Directors Present:
Mark Mitchell, President
Paul Ninefeldt, Vice President
Lisa Fernstrum, Secretary
Jacque Smith, Treasurer
David Heiden
Ed Eiswerth
Mark Garver
Karin VanDyke
Lori Muhlig
Kevin Grzelak
Sally Heidtke
Dan Batten
Darnishia Slade
Matt Cook
Dick Timmons - Phone
Derhun Sanders - Phone

Alumni Relations Personnel Present:
Brenda Rudiger
Tanya Maki
Danielle Treadeau
Matt McCormick
Brent Burns

Guests
Glen Mroz, University President
Shea McGrew, Vice President of Advancement
Bill Lowery
Mark Mitchell called the meeting to order at 5:50pm. Mark began the meeting with an overview of the meeting agenda and welcomed all members and guests.

Motion to approve minutes from August 6, 2009 – Edwin motioned with one change...Ken Naples, not Maples, Karin seconded...minutes approved as printed.

President Mroz’s Update:

President Mroz talked about the Vision for 2035: World Class University. Strategic Plan approved by Board of Control on July 16, 2009. President Mroz talked about university metrics available on the University Website. Enrollment is at 7132 students. Approximately 20% of students on campus are diverse. MTU ACT scores: Math – 26.9, English – 24.8, Composite – 26.0. Faculty hiring is up to 331 tenured/tenure track faculty members. President Mroz talked about the strategic faculty hiring initiative, including Sustainability, Computational Design & Innovation, Energy, Health and Transportation. Our Research ranking is 163rd out of 679 in the country. We are 168th in federal research expenditures. President Mroz talked about the state higher education budget. Some of our capital projects will be/are the Great Lakes Research Lab, the Residential Apartments (190 beds to be open in August), Art gallery in the Rozsa Center, the Lakeshore Center in downtown Houghton, Library Café, Hockey Skyboxes. Capital Campaign...as of January 31st, 2010 we have $110,678,832. President Mroz talked about the power of “One”, which included EcoCAR, Peace Corp, Outdoor Adventure Program, Crew, and the Reading Program and this summer, the start of women’s soccer, that one lady is very involved in supporting. What can you do...do what you can!

Campaign Update – Shea McGrew:

Shea highlighted a few successes. Increased the endowed faculty positions by 7. Shea discussed the goal of building a philanthropic culture. He discussed the campaign timetable. Will be going public with the campaign on July 1, 2010 for the end of the campaign being June 30, 2013. What can you do? Encourage your peers to give, personally donate, know the campaign “case for support”. Campaign kick off event will be September 30-October 2, 2010 at MTU.

Bill Lowery, our fundraising consultant, spoke to the group about his take on MTU campaign and where he feels it is heading. The kind of support towards building a culture of philanthropy has become much more solid...top-notch fundraising and outreach staff. Alumni program has become more active. Unlike the national trend of alumni giving dropping throughout the US, MTU has been consistent. Feels that the campaign will come to a successful conclusion.

Both Shea McGrew and Bill Lowery took questions.
Treasurers Report & Proposed Budget—Jacque Smith:
Jacque gave the treasurer’s report. Does monthly review, asks questions. Jacque gave a copy of the power point to all board members. The alumni career-networking fund is now officially closed. Revenue Review: Investment income is rising, affinity programs are down, except for Liberty Mutual. In the second half of 2009, there were 52 alumni events at a cost of approximately $32,000. Attendance was at over 2500. Events were held in the US and 4 were even held in Canada. Reunion attendance was 421. The total class gift was $725,493.

Jacque brought up for discussion, a purchasing policy. We need to develop a policy for large purchases or financial commitments. There have not been any issues, but this is more to protect and empower the directors and alumni personnel. A policy would help prevent micromanagement and a cumbersome process. Mark Mitchell gave his thoughts on this, that it should be an amount in the thousands, that it should be a small group, and a voice vote. The goal is to come up with a policy for the next board meeting. Dan, Jacque, and Lisa will work on this.

MTUAA Mission & Vision Statement Review—Mark Mitchell:

4 things an organization needs: Clarity (our mission statement), Alignment, Movement, and Focus.

Tonight’s discussion was on Clarity and Movement. Mark talked about mission statements and some of the positives and negatives in some from different Universities. Our mission statement has parenthesis, and lists. Sally commented that the words chosen are very important.

Possible new statement:
“ Our mission is to champion the bonds of students and alumni with Michigan Tech.”

Mark challenged us to look at this and to try to come up with one.

Vision Statement: Our current statement is long.

Possible new statement:
“We love students, we love alumni, we love Michigan Tech!”

Mark also challenged us on this also.

Sally suggested looking at key words that we can build on.

We will have to amend our constitution and by-laws, as the mission statement is part of both.
Movement: Board Development. Mark talked about why board members volunteer, what is needed from board members, and what are the problems with this now. On-boarding facts were given. Optimizes effectiveness of new members, improves retention and satisfaction, builds shared group culture. Why bother with this? People expect it; new members are a valuable asset. Mark feels that board membership should be a horizontal progress, and that this process is important. Sally suggested having an off-boarding process also. David asked if we could use this towards helping the MTSF board.

Meeting adjourned at 8:45pm. Tour of the Alumni House to follow.
Directors Present:
Mark Mitchell, President
Paul Ninefeldt, Vice President
Lisa Fernstrum, Secretary
Jacque Smith, Treasurer
David Heiden
Ed Eiswerth
Johnny Peavey
Karin VanDyke
Lori Muhlig
Kevin Grzelak
Sally Heidtke
Dan Batten
Darnishia Slade
Matt Cook
Dick Timmons - Phone
Derhun Sanders – Phone

Alumni Relations Personnel Present:
Brenda Rudiger
Tanya Maki
Danielle Treadeau
Matt McCormick
Brent Burns

President Mitchell called the meeting to order at 8:30am. Approved minutes from Friday August 7th, 2009...Jacques motioned, Paul 2nd, motion carried.

Alumni Relations Update:

3 years since Brenda started. Brenda introduced Kay Larson, our newest Alumni Relations staff member. Alumni House tour was held last night. Budget for renovations is $35,000. Brenda and Shea talked about how we came to be moving back into the Alumni House. Brenda talked about the highest impact activities that they are doing.
Communications – International postcard and email, TechAlum Newsletter, CashCourse.

Social Networking – Huskylink (about 13,000 members). LinkedIn (3300 members), Facebook (3960 members)

Tech’s 125th Anniversary – share your memories on Memory Lane.

New Alumni Website – since July 2007 there have been 1 million page views to the alumni website.

Chapter Program – 111 chapter leaders. Chapter leader tools online. 2nd issue of the chapter leader newsletter was sent out.

Regional Activities – Pub Night themed events, student send off, other unique events (broomball in Midland, MI).

Reunion – Many groups including Hockey will be piggy backing on the reunion. Also big year for Houghton…50th anniversary of lift bridge. Reunion is August 5th-7th, 2010.

Homecoming 2009 – Cardboard boat race (alumni boat – SS Been there done that), broomball tournament, hockey skybox and VIP football tailgate. Showed part of You Tube video of the alumni broomball invitational opener 2009.

Homecoming 2010 – October 1st & 2nd, 2010. Alumni Board meeting will be held during this weekend. Also will be Campaign kickoff. Mark discussed the time line for this weekend.

Wednesday:
Thursday: 4pm symposium, 6:30pm dinner
Friday: 8am breakfast, joint sessions, lunch, Alumni Board meeting from 2-4pm, 4pm parade, boat races and broomball.
Saturday: 8am breakfast, 9-11:30am meeting, 11:30 am tailgate.

Alumni Travel – Service and educational program. Homebuilding with students in Juarez, Mexico March 5-11, Isle Royale with OAP June 15-19, and a California Vineyard and Redwood Forest Tours in June or July.

Brenda thanked the staff for their amazing hard work.

MTU Alumni Are Amazing: Project by Rom LaPointe, program given by Mark Mitchell

This was a program about a possible new award for our alumni. We currently recognize the outstanding young alumni, honorary alumni, outstanding service, and honorary alumni. Should we do this, criteria, naming. Give to someone that gives to the community outside of the University. Our current awards are career or MTU based, not to the world outside. There is a gap for International and National service and giving. Paul says that the one concern is that in the future, we may struggle to get quality applicants, but feels that this is a great idea. Sally feels that this is an award that will touch our young alumni as well as all alumni.

Motion: Move to create a new award that highlights the positive impact of our amazing alumni on our world community and establish a committee to for criteria.
Karin motioned, Sally seconded. Motion carried. Karin, Sally and Rom will work toward establishing the criteria.

From 10-10:45 we held a networking coffee break with MTSF, student campus leaders, and others who work with students and deal with student life. Goal is to mingle.

“Explore Your Network” Marketing Discussion – Brent Burns & Stephanie Garbacik:

Brenda invited the student leaders and campus leaders to stay for this session. Brenda talked about the Professional Network. How can Alumni help students today? Developing a mentoring program that enables alumni to connect with current students.

- Pathway to mentoring for the students will be mtu.edu/explore. For alumni will be mtu.edu/mentoring.
- Professional Network Update: sent the mentoring information to MTU Magazine, Humanities Department, Alumni Board, Chapter Leaders, LinkedIn, Events ads, Flyer for Career Fair Recruiters.
- 87 total mentors to date.
- talked about marketing ideas to encourage alumni to sign up as mentors and to get students to utilize the mentoring program.

Question & Other Ideas: Ideas to connect with students and alumni? Hard thing is to get students to understand the value of having a mentor. Brenda said that they are looking at utilizing testimonials to help market this program. Brent explained that this is not a recruiting tool, and not a job fair. Suggestion was to get this out to the senior project groups and enterprise groups. Jacque suggested that we expand this to people who have graduate degrees and people who are looking at going on for a graduate degree. Darnishia suggested that some students just want a quick answer, is there a way to do this with this program. Edwin said that we need to get to the Professors to help spread the word about this project…the internal network. Johnny suggested putting a short video presentation that you can give out to the professors and others to share with students.

Lunch & MTSF Update:

Board broke for lunch at 11:30. MTSF representatives gave an update on their activities and membership.

Nominations Committee – Paul Ninefeldt:

Paul thanked his committee for all their work. Paul gave an overview of the committee and their process. Form was a PDF that you had to download and
send in, now will be available to fill in online. Any person nominated will stay nominated for 5 years, and then they roll off.

Slate of Award Nominees:
Outstanding Young Alumna – Theresa Schissler-Boichot
Honorary Alumna – Patricia Nelson
Distinguished Alumnus – Richard Henes
Outstanding Service Award – Bob Freimuth

Motion to accept the slate of award nominees was made by Edwin, seconded by Johnny. Motion passed.

Slate of Board Nominees:
Stephen Kamykowski
Tim Thomas
Robert Wojcik
Jeff Zeman
Chris Moore
Jeffrey Sudderth

Motion to accept the slate of board nominees was made by Jacque, seconded by Lori. Motion passed. New members take effect at the close of the October meeting. They will be invited to the meeting in October.

Board Development Program Discussion – Lisa Fernstrum & Jacque Smith:
Sally said have this at the alumni house. Mark suggested making about the new board members. Darnishia says it would help to get to know the resources would help.

Brenda has a travel budget to meet new board members.

Team will need to concentrate on what information do we want to give to new board members and how. Brent pictures something like what the tour guides learn and have to know. Darnishia, Lisa, Mark and a couple of other board members (volunteers?).

Mission Statement & Vision Statements:
Began by spending 10 minutes kicking around ideas.
Mission Statement:
  Group 1: Creating connections. Sustaining traditions
  Group 2: The mission of the MTUAA is to inspire, encourage and support a life long connection…
  Group 3: Our mission is to develop and foster the lifelong relationships and traditions between alumni, students and the university.
  Group 4: MTUAA enables alumni to be the link between the university, communities and students.
  Group 5: The mission of the MTUAA is to ______ the _____ between students and alumni of Michigan Tech.
  Group 6: MTUAA mission is to cultivate Tech traditions and relationships amongst alumni past, present and future.

Discussion: Common theme is traditions and the concept of connection/affiliation.

  -Building/Creating/Cultivating connections. Sustaining traditions.

Sally will email all these out to all members, send her additional responses/ideas.

Action Plans & Wrap Up:

At reunion meeting, will have a chapter leaders workshop and meet and greet. We will comp the event tickets.

The board discussed the issue with missing members who have unexcused absences. Suggestions were looked at on how to address filling the unexpired terms. The constitution has nothing written for filling these terms.

We will be doing much work electronically in the next few months. We need to approve a slate of officers to be presented at the August reunion. Offices open are President, Vice President, Secretary, and Treasurer. Paul will call for nominations. Submit to nominating committee. Paul will then send a ballot out for electronic vote. All nominations have to be in to the nominations committee by April 1st, 2010. By April 10th, nominations committee will notify nominees. May 1st will be deadline to submit the candidate stump speech. May 10th the stump speeches will be published. June 1st to June 15th election. Paul's email is pjninefeldt@yahoo.com.

Motion to adjourn by Jacque, Edwin seconded…motion carried.