Mark Mitchell called the meeting to order. Mark began the meeting with an overview of the meeting agenda and welcomed all members and guests.

Motion to approve minutes – Paul motioned, Karin seconded...minutes approved as printed.
Market Michigan Tech to Alumni:
President Mitchell gave a short presentation on Marketing MTU to our Alumni. Our message is Tech needs you, important to the world, all of the things you are or want to be. Our role is to continue to build regional networks, expand events and work on message.

President Mroz’s Update:
President Mroz gave an overview of the Vision for 2035…that we will be a world-class research university. Strategic Plan has been updated and is available on the web. President Mroz talked about the Strategic 10 Issues: Enrollment Plan (Les Cook), Graduate Education and Growth (Max Seele), Growth of Research (Dave Reed), Student Services (Les Cook), Staffing Levels (Ellen Horsch), Physical Plant (Ellen Horsch), Auxiliaries (Ellen Horsch), Philanthropy (Shea McGrew), Tuition Levels (Dan Greenlee).

Campaign Update – Shea McGrew:

Treasurers Report – Jacques Smith:
Jacques gave the treasures report. Does a monthly review of the accounts and event reports. In the non-endowed funds, we have $89,975 in the affinity partner revenue/programming account, $2,680 in the demand fund for alumni relations, and nothing in the alumni career networking fund. In the endowed funds, we have $430,765 in the Primary Alumni Fund; $24799 available, $74,919 endowed in the secondary alumni fund.
Revenue: Affinity Revenue is down about $5000 from last year. $50,000 signing bonus for next four years from Bank of America. New Product, Jittery Joes coffee...Husky Blend.
Events: Career Networking Event had 92 participants. 42 alumni events from Alaska to Florida between January 1st and June 30th.

Nomination Committee Report – Paul Ninefeldt:
Paul gave an overview of the awards that the Alumni Association gives out each year. Also talked about what the committee does to fill board openings. Paul brought a proposal to the board to change the date of the board meetings. Proposes that we move the winter carnival meeting to the spring fling weekend (would decrease cost of hotel and flights, safety of travel, winter carnival is hard to connect with students). Proposes that we also move the reunion meeting to the Homecoming weekend (students are on campus, ease the work load on the staff during the reunion, and is a favorite time of the year because of the fall colors, football, etc...). Paul motioned to change the date of the semiannual
board meeting in February (winter carnival) to April (spring fling). Rom seconded. Paul motioned to change the date of our semiannual August (alumni) meeting to October (homecoming). Scott seconded. Mark commented that even if we change the meeting from the alumni reunion session, we still need a board presence at the Alumni Reunion, at least the president. Second question is why spring fling? Paul said it was an arbitrary event that has much going on. Edwin commented that because of budget issues at work, he wouldn’t be able to attend. Also, he enjoys coming up to Carnival as it is a time to see people. He had thought that this year would be a test for Homecoming. Sally suggested we need to see the track record with the Homecoming before looking at changing. Ed says he feels that our biggest job is to network with the alumni, not so much the students. David said that MTSF is the conduit for the students. Johnny says that the reunion was the best time to meet with people. For the alumni market, Brenda says, people want to come for the reunion in August, not October. This motion is to change our meetings, not change the reunion or other events. Mark asked to table this discussion until tomorrow.

Alumni Relations Report – Brenda Rudiger and Brent Burns:

Brent gave updates. Professional networking event (2 events with 92 attendees, of which 80% were unemployed or laid off), career tools website (viewed over 2000 times since January), career tools (email marketing, flyers), Career services (career center and exploring third party service), NACElink.

Social networking update: 12445 members on Huskylink; Facebook has 2550+ fans of MTU, Adam Johnson is posting the news; Linked In MTU has 2600+ members.

New Web Pages…Volunteer Opportunity web site (How can I help prospective and current students or alumni), Student/Young Alumni site (Call to Action: Be connected, be informed, be prepared, be involved, be supportive).

Chapter Program Update: 100+ Chapter Leaders, in Huskylink there is Leader tools and Leader Newsletter. New website update: our page will be changing on August 31st, when beta site is up we will receive to give suggestions.

New Products and services: Husky blend coffee, short term health insurance (GradMed), VIP discount at Office Max, 20% discount at Sherwin-Williams (benefits university athletics).

Strategic Planning: highest impact activities (communications, student and young alumni programming).

Brenda gave an overview of the staff and the amazing things that all have been doing...Thank you to Brent, Danielle, Tanya and Matt. Sally asked if Brenda is going to be adding another staff member as the campaign goes public, as all of the things the alumni staff does is high energy/heavy work. Brenda said not at this time, but they do have wonderful co-op help.

Mark Mitchell wrapped up the evening meeting. He thanked Brenda and her staff for the unbelievable work that they do. Thank you to Brent for the presentation at breakfast. Thank you to Kevin Grzelak and the staff for Tech talks. Meeting adjourned at 9pm.
President Mitchell call the meeting to order at 1:10pm.

MTSF Presentation – David Heiden:
Now have enough members to have 3 committees. Since Winter Carnival they have sponsored Oozeball at Spring Fling. 200+ students participated with 40+ teams. Oozeball 2010 has issues due to the road construction. David talked about the upcoming events including orientation and K-Day.
Tribute Gift Program: encouraging class members to give $20.10 from the 2010 graduates. Will help foster the culture of giving.
Student Services: ABC (a birthday cake), Finals week survival kits.
Scholarships: 4 $1000 scholarships to working student, 4 $1000 leadership scholarships, 1 $2000 and 1 $1000 scholarship for students helping students, a fine arts scholarship and the winter carnival queen gets a scholarship.
Objectives: Stricter budgeting, finding and creating their niche.
Membership: need new, quality members as ½ of their members will graduate in 2010.

Tanya Klain Memorial Event – Rom LaPointe:
Sent out a save the date postcard out to many different organizations. Is for her young daughters. Event will be October 10th, 2009. A plaque will be given to her daughters as well as a permanent presence on the campus.

Young Alumni Reunion – Alumni Homecoming 2009 – Brent Burns:
October 9-10, 2009.
Friday: Registration at the Downtowner. Cardboard boat races and BBQ at Hancock Beach Pavilion. Hockey Game vs. Northern Michigan at the MacInnis Ice Arena.
Saturday: Football VIP Tailgate and Game. Alumni Invitational Broomball Tournament.
Still have some details to work out…shuttle busses, towel prices, marketing (postcards to young alumni, email to young alumni, facebook and techalum newsletter)
Estimated total cost $4380 for marketing, registration, cookout, hockey and broomball. $3000 estimated for towels. President Mark thanked Brent for the presentation.
New Business:
Discussion was resumed on the two motions by Paul. Mark began the discussion. Rom discussed that the student award dinner is held in April. 200+ students are recognized at this banquet. This would be a great event to have the alumni board present. Sally was keynote speaker this year. These students would be great candidates for future board members and future outstanding alumni. Rom said that this would be a good time to hold the board meeting. If this is not when we were going to hold the board meeting, it would be good to have a board presence at this event. Dick mentioned that there may be some conflicts for the representative from the Tech fund that serves on this board. The trustee meetings are typically Friday and Saturday. We could hold some joint sessions. Ed says that we just saw a great presentation on a program that will impact the young alumni at Homecoming without our meeting being held there. He felt that the contact with the older alumni was great.

Mark took the question of moving the carnival meeting to Spring. Paul’s argument was cost, safety, overload were good reasons to move. Johnny suggested that he enjoys to be here for winter carnival. Ed says that it is a high cost to come up here but it is worth it because he is able to see friends and attend the carnival. Carnival is a tradition…is a signature event. Paul wanted everyone to know this was brought up because there has been a lot of discussion about this….not because it is a problem to him. Rom says we need to remember to think about future board members and the impact for them. Darnishia says that Carnival is not the draw for her to be a member. Scott says that carnival is a signature event and we need to celebrate it. Johnny suggested that we set the board up to have some of the members present at some of these other events in addition to the regular board members. Mark says that the Alumni association is attaining status on campus where we are being asked to have more of a presence at other events. Darnishia suggested that this ties into our visioning…where do we want to be in 2035…that we want to touch the young alumni. The vision will dictate how we go forward. Karin says that we are a conduit between the different generations of alumni. Rom said that part of the challenge is the amount of time, energy and cost to reconnect the young alumni with the University. Mark said we are an organization to connect alumni to Tech.

Mark took the question of moving the reunion meeting to homecoming. Jacques asked what is our goal and what audience are we trying to target. Pros for moving the meeting are students are on campus during homecoming. Dick says that Les Cook mentioned that there are 2000 students on campus this summer. Fall season is beautiful with the color change. Alumni homecoming events in fall. Cons are event overload…though we would meet on Thursday and Friday, with events on Friday and Saturday. Con is that the older alumni want to come back to the August reunion not in September…it is the single biggest fundraiser of the year. Sally said that up to this point we have been a two event board…but with the more events that we are having an impact on, we need to look at the decision without having the events dictating our choice. Sally said that we may need to look at rotating the meetings to different events. Mark says we don’t want to lose what we have worked so hard to gain, but we can be
flexible. Johnny said that originally he would never have come up for reunion, but now that he is on the board, he really enjoys the communication with the alumni at the reunion. Dick says that we have 2 different alumni populations. During winter carnival, we don't have any impact with the students because we are at meetings, while the students are busy. Rom says that there are many opportunities to have face to face with the students, such as the Senior awards banquet. Darnishia says that there is a distinction between our role as guidance to the Alumni relations department vs. the events and our presence as a board. She feels we could be just as effective as a board meeting in Detroit as we are here. Brent feels that having the experience of attending the different event plus attending the meetings would help create the diversity of ideas. Sally suggested that we possibly could go to webinars. Jacques asked if at these meetings do we really give guidance...most of this meeting was report based. Having a mandatory web meeting. He also said that many were energized because we had more alumni interaction instead of being in meetings. Suggestion is have required web business meetings, and then rotate through and have one face to face meeting a year being in conjunction with an event...ie. Carnival one year, homecoming one year, alumni picnic one year...

Brenda says that the absence of the board at one of these events doesn’t mean a presence of the alumni won't be there...that we have an active chapter locally.

Motion number one was brought to the floor. Paul amended the motion to read spring fling or a suitable spring event. Rom seconded the motion. 5 ayes, 8 nayes...motion failed.

Brent mentioned that homecoming 2010 will be the roll out of the capital campaign...the three other boards will be attending at that time. 2010 is also the 125th anniversary.

Rom made a motion to amend to make this a one time move in 2010 to be re-evaluated after that. Scott seconded. 12 ayes, 2 nayes...motion carried.

Project team: Dan, Darnishia, Derhun will investigate the use of virtual meetings, including technological and how this will work for us from the board perspective.

Brent asked for 2-3 people for a chapter focus group that he could email for ideas, strategic thinking etc...Chapter and Events Project Team: Scott, Lisa, Dick, Sally and Jacque.

Motion to adjourn by Rom, Johnny seconded...motion carried.