Call to Order, President Scott Hartz  
President Scott Hartz called the meeting to order at 6:12 P.M. The first order of business was introductions around the room, including the five new members present. Next it was moved by Dick Timmons that the minutes be approved as published on the Board website prior to the meeting. The motion was seconded by Jerry Philo and passed unanimously. This was followed by a review of the agenda for these meetings.

Review of Board History, Jerry Philo  
Jerry reviewed briefly the history of the Alumni Association and the Board of Directors for the new members in attendance. Darcy Way was Executive Director at the time Jerry joined the Board in
1996. He stated that the Board was mainly focused on increasing AA membership at that time and there were about 6500 dues-paying members. The members' dues paid all AA expenses and there was no relationship with the Michigan Tech Fund.

Around 2000 Steph worked with President Curt Tompkins to convert the Association into a non-dues organization. The University agreed to support the Alumni Association's budget and the AA became more of a friend-raising organization. The relationship with the Michigan Tech Fund also changed. The MTF now has a liaison member on the Board and the President of the AA attends the MTF meetings. The AA also became more visible on campus. The Tech Magazine now goes to ten times as many people as before the change.

The committee structure of the AA was changed several years ago after a Board workshop in Chicago resulting in the current arrangement of Student & Alumni Life, Resource Development, Marketing & Communications, and Nominations Committees.

**President Scott Hartz**

Scott briefly discussed iMODULES and how the AA will use this to communicate. He also reviewed the upcoming Capital Campaign and the importance of AA participation, saying that we must participate in order for the campaign to be successful.

**Constitutional Amendments, Dyche Anderson**

Dyche said that any alumnus/member might submit an amendment to the Alumni Association Constitution. The two amendments Dyche proposed were sent to the membership by email prior to the meeting. The amendments deal with increasing the total number of members to 23 and with the suspension and removal of Board members. Scott and Jerry reviewed the history of how we came to this necessity.

Dyche moved to accept Amendment #1 as presented:

**Article IV Directors and Officers**

**Section 1** The officers of the Association shall be a President, a Vice President, a Treasurer, and a Secretary, who together with sixteen to twenty-two (16-22) other members constitute a Board of Directors.

**Section 2** Two (2) members of the Board of Directors shall be undergraduates selected in a manner determined by the Michigan Tech Student Foundation. Each year, one student shall be selected for a term of two years.

Dick Timmons seconded and the motion passed unanimously.

Dyche then discussed Amendment #2 in more depth and recommended the words "or punishment" be dropped from Section 5 of the proposed amendment. A general discussion then ensued regarding the Board Expectations Document and meeting attendance.

Dyche then moved to accept Amendment #2 as presented. Paul Ninefeldt moved to change Section 4 to require only a simple majority to suspend a director. The motion died for lack of a second. Mark Mitchell moved to change Section 3 sentence 1 to add the words "until the next scheduled meeting of the Board".

**Article IX, Removal of Directors and Officers**

**Section 1** The Board of Directors has the power to remove an officer or director for lack of participation or malfeasance of duty.
Section 2  Removal of an officer or director may be made by two-thirds (2/3) vote of the Board of Directors present at a regularly scheduled meeting, upon written notice to be made to the entire Board of Directors no less than thirty (30) days prior to regularly scheduled meeting.

Section 3  The Board of Directors has the power to suspend the privileges of a member for malfeasance of duty or lack of participation until the next scheduled meeting of the Board. Suspension may consist of the removal of some or all powers and rights of a Board member or Officer as defined by the Board and the Constitution except that of speaking and voting at meetings.

Section 4  Suspension of an officer or director may be made at any time by three-quarters (3/4) vote of the directors. Such vote may be taken at a regularly scheduled meeting or an emergency meeting called for such a purpose.

Section 5  A quorum for removal of a Director or Officer shall consist of two thirds of the Board of Directors.

Jerry seconded Dyche’s motion and it passed unanimously.

Marketing & Communications Committee, Rom LaPointe and Sarah Grant
Rom gave a presentation on the M & C Committee and Sarah as Committee Chair was in attendance via teleconference. The committee’s role was seen as a liaison between on-campus marketing, other AA Board committees, and alumni constituents.

The committee’s goals were outlined:
- actively support new online services to alumni
- continue programs that engage and excite alumni, develop affinity with MTU, and create a culture of giving
- create a class correspondent system
- ensure that the alumni understand Tech’s strategic message
- identify and develop products

Committee structure was outlined with Sarah Grant as Chair. Project leadership will be needed and it was hoped that new members would express an interest in working on the committee. Committee expectations will include monthly conference calls.

An organizational slide was presented which showed the committee functioning in several areas, namely coordinating the needs of other committees in the marketing realm, alignment with on-campus marketing initiatives, and developing alumni product offerings.

Resource Development Committee, Mark Mitchell and Karin Van Dyke
Possible objectives for the RD Committee were outlined and presented to the Board. They included development of a student organization, development of a class correspondent system, development of a reunion year web page, development of a program to match senior student donations to Tech, assisting the MTF in identifying major gift and annual giving prospects, and researching a new “sustaining” premium membership category. For simplicity, the first four possible objectives were coalesced into three programs:

Student Alumni Communication Leadership Organization (SACLO)
Class Correspondents
Matching Gifts from Graduating Seniors

These programs were then reviewed individually with regard to goals, rationales, program requirements, and interested parties being discussed. It was requested that Board members
consider which programs they would like to support. The three programs would each require a web page linked to the AA web page.

The idea of a sustaining membership engendered the most discussion. This would be a category of membership or club that AA members could upgrade to or join with the objective of increasing the Alumni Association’s endowment. Currently very few contributors specify that their donations go to the AA endowment.

Next the possibility of the AA supporting the erection of a bronze Husky statue at the SDC was discussed. This could serve as a focus for the Capital Campaign and have great PR value as well as positively impact the campus environment.

**Student & Alumni Life Committee, Paul Ninefeldt**

Paul began by discussing Tech’s six peer institutions (Lehigh, Georgia Tech, RPI, Colorado School of Mines, Clarkson, and Missouri-Rolla) and how they were contacted. Information derived from these contacts was used to develop the S & AL Committee’s Young Alumni programs:

- Job shadow mentoring program
- Young alumni return to campus
- Dedicated young alumni survey programs
- Husky on the Move
- Young alumni dedicated website

Paul went on to review the committee process used since the programs began at the February 2005 Board meeting. This includes monthly meetings, ongoing email discussions, and a selection process for the best ideas. The idea of a dedicated Young Alumni Website as an online cornerstone where all other YA programs will intersect was discussed:

- High value for low cost
- Use of existing MTU resources
- Connecting all stakeholders with all initiatives
- Best practice of peer institutions
- Logical brand extension from existing MTUAA website

The web address is:

**http://www.admin.mtu.edu/alumni/young%20alumni**

The message to young alums is to stay informed and stay connected through the website. Career services, STARnet, an e-newsletter for young alums, surveys & feedback, links to other alumni programs, and the alumni directory will be represented on the website. Content will need to change regularly to encourage alums to visit. The site needs to remain clean, uncluttered, and focused.

Paul said that little progress had been made since February due to the departure of Karolina. The next steps will be to make final decisions on the format and feel of the site template to make it consistent with the MTU look, the integration of the new initiatives outlined above, and definition of the maintenance schedule. Students will need to be engaged to encourage them to visit the site. This can be done through emails, events, the Lode, personal portals, WMTU, and Greek organizations. Without the buy-in and support of young alumni, the project obviously will fail. Integration with iMODULES will also be a priority when it comes on line.

Paul next discussed the Husky on the Move Program utilizing a Power Point presentation provided by Sonya who was unable to attend the meeting. The program is defined as relocation
and transition assistance for Michigan Tech grads and is aimed at young alums that face moving to a new city. The program is envisioned as a web-based information exchange that would be linked to the new Young Alumni website. There would be two opportunities to volunteer, first by providing information through a questionnaire and second by responding to additional questions from students and young alums.

The Alumni Relations touch point for the program would be to solicit volunteers to act as personal contacts. This would allow the AA to connect with volunteers and eliminates the need to screen self-nominated volunteers. The questionnaire has been developed and web content identified. The next steps for the program are to develop and launch the beta website, solicit and post questionnaire responses, and continue to collect and update information. A logo still needs to be developed for the program.

Job Shadow Mentoring Program, Cindy Ruotsi
Cindy presented her program next. It was designed to provide a link between alumni & corporations and Michigan Tech students where alumni serve as mentors and students gain valuable insight into the work environment and networking opportunities. There will be two ways to participate, on-line and through on-site visits.

Progress so far includes an agreement between Alumni Relations and Career Services to work together. Similar programs such as mentornet.net were identified to serve as models. A program overview, benefits, and FAQ’s were developed. Companies and alums interested in beta testing the program were also identified.

Next steps include developing a site for on-line communications similar to the mentornet site, identifying students interested in beta testing, launching the beta test, identifying problems through participant feedback, fine tuning the program, and finally launching the completed program into the Michigan Tech community in the spring of 2007.

Advancement Report, Shea McGrew
Shea reviewed how all University external relations were brought together under Advancement, which includes Alumni Relations, Marketing & Communications, Development, and Special Events.

The Michigan Tech Fund’s purpose as part of Development is managing the University endowment and fundraising. $21M was raised in FY 2006 versus a goal of $18M. Highlights include a $2M gift from Frank Paulis, $1M from David House, and $1m from the H&G Dow Foundation. A fund-raising goals summary chart for the upcoming Capital Campaign was reviewed. Another chart followed that reviewed the campaign’s timetable. Shea made the point that individuals give the preponderance of dollars. The final campaign goal will be decided in December 2006. The campaign will officially start in July 2007 with the objective of raising one-half of the goal before the public kick-off.

Shea reviewed the improvements made in marketing over the last year:

Upgraded key University publications (i.e. the President's Annual Report)
More mentions of Tech in the media
Some website enhancements
More consistent messaging about Tech
Marketing plan (to be reviewed by Bonnie Gorman tomorrow's meeting)
Priorities for Marketing & Communications in the future include:

Consistent brand and strategic direction messages
Content management system
Better web site (this will be completely redone by an outside vendor)
IMODULES
Increased media coverage
Targeted marketing to key audiences
Internal communications

Shea also offered some observations about Alumni Relations, specifically that we have had a strong base of activity, good leadership from Steph, a committed Board, and loyal alumni. He said that alumni relations are a Tech priority, stating, "This is a fact".

Shea next led a general discussion by the Board concerning the search for a new executive director for the Alumni Association. He said an interim director would be utilized for a three-month period to provide time for an adequate search, but a search committee would not be utilized to fill this position. Questions put to the Board by Shea included:

What will be the focus of the alumni program?
What type of director will the program require?
What background/experience and personal attributes do we seek?

Whether or not the new ED should be a Tech alumnus engendered the most discussion. It was generally agreed that the search should not be limited to alumni and that the best candidate should not receive less consideration just because he or she may not be an alumnus.

The meeting was adjourned at 9:35 P.M.

Respectfully submitted by Mark Mitchell, Secretary, AA Board of Directors
Directors participating
Scott Hartz, President
Rom LaPointe, Vice President
Paul Ninefeldt, Treasurer
Mark Mitchell, Secretary
Jerry Philo, Past President
Dyche Anderson
Bob Eck
Peg Gale
Linda Kennedy
Cindy Ruotsi, Student representative
Lori Ann Sherman
Ken Taylor
Dick Timmons, Michigan Tech Fund liaison
Karin Van Dyke

Newly elected Directors (who officially join the Board at the next meeting)
Lisa Fernstrum
Tanya Klain
A.J. Lee
Dave McCash
Paul Nygaard
Jacque Smith

Alumni Relations personnel participating
Steph Olsson, Executive Director
Kim Klender, Outreach Coordinator
Danielle Treadeau, Staff Assistant
Tanya Maki, Secretary

Guests
Mary Jane Lowney, Director, IT Services
Mary Marchartierre, Senior IT Systems Analyst
Bob Marr, Manager, Information Services for Development
Matt McCormick, Assistant Administrator, Career Center
Bill Tembrull, University Marketing & Communications
Bonnie Gorman, Director, University Marketing & Communications
Paula Nutini, Director of Annual Giving
Glenn Mroz, President, Michigan Technological University

Call to Order, President Scott Hartz
President Scott Hartz called the meeting to order at 10:06 A.M.
**IMODULES, Executive Director Steph Olsson**

Steph stated the online community needs to be driven by the people participating in it. The University is going to be testing iMODULES soon and we must motivate our constituency to utilize it. Our job is to give them a reason to participate.

http://mtu.imodules.com

Steph went on to say that 250 other colleges and universities are using iMODULES. He then discussed how various "communities" could be set up so people with similar interests or history can communicate. iMODULES will offer password-protected security, an on-line directory, and targeted mass email capability. Social security numbers will not be used. A "Mary number", a randomly generated number supplied at first log-on will be used instead. This can then be replaced with a number the user chooses. Users can then post class notes, announcements, births, deaths, adoptions, and marriages.

Everyone will be notified when the system is up and running but the main marketing will be viral. Any user can set up a group.

**STARnet, Kim Klender**

Kim said she recruits alumni volunteers to recruit students to come to Tech. Volunteering on behalf of the University is an excellent means of staying engaged with campus. Over 300 alumni have volunteered for STARnet. Kim then reviewed the enrollment cycle:

- Inquirer – maybe coming to Tech
- Applicant – has actually applied
- Admitted – accepted for admission
- Deposited – above + paid deposit
- Enrolled – above + registered

Kim then identified the ten steps necessary to make the STARnet program successful:

- Assess institutional needs
- Set goals for volunteer involvement
- Establish resources and funding for support
- Identify and recruit volunteers
- Assign activities based on a planning calendar to meet goals
- Set success parameters based on projected outcomes
- Establish and information exchange mechanism with volunteers
- Gather outcomes and maintain records – formulate a bottom line
- Evaluate the degree of success
- Revamp goals and resources based on bottom-line evaluation

The first four steps were reviewed in detail. In key regions, Alumni Relations will train Alumni Volunteer Leaders. These leaders will then identify and recruit Alumni Volunteer Associates in their regions who will be trained by the leaders.

The current program targets national college fairs, Spotlight Nights, regional college fairs, and high school visits and provides information and support, such as the 2nd edition of the STARnet Guide to Alumni Volunteer Representatives, which will be coming out soon. Key markets are California, Texas, and Pennsylvania. The website is:

www.alumni.mtu.edu/volunteer
The website will contain the STARnet Guide, alumni training, sign up opportunities, schedules of Spotlight Nights and college fairs, a newsletter, a photo gallery, and links to admissions to refer students.

New ideas for the coming year were discussed. These include some sort of recognition for enrolled and admitted students such as a barbecue or picnic in the summer prior to orientation, hosted by a regional alum or AA chapter. Local alumni can also provide orientation, an open house, a parent weekend, or a preview day. There should also be a stronger recognition of legacy enrollment.

Glenn Mroz, Michigan Tech President
President Mroz continued his presentation that began this morning at the Alumni Breakfast. He stated the goals of Michigan Tech are three-fold:

1) People
2) Programs
3) Research

President Mroz next discussed Michigan Tech's Strategic Plan as a decision-making framework. People should be able to ask themselves each day if what they are planning to do helps advance Tech's people, programs, and research.

What can we do as an Association to advance Michigan Tech? We can enhance the culture of giving and develop communication tools such as STARnet and the website. The AA has been pushed by Steph Olsson to communicate better with its 45,000 living members.

He went on to say that the University would purchase a content management system. Mary Jane Lowney said the system would control the content of web pages in iMODULES. It will also act as a centralized depository of information and enforce a consistent look and templates for the various pages. Glenn also said that Walt Milligan started July 1st as Michigan Tech's first CIO.

The Strategic Plan will drive what we do in the future at Michigan Tech. The goal is to become a premiere research university. This means undergraduate as well as graduate research. The University received $45M in tuition and fees this year and $43M in research monies. The number of patents obtained per $10M spent on research (16.8) is greater than any other university in the state. (Michigan State is second at 4.8!) 68% of Michigan Tech patents have a student's name on them. David House said at the Board of Control meeting in Washington, D.C. that the idea of research is to "turn money into ideas then ideas into money".

Attracting students to Michigan Tech requires offering quality. The state used to pay 70% of Michigan Tech's budget. This is now down to 40%. The state's $55.2M funding dropped $8M in just two and one-half years. The state's funding model for higher education divides the $1.4B total into three sums. The first, 37.5% of the total, is divvied up based on the number of graduate and undergraduate students. The second amount, another 37.5%, goes out based on what students are studying. More is allotted for math, engineering, and science. 83% of Tech students receive what is considered a "high tech" degree. The third amount, 25% of the total, depends on what percentage of the receiving university's total research budget comes from the Federal government.

Bonnie Gorman, Director of University Marketing & Communications
Bonnie began with an overview of the University's marketing plan. This breaks down into three parts. The first is Communications, consisting of web development, publications, design, photography, and video. Second are Public & Media Relations, consisting of internal and external University news and athletics. Third is Printing & Mail Services.
Bonnie said her department should present a University identity that is consistent with the strategic plan. She also said our success depends on how effectively we communicate the strategic plan to multiple audiences and that we need to deliver on our promise to be who we say we are. Bonnie reviewed the Tech mission statement, vision, attributes, key messages, and marketing plan.

Tech attributes:
1) Committed to innovation
2) Experiential learning
3) Rigorous
4) Technology-driven
5) Bright, motivated, adventurous students

Key messages:
1) Michigan Tech is a leading public research institution
2) Michigan Tech offers an outstanding experiential education
3) Michigan Tech prepares students to create the future that is prosperous and sustainable
4) Michigan Tech is a premier research institution of national stature
5) Michigan Tech’s location provides great year-round outdoor opportunities

Marketing plan objectives:
1) Create effective communications that attract world-class faculty, staff, and students
2) Shape and elevate perceptions of MTU's distinctive educational and research programs
3) Develop tailored communications in support of efforts to increase public & private revenue
4) Improve organizational communications by fostering a mutual commitment to support MTU’s identity & goals

Next Bonnie discussed the Michigan Tech Magazine, saying its purpose is to provide news and information relevant to alumni, staff, faculty, and friends of the University while reflecting on our mission and vision. She then reviewed a list of various items that may be included in the magazine and asked for the Board members to rank the items according to importance.

Feedback/ letters/ email
Profiles
Student life
Features
President’s viewpoint
Academics
Research
Sports
Miscellany
From the Archive

Alumni news
List of Board members
Vision/ mission statement
Announcements
Events
Significant celebrations
Class notes
Little Huskies
Weddings
Who’s where doing what
Memorials

Bonnie next passed out page and cover layouts for the Board members' comments and critiques.

Youth Engineering & Science Expo 2006, Pete Cattelino

Pete began by saying that the YES! Expo is now America’s premiere engineering and science career awareness event and is hosted by Michigan Tech. The reason to have such an event is that there is a national concern by industry leaders about declining interest in math and science. This is evidenced by the steady decline in the percentage of students indicating interest in
science and engineering on the ACT exam. The mission of the YES! Expo is to inspire youth to pursue education and careers in engineering and science.

The first Expo was held during the Bash at the Big House at the University of Michigan on November 6, 2004. The second Expo was held at Ford Field on October 26, 2005, a Wednesday. A weekday was chosen to enable more students to attend as part of a school field trip. Ford Field was utilized due to the fact that it is more accessible from Detroit and Wayne County. It is also a versatile space and has a “wow” factor as the home of Super Bowl XL.

In 2005, 13,000 students attended from 196 schools. Forty-two companies and 27 colleges & universities were represented. Michigan Tech, as host, had five times the exhibit space of any other school. Transportation grants from corporate and private sources subsidized 93 buses to transport 3,900 students to the Expo.

This year’s Expo will be held at Ford Field on November 2, 2006 and feature two high-energy professionally produced live multimedia shows. Bill Nye the Science Guy will be present and 18,000 kids are already signed up to attend.

Benefits to Tech from the YES! Expo are multiple:

1) Assists recruiting efforts
2) Outreach to minority groups
3) Increases visibility and name recognition
4) Shows leadership in engineering and science education
5) Increases corporate involvement with Tech

Young Alumni Return to Campus, Lori Ann Sherman
The purpose of this program is to engage young alumni and future alumni by bringing young alums back to campus for a presentation to students. Lori Ann reviewed the costs that might be involved in such a program and also the type of events on campus with which the program could be held in conjunction, such as the Parade of Nations, Homecoming, and Career Day.

A survey given to current students was reviewed. Eighty per cent of students indicated they would be interested in such a program. Sixty-four per cent preferred to hear from someone in the corporate world. Seventy-four per cent wished to hear about the college-to-real-world leap. Fifty per cent preferred a lecture hall setting and 90% said the topic offered would be the biggest factor influencing their attendance. Lori Ann felt there should be a central web-based location for networking this program.

Resource Development Committee, Mark Mitchell & Karin Van Dyke
The possible programs for the Resource Development Committee to pursue were briefly reviewed and straw polls were taken of the Board members to determine which programs should go forward. It was felt that the committee should proceed with the Senior Matching gift program and the Class Correspondent program including developing a renewed AA Reunion Year web page. Paula Nutini, who is in charge of Annual Giving for the Michigan Tech Fund, was present during this discussion and agreed to work with Karin and the Board on these programs.

The Student Alumni Communication Leadership Organization was discussed. The members agreed that the Michigan Tech Student Foundation could fill this role if given additional support by the Alumni Association. Identifying a new advisor, since Steph is leaving, and a cadre of new members would be priorities. Karin and Paula will work together to come up with a framework and timetable by which the AA can assist in MTSF’s development, with an eye toward MTSF assisting Alumni Relations in other Board programs such as the Young Alumni initiatives, the Senior Matching Gift program, and event planning. Increasing the membership, status, and visibility of MTSF on campus would be priorities.
The idea of a sustaining premium membership was discussed next. It was thought that this should not be called a "membership" since we are now a non-dues organization. Karin's committee should try to develop an innovative concept whereby money obtained from the premium category would be devoted to the AA's endowment fund. Jerry made a motion:

"I move that the Resource Development Committee establish a program to promote and increase financial support of the Michigan Technological University Alumni Association's endowment and draft a recommendation by the Winter Carnival meeting in 2007."

Scott seconded the motion and it passed unanimously after discussion.

Recognition of those leaving the Board
Jerry Philo, Ken Taylor, Dyche Anderson, and Sean Fernstrum are all leaving the Board of Directors after this meeting. The Board thanked them for their service to the Alumni Association and Michigan Tech and wished them well.

President Scott Hartz was thanked by the Board for his service to the Board and Alumni Association as president for the last two years.

Scott then recognized Steph Olsson for his long and excellent service to the Alumni Association and Michigan Tech. Steph was given several "gifts" and all Board members wished him success in his new career.

Adjournment
Jerry Philo, as his last official act as a member of the Board for the last ten years, moved that we adjourn at 3:15 P.M. The motion passed unanimously.

Respectfully submitted by Mark Mitchell, Secretary