

UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION
EXECUTIVE COMMITTEE MINUTES
Wednesday, September 9, 2015
Laukka Conference Room, 200 McNamara Alumni Center

Executive Committee Members Attending

du Bois, Jim
Lewis, Lisa
McDonald, Dan
Page, Alison
Phenix, Amy
Walstad, Dave
Wiese, Sandy

UMAA Staff Attending

Abrams, Jerry
Ambrosier, Gretchen
Coffer, Curtis
Huber, Lisa
Isaak, Ruth

Chair Page called the first Executive Committee meeting of the fiscal year to order. She welcomed Dave Walstad to the committee in his position of Vice Chair.

Consent Agenda

Chair Page directed committee members' attention to the consent agenda.

MOTION: Approve June 4, 2015 Executive Committee Minutes
 APPROVED UNANIMOUSLY

Suggested FY15 Finance and Audit committee members are: Sandy Wiese (chair), Doug Huebsch, Marshal Lichty, Sherry Meyer, Laura Moret, Amy Phenix, Lisa Lewis (ex officio, non-voting) and Curtis Coffer (ex officio, non-voting.)

Suggested FYFY16 Nominating and Board Development Committee members are Jim du Bois (chair), Alison Page, Dan McDonald, Natasha Freimark, Peter Martin, Kent Horsager, Wilfried Zehourou and Lisa Lewis.

MOTION: Approve FY16 Finance and Audit Committee and Nominating Board
 Development Committee Members
 APPROVED UNANIMOUSLY

The June 30, 2015 Financial Statements, June 30, 2015 Investment Report and the August, 2015 Membership Report were provided for the committee's information.

FY15 Audit Update

CFO Curtis Coffer reported that auditors will present the draft financial and audit report to the Finance and Audit Committee on September 22. The final audit reports will be presented after the University of Minnesota Foundation's audit reports are issued, because most of UMAA's assets are investments held by the Foundation.

*09/09/15 UMAA Executive Committee Meeting Minutes
Approved by the Executive Committee, December 2, 2015*

CEO Report

Lewis distributed samples of a new 'Stay Connected' communications campaign that the association recently launched. The new look and refreshed message will draw attention to the many new programs and services begun in the past two years. She mentioned the following highlights: Behind the Scenes At WCCO sold out in a day; the September 19 Day of Service involved 241 alumni in 26 sites and the Alumni Association event at the Fort Collins/Gopher September 19 football tailgate has 643 registered and the U's ticket allotment has sold out.

Regarding the association's response to the news of former athletic director, Norwood Teague, resigning, Lewis said the association had received 33 responses, both positive and negative. The association responded with a factual member email that helped inform the University's position. She thanked Vice President Abrams for his handling of the situation.

She presented a FY16 Goals status update that included a business model project update. A University committee formed by President Kaler includes President Kaler, Amy Phenix, Richard Pfitzenreuter, CFANS Dean Brian Buhr, Carlson School of Management Dean Sri Zaheer, UMF CEO Kathy Schmidlkofer and Lisa Lewis. The committee's purpose is to investigate how the University or the Foundation could help improve the Association's revenue sources.

Lewis has presented the following revenue opportunities: some involvement with an alumni retirement community, a student loan consolidation program, reviewing the financial relationships with the schools and colleges, a U-branded license plate program, revenue sharing with the Gateway Corporation and a review of the association's membership model. The next step will be to form a board financial model task force.

Alumni Engagement Metrics - Lewis presented the 2015 alumni engagement metrics year-end report. Fifty percent of the 421,000 contactable alumni showed some measure of engagement with the University. Thirty-eight percent were a direct result of UMAA efforts, either in programs, events or communications. She stressed that collaboration among entities is critical and the objective is not about who gets credit. Lewis will provide a UMAA goal for FY16 at the December Executive Committee meeting.

Student Loan Consolidation Program

Jerry Abrams, Vice President, Marketing and Communications, revisited the student loan consolidation idea discussed in June. He reported that there were inconsistencies in information provided by brokers and the actual proposals received by vendors. The concept needs more study.

Membership Dues Increase Proposal

Lisa Huber, UMAA Senior Director of Marketing, introduced a proposal of increasing life membership dues from \$550 to \$750 for a single and \$750 to \$950 for a joint membership. Rates were last raised in 1996 and UMAA has one of the lifetime membership rates in comparison to other Big Ten schools.

Alumni Leadership Summit

Ruth Isaak previewed the Alumni Leadership Summit that will be a part of the September 25 board meeting. Following a one hour session for board members in Gross Family Board Room, the board will move to Memorial Hall to join volunteer representatives from college alumni society boards, chapters, alumni relations officers, past presidents/chairs and other volunteers. Attendees will hear a University update from President Kaler, an Alumni Association update from CEO Lisa Lewis and a presentation from Professor Mark Snyder on the psychology of volunteering.

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The meeting was adjourned at 9:00 a.m.

Submitted by Ruth Isaak
For Sandy Wiese, Secretary-Treasurer