Michigan Technological University
Alumni Association
Board of Directors Meeting
Thursday, August 2, 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
Peg Gale
Karin Van Dyke
Jacque Smith
Tanya Klain
Matt McCormick
Paul Nygaard
Dave McCash
Kevin Grzelak
Ryan Menze
Lisa Fernstrum
Sally Heidtke
Lori Muhlig
Derhun Sanders
Richard Timmons
John Peavey

Alumni Relations Personnel
Brenda Rudiger
Brent Burns
Danielle Treadeau
Tanya Maki

Guests
Glenn Mroz, President, MTU
Shea McGrew, Vice President of Advancement, MTU
Jackie Huntoon, Dean of Graduate School
Former Director Bob Eck (telephonically)
Call to Order, President Rom LaPointe
President Rom LaPointe called the meeting to order at 6:15 p.m. Rom La Pointe made introductory remarks. The Board approved the minutes from the Winter Carnival 2007 Board of Directors Meeting. Rom LaPointe introduced Brent Burns, an MTU 2003 graduate, who is the new Assistant Director of Alumni Relations.

University Update, Glenn Mroz
University President Glenn Mroz provided an update about the strategy to solidify MTU’s place among national universities within the next five years by remaining true to MTU’s core principles, while being sufficiently nimble to adapt to societal and market ever-changing demands. The goals are (1) People: to attract and support world class faculty, staff and students; (2) Distinctive Education: to provide a discovery-based technological focus, sustainability, and innovation; and (3) Research / Scholarship / Creativity: to be world class, to maintain a technological focus, and to have economic sustainability. Meetings with small groups of select alumni are taking place around the country to gather and refine ideas for the related white paper.

MTU’s Mechanical Engineering Department is twenty-third in country for research expenditures, and MTU plans to increase its overall research spending by $11 million over the previous year. MTU’s Enterprise program had 700 participating students last year. The Pavlis leadership program, SmartZone, and other innovative programs continue to grow. PC Magazine named MTU has the number most wired campus. By comparison, MIT was number 2. Missing from the list were Cal Tech (penalized for age of computers) and RIT (penalized for online the limited storage space offered to students.) These factors, along with on-line free applications, may have contributed to the fact that MTU had over 5000 applicants for first time ever.

Campaign Update, Shea McGrew
The campaign is designed to fund strategic plan, to build a substantial endowment, to establish a stronger, permanent fundraising operation, and to help create a culture of philanthropy. Building the endowment is a top priority in the campaign because it is critical to achieving MTU’s goals. It currently is about $79 million. The quiet phase of the campaign runs through June 2009, and the public phase of the campaign runs through June 2012. By June 2012, MTU seeks to raise $225 million and to raise the endowment to $200 million. To date, about $45 million has been raised. The Alumni Board can assist by advocating, promoting a culture of philanthropy, and supporting campaign initiatives.

Graduate School at MTU, Jackie Huntoon
The Graduate School seeks to provide high-quality education to generate alumni who are prepared for life in technologically robust multinational settings. Goals include recruiting and retaining outstanding and diverse students, and encouraging interdisciplinary and international research. The rich history includes graduate students at MTU in 1889 and 1890, first PhDs in 1934, and female graduate students in the 1930s, with the first known
female PhD earning the degree in 1977. There are currently 22 PhD programs, 32 Masters programs, and one graduate certificate. There is a societal and market need for individuals with graduate degrees, especially if coupled with good communication and management skills. Research funding is the single most critical need to achieving the goals of the Graduate School.

**Board Business & Discussion, Rom LaPointe**

Constitutional Amendments. *Ad hoc* committee had been formed to address issues in the Constitution. The Committee observed that the Board had not been following the letter of the Constitution, and that some of the Board’s practices were not codified. The Committee suggested amendments. In Article VII, the recommendation was to replace “two Directors elected at large” with “all committee chairs.” The other was to correct the typographical error where there are two Article IXs, amending the latter to become Article X. Lastly, in Article IV, Section 2, it was recommended to replace the language concerning board members from the Michigan Tech Student Foundation to read “students” instead of simply “undergraduates”. Discussion ensued, Scott Hartz moved to so-amend the Constitution. Motion was seconded by Karin Van Dyke, and the motion carried.

Treasurer’s Report. Paul Ninefeldt delivered the treasurers report, identifying each of the accounts, available amounts, and endowment where applicable. Detailed review of D95050 was provided. Current balance $103,359. Revenue sources from Affinity programs was $84,439. Major expenditures included software, chapter and event support, HuskyLink launch, and travel. Travel expenses will be covered by MTU in Fiscal Year 2009.

The meeting was adjourned at 3:15 p.m on motion by Scott Hartz and second by Tanya Klain.

Respectfully submitted by Linda Kennedy, Secretary, AA Board of Directors
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Board of Directors Meeting
Friday, August 3, 2007
Memorial Union Building
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Houghton, Michigan

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Alumni Relations Personnel
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Danielle Treadeau
Tanya Maki

Guests
Shea McGrew, Vice President of Advancement, MTU
Call to Order, President Rom LaPointe
President Rom LaPointe called the meeting to order at 10:05 a.m.

Alumni Relations Report
Brenda Rudiger identified the team members and the achievements made so far, including the launch of the online alumni community, the implementation of an on-line events module, and the alumni website re-design. HuskyLink branding efforts are in progress as are standardized practices for alumni mass communications. Goals in ’07 and ’08 are to leverage communication vehicles to engage alumni, promote alumni and student involvement in alumni programming, effectively engage the campus community in alumni relations, and to engage the Board in support of the MTU strategic plan.

Brent Burns presented an explanation and demonstration of HuskyLink. This community is intended to become the main communication platform for all alumni, new graduates and graduating students. HuskyLink will centralize and streamline communication to alumni for all University Department, clubs, organizations, and special interest groups. Features include a robust alumni directory, event registration and payment, and social networking. HuskyLink will be used to connect alumni and to promote alumni events and the magazine and newsletter. Currently, about 15% of contactable alumni have logged onto HuskyLink. The target is 25% by Feb. 2008.

Committee Reports

Student Alumni Life, AJ Lee
AJ Lee telephonically reported on the general state of the committee. The Young Alumni Website and Husky-on-the-Move projects have been put on hold. Husky-on-the-Move is complete but needs to be populated with data. The committee is developing ideas for two or three new projects to increase student involvement with the Alumni Association and considering participation in campus events to capitalize, such as Orientation, K-Day, Winter Carnival, Career Week and Spring Fling.

Derhun Sanders reported that 741 Young Alumni Surveys were returned. Most alumni have not returned to campus. Those who did came for Winter Carnival or a Greek event. The website was the preferred communication vehicle. About 2/3 were interested in knowing about athletic events in their area. Events in regional areas were sought out, as well as career services and networking. Most would travel about an hour to a good event.
Derhun further discussed an MTU Marketing Video. It could be distributed in the mini-DVD format and/or made accessible via the website.

**Marketing & Communications, Tanya Klain**

The committee is a liaison between on-campus marketing and other Board committees and all of our alumni constituents. The goals are to actively support HuskyLink, to engage and excite alumni, to develop a lasting affinity with MTU, and to create a culture of giving. To achieve these goals, the committee will help communicate the MTU strategic message and the Alumni Association’s mission and activities, by among other things, working with the Magazine through Bonnie Gorman’s group. The committee has identified a number of story ideas for the Magazine, including alumni profiles. Alumni profiles, if not used for the magazine, can be implemented on HuskyLink.

The committee has identified and developed MTU-related fundraising projects. Paul Nygaard discussed a Discount Mall to be made available through HuskyLink. The Alumni Association gets a monthly check based on a particular retailer’s percentage for purchases made “at the mall.” Sally Heidke moved to pilot the discount mall for Board access only within two months. Peg Gale seconded the motion, which carried.

Additional revenue-generating programs were discussed, including (1) International Programs & Services such as a Study Abroad Office offering Lifelong Learning Tours, (2) Affinity partnership with Stevens worldwide van lines, and (3) MSHDA Graduate Purchase Assistance for assistance with home purchasing. Additional ideas were discussed to engage alumni including a Podcast or series of Podcasts.

**Resource Development, Karin Van Dyke**

Karin Van Dyke identified the committee members. She and Jacque Smith discussed MTSF. It is difficult to get students to participate in summer meetings. MTSF membership is improving, but remains low. The affinity program subcommittee has been moved under the direction of Marketing & Communications. Chapter Development is still a priority. The key role of this committee is to act as ambassadors for the campaign.

**General Board Discussion, Rom LaPointe**

Rom LaPointe challenged the Board to align with the University’s strategic plan: to fit in with the University, Board of Control, the Board of Trustees and our constituents. Rom LaPointe challenged the committees to develop good habits; to maintain a meeting rhythm, to collect and analyze data, to set and track priorities. The committees should determine what projects they will undertake, what specific results they will accomplish, how they will measure success, and with whom they will collaborate to achieve their results.
This Board should consider developing long term goals as well as short term goals, as well as develop a succession plan.

Various ideas were exchanged regarding metrics to measure the Board’s success, including the number of HuskyLink members, young alumni giving, survey results, numbers associated with reunions (attendance and dollars), etc.

**General Announcements & Board Business, Rom LaPointe**

- Leslie Doust is a new Provost for MTU.

- Director Bob Eck resigned from the Board.

- Rom LaPointe requested that, to resolve an inconsistency with the number of Directors, that one existing Director volunteer to serve a two-year rather than a six-year term, and be allowed right-of-first-refusal when the next six year term became available. Lisa Fernstrum volunteered.

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

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