Michigan Technological University
Alumni Association
Board of Directors Meeting
Thursday, February 8, 2007
Memorial Union Building
Michigan Technological University
Houghton, Michigan

Directors Participating
Rom LaPointe, President
Mark Mitchell, Vice President
Paul Ninefeldt, Treasurer
Linda Kennedy, Secretary
Scott Hartz, Past President (telephonically)
Karin Van Dyke
Ryan Menze
Dick Timmons
Matt McCormick
Holly Burger
Lisa Fernstrum
Peg Gale
Kevin Grzelak
Sally Heidtke
Tanya Klain
A.J. Lee
Dave McCash
Paul Nygaard
Jacque Smith
Derhun Sanders
John Peavey
Bob Eck (telephonically)

Alumni Relations Personnel
Danielle Treadeau, Staff Assistant
Tanya Maki, Office Assistant
Kimi Klender, Outreach Coordinator
John Soper, Web Designer
Ron Helman, Interim Director of Alumni Relations

Guests
Shea McGrew, Vice President of Advancement, MTU
Cindy Routsi, former student rep, President MTSF
Sonya Tuomi, former student rep.
Brenda Rudiger, newly hired Director

Call to Order, President Rom LaPointe
President Rom LaPointe called the meeting to order at 6:15 p.m. Mr. La Pointe made introductory remarks. The Board approved the minutes from August 3-4, 2006 Board of Directors Meeting. Each Director delivered a personal statement of purpose for service on the Board. Mr. LaPointe then described the Board’s history, including the transition from being a dues-paying organization to becoming a non-dues-paying organization.

MTSF Update, MTSF President Cindy Ruotsi
Ms. Ruotsi described the purpose and function of MTSF, as well as the services the group provides. She focused on the leadership scholarship process, various awards and scholarships, and the new “Take a Slice of Tech” program. Ms. Ruotsi identified some of the challenges facing MTSF, including its current membership of only ten students. The group seeks to regain its position as an elite leadership organization on campus. Peg Gale suggested that MTSF could recruit from the “LeaderShape” program. Jaque Smith, the current advisor to MTSF, suggested that graduate students could be involved in the organization, too.

Mr. Smith moved to amend Article IV Section 2 of the Constitution to replace the term “undergraduates” with “undergraduate and/or graduate undergraduate students.” Paul Ninefeldt seconded the motion. The motion carried with a unanimous vote.

Focused Session: Alignment
Mr. LaPointe delivered remarks suggesting how the Board could best align itself with the Strategic Plan of the University to help the University meet its goals. Mr. LaPointe identified the STARnet program as a successful program in this regard, which finds its roots in the Board and which the Admissions team at the University now uses to recruit students with the help of volunteer alumni.

Shea McGrew, Vice President of Advancement of the University, made a brief presentation about the interrelationship of marketing, fund raising and alumni relations, emphasizing the importance of alignment. The common goal is for MTU to become a world class, focused, “niche” university. The niche is “technological” and the route to world class status is research and research dollars, especially at the graduate level but inclusive of undergraduate students. Mr. McGrew briefly described the status fundraising campaign, promising to deliver more details on Friday.

Mr. LaPointe led a discussion about the document entitled “A Statement of Board Expectations” with the Board.

Brenda Rudiger, the newly hired Director of Alumni Relations introduced herself to the Board. She plans to begin full-time on March 1, 2007. Her vision for the Board is one of
cultivating alumni. The focus should be to develop affinity for MTU. She seeks to capitalize on and further develop institutional pride in MTU. The Board should strive to provide relevant services to the constituency. Some of her immediate goals in the role of Director are to partner with affinity groups, and to successfully launch and maintain iModules. She hopes to see a greater emphasis on alumni profiles and alumni features in the magazine. She also seeks to increase student engagement in the Alumni Association to raise the profile of this organization. She notes that students who are active on campus now are the ones who will care about (and give to) the university later. Such early engagement should help develop a culture of giving among young alumni.

Matching Program for Senior Gift. One of the ways to engage students in a culture of giving is the idea of senior class gifts. Graduating seniors give a certain sum to the university, and this Board matches. Mark Mitchell made a motion that all of the Board Members donate $50 to develop a matching fund. The motion was tabled.

Metrics. Mr. LaPointe identified a methodology he would like the Board to adopt to identify and track its short and long term goals at the Board level and at the committee level.

Committees. The Board split and met in its individual committees, Marketing & Communications, Resource Development, and Student & Alumni Life. Mr. LaPointe announced that Sarah Grant had resigned from her position as chair of the Marketing & Communications and from the Board. Tanya Klain agreed to fulfill the role of chair of the Marketing & Communications committee.

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

Respectfully submitted by Linda Kennedy, Secretary, AA Board of Directors
Michigan Technological University
Alumni Association
Board of Directors Meeting
Friday, February 9, 2007
Memorial Union Building
Michigan Technological University
Houghton, Michigan

Directors Participating
Rom LaPointe, President
Mark Mitchell, Vice President
Paul Ninefieldt, Treasurer
Linda Kennedy, Secretary
Scott Hartz, Past President (telephonically)
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Kim Klender, Outreach Coordinator
John Soper, Web Designer
Ron Helman, Interim Director of Alumni Relations

Guests
Glenn Mroz, President, MTU
Shea McGrew, Vice President of Advancement, MTU
Paula Nutini, Director Michigan Tech Fund (Annual Giving)
Scott Amos – Dean, School of Technology
Call to Order, President Rom LaPointe
President Rom LaPointe called the meeting to order at 8:15 a.m., and made opening remarks.

Awards. Mark Mitchell presented the slate of award winners nominated by the Nominations Committee, which is the executive committee of the Board. The nominations were as follows:

Outstanding Young Alumni ........Dr. Kimberly (Passerello) Turner
Outstanding Service ....................Dr. Dennis Teeguarden
Distinguished Alumni ...............Dr. Matthew Songer and Dr. David Edwards
Honorary Alumni .........................Ross Roeder

The Nominations Committee will limit roll-over nominees to five years. At the suggestion of Scott Hartz, consideration will be given to considering awarding Betty Chavis, whose work toward recruiting minority students for the University was recognized on the front page of the Detroit Free Press. Ms. Chavis, as a person who is directly connected with the University in an administrative role, is a “Regular member” of the Alumni Association.

The Nominations Committee will change the website, which at the time of Winter Carnival 2007 indicates that the Alumni Association will award each of the awards every year. See http://www.admin.mtu.edu/alumni/awards/.
Discussion was held regarding compiling a list of past award winners. Tanya Klain suggested that there be a write-up about each of the award winners in the Alumni magazine.

Mr. Mitchell moved that the slate of nominees be accepted as presented. Linda Kennedy seconded the motion, which carried.

Alumni Relations Update, Ron Helman and Kim Klender
Interim Director Ron Helman introduced himself, described the searching effort for a new Director, and introduced the new Alumni Director, Brenda Rudiger. The shift away from events and onto electronic community building was stressed, as was the development of a culture of giving and the engagement of young alumni.

Kim Klender presented an overview of the work done by the Office of Alumni Relations, including her role, and the roles of Danielle Treadeau and Tanya Maki. Ms. Klender described the group’s work on Reunion, Orientation, and various events including the East Coast Gem, Mineral and Fossil Show, college fairs, MTU v. GVSU football tailgate, Homecoming, YES Expo, MTU v. U of M basketball tailgate, KAC wine and cheese fundraising, Colorado K-day, GLI, etc. The group also oversees revenue generating programs like the MTU credit card, which generated about $55K last year and the license plate program with the state of Michigan that generated about $22.5K last year. The group is considering a web-based revenue generating program. See [www.stardock.com](http://www.stardock.com). The program sets a “theme” for MS windows in University colors.

University Strategic Plan, President Mroz
President Mroz identified three goals for the University:

1. People. The University seeks to attract and support world-class and diverse faculty, staff and students.
2. Distinctive Education. The University seeks to provide a discovery-based technological focus in its educational product that is sustainable and that encourages innovation.
3. Research / Scholarship / Creativity. The University seeks to be world class, to maintain and grow its technological focus, and to operate on an economically sustainable model.

To reach its goals, the University must focus on quality. Accredited engineering programs are now ubiquitous. We must change to excel and stand out from the crowd in our region and nationally, and to attract the right faculty (which drives reputation) and right students. We are currently ranked Tier 3, and strive to reach Tier 1. This means a greater focus on graduate programs and research funding. This also means growth in numbers of students.

MTU is working toward each of its goals. MTU is making gains in the number of graduate students. Student quality at the undergraduate level remains high. The education product remains distinctive, and new degree programs have been added to meet
the market demands. Additionally, MTU researchers are writing more invention disclosures and entering into more licensing agreements than our benchmark institutions per research dollar.

**Alumni Online Community Presentation, Mary Jane Lowney**

Mary Jane Lowney discussed the planned content and launch program for the MTU Alumni Online Community developed by the vendor, iModules. The goals of the community are to engage alumni, enhance communications, automate event registration and management, and increase participation and online giving. Seek to have 10-15% participation by May 31, 2007. Seek to add another 5% from the website naming contest, and to have a total of 25% participation after one year. Ms. Lowney’s group will monitor participation in the community, oversee the naming contest, and engage in target marketing of certain affinity groups such as Greek organizations. Additional services such as mentoring and career services can use the community as a tool. Ms. Lowney then demonstrated the online community.

**University Marketing Update, Bonnie Gorman**

Bonnie Gorman discussed some of the marketing successes over the past year, including the Pavlis Institute, playing a video clip of Frank Pavlis (former executive and Board Member of Air Products), which can be accessed at [http://www.pavlisinstitute.mtu.edu/Pavlis.html](http://www.pavlisinstitute.mtu.edu/Pavlis.html). Ms. Gorman compared MTU’s 3000+ media hits with that of other groups, including Purdue Engineering (113 hits) and U of M Engineering (85 hits). Ms. Gorman described the “hometowners” program, where news about students is sent to hometown newspapers. She mentioned the University was identified by PC magazine as the no. 7 most wired university. She described efforts regarding the YES brochure and the efforts to standardize logos, signage, web pages, etc. Ms. Gorman’s short term priorities are launching the alumni online community and working on the research magazine and the annual report. The marketing group is developing a “leave-behind” brochure. A new Director of Public Relations has recently been hired. The group will hire a content management system coordinator. The group is working on developing an admissions microsite for the website. The University won several awards for its innovative admissions materials, including its “Be Smart” cards.

**Advancement & Campaign Update, Shea McGrew**

To meet its fundraising goals, the University needs increased private support, more effective marketing and broader engagement of alumni. Endowed chairs and professorships are a top priority. Advancement also seeks to build a sustained fundraising program, which requires building a culture of philanthropy. Success will require a cross-departmental effort. Structurally, to ensure the cross-functional effort, the Directors of Development, Alumni Relations, and Marketing & Communications each report to the Vice President of University Advancement. Success in 2007 is measured by raising $30 million and conditioning for the $300 million campaign. The ultimate goal for the current campaign is under development. $140 million was raised from 1998 to 2002. The key ingredient for success in the campaign is strong collaboration among the Tech Fund, Board of Control, MTU Administration and the Alumni Association. Short
term goals include identifying major gift targets and filling positions on the campaign team.

Dean Presentations “Way it Was vs. Way It Is Now,” Peg Gale

Max Seel, College of Science & Arts
The College used to offer mainly traditional programs associated with an engineering school, like science and technical communication. The College has now branched out to offer many new degree programs while maintaining technical focus, including PhDs, MSs, and BSs. in cutting-edge areas including Bioinformatics and Pharmaceutical Chemistry. The College offers a PhD in leading Rhetoric & Technical Communication program.

Scott Amos, School of Technology
The School used to offer mainly vocational two-year associate degrees. Now it is focusing on six new BS degree programs and it is developing graduate degree programs. The School is phasing out the two-year programs and becoming an integral part of the University strategic plan.

Bob Warrington, College of Engineering
The College is focused on growing its graduate program and its research. The College used to have 230 MS students, now it has about 300. The College used to have 33 PhD candidates, now it has about 200. MTU’s research awards used to be in the five to six million dollar range, and they now exceed $20 million. The College used to offer a traditional learning experience, and now offers innovative cross-functional hands-on experiences such as the Enterprise program. The Enterprise program is now mimicked at other universities. The College has adapted its degree offerings to the times by, for example, removing its mining program and offering biomedical engineering degrees.

Jim Frendewey, School of Business & Economics
The College survived a tumultuous beginning. The College has nearly doubled in size and has shifted its focus away from traditional stand-alone programs to integrated hands-on projects with an emphasis on teamwork. Examples include IT-Oxygen and Husky Games. The College recently added a fast-track MBA program, and is developing a distance learning option. The college encourages entrepreneurial development and focuses on commercializing technology.

Peg Gale, Forestry
The College used to offer only Forestry and Wood Products degree programs. Now it offers additional undergraduate and graduate programs, including Forest Molecular Genetics & Biotechnology. The college has grown its graduate program to include about 80 graduate students. The College has the largest research unit on campus. The College is also focused on interdisciplinary efforts such as the Biotechnology Research Center, Woods to Wheels, Sustainable Futures Institute, etc.
Committee Reports, Rom LaPointe
President LaPointe gave introductory remarks and comments about the progress of the committees over the past few years.

Marketing & Communications, Tanya Klain
The marketing committee will continue its active support of the alumni online community, and will focus on supporting the University’s programs (aligning with its strategic plan / vision / mission / etc.) The committee will also focus on marketing support for the programming developed by other committees of the Alumni Association, such as Student and Alumni Life. Additionally, the committee will focus on identifying opportunities for fundraising projects and programs, including the online mall program investigated and described by Paul Nygaard. This program involves providing a University-based portal into an online mall. Special discount offers are made to the users (that’s the service to the constituency) and the University realizes a percentage of the profits (that’s the direct return to the University).

Student & Alumni Life, AJ Lee
There are about 10,000 “young alumni.” Dehrun Sanders discussed the preparation and roll-out plan for the Young Alumni Survey. Marketing support was requested.

Sonya Tuomi presented the “Husky on the Move” program. It is nearly complete and ready for input by those in destinations and by those who plan to arrive in said destinations. Discussion ensued about how to populate the database and who should be populating the database. The plan is to roll out “Husky on the Move” using the MTSF “Slice of Tech” program as well as the campus weekly newsletter.

AJ Lee presented the Job Shadow program, crediting Cindy Routsi’s work on the pilot program. In the pilot program, two sophomores went to Kohler. The program was well received by the students and the companies. The committee will look to partner with the career center. The committee will put together a package to present to other potential employers.

Discussion ensued about polling young alumni to get them engaged with student. Alumni often come up for interviewing candidates and other purposes. Assistance from the marketing committee was requested.

Resource Development, Karin VanDyke
The purpose of this committee involves maintaining involvement with student groups, especially MTSF, launching and running a senior class gift program, and considering having multi-tiered memberships in the Alumni Association.

Regarding student groups, Jaque Smith is taking the role of advisor to MTSF to help them grow their membership and continue their services.
The senior class gift program is launched. To this end, Mark Mitchell renewed his motion that all of the Board Members donate $50 to develop a matching fund. Dick Timmons seconded the motion. Motion carried.

Regarding multi-tiered memberships, the committee investigated whether this would be worthwhile, and concluded it would not.

Discussion ensued over what was next for the committee, including whether some of the fundraising programs currently housed in marketing were more appropriately categorized as resource development.

**Career Center Tour and Presentation, Jim Turnquist**
Jim Turnquist presented the growth and development of the career center over the past several years, noting the focus on “career” rather than mere “job placement.” There is a greater focus on interest inventories, personality assessments, and long term career goals. There are larger numbers of recruiters coming to campus than ever, and of the students who respond to the surveys (about 50%), about 96% report having jobs in their field (or a graduate school commitment) within 6 months of graduation.

The meeting was adjourned at 4:05 p.m.

**Respectfully submitted by Linda Kennedy, Secretary, AA Board of Directors**