

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

September 10, 2004

3:30 to 6:00 p.m.

500 McNamara Alumni Center

Board Members Attending

Bartz, Mary
Calmenson, Bob
Carthaus, Marcia
Casey, Lynn
Cracraft, Ed
Dragseth, Ken
Foley, John
Foster, Barbara
Givens, Archie
Hauschild-Baron, Beverly
Hjelm, Andrea
Horsager, Kent
Jalal, Abu
LaSalle, Tom
Luis, Juanita
McLeod, Mary
Meyer, Jan
Mooty, Bruce (by phone)
Mulder, Jim
Newell, Rich
Noyce, Jerry
Ollila, Gene
Osberg, Brian
Resch, Jim
Schulstad, Denny
Skadron, Stan
Stein, Robert (by phone)
Thacker, Kip
Thompson, Paul
Tuzcu, Ertugrul
Wangstad, Andy
Zearley, Thomas

University Guests Attending

Bruininks, Robert
Ferris, Eric
Gardebring, Sandra
Kirk, Judy
Maturi, Joel

Board Members Unable to Attend

Alaniz, Karin
Gruenberg, Karyn
Kuehnast, Doug
Litton, Steve
Maine, Lucinda
Marshak, Marvin
Mondale, Ted
Nash, Sara-Lynn
Norman, Ravi
Phillips, Jessica
Phillips, Mark
Pohland, Darcy
Thomas, Norrie

UMAA Staff Members Attending

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

University of Minnesota Alumni Association (UMAA) National President Andrea Hjelm called the meeting to order at 3:30 p.m. She welcomed the board members to the first meeting of the new fiscal year and introduced the new board members present: Marcia Carthaus, geographical representative; Abu Jalal, Graduate and Professional Student Assembly representative; Jan Meyer, geographical representative; Jim Mulder, Humphrey Institute representative; Rich Newell, Institute of Technology representative; Paul Thompson, geographical representative; Ertugrul Tuczu, at-large representative; and Tom Zearley, Minnesota Student Association representative. Hjelm thanked all the members for their willingness to serve on the UMAA board.

Hjelm reported that the UMAA signed up 2,062 new legislative network members at the Minnesota State Fair. Hjelm talked with many people at the Fair that were very supportive of the football stadium project and the University. She called the board's attention to a column by Burt Cohen in the current issue of *Twin Cities Business Monthly* in which Cohen makes an impassioned plea to Minnesota citizens to enlighten the state's political leaders before the University is "nickled and dimed to death."

Consent Agenda

The consent agenda included the June 22, 2004, national board meeting minutes; the June 30, 2004, internal financial statements; and the recommendation to grant approval authority of the Fiscal Year 2004 audit report to the Finance Committee. All items were approved as mailed.

UMAA Staff Titles

Jerry Noyce, UMAA past president, presented a resolution on behalf of the Executive Committee that UMAA volunteer titles remain National President, National President-elect; First Vice President, Vice President, and Secretary-Treasurer so that the principal volunteer positions have titles that empower the people holding the positions to speak on behalf of alumni of the University. The Executive Committee presented a second resolution that UMAA management titles be changed as follows:

Current Title

Executive Director

Associate Executive Director of Finance
and Operations

Associate Executive Director of Communications

Associate Executive Director of Membership
and Marketing

Associate Executive Director of Outreach

Associate Executive Director of Special Events

Administrative Manager

New Title

Chief Executive Officer (CEO)

Chief Fiscal Officer (CFO)/Senior Director
of Operations

Senior Director of Communications

Senior Director of Membership

Senior Director of Programs

Senior Director of Special Events

Deputy Administrator/Director of Advocacy
and Travel

Noyce reviewed the reasons for changing the titles, including the fact that the size, scope, sphere of influence, and impact of the association have grown significantly over the past four decades as well as the trend among other institutions and peer organizations within and outside of the University to utilize the "president/CEO" or "CEO" title.

The board members agreed that the new titles would bring to the UMAA added credibility in working with business leaders, equality with foundation colleagues, and enhanced ability to attract top managers. The resolution was approved.

Executive Director

Margaret Carlson, UMAA executive director, noted that she had prepared an "Executive Director's Report" in advance of this meeting which was included in the materials that the board members received in the mail. She will continue this practice to encourage more discussion and interaction during the meeting (attached to filed minutes). She augmented the written report as follows:

- * Bruce Rader is the UMAA's new associate executive director for membership and marketing. Rader comes from a senior management and strategic marketing position at Best Buy, Inc. He hit the ground running at the UMAA, having already worked with Harvey Mackay to arrange a book-signing for UMAA members in the Orange County, New York City, and Phoenix areas.
- * The monument currently under construction on the plaza outside of the McNamara Alumni Center will be called the "Alumni Wall of Honor" and will be dedicated at Homecoming this year (note: dedication plan subsequently changed to Fall 2005).
- * Corporate sponsors for Homecoming will be Select Comfort and Jostens.
- * The UMAA has offered to assist Intercollegiate Athletics by providing staff to work the crowd outside the Metrodome at home football games to get petitions signed which support bringing Gopher football back to campus.

Carlson also reported on the association's involvement with the Citizens League Higher Education task force. The UMAA Advocacy Committee met earlier this week with Rondi Erickson, co-chair of the task force, to discuss the preliminary findings and recommendations. Erickson distributed a written summary of the Advocacy Committee's input to the task force the following day.

Carlson asked Tom LaSalle, UMAA secretary-treasurer and member of the Advocacy Committee, to summarize the advice and counsel that the Advocacy Committee provided to the task force. LaSalle noted that while the Advocacy Committee did not make any formal resolutions, the group provided advice and counsel, including that the report should:

- * Articulate a vision, from which recommendations should flow, and a clear call to action;
- * Address mission differentiation both within and among institutions;
- * Call for Governor Pawlenty to be an outspoken advocate for higher education; and
- * Recommend that President Bruininks and the Minnesota State Colleges and Universities chancellor be given complete autonomy to reshape their systems if the state will not provide adequate funding.

The Advocacy Committee will meet again on this issue before the Citizens League's September 30 final meeting, and the full board will again be invited to participate.

Carlson introduced Sandra Gardebring, vice president for University Relations, who is leaving the University of Minnesota to assume the position of Vice President of University Advancement at California Polytechnic State University in San Luis Obispo, California. Carlson commended Gardebring on her many accomplishments during the past six years, including the University's 150th anniversary celebration, implementation of cutting-edge on-line communications, and the dynamic growth of the legislative network. "Sande has been a wonderful communicator and an incredibly supportive leader," said Carlson, who presented Gardebring with a commemorative clock in recognition of the time that she devoted to the association and the University. Gardebring thanked Carlson and the board members for their kindness and for all of the support that they have given to the leadership of the University.

University of Minnesota President

University of Minnesota President Bob Bruininks also thanked Gardebring for her contributions, saying that she leaves "very deep footprints in this state." President Bruininks announced that Tom Swain will again serve as interim vice president for University Relations.

President Bruininks reported on the recent New Student Convocation and said that this year's student body is absolutely outstanding. Out of 19,000 applications for admission to the University's Twin Cities campus, only 5,400 were accepted. Applications continue to increase even though tuition has increased by 65% in the last four years. More than 80% of entering freshmen want to live on campus, continued President Bruininks. All of the student measures are going up—the current students are the best prepared in the history of the freshmen class. Next month is "scholarship month," when a fund raising campaign for scholarships will kick off.

President Bruininks reported that Tom Sullivan, executive vice president and provost, is hard at work leading the University's strategic positioning effort. "The University needs to leverage its assets, be more entrepreneurial, and think more creatively about the future," said the President, "and tough decisions will have to be made." In regard to the Fiscal Year 2006 budget request, President Bruininks will bring a proposal to the Board of Regents next month that calls for a 50/50 partnership with the state. There also needs to be a push to get last year's bonding bill passed. The President asked that alumni support and lobby for the bonding bill, the biennial request, and stadium legislation. "We have an obligation to the history of this place and the future of this place," he said. "You cannot compete in a global economy without having a premier, exciting research University," said President Bruininks.

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Intercollegiate Athletics: Transitioning into a New Era

Joel Maturi, director of Intercollegiate Athletics at the University; and Eric Ferris, consultant to Intercollegiate Athletics, announced their new strategic plan, which was formally launched yesterday. The plan is the result of two years of work to define the vision and future of Golden Gopher athletics, and the Intercollegiate Athletics staff members are now working to “make the plan come alive.”

The newly stated mission of the Department of Intercollegiate Athletics at the University of Minnesota is “to serve as a window to the ‘U’ in an environment of integrity and equity that enables student athletes to achieve excellence in their academic and athletic pursuits.” Their values include a confident and humble pride, integrity in words and deeds, respect for human dignity of all stakeholders, and loyalty built on honesty and trusting relationships. Their vision is to become the “model” Division 1-A program in the country.

Ferris discussed two of their new strategic objectives—the Golden Gopher Collegiate Way and bringing football back to campus—in detail. He showed a video and solicited feedback from the board members on the Collegiate Way’s messages and images. There was discussion about how the UMAA and alumni might partner with Intercollegiate Athletics to deliver a consistent message that celebrates the Golden Gophers. There was enthusiastic agreement that bringing football back to campus is a very important part of the Collegiate Way. The board members and the association committed to work with Intercollegiate Athletics to both bring football back to campus and to deliver a consistent message that celebrates our Golden Gopher Collegiate Way.

Adjournment

Hjelm adjourned the meeting at 6:00 p.m.

Submitted by,

Cheryl Jones
UMAA Administrative Manager

for

Tom LaSalle
Secretary-Treasurer

EXECUTIVE DIRECTOR'S REPORT

September 10, 2004

All-University News

VP Sandee Gardebring Accepts California Post

Sandra Gardebring has accepted the position of Vice President for Institutional Advancement at California Polytechnic State University, part of the University of California System, in San Luis Obispo, California. Her farewell is Wednesday, September 8 from 3-5 p.m., McNamara Alumni Center. She will attend our board meeting, so we will have an opportunity to thank her for six years of service as a key administrative leader of the U. The search for a new vice president for University Relations will be chaired by Kathy O'Brien, vice president for University Services. Tom Swain, who served as the University's Acting Vice President for Institutional Relations from 1996-1998, will serve as interim vice president for University Relations. Swain is a past UMAA national president as well as a trustee of the Foundation.

President Bruininks Leads U Team to China

President Bruininks is leading a small staff delegation to the Far East from October 24-November 5. Margaret Carlson has been invited to represent the UMAA in visiting alumni in Taipei, Hong Kong, Guangzhou, Shanghai, Chengdu, and Beijing.

UMAA/Alumni Relations

Bruce Rader Joins Management Team

Alumnus Bruce Rader joined the management team of the UMAA on August 30 as the marketing/membership director. He recruited an executive from his former employer Best Buy, Inc. to join the marketing/communications committee: Mary Miller, vice president of customer loyalty marketing.

Finances

The UMAA ended FY04 with a surplus of \$101,000 due to a \$40,000 contribution from the University to help with the association's 100th anniversary expenses and the University's change in policy of how they would handle vacation payouts for terminating employees. The auditors again complimented the UMAA staff and especially CFO Diane Fisher on our financial operations and reporting.

The UMAA signed a contract with Nelnet, a student-loan consolidation firm that has had success in marketing to other alumni associations. The agreement provides \$25,000 each year for three years plus \$100 for each completed application after the first 250 per year.

Corporate sponsorships and advertising sales are keys to meeting the FY05 revenue projections. If you could open a door in your firm for presentations on opportunities for sponsors or advertisers, please contact Sue Eastman or Sue Diekman, respectively.

Legislative

Vote for U yard signs will be available at the board meeting. A real push is underway to get Minnesotans to contact their state legislative candidates about their support of the U. UMAA volunteers and staff will work throughout the State Fair to sign up new legislative network members; they were especially successful on Maroon & Gold Day at the Fair on Sunday, August 29. Margaret Carlson has written her column on the importance of being vocal advocates during the upcoming elections (attached).

Advocacy: Citizens League

A special 34-person Citizens League committee has been studying the future of higher education in Minnesota since last April. The co-chairs of the committee, Rondi Erickson, former UMAA board member, and Vance Opperman, have been invited to share their findings with the UMAA Advocacy Committee on Wednesday, September 8, 5:30 – 7:30 p.m., Ski-U-Mah Room, McNamara Alumni Center. Since their report is due in mid-September, and there will not be another opportunity to engage the entire board in these discussions, all members of the board are invited to this special meeting.

Stadium Exhibit at Minnesota State Fair

Record-breaking crowds passed through the U of M building on Maroon and Gold Day. Among the big draws was the model of the new stadium, where fairgoers could watch a short video about bringing Gopher football back to campus. Nancy Lindahl, UMAA past president, and her husband, John, were among those featured in the 7-minute video, which is available from Intercollegiate Athletics.

UMAA National President Andrea Hjelm hosted the press conference to unveil the stadium display to the media on the day before the fair opened. Athletic Director Joel Maturi and Glen Mason spoke passionately about returning the stadium to campus.

Gopher football yard signs (“Golden Gopher Football: Groundbreaking Campaign”) will also be available at the board meeting.

Volunteer Awards and Training

If you have not yet RSVP'd for the September 10 Volunteer Awards Celebration, the Training, and/or the pre-Football lunch in the President's Tent at the Metrodome, please call or e-mail Jen Gelbmann at the UMAA by September 8 (gelbm005@umn.edu; 612-625-9173). We hope you'll join us. (Note: Game Time has been changed to 2:30 p.m.)

Correlation of Association Membership and Donations

The CEO's of the Big Ten alumni associations and foundations will meet next spring to look at the positive correlations between association membership and donations, as well as partnership initiatives that can increase both memberships and contributions.

Building Projects Adjacent to the McNamara Alumni Center

Three projects are underway: 1) a landmark on the Gateway Plaza that will recognize the recipients of the University of Minnesota Outstanding Achievement Award as well as represent the constellation when the University was founded in 1851 (will be completed by Homecoming 2004); 2) addition of more greenscape, benches, tables and chairs on the plaza (expected completion by Homecoming 2004); and 3) the Scholars Walk, which extends out the west door of the McNamara Alumni Center, to honor scholastic achievement of faculty, students, and alumni (completion is expected by spring 2005).

The Gateway Corporation—the UMAA, University of Minnesota Foundation, and Medical Foundation—is building and gifting these projects to the University. Efforts are underway to communicate, publicize, and promote these new initiatives. They will be officially dedicated on the first day of class next year: September 6, 2005.

The Heritage Gallery has new entrance signage and two new exhibits. The center glass case has a retrospective on the Old Memorial Stadium, and the corner glass case features Goldy Gopher and the mascots from the other campuses.

UMAA Representatives on Governor's Trip to Kosovo

Governor Tim Pawlenty invited eight civic leaders and three mayors to accompany him to Kosovo in July. UMAA first vice president Denny Schulstad, a retired Air Force Brigadier General, and Margaret Carlson, UMAA executive director, were part of the delegation. At each town hall meeting, Carlson invited the 'U' graduates/students to take a photo. Since the Governor and First Lady, Mary Pawlenty, are both graduates, they participated in the singing of the *Rouser*. A photo story of the trip will be on the UMAA website shortly.

Margaret Sughrue Carlson