

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

November 19, 2009, 7:30 to 9:00 a.m.  
200 McNamara Alumni Center

Committee Members Attending

Carlson, Margaret  
Givens, Archie  
Horsager, Kent  
Loyd, Susan Adams  
McLeod, Mary  
Mooty, Bruce  
Reed, Maureen  
Thacker, Kip  
Tuzcu, Ertugrul

UMAA Staff Attending

Coffer, Curtis  
Isaak, Ruth  
Rader, Bruce  
Shortridge, Julie

Committee Members Absent

Himle, Karen

**President's Report**

Archie Givens welcomed committee members and said that he would be leaving to represent the Alumni Association at the Equity and Diversity Breakfast in Memorial Hall occurring at the same time as the Executive Committee meeting. He thanked President-elect Ertugrul Tuzcu for chairing the meeting.

**Consent Agenda**

Tuzcu directed Executive Committee attention to the consent agenda which included the September 24, 2009 Executive Committee minutes, September 30, 2009 financial statements, investment report, membership report and bi-monthly alumni survey results.

**MOTION:**        Approve items on the Consent Agenda as submitted  
                          *APPROVED UNANIMOUSLY*

**CEO Report**

Carlson reported that she had attended the University of Minnesota Marching Band concert the previous night in Rochester. She said that the Rochester alumni chapter is responsible for this annual event which attracts thousands of community residents.

She briefed the committee on the activities related to the fall football games in the new TCF Bank Stadium on campus. The Game Day Parties held at the McNamara Alumni Center are run by the University Gateway Corporation, which is the partnership of the University of Minnesota Alumni Association, Minnesota Medical Foundation, and the University of Minnesota Foundation. The events, held before, during and after home football games were popular with the fans but not financially successful. The unseasonably cold fall weather, the time of the games (most at 11 a.m.), the extensive hours of operation, and the security and fencing necessary for liquor sales resulted in the operating deficit. All plans and logistics will be evaluated and recommendations will be made for the 2010 football season.

The 8-day *Ultimate Homecoming* was also a success, and the Homecoming Executive Committee is seeking input from key planners to determine what future Homecoming celebrations should include.

### **Other Committee Reports**

Advocacy Committee Chair, Mary McLeod, told committee members that there are eight openings on the Regents Candidate Advisory Council. The Advocacy Committee is encouraging qualified candidates to submit their applications. (Mary Kay Delvo reports that ten alumni have indicated their interest in serving.)

Vice President Susan Adams Loyd reported on her efforts to secure an Annual Celebration speaker. She said that she is committed to finding an excellent speaker with the help of her WCCO and CBS contacts.

Bruce Rader reviewed the November 12 Program Committee meeting and asked for approval of the Program Committee charter approved at that meeting (Attachment A).

**MOTION:** Approve Program Committee Charter as submitted  
*APPROVED UNANIMOUSLY*

### **Search Committee Report**

Search committee chair Bruce Mooty reported that the search has yielded a great group of applicants. The committee is in the process of the first round of interviews and has a date reserved for second interviews. He noted that the committee has worked very well together. They will present final candidate(s) to the Executive Committee and then to the national board. They will seek input from the University President and/or his designee.

### **Knowledge Transfer Process**

Ertugrul Tuzcu explained that he, Margaret Carlson and board member Bonnie Welshons had met with Kathy Hagen, Intellectual Capital Strategies, to establish goals for the knowledge transfer process from Carlson to a new CEO.

Kathy Hagen is providing her services at no charge to the Alumni Association at the request of Welshons. Hagen has provided the same service to many large companies including General Mills, Medtronic, Pfizer, and Bristol Myers Squibb.

Hagen will interview key individuals, including Carlson. Hagen will assimilate all of this information, identify key areas and then create an implementation strategy for the new CEO. The strategy will be shared with Carlson, board leadership and ultimately the new CEO. The goal of the knowledge transfer project is to capture intuitive data that will allow the new CEO to make better decisions and find solutions most efficiently.

### **Farewell Events**

Ruth Isaak, Senior Director of Board and Special Events, told the committee that both an internal staff group and an external planning group had met to provide input into the farewell events being planned for Carlson. An open house reception is planned for Tuesday, January 26, 2:00 – 4:30 p.m. and a farewell dinner and program will be held on Thursday, January 28, 6:00 – 9:00 p.m. The January 26 reception is open to the public and the dinner is by invitation.

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

Submitted by,  
Ruth Isaak  
For Kent Horsager, Secretary-Treasurer

## Exhibit A

### **UNIVERSITY OF MINNESOTA ALUMNI ASSOCIATION Program Committee Charter**

#### **Committee Title**

This committee shall be called the Program Committee of the National Board of Directors of the University of Minnesota Alumni Association.

#### **Committee Membership**

- The Program Committee will be chaired by an officer of the Alumni Association Board of Directors
- The Committee must be composed of at least five members of the National Board of Directors, independent of management.
- The term of non-board members of the committee shall be three (3) years and commence at the beginning of the fiscal year on July 1.

#### **Functions and Responsibilities**

The Program Committee is a standing committee of the National Board of Directors. The principle responsibility of the Program Committee members is to provide expertise and counsel regarding Alumni Association programming. This includes, but is not limited to:

- Selecting recipients of the annual Alumni Association Awards
- Evaluating and recommending alumni programming with an emphasis on college and/or geographic based opportunities
- Identifying and aiding in the development of alumni engagement initiatives.

#### **Specific Tasks**

- The Program Committee shall meet at least four times per year. The Committee may ask members of management or others to attend the meetings and provide pertinent information as necessary.
- Committee member shall provide one-on-one advice and networking to Alumni Association staff as needed.