### **Executive Director's Report**

Margaret Carlson, UMAA executive director, reported as follows:

- Condolences to Norrie Thomas, College of Pharmacy representative, on the recent death of her husband Forrest Thomas. Another sad passing is that of Bob Mossefin, long-time alumni volunteer and president of the alumni chapter in Red Wing, Minnesota.
- Congratulations to Noyce and board members Ravi Norman, Bruce Mooty, Archie Givens, and Ted Mondale, who all recently received mention in *Mpls-St. Paul* magazine, as did UMAA past national presidents Linda Mona, Dave Mona, and Nancy Lindahl.
- The UMAA recently hired two new managers. Jen Gelbmann is the new associate executive director of outreach who will oversee the association's alumni and chapter programs, legislative initiatives, career programs, and the student alumni ambassadors. Jen comes to the UMAA from the Carlson School of Management, where she served as the director of outreach and alumni services. Sue Eastman has been hired as interim manager for special events and sponsorships. She worked most recently at the Greater Minneapolis Convention and Visitors Bureau as their liaison to the University, and several years ago she worked for the University as the Sesquicentennial Celebration director. Carlson introduced the other members of the association's management team and thanked them for their efforts.

- 100<sup>th</sup> Anniversary update: The association has received many compliments on “A Century of Memories,” the 36-page history publication that was produced as a supplement to the January-February issue of *Minnesota*. Both the noon and evening “Birthday Party of the Century” events were very well attended, and the UMAA received extensive coverage in the media all throughout the day—more than Carlson has ever seen in her time at the association. The new musical cheer debuted at the noon event and was formally gifted to the University. The anniversary gala finale on May 6 will feature alumnus Yanni as the keynote speaker and student musical groups as entertainment. Carlson hopes that the board members will each buy at least one table.
- Membership: More than 1,000 alumni and friends joined at the special anniversary \$10 price; 55% are first-time members. Two benefit partners have been added: Signature Wines and Open U/The Learning Annex. The recent telemarketing campaign exceeded goal by 9%, bringing in more than 2,300 members to date. The member directories—both print and CD-Roms—were mailed in December and January. More than 8,000 directories were sold and over 4,000 new members joined as a result of the directory promotion. The on-line directory will launch this spring.
- Mentoring programs are going strong: 16 collegiate units have mentor programs with nearly 4,000 alumni and students participating. The Minnesota Employment Expo will be held on March 4; 73 employers are signed up. Carlson encouraged the board members to stop by the Radisson Hotel to check out this all-University event on which the UMAA is collaborating with the coordinate campuses, the state of Minnesota, and the College of Continuing Education.
- The travel program is now being directed by Cheryl Jones, UMAA administrative manager, who will work to bring the UMAA’s travel revenue up as the economy and security continue to improve.

Carlson thanked the volunteers and staff for their contributions to the UMAA’s “100 years of results.”

### **Board Development Committee**

Deb Hopp, Board Development Committee chair, presented a recommendation to change one of the UMAA officer positions from “Vice President” to “First Vice President” to allow for even more thoughtful volunteer leadership succession. This recommendation was approved.

Hopp presented the slate of candidates for the 2004-2005 officers. The following slate was approved:

President	Andrea Hjelm
President-elect	Robert Stein
First Vice President	Denny Schulstad
Vice President	Mary Bartz
Vice President	Bruce Mooty
Vice President	Archie Givens
Secretary-Treasurer	Tom LaSalle
Past President	Jerry Noyce

### **University Update and Discussion**

University of Minnesota President Bob Bruininks reported on the status of the University at the legislature. The University made what it believes is a modest budget request this year: \$155 million dollars to cover only essential capital projects. Governor Pawlenty recommended approving only half that amount, \$76 million. "This hit to our budget is extreme," said Bruininks. "It shows a lack of vision for Minnesota's future. It's not right for an institution so vital to be hammered a second year in a row." Bruininks urged alumni to contact legislators as soon as possible, particularly Republicans in the House of Representatives, and ask them to move the University's budget targets up.

There is another complication at the legislature in regard to a bill that will take away \$600 million in state funding from the University if it continues to pursue embryonic stem cell research. President Bruininks stated that the research that the University is conducting is within existing federal law, with strong oversight, and with all private dollars. It is frightening that the state is trying to control what research is done, said Bruininks. This hits at the heart of academic freedom, and there will be a mass exodus of faculty from here if the bill passes.

The University of Minnesota is this state's only research University, Bruininks continued. A recent international study of research institutions ranked the University of Minnesota about 37<sup>th</sup> in the entire world. President Bruininks talked about the Itasca Group, a task force comprised of CEO's, mayors, and organizational leaders, which was formed to evaluate and study quality of life/economic indicators in the state. The University of Minnesota can be an important player in creating a better region, said Bruininks. "It's all about communication," he said, "the University needs to make sure its voice is heard—not just our interests but for the rest of society."

Students continue to be "Job One" at the University, President Bruininks continued. The University continues to make improving the student experience, graduation rates, and retention a big priority. It is also important that higher education be accessible and affordable, but the state has slipped in this area. President Bruininks thanked the UMAA for the \$500,000 contribution to scholarships made last fall in addition to the \$1 million dollar contribution toward bringing Gopher football back to campus.

Sandra Gardebring, Vice President for University Relations, updated the board members on the plans for legislative advocacy. Every Thursday the University sends a different delegation of people to the Capitol to sit in on hearings and visit with legislators. Every Tuesday night legislative "Calling Nights" are held in the UMAA offices. Gardebring echoed President Bruininks' plea for alumni to call and write legislators in the next ten days to tell them that the Governor's recommendation is simply not enough.

The state's revenue forecast appears better than expected, said Gardebring, and there could be some serious stadium discussions at the legislature. A University Stadium Steering group meets nearly every Friday morning, and there is also a Stadium Communications subcommittee. Gardebring encouraged the board members to visit the University's website and sign on as an alumnus that supports building an on-campus football stadium.

Gardebring also reported that the University is developing an 18-month communications campaign plan with three key themes:

- 1) The University is a remarkable asset to the state, but the state needs to invest in this asset;
- 2) The University serves a very unique role as the only research institution in the state; and
- 3) The remarkable quality of the education provided by the University.

Gardebring concluded her report by thanking the association and the volunteers for their partnership and their continuing support.

There was considerable discussion about the stem cell research issue. President Bruininks said that the University of Minnesota will not even be a player in the biosciences revolution if this bill passes—researchers will perceive the University as a hostile place to do research. Stem cell research has profound implications for treating disease, and the public needs to understand this, said Bruininks. There was also discussion about state funding for the University. “The stakes are really high here,” reiterated President Bruininks. “We need to distinguish the University as a public research institution.”

### **Returning Gopher Football to Campus**

Richard Pfutzenreuter, the University's Chief Financial Officer, reported on the status of the football stadium project at the University. Response at the Capitol to building an on-campus stadium has been positive. The scenario is that 60% of the cost of a stadium must be privately raised. Pfutzenreuter expects a flurry of stadium activity at the legislature in the next several weeks.

The University is in need of money to keep the stadium project moving, said Pfutzenreuter. The University needs to continue to work on stadium public relations and communication; to further develop the business plan and marketing/sponsorship opportunities; to accomplish preliminary legal work; and to do early-stage infrastructure planning. It would help if the UMAA would make \$250,000 of the \$1 million dollar pledge that it made to the stadium project last fall available now, said Pfutzenreuter.

There was considerable discussion about a variety of issues relating to the stadium, including cost considerations, potential uses for a stadium in addition to football, and student support for a stadium.

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UMAA National Board Meeting  
February 28, 2004

Noyce presented a resolution by the UMAA Executive Committee to amend the September 20, 2003, board action per returning Gopher football to campus, per the University's request for the \$250,000. Following discussion, the board members voted to approve the following resolution:

“Therefore be it resolved that the September 20, 2003, resolution be amended to allow \$250,000 of the \$1 million dollar pledge to be released prior to formal action on the stadium by the Board of Regents.”

Pfutzenreuter and Gardebring thanked the board members for their continued support of the football stadium project. Board member Steve Litton commented on his wonderful experience at the Sun Bowl, including the opportunity to watch a great game in an outdoor, on-campus football stadium.

**Adjournment**

Noyce adjourned the meeting at 10:35 a.m. The new musical cheer that the UMAA gave to the University played as the board members departed.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Tom LaSalle  
Secretary-Treasurer

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE

April 9, 2004

7:30 to 9:00 a.m., UMAA

Committee Members Attending

Bartz, Mary (by phone)  
Hjelm, Andrea  
Mooty, Bruce  
Noyce, Jerry  
Schulstad, Denny  
Stein, Robert

UMAA Staff Attending

Carlson, Margaret  
Diekman, Sue  
Eastman, Sue  
Fisher, Diane  
Gelbmann, Jen  
Jones, Cheryl  
Sailer, David

Committee Members Unable to Attend

Hopp, Deb  
LaSalle, Tom

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

Consent Agenda

The consent agenda included the February 6, 2004, executive committee meeting minutes and the financial statements as of February 29, 2004. Both items were approved as mailed.

President's Report

Noyce reported that he attended a recent meeting at Eastcliff, which was called by University of Minnesota President Bob Bruininks to update key alumni on the status of the football stadium project. President Bruininks asked these stadium supporters to contact their legislators to urge support for the stadium as a 60% private/40% state-funded project. The University is working to identify legislators to author a University stadium bill. Jerry Fischer, chief executive officer of the University of Minnesota Foundation (UMF) is currently talking to several potential major donors and presenting stadium funding models. The Minnesota Student Association has issued a resolution that student fees for a stadium be no more than \$50 per semester for 25-30 years; the University views this resolution as positive in that the students are now "in the stadium game." Noyce's next column in *Minnesota* will talk about the need for an on-campus football stadium and will direct readers to a website petition.

Legislative

Jen Gelbmann, UMAA associate executive director for outreach, reported that the House and Senate Higher Education Committees recommended amounts close to the University's funding request. Conferees will be named next week, and the legislative network's pace will pick up. Legislative calling nights are held every Tuesday evening at the UMAA, and every Thursday a different University group visits the Capitol to sit in on hearings. The legislative network currently has 10,000 members, up from 4,000 members last fall.

Membership

David Sailer, UMAA associate executive director of membership and marketing, reported that the UMAA has reached an all-time record membership high of 60,000. Kevin Dulin, an Institute of Technology graduate, became Member #60,000.

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UMAA Executive Committee

April 9, 2004

#### Annual Celebration/100<sup>th</sup> Finale

Sue Eastman, UMAA associate executive director of special events and sponsorships, reported that 1,161 tickets have been sold for the May 6 Annual Celebration, which will feature alumnus Yanni as keynote speaker. The goal is to sell 2,100 tickets. Eastman and Margaret Carlson, UMAA executive director, are working to secure additional sponsorships for the event.

#### Planning and Budgeting for Fiscal Year 2005

Carlson reported that she and Diane Fisher, UMAA associate executive director of finance and operations, met with Sandra Gardebring, vice president for university relations, and Richard Pfitzenreuter, vice president for budget and finance, to talk to them about the amount of service that the UMAA provides to the University. Gardebring and Pfitzenreuter said that the University would make a one-time contribution of \$40,000 to this year's UMAA annual celebration/anniversary finale event.

Gardebring had asked Carlson to prepare a matrix of UMAA programming as a preliminary step in planning and budgeting for Fiscal Year (FY) 2005. Carlson shared the matrix with the committee members, who discussed the initiatives listed under the following categories: 1) programs to be retained; 2) new initiatives; 3) probable FY05 cuts; and 4) assessment for FY06/no change for FY05. Denny Schulstad, vice president, asked that the UMAA give careful consideration to the possible decision to eliminate the over-mailing of *Minnesota* magazine.

The committee members also discussed the need to update the UMAA's five-year strategic plan, which is current until the end of Fiscal Year 2005. Robert Stein, UMAA vice president, suggested that Carlson speak with Carl Adams, a professor of entrepreneurial studies at the Carlson School of Management, about various options for doing strategic planning that might work for the UMAA.

#### Executive Director's Report

Carlson reported that the Board of Regents held a work session on the University's relationship to associated organizations. The UMAA will work with the University as needed as this study proceeds. Carlson also reported that the UMAA board members will be invited to dinner with the Board of Regents on June 10 at Eastcliff, and that Noyce will present the annual UMAA report to the regents on June 11, immediately following the next UMAA executive committee meeting. The executive committee members are invited to attend the meeting to hear Noyce's report.

#### Adjournment

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

Submitted by,

Cheryl Jones, UMAA Administrative Manager

for

Tom LaSalle, Secretary-Treasurer

## **UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**

**2004 Annual Meeting**

**May 6, 2004**

**Northrop Auditorium**

The 100<sup>th</sup> annual meeting of the University of Minnesota Alumni Association (UMAA) began at 5:30 p.m. with social time and dinner under a tented Northrop Mall. The meeting was called to order at 7:30 p.m. in Northrop Auditorium by UMAA National President Jerry Noyce. Noyce welcomed the audience of nearly 2,000 alumni and friends to this historic event—the 100<sup>th</sup> annual celebration and conclusion of the association's 100<sup>th</sup> anniversary year. The theme for the evening, "Changing the World, One Graduate at a Time," celebrated the University of Minnesota's 380,000 living alumni who are making their mark on the world in ways both visible and behind-the-scenes.

### **ANNUAL REPORT**

A video covering the association's 100<sup>th</sup> anniversary year was shown. The video script read, "In 2004, the University of Minnesota Alumni Association celebrated its 100<sup>th</sup> anniversary, a milestone that has been realized by only a handful of associations in the state of Minnesota. A 100<sup>th</sup> anniversary is a time to pause, reflect, and to celebrate. And the UMAA has much to celebrate. It has been a strong, tireless voice for the University. Through its advocacy efforts, it has solidified the University's place in the community, the state, and in the world. It has built University pride and spirit. And it has been instrumental in igniting and sustaining lifelong relationships within the University community.

And celebrate we did. We kicked off our anniversary year at last year's annual celebration, featuring keynote speaker and prominent businessman Harvey Mackay. We continued the festivities at our annual homecoming breakfast for 3,000 friends and alumni. We marked our actual anniversary on January 30 with birthday events that brought together thousands of people from the University and the community. We enthusiastically traveled with the Gophers to the Sun Bowl and we cheered in the stands when the women's hockey team won the NCAA championship and when women's basketball went to the Final Four. And tonight we conclude our yearlong celebration with our gala finale, featuring alumnus Yanni.

But the UMAA leaders wanted to do more than celebrate during our anniversary year. We wanted to leave legacies for future generations. To leave a legacy of community, we were the first organization to pledge \$1 million to the new stadium initiative. To leave a legacy of scholarship, we held a homecoming scholarship auction and pledged \$500,000 to the University's new matching scholarship program. To leave a legacy of memories, we compiled a 36-page history of the UMAA, which we distributed to members in January. To leave a legacy of connection, we launched a new alumni association directory. And to leave a legacy of spirit, we introduced 'Go Minnesota!', written by alumnus Brad Stokes who won our musical cheer contest.

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University of Minnesota Alumni Association Annual Meeting  
May 6, 2004

Even though celebrating our centennial was a key focus this year, we also continued to build our core programs. We grew our Legislative Network from 4,000 to 13,000 members and lobbied hard for the University's capital request throughout the legislative session. We partnered with the state, the College of Continuing Education, and the University's career service departments to offer the first-ever, all-University Employment Expo. We matched more than 2,100 alumni and students in our Mentor Connection programs. And we achieved another important milestone. When Institute of Technology alumnus Kevin Dulin joined the association this spring, he had no idea of the significance of this action. He was our 60,000<sup>th</sup> member, leading us to an all-time membership record.

Our anniversary year is now coming to an end. We have reflected. We have celebrated. And now it's time to work even harder. Let's make sure our campus gets the magnificent football stadium it deserves to reinforce a sense of community on campus. Let's continue to help boost the University's level of private financial support. Let's create more and stronger connections with our alumni and encourage them to be engaged and passionate advocates for the University at the legislature. And let's continue to build a strong, diverse, and dynamic University that attracts the best and brightest students from across the state and throughout the world.

One hundred years from now, what will our successors celebrate about the UMAA? Our future is in our hands—and the time to start building it is now.”

### **ELECTION OF 2004-2005 OFFICERS AND DIRECTORS**

Noyce announced the 2004-2005 slate of officers forwarded by the UMAA Board Development Committee and elected by the board of directors on February 28, 2004:

President	Andrea Hjelm
President-elect	Robert Stein
First Vice President	Dennis Schulstad
Vice President	Mary Bartz
Vice President	Bruce Mooty
Vice President	Archie Givens
Secretary-treasurer	Tom LaSalle
Past President	Jerry Noyce

The slate of new board members was introduced, voted upon, and approved by those present:

At-large	Ravi Norman
At-large	Darcy Pohland
At-large	Ertugrul Tuzcu
Geographical	Marcia Carthaus
Geographical	Paul Thompson

### **PASSING OF THE GAVEL**

Noyce introduced Andrea Hjelm, who will take office as UMAA national president on July 1, 2004. Hjelm, B.S. '65, is president and owner of Moore Creative Talent, Inc., which represents actors and models locally and nationally.

Hjelm congratulated Noyce on a successful and vital year, commenting that she and Noyce have known each other since 1962, when she was a little sister to the SAE fraternity. "I have to say, Jerry, that you really haven't changed much in all these years," said Hjelm. "You are still a maverick with a plan. An independent thinker. A networker. And a passionate proponent of causes that you care about. That's why it doesn't surprise me that under your leadership the UMAA, both financially and otherwise was the first organization to take a stand in favor of an on-campus stadium. As a former U of M coach, you know better than anyone that athletics complements academics by building community. During the past year, I have watched you position the McNamara Alumni Center as the heart of campus—a place where students, alumni, and families come together to reminisce, celebrate, and support this great University. Jerry, I will work to carry the flag and lead the charge toward the completion of a new on-campus stadium and will strive to strengthen this vibrant University community."

### **ENTERTAINMENT: UNIVERSITY SCHOOL OF MUSIC RISING STARS**

Noyce announced that, since the business portion of the meeting is concluded, it is time to turn attention to the future—to future alumni who will continue the tradition of changing the world. Two "rising star" student musical groups, the University of Minnesota Electronic Music Ensemble and the University of Minnesota Steel Drum ensemble, performed—concluding the show with a rendition of "The Minnesota Rouser."

### **KEYNOTE ADDRESS: YANNI**

UMAA executive director Margaret Carlson introduced internationally acclaimed composer Yanni, Class of 1976. "For tonight's historic moment in time—the finale to our 100<sup>th</sup> anniversary year—we wanted to tell an alumni story that symbolizes how the University of Minnesota shapes and transforms lives," she said. "A story that shows how alumni change the world. Yanni's story is one of courage, determination, vision, and passion. He crossed an ocean to pursue a college education, and he used the knowledge and life skills that he received here to follow his passion. He dreamed big, worked hard, and achieved international success. His music embraces all cultures and all nations. And his philosophy—'one world, one people,' is incredibly timely and so powerful."

Yanni spoke about his path from Greece to Minnesota and the role that the University played in shaping his life. "I will always be grateful to the University of Minnesota because when I was young, the world was opened up to me here," he said. "People took me in, they supported me in every way possible, and they wanted me to succeed."

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University of Minnesota Alumni Association Annual Meeting  
May 6, 2004

Yanni named University faculty member Bill McDonald as his inspiration to study at the University. Yanni met him as a teenager, while McDonald was on an archaeological expedition in Greece. "Bill possessed humility about knowledge," explained Yanni. "He always treated me with respect ..., he always engaged me in dialogue, and he always tried to engage my creative spirit ... I thought if I ever was going to have a teacher that he would be like Bill MacDonalD. And so when my father asked if I was interested in going to America to study at the University of Minnesota, my answer was very easy."

After receiving his bachelor's degree, Yanni decided to pursue a career in music. The self-taught pianist has received numerous Grammy nominations, and his album, "Yanni: Live At The Acropolis," has sold more than seven million copies worldwide and has resulted in one of the best-selling music videos of all time. Yanni is also the first major western artist to ever perform and record at the Taj Mahal in India and the Forbidden City in China.

Yanni closed his speech with words to University educators: "Please know that what you teach and how you teach it makes a profound difference. It did for me, it still does for the kids of today, and it will make a profound difference on generations to come. Music has taken me all over the world, and I have taken with me the open-mindedness that comes from having been raised in two different cultures, and having been educated at a great university. Thank you for helping me find my way."

#### **PRESENTATION OF THE HONORARY DOCTORATE TO YANNI**

An Honorary Doctorate of Humane Letters in recognition of outstanding cultural contributions was conferred upon Yanni Chryssomallis by Dr. Robert Bruininks, 15<sup>th</sup> president of the University of Minnesota; Honorable David Metzen, chair of the University of Minnesota Board of Regents; Dr. Steven Rosenstone, dean of the College of Liberal Arts; and Dr. Margaret Carlson, executive director of the UMAA.

#### **CONCLUSION AND ADJOURNMENT**

The UMAA-produced video "Dreams," a compilation of statements by University of Minnesota students about their inspirations and aspirations, was shown. The curtain rose at the video's end, revealing 100 students dressed in caps and gowns on the Northrop stage. "Alumni and friends, please join me in recognizing our future alumni," said Noyce. "Now let's join the University of Minnesota Alumni Band in singing 'The Minnesota Rouser.' Thank you and hats off to thee!"

Submitted by,

Cheryl Jones, UMAA Administrative Manager  
for  
Tom LaSalle, Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**  
**Executive Committee Meeting**  
**Friday, June 11, 2004**  
**7:30 to 9:00 a.m.**

Committee Members Attending

Bartz, Mary (via telephone)  
Hjelm, Andrea  
Hopp, Deb  
Noyce, Jerry  
LaSalle, Tom  
Schulstad, Denny

UMAA Staff Attending

Carlson, Margaret  
Diekman, Sue  
Fisher, Diane  
Gelbmann, Jen  
Jones, Cheryl  
Eastman, Sue

Committee Members Unable to Attend

Mooty, Bruce  
Stein, Robert

University of Minnesota Alumni Association (UMAA) National President Jerry Noyce called the meeting to order at 7:30 a.m. Noyce thanked and complimented the UMAA staff members on the success of the year-long UMAA Anniversary Celebration. The finale event featuring Yanni was especially moving and meaningful, he said. Following this executive committee meeting, Noyce will give the association's year-end report to the Board of Regents.

Consent Agenda

The consent agenda included the April 9, 2004, executive committee meeting minutes and the financial statements as of April 31, 2004. Both items were approved as mailed.

Staff and Volunteer Titles

Deb Hopp, chair of the UMAA Compensation Committee, reported that the committee recently reviewed in-depth the issue of UMAA staff titles, which has been raised during the past several years as senior managers were recruited to the association and when a senior manager recently departed. Confusion about the titles of the chief volunteer and the chief staff person exists. Historically, the chief staff person's title was secretary, executive secretary, and then—since 1961—executive director. The chief volunteer's title has been national president or national board president.

The Compensation Committee recommends that the UMAA staff and volunteer titles be changed as follows:

- Volunteer titles: chair of the board, chair-elect, first vice chair, vice chairs, and secretary-treasurer;
- Staff titles: president/CEO and vice presidents.

The executive committee members discussed the various reasons for considering these changes at this time, including:

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UMAA Executive Committee

June 11, 2004

- The size, scope, sphere of influence, and impact of the association have grown significantly over the past four decades;
- Comparison data shows a trend among peer organizations in Minnesota, as well as peer organizations within the University, to use president/CEO and chair of the board, which are more reflective of the duties and responsibilities;
- The title “president” suggests an operational role where “chairman” does not;
- There is an emerging trend among alumni associations to change titles. The primary reasons for the change include credibility in working with business leaders, equitable titles with foundation colleagues, and ability to attract top managers;
- As the University puts in new policies and guidelines for affiliated organizations, the titles would reflect a renewed commitment to the independent voice of alumni within the University and the community.

Hopp reported that the Compensation Committee had solicited feedback on this proposal from the association past national presidents and that they were very supportive of the proposal. The executive committee members approved the resolution, which will be presented to the national board later this month.

#### 2004-2005 Goals

Margaret Carlson, UMAA executive director, presented the proposed goals for the next fiscal year:

- Connect with alumni, students and friends
- Provide opportunities for alumni to advocate for the University
- Collaborate with our campus partners
- Enhance the organization

Carlson reviewed the objectives under each goal, noting that the goals and objectives listed are in addition to ongoing UMAA initiatives. There was discussion about encouraging alumni to run for public office—Denny Schulstad, UMAA vice president, believes that it would be dangerous for the association to “slip into partisan politics.” The committee members agreed that the UMAA Advocacy Committee should have an in-depth discussion about what the UMAA should do in this area. The draft goals and objectives were approved and will be presented to the national board on June 22.

#### University Vice President for University Relations

Sandra Gardebring, vice president for University Relations, talked to the committee members about a “drumbeat of negativity” about the University that she is hearing while out and about in the community. She talked with the committee about how to better communicate the value of the University to various audiences, including Governor Pawlenty. Gardebring also discussed the University’s financial challenges, reported that opinion polling shows no appetite for spending more public dollars on higher education. Gardebring also talked about the University’s current initiatives to

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UMAA Executive Committee Meeting

June 11, 2004

demonstrate fiscal responsibility and accountability, such as the Service and Productivity Initiative. She said that people need to be open and receptive to the 'U' running itself more like a business. The committee members agreed that these issues are very important and that this discussion be continued at a future executive committee or board meeting.

#### 2004-2005 UMAA Budget

Tom LaSalle, UMAA secretary-treasurer, presented the proposed Fiscal Year 2005 operating and capital budgets, which were discussed in detail and approved by the UMAA Finance Committee on June 1. LaSalle, noting that the budget reflects the discussion and decisions made at the last Executive Committee meeting, reviewed the major increases and decreases in funding and expenses from last year. "This is a budget that business would be proud of," said LaSalle. The executive committee members approved the proposed Fiscal Year 2005 operating and capital budgets, which will be presented to the national board on June 22.

#### Executive Director

Carlson said that the association would come back to the Executive Committee with a proposed budget for developing the association's 2005-2010 strategic plan.

Carlson announced that she is moving quickly to fill the UMAA associate executive director for membership and marketing position. Doug Franchot, a local top management recruiter, is assisting her on a pro-bono basis. Carlson expects to interview 12-15 candidates.

#### President-elect

Andrea Hjelm, UMAA president-elect, called the committee members' attention to the 2004-2005 calendar of meetings and events. "Mark your calendars for January 1 in Pasadena," she said.

#### Adjournment

The meeting adjourned at 9:05 a.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Tom LaSalle  
Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION**

**National Board of Directors**

**Tuesday, June 22, 2004**

**4:00 to 6:00 p.m.**

**500 McNamara Alumni Center**

Board Members Attending

Ahles, Karen  
Bartz, Mary  
Casey, Lynn  
Cracraft, Ed  
Dragseth, Ken  
Dyer, Eric  
Foley, John  
Foster, Barbara Stephens  
Gruenberg, Karyn  
Hauschild-Baron, Beverly  
Hjelm, Andrea  
Hopp, Deb  
Horsager, Kent  
Kuehnast, Doug  
LaSalle, Tom  
Lehman, Tom  
Litton, Steve  
Luis, Nita  
Maine, Lucinda (by phone)  
Martin, Judith  
McLeod, Mary  
Mooty, Bruce  
Nash, Sara-Lynn  
Noyce, Jerry  
Nuness, Al  
Osberg, Brian  
Quinn, Mike  
Resch, Jim  
Schulstad, Dennis  
Skadron, Stan  
Stein, Robert  
Thacker, Kip  
Wangstad, Andy

Incoming Board Members Attending

Carthaus, Marcia  
Meyer, Jan  
Mulder, Jim  
Thompson, Paul  
Tuzcu, Ertugrul  
Jalal, Abu  
Zearley, Tom

University Staff Attending

Robert Bruininks, University President  
Sandra Gardebring, VP-University  
Relations

UMAA Staff Members Attending

Carlson, Margaret  
Diekman, Sue  
Eastman, Sue  
Fisher, Diane  
Gelbmann, Jen  
Jones, Cheryl

Board Members Unable to Attend

Alaniz, Karin  
Calmenson, Bob  
Givens, Archie  
Hagford, Dave  
Hansen, Harlan  
Mondale, Ted  
Morrissey, Bill  
Norman, Ravi  
Ollila, Gene  
Phillips, Jessica  
Phillips, Mark

University of Minnesota Alumni Association (UMAA) National President Jerry Noyce called the meeting to order at 4:15 p.m. He welcomed the following individuals, who will be joining the UMAA board as of July 1: Marcia Carthaus, geographical representative; Abu Jalal, president of the Graduate and Professional Student Assembly (GAPSA); Janice Meyer, geographical representative; Jim Mulder, Hubert H. Humphrey Institute representative; Paul Thompson, geographical representative; Ertugrul Tuzcu, at-large representative; and Tom Zearly, Minnesota Student Association (MSA) president.

Noyce utilized a power point slide show to report on the UMAA's Fiscal Year 2003-2004 accomplishments (in addition to ongoing programming):

Celebrated our Association's 100<sup>th</sup> Anniversary

- Pledged \$1 million dollars to support the University's effort to bring Gopher football back to campus
- Pledged \$500,000—to be matched by the University--to kick off a new scholarship program
- Published "A Century of Memories," the 36-page narrative history of the association
- Gifted a new musical cheer, "Go Minnesota," to the University at our birthday party on January 30
- Featured alumnus Yanni at our 100<sup>th</sup> gala finale celebration

Connected Alumni and Friends to the UMAA and the University

- Reached a record membership of 60,000
- Mailed the January-February issue of *Minnesota* to 250,000 alumni households
- Brought thousands of alumni together at alumni events across the state, nation, and world through 18 collegiate alumni societies, 4 affiliate groups, and 66 geographical chapters
- Engaged 1,700 alumni, friends, and students at the Minnesota Employment Expo in collaboration with the University's coordinate campuses, College of Continuing Education, and the State of Minnesota
- Promoted and hosted spirit activities for post-season football, basketball, and hockey, including sponsoring a tour to the Sun Bowl
- Prepared to launch on-line alumni directory/career network by fiscal year-end

Mobilized Alumni to Advocate for the University and its Constituents

- Grew the Legislative Network from 4,000 to 13,000 members, generating 15,000 emails and letters to the Governor and legislators
- Matched 2,000 alumni with 2,000 students in campus-wide mentoring programs; developed a coaching activity for mentors
- Honored 13 outstanding University faculty with the 2004 Distinguished Teaching Award to celebrate academic excellence

Noyce thanked the board members for their work during the year and for their courage in supporting the effort to bring Gopher football back to campus.

### University of Minnesota Report

Noyce led the board members in a round of applause for University of Minnesota President Bob Bruininks and Vice President for University Relations Sandra Gardebring, who have participated in every one of this year's UMAA board meetings. President Bruininks thanked Noyce for his leadership of the association this year and welcomed Andrea Hjelm, president-elect, to the 2004-2005 UMAA presidency. He congratulated the UMAA on reaching a record membership of 60,000, and thanked the board members for their efforts and support.

The University needs to frame a forceful and coherent message, said President Bruininks. People need to understand that the University: 1) creates new knowledge; 2) manages itself effectively and is a good steward of the public trust; and 3) is committed to making students the #1 priority. It is critically important to raise scholarship dollars, President Bruininks stated, and to continue to make the quality of education at the University better and better. And the quality of the University's management and stewardship must be as good as its teaching, he said. The University has created a new position—director of quality management—to ensure this kind of accountability.

“We are going to keep investing in the University's strengths,” said President Bruininks. The emphasis will be on interdisciplinary initiatives such as the “Healthy Foods, Healthy Lives” program and the study of brain development over the lifespan. Great, strong core departments are coming together, leveraging the strengths of the University. More than \$25 million dollars in new grants have come in, and the University is establishing itself as an international leader in interdisciplinary initiatives.

The University is the state's greatest asset, and the state needs to commit to investing in it, said the President. “It is absolutely not acceptable to not have passed the bonding bill. It is not in the public interest and it is bad for the state. We need to turn up the heat to get a special legislative session.”

The University also needs to make awards and honors a priority, said President Bruininks. There are many deserving alumni that deserve to receive an Outstanding Achievement Award or an Honorary Doctorate.

In regard to bringing Gopher football back to campus, the University will continue to work on the stadium no matter what happens on the legislative front. The Minnesota Student Association has pledged support for a new stadium by resolving that students pay \$50 a semester for 30 years. President Bruininks thanked Eric Dyer, MSA president, for his leadership on the stadium. He also thanked the board members for their strong support of this initiative

### Consent Agenda

Noyce announced that the resolution on UMAA staff and volunteer titles would be discussed at the next board meeting in September because Deb Hopp, UMAA past president that authored the resolution, had to leave this meeting early to catch a plane. The February 28, 2004, national board minutes and the April 30, 2004, internal financial statements, were approved as mailed.

### Fiscal Year 2004-2005 Goals

Hjelm reported that the association is now in the last year of its current strategic plan. She presented the proposed UMAA goals for 2004-2005, which were discussed and approved by the Executive Committee on June 11:

#### I. CONNECT WITH ALUMNI, STUDENTS, AND FRIENDS

- Grow to 65,000 members
- Launch on-line membership directory and achieve 8,000 log-on's
- Strengthen geographic chapter program, focusing on 12 targeted national areas and 12 Minnesota/snowbird areas
- Enhance career services program: launch on-line directory career component; implement process for campus career resource referrals; executive three events/programs for targeted groups
- Improve mentor connection program, including partnering with 3-4 key corporations
- Implement new strategy to share UMAA news with volunteers and past UMAA presidents
- Reorganize the Student Alumni Ambassadors program

#### II. PROVIDE OPPORTUNITIES FOR ALUMNI TO ADVOCATE FOR THE UNIVERSITY

- Grow the legislative network to 17,000 members; engage alumni in voter registration/education
- Participate in the Citizens League's study of higher education
- Assist the Regent Candidate Advisory Council in recruiting outstanding alumni to apply for regent positions; hold the Regent Candidate Forum

#### III. COLLABORATE WITH OUR CAMPUS PARTNERS

- Implement a new strategy to share UMAA news with administrators, deans, and other key partners
- Continue to be an active advocate and participant in bringing Gopher football back to campus
- Further the University president's initiatives by featuring more University research-related news and information in *Minnesota*
- Enhance partnership with Admissions: assist with recruiting students from Chicago, Milwaukee, and Madison; collaborate on strategy to involve alumni in collegiate unit recruitment efforts

#### IV. ENHANCE THE ORGANIZATION

- Complete 2006-2010 UMAA Strategic Plan
- Work closely with the University on the effort to better define the institution's relationship with its affiliated organizations
- Implement a strategy to secure \$57,000 in sponsorships

There was discussion. Tom Lehman, Humphrey Institute representative, suggested that there be a goal that alumni in key districts be targeted to host legislative candidates. Denny Schulstad, UMAA first vice president, responded that it is very important that the association not become a partisan or endorsing organization. Carlson suggested that the UMAA might ask all candidates about their views on the University and put their replies on the legislative website. "In any case we need to send the message loud and clear to candidates that we need them to support the University," stated Lehman.

The 2004-2005 goals as presented by Hjelm were approved.

#### Fiscal Year 2004-2005 Budget

Tom LaSalle, secretary-treasurer, presented the proposed budget for the next fiscal year. He explained that early last spring Gardebring asked the organizations that report to her to determine how they would plan to absorb additional budget cuts. UMAA staff worked with the officers to identify projects and programs that are either core to the organization and would be retained, not core to the UMAA mission and could be cut, and potential areas for growth.

The proposed budget is a balanced budget, said LaSalle. It includes the revenue cuts, anticipates new income sources from growth and new initiatives, and incorporates the program cuts that were presented to Gardebring. On the revenue side the budget challenges include the decrease in University support and the loss of the anniversary year focus—which will impact contributions/sponsorships, advertising revenue, and special event revenue. Increased revenue, however, is expected from membership renewals, life membership growth, tour program growth, and royalty income. On the expense side, the program areas that were cut include the scholarship auction, the Twin Cities Business and Metro Area Program, the Career Fair, the over-mailing of *Minnesota*, and financial support for the University's "e-news."

The capital budget, in addition to providing for the UMAA's ongoing computer hardware and software needs, includes an upgrade to the content management system that drives the UMAA website and a new web event registration module.

Both the operating and capital budgets were thoroughly reviewed and approved by the finance committee on June 1 and the executive committee on June 11. The board members voted to approve the FY05 operating and capital budgets (attached).

#### Executive Director

Margaret Carlson, executive director, introduced the UMAA managers to the board and thanked them for their outstanding service during the past year. She announced that there are three finalists for the associate executive director for marketing/membership position; they will meet with a search committee next week. She hopes to make an offer during the first week of July. She also reported that construction will begin on the Plaza Monument/Alumni Wall of Fame and the Scholars Walk next month and showed slides depicting the placement and design of both.

#### Year-end Recognition

Noyce and Carlson thanked the following board members, whose terms end on June 30, and presented them with a gift: Karen Ahles, geographic representative; Tom Lehman, Humphrey Institute; Al Nuness, at-large; Mike Quinn, geographic; Eric Dyer, MSA president; and Judith Martin, chair of the Faculty Consultative Committee. Harlan Hansen, geographic representative; Dave Hagford, Institute of Technology; and Todd Powell, GAPSA president, are the departing board members who are not here today.

Noyce thanked all of the board members, expressing gratitude for their willingness to tackle tough issues and enthusiastically participate in celebratory opportunities during the year. Each board member received a bottle of the UMAA 100<sup>th</sup> anniversary commemorative sparkling wine.

Hjelm thanked Noyce for his strong leadership, business acumen, and wise advice that he provided on many occasions. On behalf of the board of directors, she presented Noyce with a framed print of Memorial Stadium.

Page 6  
UMAA National Board Meeting  
June 22, 2004

Carlson also thanked Noyce for a job well done. She complimented him on his sound judgment, good solutions to problems, and his unique sense of humor. "Jerry loves this University and he's not afraid to let it show," she said. "He loves ideas, and he makes sure that we compound our ideas." On behalf of the UMAA staff, Carlson presented Noyce with a framed collage of photos of Noyce in action during the year.

Noyce thanked the UMAA staff for their dedication, hard work, and love for the University. He thanked Carlson for her leadership of not only the association but the University as well, and also wished her a happy birthday.

President-elect

Carlson congratulated Hjelm on assuming the presidency of the association, stating that Hjelm is truly a part of the University's history—a former cheerleader, homecoming queen, active volunteer with athletics, and quality involvement with the alumni association through the years. "Andrea will do a great job," said Carlson. Hjelm called the board members' attention to the 2004-2005 calendar of meetings and events. "It is an unbelievable honor to be president of this association," she said.

Adjournment

Noyce adjourned the meeting at 6:15 p.m.

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Tom LaSalle  
Secretary-Treasurer

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
FY05 CAPITAL BUDGET**

**Website Enhancement:**

Upgrade content management system	\$ 15,000
New events module	\$ 25,000

**Estimated Costs:**

**\$ 40,000**

**Source of Funds:     Adrian Buttz Fund - Principal**

**Computer Hardware:**

4 Dell Precision Workstations with 19" Monitors	\$ 7,750
3 Dell Precision Workstations	\$ 5,025
1 Dell Precision Workstation	\$ 1,725
1 Power Mac G5	\$ 1,975
1 HP 2300N Printer	\$ 1,070
1 HP 4200DTN Printer	\$ 2,210
12 Network Interface Cards	\$ 1,220

**Subtotal                                     \$ 20,975**

**Computer Software:**

QuarkExpress 6.0 Upgrade (3 MAC, 1 Windows)	\$ 680
Database Enhancements and Script Development	\$ 20,000

**Subtotal                                     \$ 20,680**

**Office Equipment:**

Fire Proof Lateral File	\$ 2,760
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**Subtotal                                     \$ 2,760**

**McNamara Alumni Center Enhancements**

**Subtotal                                     \$ -**

**Estimated Costs:**

**\$ 44,415**

**Source of Funds:     Adrian Buttz Earnings Fund**

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
SOURCES OF FUNDS FOR CAPITAL PURCHASES**

	Adian Buttz Fund	U of M Alumni Fund
<b>4/1/04 Principal Balance</b>	\$ 1,297,020	\$ 169,048
<b>Expenditures</b>		
FY04 100th Anniversary Celebration Events		\$ (195,825)
FY05 Web Enhancements	\$ (40,000)	
<b>FY04 Market Gain (Loss) on Principal</b>	determined by market	determined by market
<hr/>		
<b>4/01/04 Earnings Fund Balance</b>	\$ 68,732	\$ 51,791
<b>FY04 4th Quarter Earnings from Principal (est.)</b>	\$ 15,000	\$ 2,100
<b>FY05 Earnings from Principal</b>	\$ 62,000	\$ -
<b>Draws From Fund</b>		
Previously Appropriated - Computer Hardware & Software	\$ (12,188)	
Previously Appropriated - McNamara Enhancement	\$ (30,845)	
Previously Appropriated - Database Modifications	\$ (1,180)	
<i>Previously Appropriated - 100th Anniversary Celebration</i>		
FY05 Computer Hardware	\$ (20,975)	
FY05 Computer Software	\$ (20,680)	
FY05 Office Equipment	\$ (2,760)	
FY05 McNamara Alumni Center Enhancements	\$ -	
<b>6/30/05 Expected Balance</b>	\$ 57,104	\$ 53,891

The principal balances of these two funds are not carried on the books of the Alumni Association although the UMAA has spending authority over these funds. The earnings fund balances are carried on the books. The earnings fund balances reflect the unexpended quarterly amount deposited from the principal funds. The amount of the deposit from the principal funds is calculated on the previous twelve quarters' average principal balance.

**2004 - 2005 BUDGET  
MAJOR INCREASES/DECREASES IN FUNDING AND EXPENSES  
EXECUTIVE SUMMARY**

**FY05 Revenue Summary**

**Decreases in Funding Sources**

University Support

Base  
Supplemental - Capital Campaign Support  
UMAA Support of "M"  
Total On-going University Support  
University Held Fund Support

	FY05 Budget	FY04 Budget	Net Change	Explanation
	873,329	792,874		
	N/A	175,000		
	(50,000)	(50,000)		
	823,329	917,874	(94,545)	UMAA portion of state funding cuts
		391,650	(391,650)	Draw on invested funds for 100th anniversary
Contributions	(30,625)		(30,625)	FY04 Related to 100th anniversary
Advertising Sales	(82,245)		(82,245)	FY04 included Jan/Feb issue to 250,000 households
Special Events	(113,790)		(113,790)	FY04 Related to 100th anniversary
<b>Revenue Decrease</b>			<u>(712,855)</u>	

**Sources of New Funding**

Membership	51,790		51,790	\$44,400 to be realized from FY04 new 3-yr members
Life Membership Support	19,260		19,260	Growth due to increase in number of life members
Tours	27,560		27,560	32 trips offered as compared to 23 in FY04
Royalty Income				
Increase in Insurance Program Royalties	25,000		25,000	Growth of auto and homeowner insurance program
New Affinity Program - Nelnet	25,000		25,000	New affinity program - student loan consolidation
Credit Card Advance Fund				
Additional Draw on Earnings of Credit Card Fund -	68,445		68,445	Growth due to market appreciation
Reduced Draw for Rent Subsidy	(10,355)		(10,355)	Due to \$18,725 increase in Owner's Mgmt Fee
Additional Draw to Replace Capital Campaign Fund	50,000		50,000	Cut when combined with base allocation
Miscellaneous	5,030		5,030	
<b>Revenue Increase</b>			<u>261,730</u>	
<b>Net Decrease in Revenue and Transfers</b>			<u>(451,125)</u>	

**University of Minnesota Alumni Association**  
**2004 – 2005 Proposed Budget**  
**Budget Line Explanations**

**Revenues**

**Annual/3yr/5yr/10yr Membership** – The FY05 membership budget projects growth of \$51,790 (6%) over the FY04 budget. This represents an increase in the renewal budget of \$64,360 and a decrease in the new member budget of \$12,570. FY04 new and renewal appeals focused on the 3-year special anniversary membership, increasing these member types by 1,555. Revenue from these memberships is recognized over the three-year period resulting in an additional \$44,400 to be recorded as renewal revenue in FY05. In addition, the membership department has invested significant attention in revamping the renewal program over the past year. As a result, there has been a targeting of messages and offers based on individuals' membership history. This focus on renewal strategies, along with an increased number of members to be renewed will account for the remaining growth.

The budgeted revenue for new members is based on adding 23,900 new members in FY04 (gross). Large portions, 17,000, are free 1-year trial memberships that will be given to new graduates, new university employees, and legislative network members. The paid memberships will come from the annual telemarketing and state fair appeals as well as numerous targeted mailings. The projected decline in new member revenue is in recognition of the draw that the 100<sup>th</sup> anniversary had in FY04.

**Life Membership Support** - The transfer from the Obligated Fund is based on an actuarial analysis of the program that is done every 5 years. The analysis was performed in fiscal year 2000 and uses an assumed investment rate of return of 7% and allows for an inflationary adjustment of 4% for each succeeding year. Due to poor investment returns during this 5-year period the decision was made to hold the per-member draw to the FY03 level rather than adjust for inflation. The 4% budget increase reflects the growth in life members.

**Contributions** – Contributions include sponsorship support of \$57,000 related to the etiquette dinner, Senior Send-Off, annual celebration, and a new general corporate sponsorship program, \$37,425 in sustaining life contributions, and \$3,475 in other unsolicited contributions.

**University Support – Base** – In FY05 the university combined the supplemental (capital campaign readiness) funds with the base allocation. The net decrease in university support is \$94,545 or 9.8%.

**Tours** – Thirty-two trips are scheduled for FY05 compared to twenty-three in FY04. Commission from these trips is expected to earn \$64,505, travel insurance commission is budgeted at \$12,000, and \$12,825 will be received from a fee charged tour operators for the travel program promotion. The FY05 budget continues to reflect the lower number of bookings and reduced commissions experienced over the past three years.

**Advertising Sales - Minnesota** magazine advertising revenue is budgeted at \$234,700, a 9.7% decrease over FY04 actual ad sales. In FY04 the January/February anniversary issue was mailed to 200,000 non-member household, attracting a number of advertisers. There will be no over-mailing in FY05.

**Royalty Income** – The group insurance program has traditionally been the primary source of royalty income. Based on historic payments and conversations with our program representatives it is expected to return \$109,000 to the organization in royalties in FY05. The FY05 budget also includes a new affinity program – student loan consolidation - projected to generate a guaranteed royalty of \$25,000 in its first year.

**Internet** - Low-cost access to the Internet became a member benefit in FY94. Approximately 2,550 members currently subscribe. It is projected that 82% will renew in FY05 and that another 145 members will be added. Significant competitive changes in the Internet access market have resulted in declining participation since FY99. This reduction in the number of subscribers is expected to continue in FY05 and is reflected in the renewal rate and the small number of new subscribers.

**Owner's Management Fee** – As of May 22, 2003 University Gateway Corporation (UGC) adopted an owner's distribution policy that calls for an annual process to consider the distribution of an owner's management fee to defray expenses associated with supporting the corporation. UGC has approved a distribution of \$93,625 for FY05.

**Special Events** - Budgeted revenue will be generated from the etiquette dinner, homecoming pancake breakfast, the mentor mid-year and year-end events, football bowl, and annual celebration.

**Net Assets Released from Restrictions** - The sources of this revenue are UMF held funds recorded in the temporarily restricted fund. The amount is equal to the scholarship commitments for the Freshman Leadership Incentive Scholarships - Need Based (3) and Merit Based (11).

**Sublease Rental Income** – This reflects the amount to be received from the sublease of UMAA space in the McNamara Alumni Center to the University of Minnesota Foundation.

**Interest/Dividends** - The investment income is earned primarily on cash balances.

**Other** - The miscellaneous revenue projections reflect amounts expected to be received from small affinity relationships.

**Transfers to Finance Current Operations:**

**Credit Card Advance Funds** – A subcommittee of the finance committee met in August 2001 to develop a method for determining the amount of credit card proceeds to be included in the operating budget each year. The subcommittee proposal was approved by the full committee and stipulates that these funds would be used as follows:

- Program Earnings – Calculated using 5.0% of the March 31, 2004 asset value.
- Rent Subsidy – The difference between net rent in the McNamara Alumni Center and the rent paid for Coffman space. The FY05 payment of a \$93,625 owner's management fee has reduced this subsidy.

- **Replacement of Capital Campaign Funds** – The Office of the VP of University Relations made available, beginning in FY96, Capital Campaign Readiness funds to prepare for the University Capital Campaign. Over the years, these funds became mainstreamed into the UMAA budget and the finance committee discussed the use of the Credit Card Advance Fund as a replacement once the Capital Campaign Funds were discontinued. Funding was included in the FY05 base allocation, but at a lower level. The draw from the Credit Card Advance Fund is equal to the net loss in funding of \$199,000.

**General Endowment - Operations** - Endowment support is calculated at 5.0% of the General Endowment Fund's average market value for the past four years. This is consistent with the University of Minnesota Foundation's board action of February 19, 2003, which lowered the payout rate.

**UMF Held Endowment Support - Awards** - The source of this revenue is UMF held funds recorded in the unrestricted General Investment Fund. The amount is equal to the scholarship and award commitments budgeted for FY05 coming from these invested funds and include the 8 Student Leadership, 2 Donald Zander, and the Distinguished Graduate and Under-Graduate Teaching Awards.

## **Expenses**

**Personnel** - The personnel budget includes the mandated average salary increase of 2.5% and the fringe benefits rate increases instituted by the university. In addition, the new associate executive director position is included for the full year and a 50% position was increased to 75%. Offsetting these increases were the elimination of the 100<sup>th</sup> anniversary coordinator position and the augmentation related to the history publication. There was also a retrenchment of one full-time position.

**Professional Fees** - This line item includes payments to independent contractors associated with Minnesota, including writers, photographers, and designers; commissions paid to the ad sales rep, consultants, telemarketing service providers, lawyers, auditors, and entertainers. The decrease in professional fees is due to the costs associated with the 100<sup>th</sup> anniversary that will not be repeated in FY05 (i.e. special events, history publication, musical cheer copyright). Also contributing to the decrease is the decision to discontinue financial support of e-news. The decrease is partially offset by the inclusion of fees for an actuarial analysis of the life membership fund.

**Conferences/Subscriptions/Data Processing** – The budget for conferences, subscriptions, and data processing includes conference and training registration, the cost of membership in professional associations, subscription fees, including software licenses, and the annual fee assessed by the University of Minnesota Foundation for database-related services. The increase is in recognition that staff development has been an area that has been neglected over the past few years.

**Telephone** - This includes line charges, long distance, and fax charges.

**Mail Service and Delivery** - This line includes postage, delivery and mail house charges. The significant decrease in this budget line is attributable to FY04 100<sup>th</sup> anniversary mailings that won't repeat in FY05. These included the scholarship auction, 100<sup>th</sup> birthday party, over-mailing of MINNESOTA to 200,000 households, mailing of the history publication to all members, and mailing the new bronze card to life members. Also contributing to the cost savings are changes being made to membership renewal mailings and increased reliance on e-mail.

**Printing, Copying, Design and Advertising** - This line includes the cost of using university and outside printers, the cost of the UMAA copy machines, artwork, photography, and advertising. The budget decrease is primarily attributable to the exceptional FY04 costs associated with the 100<sup>th</sup> anniversary, particularly the history publication, 200,000 over-mailing of MINNESOTA, and special events.

**Supplies and Rentals** - This line includes office and consumable event supplies and equipment and room rental fees. The majority of the decrease relates to FY04 100<sup>th</sup> anniversary expenses including increased use of membership premiums for life and three-year memberships, give-away items for events and room and equipment rental.

**Office Expenses** - This line includes the rental of office space, insurance, bank service charges and equipment maintenance. Office rent has been budgeted at \$429,670 based on 18,725-sq. ft. of office space at \$16/sq. ft., plus common area maintenance (CAM) charges of \$6.82, plus 152-sq. ft. of storage space in the basement. The budget increase is primarily due to a rent rebate in FY04 relating to an overcharge for FY03 CAM. Although it is likely that there will be a rebate in FY05 of FY04 CAM, the amount is unknown and therefore not included.

**Travel, Catering and Entertainment** - This line includes automobile rental, taxis, mileage reimbursement, airfare, hotels, catering and entertainment related to meetings and events, meals while traveling, and tickets to events for staff and guests. The budget decrease is attributable to FY04 events that won't repeat in FY05.

**Society Allocations** - The amount budgeted for the alumni society allocation is based on the number of society members as of April 1, 2004. Actual payments will be based on the July 1, 2004 numbers and any adjustments will be reflected in the mid-year budget revision.

**Awards and Scholarships** - These awards and scholarships are primarily funded by UMAA investments held by the UMF and an equal amount has been included in revenue and transfers to reflect the recognition of funds to cover these expenses. The FY04 expense also included the proceeds from the scholarship auction.

**Contributions and Co-Sponsorships** - This budget line includes the funds sent to University Relations in support of the alumni publication "M" (\$50,000), collaborative agreements with certain collegiate units for the provision of services to alumni (\$69,500), a mandatory assessment to support the university's technology upgrade (\$7,500), a one-time grant to the campus career program for an all-campus career fair (\$10,000) and the balance for co-sponsorship agreements related to the legislative network, special events and outreach (\$9,790).

**Other** - This line includes amounts budgeted for unrelated business income tax, sales tax payable on Internet software sales, gifts, and other minor and unusual expenses.

**University of Minnesota Alumni Association  
FY05 Expense Budget by Program Area  
Explanations of Changes**

**Executive** - This budget primarily includes executive staff salaries, benefits, office-related expenses, travel, and entertainment expenses. The budget increase is primarily in the area of staff development, which for budgeting purposes has been centralized.

**Board** - This budget includes the costs associated with board orientation, meetings of the full board, executive and nominating committees, and the board social.

**Finance/Operations** - These budgets primarily include: salaries of finance and operations staff, audit and tax services, database management fees paid to UMF, software licensing fees, bank charges, general office expenses including rent, insurance, equipment maintenance and rental fees, and supplies, expenses associated with filling vacant positions, and unrelated business income tax. The FY05 increase relates to increased rent expense (FY04 budget included FY03 rent rebate) and the actuarial study of the life membership fund.

**Outreach** - This budget primarily includes the staff costs of administering the outreach department and the associated office and travel expenses, plus volunteer development. In FY04 many of the 100<sup>th</sup> anniversary expenses, including the coordinator's salary, auction and birthday party were included.

**Societies** - This budget includes the UMAA's portion of five staff positions shared with collegiate units, the amounts paid to other collegiate units under collaborative agreements, and the alumni society allocations which are based on society membership.

**Chapters** - Costs in the chapter program budget include staffing, travel related expenses, printing, postage, and mail house costs of invitations to chapter events, and promotional items. The decrease is related to the retrenchment of one full-time staff position and offset by the increase of a 50% position to 75%.

**Student Scholarship and Awards** - This budget includes the costs of the actual scholarships and awards, along with minor program event expenses.

**Special Events** - These budgets include the salary of the special events staff and the costs associated with: the new sponsorship initiative, state fair, homecoming breakfast, post-season athletic events, including any bowl activity, Senior Send-Off, Distinguished Teaching Awards, and the annual celebration. The FY04 anniversary costs included in this budget have been replaced with the full year funding of the new associate executive director position.

**Career Services** - This budget includes the cost of the staff and programs associated with providing mentor services, hosting the etiquette dinner and launching the new on-line career and networking services. The UMAA is also making a \$10,000 grant to the university's career development network for an all-campus career fair.

**Legislative/Public Policy** - These budgets include the costs of the legislative network and public policy initiatives. The FY05 budget includes the bi-annual costs associated with the Regent Candidate Forum.

**Membership** - These budgets include the costs of soliciting new members, retaining current members, and servicing all university alumni. The FY04 budget included a number of one-time costs for life members and upgraded cards for 3-year members. The FY05 budget includes savings in printing and postage related to new appeal designs.

**Tours** – Most costs associated with the tour program are borne by the tour operators. The budgeted expenses relate to additional promotion and the cost of sending staff hosts on selected trips.

**Internet** - The budgeted costs relate to postage to mail new subscriber materials and software and sales tax.

**Communication/Public Relations** – The FY05 budget decrease is primarily due to 100<sup>th</sup> anniversary expenses including the FY04 legal fees associated with copyright work on the new musical cheer, the 100<sup>th</sup> anniversary history publication, and advertising of 100<sup>th</sup> anniversary events.

**MINNESOTA Magazine** – The significant decrease in magazine related expenses relates to the printing and mailing of the January/February 2004 issue to 200,000 non-member households and mailing the 100<sup>th</sup> anniversary publication to all members.

**Advertising Sales** – The budget decrease is the result of lower expected sales commissions.

**University of Minnesota Alumni Association  
FY05 Proposed Budget**

	FY05 Proposed Budget	FY04 Revised Budget	Budget Increase (Decrease)	FY04 Revenue Thru 4/04
<b>Revenue</b>				
Membership				
Annual/3yr/5yr/10yr	917,835	866,045	51,790	690,549
Life Membership Support	479,640	460,380	19,260	383,650
Contributions	97,900	128,525	(30,625)	121,008
University Support:				
Base	873,330	792,875	80,455	700,728
Supplemental	-	175,000	(175,000)	145,833
University Held Fund Support	-	391,650	(391,650)	326,375
Services				
Tours	89,330	61,770	27,560	50,654
Advertising Sales	235,700	317,945	(82,245)	255,715
Royalty Income	134,000	84,000	50,000	51,629
Internet (net of access & software fees)	43,880	49,740	(5,860)	42,225
Owner's Management Fee	93,625	74,900	18,725	62,417
Special Events	79,675	193,465	(113,790)	81,719
Net Assets Released From Restrictions	29,500	29,500	-	-
Sublease Rental Income	47,465	46,425	1,040	38,566
Interest/Dividends	250	200	50	172
Investment Gain/(Loss)	-	-	-	6,914
Other	4,150	6,150	(2,000)	1,226
<b>Total Revenues</b>	<b>3,126,280</b>	<b>3,678,570</b>	<b>(552,290)</b>	<b>2,959,380</b>
Transfers to Finance Current Operations:				
Credit Card Advance Funds	831,645	723,555	108,090	601,987
General Endowment - Operations	272,275	279,200	(6,925)	232,667
UMF Held Fund Support - Awards	56,000	56,000	-	56,000
<b>Total Transfers</b>	<b>1,159,920</b>	<b>1,058,755</b>	<b>101,165</b>	<b>890,654</b>
<b>Total Revenues and Transfers</b>	<b>4,286,200</b>	<b>4,737,325</b>	<b>(451,125)</b>	<b>3,850,034</b>

**University of Minnesota Alumni Association  
FY05 Proposed Budget**

	FY05 Proposed Budget	FY04 Revised Budget	Budget Increase (Decrease)	FY04 Expenses Thru 4/04
<b>Expenses</b>				
Personnel	2,216,590	2,179,870	36,720	1,791,531
Professional fees	362,525	488,590	(126,065)	416,678
Conferences/subscriptions/data processing	46,610	41,490	5,120	35,137
Telephone	35,855	35,535	320	26,582
Mail service and delivery	260,585	356,865	(96,280)	276,130
Printing, copying, design and advertising	270,220	469,495	(199,275)	380,366
Supplies and rentals	93,495	167,870	(74,375)	110,115
Office expenses (rent \$428,890)	486,730	478,265	8,465	392,650
Travel, catering and entertainment	136,125	177,460	(41,335)	122,909
Society allocations	131,220	126,625	4,595	105,521
Awards and scholarships	90,990	114,345	(23,355)	76,667
Contributions and co-sponsorships	146,790	129,725	17,065	104,458
Other	8,465	11,190	(2,725)	8,723
<b>Total Expenses</b>	<b>4,286,200</b>	<b>4,777,325</b>	<b>(491,125)</b>	<b>3,847,467</b>
 <b>Excess of Revenues over Expenses</b>	 <b>-</b>	 <b>(40,000)</b>	 <b>40,000</b>	 <b>2,567</b>

**University of Minnesota Alumni Association  
FY05 Proposed Expense Budget by Program Area**

	FY05 Proposed Budget	FY04 Revised Budget	Budget Increase (Decrease)	FY04 Expenses Thru 4/04
Executive	360,570	347,915	12,655	294,106
Board	9,375	8,415	960	6,097
Finance/Operations	1,014,860	982,095	32,765	814,327
Outreach	160,265	356,040	(195,775)	314,820
Societies	343,820	338,370	5,450	283,776
Chapters	244,705	284,910	(40,205)	230,008
Student Scholarships & Awards	36,125	36,875	(750)	6,202
Special Events	358,185	358,800	(615)	167,686
Career Services	95,200	101,480	(6,280)	91,108
Legislative/Public Policy	44,995	41,090	3,905	25,918
Membership	744,060	783,950	(39,890)	629,890
Tours	5,415	3,775	1,640	3,263
Internet	475	640	(165)	411
Communication/Public Relations	457,500	572,195	(114,695)	486,601
MINNESOTA Magazine	349,490	465,610	(116,120)	414,947
Advertising Sales	61,160	95,165	(34,005)	78,307
<b>Total</b>	<b>4,286,200</b>	<b>4,777,325</b>	<b>(491,125)</b>	<b>3,847,467</b>

**2004 - 2005 BUDGET  
MAJOR INCREASES/DECREASES IN FUNDING AND EXPENSES  
EXECUTIVE SUMMARY**

<b>FY05 Expense Summary</b>	<b>FY05 Budget</b>	<b>FY04 Budget</b>	<b>Net Change</b>	<b>Explanation</b>
<b>Changes in Expenses</b>				
Personnel	36,720		36,720	Mandated 2.5% raises and fringe benefit increases net of retrenchment of two positions
100th Anniversary Events and Publications	0	391,650	(391,650)	One-time events and activities related to 100th anniversary
Scholarship Auction	0	33,970	(33,970)	Fundraising is primary responsibility of UMF/MMF
Metro and Corporate Chapter Program	14,430	67,935	(53,505)	Program is of low impact and very staff intensive
Career Fair	10,000	20,580	(10,580)	FY05 includes one-time pmt to campus Career Development Network for all-campus career fair
E-News Contribution	0	15,000	(15,000)	Discontinued support - primary responsibility of University Relations
Other Net Changes		23,140	<u>(23,140)</u>	
<b>Net Decrease in Expenses</b>			<u><u>(491,125)</u></u>	