Mark Mitchell called the meeting to order. Mark began with a welcome and thank you to all those who attended. Motion to approve Minutes – Dick Timmons, 2nd by Sally Heidtke…minutes approved as printed.

Mark went over the agenda with the group. It was decided that the meeting would be a theme meeting this year. Young Alumni and Current Students was the theme for the meeting. What we will do is discover ideas and how to make them real, form project teams to get things done and set goals for the next 6 months.

Mark and the alumni relations personnel have been working together for a special acknowledgement of our fellow board member Tanya Klain. A reunion event, inviting her family and groups that were touched by her. More information will be forthcoming.

A moment of silence was held in Tanya’s honor.
University & Advancement Update:
Bonnie Gorman presented a University Marketing and Communications Sampler and Campaign Update. Bonnie began the ongoing initiatives and the university identity. She discussed the promotion of consistent image standards, recognizable, key messages, and visual identity. In the discussion of Media Relations, Bonnie cited three recent sport stories. She cited reports in the media on enrollment, philanthropy, op-ed, and academics. We are still record holder in the snowball fight. Bonnie also discussed the New Media and Web Initiatives. She discussed the content management systems, Michigan Tech on Facebook, Twitter and LinkedIn, and some pilot projects, including e-commerce, virtual college fair, blogs, etc. Bonnie talked about the Crisis Communications programs, which include safety first alert, Department crisis response plans and a NIMS trained public information officer. Bonnie touched on the campaign communications and the theme “Generations of Discovery...the Campaign for Michigan Tech”. She also gave a brief overview of the messaging for the campaign.

VP Shea McGrew gave an overview of the Capital Campaign. What makes a great university...what is the common theme? World class talent, strategic focus, money resources, and significant philanthropy. Shea gave an overview of Michigan tech’s trend of our revenue sources. The key to financial strength is to build a substantial endowment. Shea discussed the campaign priorities: Faculty support, scholarships/fellowships, academic programs, capital projects, unit priorities, and annual giving. Goal is to raise $225 million endowment, with the campaign to end June 30, 2012, but because of the economy, will probably be carried out to 2013. As of December 31, 208 we are at $93.75 million. Campaign is all volunteer lead by Dave House ('65). Shea discussed what was going well in the campaign and mentioned a few of the notable gifts. Shea also discussed the challenges, including the economy. He said it is imperative to engage the students and young alumni to make this a great university.

Bonnie showed the video produced for the advancement officers to take out to use during the quiet phase of the campaign.

High School Enterprise Program:
Robert Warrington gave a presentation on the Pavlis Institute for Global Technology Leadership. The trip was to Ghana, and lasted five weeks. 3 students went on this. Faculty got the students set up and after three days, the students were on their own to implement their project. Projects were water quality, sanitation, one computer for every child (in one of the villages), and cleaner burning stoves. A project for the next group will be a library...books are desperately needed.

International Business Ventures Enterprise also went to Ghana, and tested a portable infant heart monitor. 4 students went on this. Working on a simple heart monitor that a midwife could use, to identify if an infant was alive. Robert gave a listing of future projects for the Pavlis team. This is where they may be able to integrate alumni to help with the program.

Robert gave some statistics on the MTU enterprise program. He reported that there is now $750,000 in corporate funding to keep it sustaining. Enterprise students account for 30% of all MTU patent disclosures.

Robert gave a brief overview of the High School Enterprise program. This program is for students in grades 9-12, looking at multi year participation, partnering with university students and industry mentors. Is currently an extracurricular program, but working toward integrating into the high school curriculum. The HSE is in the pilot stage with a grant from the NSF. HSE schools currently are Traverse City, Hancock, Utica HS, Saginaw HS and Davis HS. HSE is looking into adding programs in Puerto Rico, Atlanta and at Cass Tech. He also gave a brief overview of the future of HSE.
Treasurer’s Report:
Jacque Smith presented the treasurer’s report. He talked about the process, changes and updates. Jacque talked about getting Event reports, and changing reporting dates. At Carnival we will get reports ending 12/31 and at Alumni Reunion we will get reports ending 6/30. He gave an overview of the account balances. D95050 Account has a balance of $127,800.71. This is the affinity partner, revenue/programming account. He gave an update on the endowed accounts. We have lost money but still have $417,505.86 in the primary alumni fund (membership dues). In the secondary alumni fund (miscellaneous gifts), we have $72,613.71 of which $22,494.39 is available. Jacque gave an overview of the MTSF accounts also.

Jacque talked about the affinity revenue. Biggest impact is from Bank of America (credit cards) and state of Michigan (license plates). 517 people attended the 2008 Alumni Reunion. Danielle has compiled a reunion history. Between July 1st and December 31st there were 54 Alumni events. Bank of America contract has been renewed through August 31st, 2014 and the imodules (Huskylink) has been renewed for 4 years.

10,944 young alumni…up to 10 years out. This is the group we will be dealing with. Jacque showed a map of the distribution.

Nominations Committee Report:
Paul Ninefledt gave an overview of the committee, how honorees are solicited and selected. Minutes from the committee are available for review from Danielle.

*Outstanding Young Alumna (Distinguished Career, under 35 years of age): Michelle Boven.
*Honorary Alumna (Service and support to the university characteristic of an alum, but not an alum): Betty Chavis.
*Distinguished Alumnus (Outstanding contribution in career and to MTU over several years): Frank Pavlis.
*Outstanding Service Award (Given to alumni and friends making significant contributions to the success of the association and/or the university): John Calder.

Motion to approve the slate of honorees – Mark moved, Karen 2nd. The motion was approved unanimously. Paul wanted the board to know that the nominations were unanimously decided upon in the committee also.

Sally encouraged that we send in nominations at anytime…the form is on the website.

Paul asked for discussion for Posthumous Awards. There have been many recent posthumous nominees. They are typically relatively young. Need to be evaluated on an objective, non-biased basis vs. other nominees. Possibly a way to honor these nominees separately, if not awarded one of four designated honors? Language in the awards criteria needs to be clarified, such as “Nominee must be living at time of nomination”.

Both Johnny and Edwin said that just because someone has passed on; if the person is qualified for the award, leave it available. Awards are based on merit. David suggested doing a small memorial segment/list of passings from the year. Sally feels that the process is working. That we count on the judgment of the committee.

Paul summed it up that at the end of the day, we only have the pool of nominated people to choose from. While it is easy to be swayed by emotion, the past two years this has been dealt with fairly. As of this time, it is agreed that we will leave the criteria as is.
Alumni Relations Update & Focus for 2009-2010:

Brenda gave an overview of the priorities that we came up with in 2008. She gave an overview of the Strategic planning. She discussed the highest impact activities for 2009…regional alumni events, develop/managing alumni volunteer programs and internal culture of philanthropy. Brenda also reviewed the alumni relation goals.

1. Leverage communication vehicles to engage alumni & friends.
   Brent discussed Husky Link. 11,000+ members. Is moving to a three column design and redesigning the look. Upgrading the groups. Also looking at a mass marketing push to get more people to join Husky Link. Facebook, working towards moving from a group to a page. There are 1600+ people. LinkedIn also has 1600+ people.

2. Promote alumni student involvement in Alumni Association Programs.
   Summarized the Regional Network Program. Now have over 100 active and prospective volunteers, 6 chapters, 9 networks, 24 groups. Brent talked about developing a bi-annual e-newsletter that would go out to all the volunteers, possible bi-annual virtual training/meeting, student programs – student activities, student/young alumni website, professional network – website, networking event, volunteer/career tools website.

3. Alumni Reunion.
   Looking at new marketing tactics, i.e. class newsletters. Danielle talked about some of the things that they are working on. Developed an alumni reunion countdown clock. Possible mini reunions. Send out Happy New Year Card, including when the alumni reunion dates are and what classes are anniversary years. In March, a newsletter will go out, with reply card and reunion information. They are going to do the canoe tours, boat tours, etc again this year. Looking at making Thursday a full day at reunion also.

4. Effectively engage the campus community.
   Academic Alumni Programs – department eNewsletters, advertise alumni services in departmental marketing materials.
   Admissions – plan for supporting regional alumni admission programs.
   Service Travel –
   Alumni Education – reunion program, website, marketing plan etc…

Thank you to the team!!!!

Mark gave an overview of tomorrow’s agenda. Brent will be giving an additional presentation on alumni professional services. Mark finished with adjourning of the session at 9:12pm.
Michigan Technological University
Alumni Association Board of Directors
Winter Carnival Meeting Minutes
Friday, February 6, 2009

President Mark Mitchell called the meeting to order at 8:30am after a continental breakfast.

Homecoming Event Discussion:
A power point presentation put together by AJ Lee and Mark Garver was shown. Event that they suggested was to have a gathering on Friday at a “Public House”. Would be a 5pm check in, have shuttle to the game, have MTUAA swag. Another would be the Keweenaw Star cruise, as an alternative to sporting event. You could promote this activity, or if you have enough, you could book the whole boat. Third possibility would be Hockey Game vs. ??? for the first game of the year. There could be a suite, Swag, possible shuttle between registration at a “Public House” and the event.

The discussion was that there is a cardboard boat race. Last year there were 42 boats with an average of 10 per boat. Alumni could build a boat, working with the local chapter. Suggestion was that Michigan Tech alumni partner with MTSF to do a towel give away. This event is held at Hancock beach. Another suggestion was doing a cook out at this.

Saturday event possibilities were a tailgate party before the football game, a pasty picnic after the game, Broomball game and pasties at the Dee or at McInnes. The Broomball idea was popular, as this is an activity that you don’t do elsewhere in the states. Begin with the broomball event being open to current students and young alumni. Dick mentioned that at homecoming, many other groups are meeting at that time including the Tech Fund board, etc.

Karin suggested getting the local chapter involved, and the community involved with signs in the stores, etc. Ryan said that MTSF would be more than willing to help out.

Paul will talk to Mark about having the alumni involved in the cardboard boat race, with towel giveaway, picnic, and a boat. Also a three year commitment to the broomball tournament.

Best Practices Research Discussion:
Paul began with a review of the work done in 2005 by the Student & Alumni Life Committee. This committee was charged with coming up with Young Alumni initiatives. They contacted the peer institutions. They came up with 5 ideas to bring to the Alumni Board. 1st was an alumni to student networking panel. This became a job shadow program in partnership with the career center. Because of huge resource drain, this is being rolled out slowly. 2nd was an annual survey of young alumni to find out what they want. Done in 2007 and 2008. 3rd was a city welcome celebration. This became Husky on the Move. Brent updated this…that there have been 50-60 submissions to this. It is still ongoing. 4th was a dedicated young alumni website. Is a link off the homepage. Brent is talking about integrating this with a student page. MTSF may want to take on as a way to get students involved in Husky Link. 5th was a plan for alumni which evolved into a speaker series. Bringing back young alumni to speak to a class or department, while they are here recruiting.

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Paul said that many of our peer institutions are very excited to work with us to help with ideas and advice.

Ryan suggested tying in the YAC with the career fair, as many of the recruiters there are young alumni from Tech.

Sally talked about a possible bridge life insurance or bridge health insurance. There are companies that do this, but if the Alumni Association could have an affinity group to work with. Brenda has found 2 companies that offer things like this.

Johnny suggested that every year that we try to break a record...i.e. the snow ball fight. This would be a partnership with the students and alumni. One suggestion was an extended broomball game. Pay $.25 per game they play and that money be donated to a worthy cause or scholarship. David said even re-breaking the snow ball record, or snow angel record. Sally suggested an invitational to bring in other schools that play broomball. Johnny said whatever it is, the alumni association starts it, runs it and this helps foster the partnership between alumni and students.

Ryan talked about working with Alumni to come and talk to students about where they are living. To partner with the take a slice of tech program. Promote Husky on the Move. Build in access from freshman year on that you are tied to Tech and the Alumni. Ryan said a lot of people feel that being an alumnus is just giving money to the university you attended. We need to get the information out that it is so more than that…volunteering, activities, Huskylink, Husky on the Move.

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Mark closed this discussion. We will revisit these in the afternoon discussion groups.

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