

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
BOARD OF DIRECTORS MINUTES
December 3, 2020, 4:00 – 6:00 p.m.
Zoom Virtual Meeting

Board of Directors Members Attending Remotely

Bany, Mary
Brotten, Eric
Dean, Carol Johnson
Duncanson, Pat
Haldeman, Bill
Hasan, Nadia
Jessen, Mark
Kostial, Maureen
Lewis, Lisa
Ma, Amy
Manchester, Colleen Flaherty
Moret, Laura
Ndely, Emilia
Owens, Peyton
Petty, Scott
Reinert, Roger
Rohloff, Jason
Schmidlkofer, Kathy
Sheldon, Ann
Vohs, Betsy
Wagner, Tony
Wallace, Scott

UMAA Staff Attending

Davis, Steve
Garry, Dan
Huber, Lisa
Huerta, Sarah
Leaf, Cristy
Thao, Kablia
Yust, Adam

Chair Mark Jessen welcomed Board members and Dr. Michael Goh to the second board meeting of the fiscal year.

University Initiatives Around Diversity, Equity and Inclusion Update

Dr. Michael Goh shared his journey from leaving Singapore, to his introduction of racism at his first college. He continued his story on how he arrived at the University of Minnesota and has grown into the role of the Vice President for the Office of Equity and Diversity (OED). Dr. Goh shared some links with the UMAA which included additional information about OED and they will be distributed to Board members.

Opening Remarks

Jessen thanked Board members for joining the call and provided a few updates. The Executive Committee met with President Gabel in October and provided her with updates on the Alumni Housing and Intellectual Property Task Forces. There was also a discussion regarding the cancellation of the three sports and the process used. There was a similar discussion with the Regents during their fall check-in with the UMAA.

Approval of Minutes

The following item was approved unanimously:

MOTION: Approval of the October 1, 2020, Board of Directors Minutes

APPROVED UNANIMOUSLY

The October 31, 2020, Internal Financial Statements and Investment Report and the FY21 October Membership/Revenue Summary were provided for the Board's information.

CEO Report

President & CEO Lisa Lewis reviewed the six priorities that the UMAA is focusing on for the year. One of the long-term projects moving forward is UMAA major gift funding. This project came out of the Revenue Growth Task Force and the UMAA has been working with the Foundation and developed a case study. The next step is to conduct a series of Leadership Briefings with top engaged alumni to gather their feedback on the three initiatives.

At the end of December, we will have reached the halfway point in our five-year Strategic Plan. Four of the six metrics have met and exceeded our FY21 Goals. The Legislative Advocacy Goals are being changed to focus more on key decision-makers versus having a representative from all areas of Minnesota. The new goals will be shared at our next meeting.

Lisa thanked Steve Davis for his work with "*This Free North*" and shared that the documentary received the Upper Midwest Emmy! The UMAA continues to partner with the Foundation on national presidential events. Most recently the UMAA partnered with the Foundation, University Relations, and the President's office for a great virtual program, Impact Leaders. President Gabel and Dr. Osterholm shared how the pandemic has impacted them and the University. Over 5,682 people tuned into the event.

Gold Mind has been re-launched to make it easier for students and alumni to access the information relevant to them to advance their careers and expand their knowledge. In November, four alumni were

newly elected to the Minnesota State Legislature. All Legislators will be voting to fill the four open positions for the Board of Regents. The Minnesota Alumni Market launched their first Gopher Gift Guide and sales are up 526% from year to year. We also reached our 25,000 face mask donations goal to M Health Fairview and are now turning our attention to donate masks to students living in residence halls.

Finance & Audit Committee Report

Jessen introduced Ann Sheldon, Treasurer, and Dan Garry, CFO and VP of Operations. Sheldon shared that the audit report has been finalized and the committee is now working on the tax report. Garry mentioned that the University is continuing the furlough and pay reduction program into the second period. This will impact employees making over \$60,000. The Finance and Audit Committee will meet in January to review policies and the mid-year financial information and forecast.

Garry walked the Board members through the November 30, 2020, operating revenue and expenses report. November revenue results are better than last year but are slightly under budget. Expenses are also lower than budgeted. This leaves a net better than budgeted by \$120k. Garry continued by sharing the operating revenue by category and that membership revenues were under budget from last year. Marketing and sponsorships are doing better than expected. In closing, the staff has been asked to review and revise their budget through the end of the fiscal year and this will be reported at the next Board meeting.

Alumni Housing Task Force Update

Jessen introduced Betsy Vohs and Tony Wagner, co-chairs of the Alumni Housing Task Force. Wagner shared the steps that the task force has worked through to assess the partnership process. He stated they are in a good place and have clarity on next steps. Vohs shared that the task force met and vetted out some potential sites and are working with Terry Schneider on a scorecard to evaluate the sites. The process has allowed the task force to refine their process around the type of development. The next step is to schedule a meeting with the University of Minnesota and UMF Real Estate (MFREA) to share more about this project and site opportunities. There will be more information shared at the next Board meeting.

UMAA/Dr. Alexander Meetings Update

Johnson-Dean provided a brief update from the focus group with Dr. Alexander. There was a lot of discussion on students of color being treated differently than their counterparts that are white. Students do not feel safe on campus. There was also a discussion on the type of policing on campus. Police officers that work on the streets versus a campus need to operate differently. There needs to be better outsourcing and appropriate police presence.

Davis shared his updates from the Affinity Networks that were invited to speak with Dr. Alexander. There were similar discussions about police treating people differently and marginalized students not feeling a sense of security on campus. The lines are actually blurred between security and enforcement. There needs to be a sense of community built on campus as the trust part is missing.

UMAA Diversity and Inclusion Initiatives

Jessen reminded the Board of the October 1 Board meeting and the breakout discussions on how the UMAA can be a more inclusive organization. The feedback from the breakouts was reviewed and discussed with the Executive Committee. The committee is proposing the top three priorities for Board action during this fiscal year. Jessen invited the Board to provide their feedback.

Rohloff asked the question of how these priorities will be measured? Lewis replied that these goals will be added to the Strategic Plan goals with clear action items and metrics. Updates on progress will be shared at each Board meeting.

The following item was approved unanimously:

MOTION: Approval of the UMAA Diversity and Inclusion Goals
APPROVED UNANIMOUSLY

Intellectual Property Task Force Update & Discussion

Jessen introduced Laura Moret and Dave Mona, co-chairs of the Intellectual Property Task Force, as well as Brian Cooper and Greg Heinemann from Adrenaline to the meeting. Moret reminded the Board that Adrenaline was selected as the consultant to assist with assessing the decision to change the UMAA's mark. Adrenaline has completed their interviews with key stakeholders and will share their findings and next steps. Moret mentioned that the goal of today's meeting is to identify what additional material is needed from this group before bringing a recommendation at an upcoming Board meeting.

Cooper shared the scope and process of the project. Part of their analysis work has been finding themes from their interviews with the various stakeholders. The big takeaway is the University and Athletics would like to be more collaborative with the UMAA and are interested in learning about opportunities for partnership in shared interests. The University admires the UMAA and realizes there is a lack of a process and guidelines to be followed.

Adrenaline has been analyzing the value of the current asset of the UMAA "M" and comparing the revenue impact/potential of moving to the University "Block M". Adrenaline doesn't think there would be an impact on current revenue sources if the UMAA moved to the University "Block M". They don't see the issue residing in the logo or UMAA identity but more so in the process of and alignment with the University. They also suggested that the UMAA should keep the current logo to use for more restrictive communications, such as advocacy.

In closing, Cooper shared that they would be speaking to other alumni associations to learn more about their marks and gather additional feedback to bring back to the Intellectual Property Task Force.

Board members were broken up into three groups to discuss the question assigned to their group. After 20 minutes members were brought back together and reported their group's key findings. In closing, Moret shared that the feedback captured will be brought back to the Intellectual Property Task Force to determine the next steps.

Jessen ended the meeting and noted the next Board meeting is scheduled for Thursday, February 18 starting at 4:00 p.m. and will be held virtually.

The meeting was adjourned at 6:03 p.m.

Submitted by Cristy Leaf
For Pat Duncanson, Secretary