Michigan Technological University Alumni Association

Board of Directors Meeting
Thursday, February 7th, 2008
Advanced Technology Development Center

Directors Participating
- Rom LaPointe – President
- Mark Mitchell – Vice President
- Paul Ninefeldt – Treasurer
- Peg Gale
- Karin Van Dyke
- Jacque Smith
- Tanya Klain
- Paul Nyaard
- Sally Heidtke
- Johnny Peavey
- Lisa Fernstrum
- Dick Timmons
- Kevin Grzelak
- Holly Burger – MTSF Member
- Ryan Menze – MTSF Member
- Lori Muhlig – MTSF Member

Alumni Relations Personnel
- Brenda Rudiger
- Brent Burns
- Danielle Treadeau
- Tanya Maki

Guests
- Glenn Mroz – President, MTU
- Shea McGrew – Vice President of Advancement, MTU
- Holly Burger
- Ed Eisworth – Class of ’77

Call To Order – President Rom LaPointe
- President Rom LaPointe called the meeting to order at 6:30 p.m.
- Rom made some opening comments asked for the approval of August Meeting Minutes. The Board approved minutes from the August 2007 Board of Directors Meeting.
- In the spirit of this being an open meeting, Ed Eisworth, Class of ’77, will be joining us for our Winter Carnival Meeting. Welcome Ed.

University Update – Glenn Mroz
- Glenn Mroz and Shea McGrew shared a new video highlighting the 2007 campus accomplishments. They welcome any comments or suggestions.
- Enrollment has strengthened over the past few years (which is impressive since the Distance Learning enrollment has dropped considerably). Looking to house necessary areas on-campus and move "non-core" areas to off campus buildings.
- 4.39% funding increase expected from the State of Michigan. Research being done at the University helps to bring this percentage / number up higher than it would be otherwise.
- Fall Career Fair – 283 Companies / 4000 interviews the week of the Career Fair
- 20,000 kids attended the YES! Expo this year
- 5042 applications so far this year – Large number of women and minorities
- In process of interviewing for 3 open positions in Endowed Chairs in Sustainable Energy

**Campaign Update – Shea McGrew**

- **Campaign - Focus of next 6 month** – Biggest gifts / solicitations, Commitments from selected volunteers, Vehicles for the message (print, video, website, etc.).
- **Tech needs us to**...engage and involve other alums...internalize the message, share it, advocate for it...encourage campaign giving...building a philanthropic culture, connect with current students.

**MTSF Update – Jacque Smith**

- Jacque went over current activities and financial situation with MTSF. See slides.
- Annual Leadership Scholarship Program is still going on. There were 4 $1000 recipients this Fall.
- There is a new scholarship this year – MTSF Graduate Finishing Fellowship ($2000 – 5 recipients)
- They also give a Winter Carnival Queen scholarship – The WC Queen will join us on Friday during our meetings.
- **Holly Burger and Ryan Menze** presented the rest of the material – Events are...
  - K-Day
  - Student Involvement Fair
  - Ooze Ball - Spring Fling Night
  - Take a Slice of Tech (for graduating Seniors)
  - ABC A Birthday Cake
- They have refurbished their website and it has information about all areas of MTSF...Constitution, Meetings, Members, Survival Kits, Scholarships, ABC, Ooze Ball, Face Book Page, etc. It makes it easier for students to find out about becoming involved and also applying for scholarships (and looks great).

**Alumni Relations Update – Brenda Rudiger and Brent Burns**

- OnLine Giving to the Annual Fund – They have really had luck with flash e-mails, increasing web gifts by $40,000.
- All Alums will get the next copy of the Research magazine (which normally does not go out to everyone).
- **Looking back at 2007...**
  - Launched HuskyLink
  - ReVamped alumni website
  - Set up alumni e-mail service
  - New events including Post-Commencement Receptions
  - Increased Regional and Corporate activities
  - Standardized event marketing, online registrations
  - ReDesign of TechAlum – Web version launched February 4th
  - Hired Assistant Director – Brent Burns

**Current and Ongoing Projects...**

- Raising the profile of our alumni
- Promoting Alumni Association benefits and services
- Reunion Marketing
- HuskyLink marketing initiatives
- Alumni Spotlight in the Lode – Always looking for people
- Updated lapel pin cards and other materials
- E-Invitations and Postcards come out from various Alumni Chapters
- Social Networking – Using Facebook and LinkedIn to network with alums – Trying to grow those networks
The Alumni Association has been working on new branding initiatives – They sent around some to “vote” on.

Brent went over the HuskyLink membership growth...
- August 2007 (8072) to January 2008 (9061) – 13.5% increase.
- 79 countries
- 36,964 Total Visits / 21,196 Total Unique Visitors
- Brent has worked with groups and Clubs to pre-load those groups so people can start to populate them.
- Brent has been focusing on viral and vertical marketing opportunities (FaceBook and LinkedIn), etc.

Desired Outcomes
- Alumni will find a meaningful way to be involved with the University (volunteering)
- Alumni will connect with the support each other (networking)
- Building a culture of giving

Regional Programs – Get slides from Brent
- Developing networks in regional areas
- 3 categories...
- Husky Groups - Loosely organized groups who may host gathering.
- Official Regional Networks
- Official Regional Network Chapters

Nominations Committee Report
The Nominations Committee reviewed the nominations for Outstanding Young Alumni Award, Outstanding Service Award, Distinguished Alumni Award, and the Honorary Alumni Award. Mark Mitchell also remarked about comments that failed to get into the Reunion minutes. It was decided that nominees for each award would be dropped off of the list after 5 years if they had not been nominated. It was also decided that nominees for the Outstanding Young Alumni Award would "age out" if they did not receive their award by age 35. Discussion ensued about the Outstanding Service Award and how there were not a lot of nominees in industry. The Nominations Committee expressed how difficult it was to distinguish between alumni doing their jobs and serving the university. They did not want to dilute the award.

The Board of Directors was reminded that we need to encourage networks and get the word out to nominate awardees. We need to change the process. Mark Mitchell added that the call for nominations appeared in each issue of Tech Alum by Dennis Wallkainen.

The Nominations Committee also recommended the new members for the Board of Directors. The Board then voted by ballot. Each board member was given a ballot sheet and asked that they select up to three (3) new Board members. The ballots were tallied and the results were as follows:

Dan Batten: 9 votes
Ed Eiswerth: 12 votes
Mark Garver: 11 votes
Charles Heiden: 1 votes
Kim Klender: 3 votes
Robert Wojcik: 0 votes

The Nominations then determined that Dan Batten, Ed Eisworth and Mark Garver would join the Board of Directors. Mark Mitchell was going to follow up with each nominee to inform them. Rom proposed a Motion to Support the Nominations Committee’s decisions. Paul accepted the Motion, Peg seconded the Motion, which carried.
Nominations Committee
Winter Carnival Board Meeting February 2008

Alumni Association Board

2008 Nominees for Director positions

- Daniel S. Batten AAS '88 Mech. Design Eng Tech, BS '90 Business Administration
  - Global Program manager, GMAC Financial Services, Detroit, MI
  - Has participated in Detroit Chapter alumni events
  - On board of stewardship committee at his church, responsible for annual fundraising drive. Volunteers for Junior Achievement and Boy Scouts
  - Nominated by Sean Plitzuweit

- Edwin F. Eiswirth BS '77 Forestry
  - Fire Chief, Peachtree City Fire/Rescue, Peachtree City, GA
  - Retired US Air Force where he was Chief of Operational Training, Chief of Joint Exercises, and Chief, Plans & Tactics
  - Michigan Tech Activities: Air Force ROTC, Four Wheelers, Arnold Air Society, Forestry Club, Phi Kappa Tau
  - Volunteers as an advisor to Boy Scouts
  - Nominated by Karin Van Dyke

Alumni Association Board

Nominees for Director positions

- Mark G. Garver BS '06 Business Administration
  - Project Administrator, PB Americas, Chicago, IL
  - Michigan Tech Activities: leader & active member of Sigma Tau Gamma, Orientation Team Leader, Enterprise Advisory Board, Student Activities Advisory, MUB Board, Blue Line Booster Club, NITE, USG, Homecoming Committee, student worker with Alumni Relations, and generally found where ever Tech needed an extra hand.
  - Nominated by A.J. Lee

- Charles G. Heiden BS '00 Computer Science
  - Sr. Research Scientist, Human Resource Research Organization, Radcliff, KY
  - Retired Army officer, former Professor of Military Science, NMU
  - Capella University (PhD), School of Military Studies & U of Phoenix (Master’s)
  - Held a Top Secret/Special Background Investigation clearance in the military
  - Self-nominated

Distinguished Alumini Award

Presented to alumni who have made outstanding contributions both in their careers and to Michigan Tech over a number of years.

- Dr. Sarah A. Rajala BS '74 Electrical Engineering
  - James Worth Bagley Chair and Head of the Department of Electrical and Computer Engineering, Mississippi State University
  - Inducted into Michigan Tech’s Electrical Engineering Academy ’97
  - Charter member, Michigan Tech’s Presidential Council of Alumni ’86
  - First female recipient of our Outstanding Young Alumni Award ’86
  - President, American Society of Electrical Engineers (ASEE)
  - Fellow, American Society for Engineering Education

Outstanding Young Alumni Award

Presented each year to alumni under the age of 35 who have distinguished themselves in their careers. The award recognizes the achievement of a position or some distinction noteworthy for one so recently graduated.

- Benjamin J. Hall BS '05 Social Sciences (deceased)
  - Paratrooper, Army Ranger, platoon leader
  - Deployed to Afghanistan, killed in combat, July 31, 2007
  - Bronze Star, Purple Heart medals

- Dawn M. Pitzuweit BS '95 Biological Sciences
  - Assoc. Head Coach, U of M Women’s Basketball
  - Awarded Coach of the Year by GLMC, Basketball Coaches Assoc., WDIIB, WBCA
  - NCAA Woman of the Year (MI), numerous athletic awards

- Jason M. Cousineau BS '96 Mechanical Engineering
  - Holds patents for 2 engine filtration systems and an electric oil pump
  - Awarded Design News Magazine’s global engineering design award twice in three years
**Honorary Alumni Award**

Honors individuals who have provided service and support of the University characteristic of a dedicated alum. The Association reserves this award to recognize the strongest non-alumni supporters of Michigan Tech.

- Terry A. Smythe
  - Fitness Center Director, Keweenaw Memorial Medical Center
  - Michigan Tech Rowing Team coach and mentor
  - Provided housing for Norwegian students

- Lance T. Hampel
  - Chairman/CEO, Hampel Corporation
  - Trustee, and past Chair SEATEC Foundation Board (supports the Seaman Mineral Museum)
  - Provided significant gifts the Seaman Mineral Museum including cash and a collection of 4,000 mineral specimens

**Outstanding Service Award**

Presented to alumni and friends making significant contributions to the success of the Association and/or the University.

No award for 2008

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**Treasurer’s Report**

Brenda reviewed the Treasurer’s Report (which is attached). She gave the presentation for Paul Ninefeldt.

**Accounts**

Alumni Association Accounts FY 08 to date

- D95050 affinity partner revenue/programming expenditures
  - Available: $81,572

- Michigan Tech Fund – Non-endowed accounts
  - 2977 Demand fund for alumni relations functions, gifts, etc.
    - Available: $8,897 ▼7%
  - 3113 Alumni Career Networking Fund, to enhance current programs
    - Available: $6,138 ▼1.4%

- Michigan Tech Fund – Endowed accounts (totaling $650,781)
  - 4017 Primary alumni fund, supported by membership dues
    - Available: $107,431 Endowment: $554,245 ▼3.4%
  - 4018 Secondary alumni fund, supported by misc. gifts
    - Available: $23,319 Endowment: $46,268 ▼7.4%

**Account Summary**

D95050 FY 08 to date

Balance Forward FY 07: $104,099

- Revenue: $85,181
  - Affinity Program Revenue $45,707
  - Merchandise Sales $2,764
  - Reunion Event Revenue $9,069
  - Event Revenue $27,640

- Major Expenditures:
  - Transfer – A11625 Travel $12,500
  - Software/Site Licenses $24,250
  - Chapter & Event support $40,688
  - Printing & Mailing $12,661
  - Gifts & SWAG $9,000

Balance: $81,571
The meeting was adjourned at 9:38 pm.

**Friday, February 8th, 2008**

**Café WrapUp After Lunch...**

- What is our role?
- What are our projects?
- How do we do it?  Consistent message...
- Regional Focus
- HuskyLink
- Engage Students early

- Each alumni gets an alumni contact
- Big Gold FreakOut

- What makes us unique?
- Alumni circle...
- Exit Interviews – PCA Members potentially interviewing soon to be new grads in April

**Card Idea Generation...**

**Circle**

**HuskyLink**
Engage Students early as alumni by MTSF
Build MTSF further
Awareness – Marketing, video, EDS, SEB
  - Showcase – Orientation week, K-Day, swag
  - Services – Husky on the Move, Job shadow, etc.
Orientation – Involve MTUAA – Sponsored events advisors
Engage students early
Help to create lifetime interest to connect to other alumni while here – Hockey, Greek community, Dept. links (then build on these links).
Engage students early and often
What is the most important thing that the AA can do to engage students early as alumni. Reach them at orientation and tell them they are an important part of the AA – Direct to MTSF.
Large freshman orientation event sponsored by MTUAA (i.e. concerts, booth, big banner, etc.).
Alumni Association presence (visible, energetic) at key campus events. Winter Carnival AA tailgate party before hockey game. AA serves chili on all nights. Float in Parade of Nations (Keweenaw Chapter).
Give package at orientation about alumni association – HuskyLink / Projects of MTUAA / What MTSF does / DVD about alumni / What they do or MTUAA does for the university.
Provide e-link between MTU student avenue and HuskyLink (network / hardware server issue).
Make students aware that the AA exists w/ awareness at events such as K-Day w/ free token gift, etc.
Engage – Have info for orientation, alumni, mentor, speakers while students at MTU after commencement have information contacts in are of move, etc.

Regional Events
Free regional event @ 6 – 8 chapters – Hockey, bring message to alumni, pickled eggs, pasties
Strategically recruit regional volunteers and link to MTUAA and AR office
Hockey Bash at Ford Field, Spartan Stadium
Board members sponsor and attend events and sponsor new regions
Re-connect with alumni outside of Michigan with events featuring telecasts and / or Tech updates.
Local athletic event w/ simulcast, pasties, pickled eggs, Tech-wear, story sharing (“When I was at Tech”)...
Engage key alumni (network leaders) willing to help promote regional events in various geographical areas and support their efforts at the local level.
Identify key regional leaders
Huskies Take Over – Bar Night w/ eggs, swag, message and sign up...drink specials.
Video / direct feed of hockey and Winter Carnival for regional events in key markets. Supported in attendance by staff and Board.
Purpose recognition and involvement w/ national board (?) – Representation / Communication / Recognition / Expectations.
Provide ideas and resources to start regional networks that can build chapters.
Free Event – Hockey...6 – 8 Chapters
Not only sports...Skits CD...Not only local events (broad).
Set up events that alumni can participate in...Focus on all areas of the country, not just Michigan, Wisconsin and Minnesota.
Have each student choose a region where they want to live and work and then connect with the regional alumni group in this area.
Feed – Video sports events
Sponsored events centering around sporting events...Tailgate parties (like Bash at the Big House) / GLI / Expand Basketball and Volleyball involvement, etc. / and non-sporting events like the YES! Expo and the SAE World Congress. Highly publicize!

Johnny Peavy – Video Project
Johnny presented ideas that he, A.J, and Derhun have been working on.
He had a list of ideas that they wanted to use as an outline for the video and want to start to find photos, videos and potential interview subjects to start to populate these areas.
Johnny then showed an example of what we can do that he had from his business.

Project Guideline Discussion
Rom had a sheet to potentially use to fill out when proposing projects to the Board...

- Project Proposal includes...
  - Project Criteria
  - Project Document
  - Project Approval Process
  - Questions on Team Structure
  - Action Items

- There was significant discussion about how ideas get bubbled up to the top of the Project List and whether those top issues necessarily fit on the top of the list of the Alumni Association’s Staff list of ToDo’s.

- The discussion leans toward...
  - Project Lead recruits team
  - 6 month project review
  - Project Criteria
  - Monthly update – Top AR / Top Help
  - Approval by Board
  - On-Going list of approved projects
  - Specific requests
  - **Project Guidelines...**
    - Objective of project
    - How will project benefit AA and MTU?
    - What university entities have a stake in this project?
    - What information do you need to complete this project?
    - What material resources do you need to complete this project?
    - What is the projected timeline?
    - Who is you buddy (co-chair) on the project?
    - How can the AR staff assist in this project?
    - How will you communicate the project status to stakeholders?

*Scott Hartz moved to close the meeting. Paul Ninefeldt seconded. Motion carried.*