

**UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION  
EXECUTIVE COMMITTEE MEETING  
AUGUST 20, 2004  
7:30-9:00 a.m.  
200 McNamara Alumni Center**

Committee Members Attending

Bartz, Mary  
Givens, Archie  
Hjelm, Andrea  
LaSalle, Tom  
Mooty, Bruce  
Stein, Robert

UMAA Staff Attending

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

Committee Members Unable to Attend

Noyce, Jerry  
Schulstad, Denny

UMAA Staff Unable to Attend

Gelbmann, Jen

**National President**

University of Minnesota Alumni Association (UMAA) National President Andrea Hjelm called the meeting to order at 7:35 a.m. She reported that Jerry Noyce, UMAA past president, and Denny Schulstad, UMAA first vice president, are unable to attend this meeting because Noyce is traveling in Spain and Schulstad is on military assignment.

Hjelm reported that all of the new UMAA board members attended the orientation yesterday, and that it was a very productive and interactive session. The Board Summer Social was held immediately following the orientation at the Regis Center for the Arts, where Art Department chairman Mark Pharis spoke to the board members about the development of the West Bank Arts Quarter.

**Executive Director**

Margaret Carlson, UMAA executive director, introduced Bruce Rader, the UMAA's new associate executive director for membership and marketing. Rader comes from a senior management and strategic marketing position at Best Buy. Carlson noted that Jen Gelbmann, UMAA associate executive director for outreach, is traveling with the University president to Hibbing, Minnesota, for the Rural Summit.

Carlson reported that Sandra Gardebring, vice president for University Relations, 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. There will be a farewell gathering for Gardebring on September 8 at the McNamara Alumni Center; the Gateway Corporation is providing the space for this event on a complimentary basis.

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University Relations has a number of other openings in key positions. Carlson will share excellent resumes from the UMAA's recent search for its membership/marketing director.

The University is losing several other key administrators, including Mark Becker, dean of the School of Public Health; Sandra Edwardson, dean of the Nursing School; and Christine Maziar, executive vice president and academic provost. Tom Sullivan, former dean of the Law School, will replace Maziar. Carlson said that she will consider ways that the UMAA might become acquainted with Sullivan and other new key administrators, such as involving them in the association's strategic planning next year.

Sullivan will lead the University's strategic planning effort, in which alumni will most likely be invited to participate. Carlson said that she is very confident in Sullivan's competence and ability to serve as a senior advisor to the University president.

There is a trend in the Big 10 toward giving membership dues tax-deductible status, Carlson reported. She will lead a study for the Big 10 that will research the correlation between membership dues and donations. Robert Stein, UMAA president-elect, said that the portion of dues attributable to advocacy initiatives should not be tax deductible.

Carlson also reported that the UMAA ended the last fiscal year with a surplus of \$101,000. This is due to the one-time support of our 100<sup>th</sup> anniversary activities and a change in the way that the University handles vacation payouts for departing employees. More budget-related good news is that the UMAA's new partnership with Nelnet, a student loan consolidation program, will bring in \$25,000 annually for the next three years.

Exhibits in the University's building at the Minnesota State Fair included football stadium and "Vote for the U" promotions. Carlson reported that funding for the University in 1971 was 8.3 percent of the state's budget; in 2005 it will be only 3.9 percent. Carlson's column in the September-October issue of *Minnesota*, entitled "Hound Your Legislative Candidates," boldly asks alumni to contact the legislative candidates running for seats in their district and ask them point-blank whether they will pledge to stand behind the University next session and, if they won't, tell them they'll vote for the candidate who will.

Carlson will talk next Monday with Rondi Erickson, co-chair of the Citizens League Higher Education Task Force, about how the UMAA Advocacy Committee can be involved in this study.

Potential UMAA affiliates are the Law School and the Crookston campus. Individuals from these groups will be invited to attend association board meetings and serve on committees.

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Carlson reported on the Gateway Corporation's progress in constructing the Scholars Walk and the alumni achievement monument outside the McNamara Alumni Center. These structures will redefine the Gateway Plaza, said Carlson. The Gateway Communications Committee is discussing when and how to celebrate the opening of these new outdoor structures.

The September 10 national board meeting will be strategic and interactive, Carlson announced. University of Minnesota President Bob Bruininks will discuss the state of the University and University Intercollegiate Athletics Director Joel Maturi will engage the board members in the Athletics strategic planning.

Carlson concluded her report with a brief recap of her recent trip to Kosovo with Governor Pawlenty's delegation. A photographic report will be posted on the UMAA web site.

#### **Consent Agenda**

The consent agenda included the June 11, 2004, executive committee minutes; the June 30, 2004, internal financial statements; and the recommendation to grant approval authority of the Fiscal Year 2004 audit report to the UMAA Finance Committee. Each item was approved separately.

There was discussion about the University's study of affiliated organizations and whether or not it is an attempt by the University to take more control over organizations such as the UMAA. Diane Fisher, UMAA associate executive director of finance and operations, said that it is more a Board of Regents initiative to look more holistically at the University's component units and formulate memorandums of agreement with these entities. Stein advised that the association follow this study closely.

#### **Adjournment**

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

Submitted by,

Cheryl Jones  
UMAA Administrative Manager

for

Tom LaSalle  
Secretary-Treasurer