Meeting gathered at 5pm with a gathering.

Members Present:
Dan Batten
Edwin Eiswerth
Lisa Fernstrum, Secretary
Kevin Grzelak
Sally Heidtke, Vice President
Dr. Jean Kampe
Mark Mitchell, Immediate Past President
Paul Ninefeldt, President
Johnny Peavey
Darnishia Slade
Jacque Smith, Treasurer
Jeff Sudderth
Tim Thomas
Bob Wojcik
Sheryl Wright
Jeff Zeman

Stephen Kamykowski joined us by phone.

Alumni Staff members present:
Brenda Rudiger
Matt McCormick
Janelle Hosafros
Erin Jarvi
Kay Larson

Paul called the meeting to order with a round table introduction on why we are all members of the board.

Paul gave a quick overview of the agenda.

Ed moved to approve the minutes. Jacque seconded...motion approved.

Celebrating Women of MTU:

Sally presented a program on helping to increase diversity on campus by encouraging women. 26% women are on campus at this time. 10,000 of 70,000 graduates are women. PCA is looking at doing an affinity reunion at Alumni reunion for women of MTU. This year will be the very first. Will be called “Women of Tech”. Saturday will be the focus for the activities. Looking at family friendly activities on campus. Keep an eye out for more information. The PCA is the hosting organization.

On/Off Boarding:

Lisa gave an update on the On Boarding program. The program will be implemented with the new board members in August. Mentors will be needed, so board members are asked to consider serving as a mentor.

Life Board Membership:

Lisa led the discussion on proposed Life Board membership. In October, Lisa, Dick Timmons and Brenda met and discussed options for this designation. Mark motioned that we add: Upon completion of a term of six years as a director or upon election by the executive committee upon completion of a term of less than six years, shall become a Life Director, eligible to receive notice of and attend meetings of the Association Board of Directors, without vote. Johnny seconded. Motion carried. This will now be brought back to a vote at the Summer Alumni meeting, before it will be approved as a constitutional amendment.

Graduate School Update:
Dr. Huntoon, Dean of the Graduate school gave a presentation to our board. There are 66 graduate programs. As of fall 2011, there are just over 1300 students. How can the Alumni Association help the graduate school? By engaging our graduate alumni with the Alumni Association. Help find out what the alumni are doing so they can publicize stories and successes. Help engage and form international chapters. Possibly add a graduate student to the board of Alumni. Thank you to the board for the Traditions of Giving Fellowships!!!

Athletics Update:

Coach Mel Pearson and 3 current hockey players were introduced. They gave a great update on the program. Thank you!!!!

Constitutional Update:

Mark gave an update on an omission in the constitution in Article XX. Mark proposed the following change: A quorum for conduction the business of the association shall be 50% of the total number of directors holding office at that time plus one. We will review and vote tomorrow.

Governance Committee:

Awards: Dan presented the Alumni Awards nominations for 2012. 55 Nominations were received to be evaluated for this year. Outstanding Young Alumnus nominee is Kristina Marshall. Outstanding Service Award nominee is Tanya Klain. Distinguished Alumnus nominee is John Soyring and Olive M. Cornish Kimball. Slate was approved unanimously. Brenda asked that this be kept confidential till all the nominees are contacted.

The committee also recommended that the records need to be cleaned up. Nominations must have proper forms filled out. We also need to market these awards better.

New Directors: Sally presented the nominees for new directors. Kevin, Sally, Mark, Johnny, and Jacque are departing the board. 11 nominations were made for 6 recommendations. Charles Heiden – board unanimously approved. SherAaron Hurt- board unanimously approved. Kerry Irons- board unanimously approved. Jason Manders- board unanimously approved. Denise Slattery- board unanimously approved. Kevin Walker- board unanimously approved. Sally will contact the approved board members. She asked that this be confidential till they are all contacted. They will be invited to join us at the summer meeting, and will begin their term Winter Carnival 2013.

Reunion Meeting:

Mark your calendars for August 2nd-4th for the Reunion Meeting. Homecoming will be October 12th-13th.

Officer Nominations:

The current officers talked about their current positions. Sally presented the process for nominations. The executive board will set the time. Call for nominations will go out, the close will be a date set by the executive committee. 10 days after the close of nominations, nominees will be contacted to confirm acceptance of nominations. Nominees then submit their stump speech. Electronic ballot was sent out with a two-week time frame. Slate of officers will be presented by mid June.

Paul encouraged everyone to attend breakfast at 7:45am...

Mark motioned to adjourn, Sally seconded. Motion carried.

Paul adjourned the meeting at 9:10pm
Meeting gathered at 8:30am.

Members Present:
Dan Batten
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Lisa Fernstrum, Secretary
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Sally Heidtke, Vice President
Dr. Jean Kampe
Mark Mitchell, Immediate Past President
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Jacque Smith, Treasurer
Jeff Sudderth
Tim Thomas
Melissa Velmer
Bob Wojcik
Sheryl Wright
Jeff Zeman

Stephen Kamykowski joined by phone

Alumni Staff members present:
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Matt McCormick
Linda Fredrickson
Janelle Hosafros
Erin Jarvi
Kay Larson

Treasurers Report:

Jacque gave an update on the finances. The 2977 demand account is at $5510. The D95050 account is at $58,510. These are our non-endowed accounts. In our endowed accounts, our primary alumni fund is at $432,230. Our secondary account is at $74,633.

Total available for things outside of day-to-day operations is $130,499. We have committed $50,00 for Traditions of Giving, Segmentation study is $10,000 and $7,100 is committed for other sponsorships. We have $63,399 available to use for other things.

Affinity revenue last year was $73,425. This year it is $74,076. Liberty Mutual, State of Michigan and Bank of America are our three biggest funders. 2013 will be the last payment from BOA. We will be renegotiating the contract at that time. In 2014 we will probably go to actual royalties instead of the $50,000 donation. Actual royalties at this time equate to about $32,000.

Jacque showed the projected budget for 2012. We have brought in 80% of our projected revenue and expended 34% of budgeted expenses for fiscal quarters 1 & 2 this year. Alumni house budget has been closed. We spent $50,000 the university contributed $63,131 toward the project. In the future, we will budget a small line item for future upkeep.

There were 39 alumni events in 1st 2 quarters of fiscal 2012, with over 1700 in attendance.

Jacque gave an overview of the Chapters and their scholarship funds. Traditions of Giving made it through their first cycle successfully. There were 10 graduate fellowships and 20 undergraduate scholarships.

Jacque gave an overview on MTSF and how they are doing financially.

Finance Committee Report:
Bob presented the committee report. Their objectives were to develop a long-term strategy and framework for the endowment funds and affinity revenue. Also looking at the constitution.

Their main concerns were that there is a lack of a long-term goal, no documented usage, and no plans to increase the endowment. They began by suggesting that we need to finalize the strategic plan, increase the endowment, and a constitutional amendment.

In the affinity market, we lose approximately $18000 in 2014 from BOA. There are no long term plans to augment affinity funds. They suggested watching budget, looking at other universities ways of dealing with this and researching ideas for increasing funds. Some ideas for the MTUAA master card is to market to undergrad students (the university stores don’t take VISA). Also advertising on the MTUAA webpage and teaming up with businesses for discount cards. Mark asked if there is a way to make the card more attractive, such as airline miles, cash back, etc.... Bob asked if we could advertise on our website, but Brenda said that we are not able to put logos, etc....for businesses on our website legally.

Main concerns in the constitution are there is no wording for budgets or use of funds in the constitution. Need to refine duties of the treasurer.

Next steps for the committee are...strategic plan needs to be finalized. Affinity program needs to be #1 concern. Finally, the constitution needs to have some refinement under the treasurer’s portion.

Ed said his concern is we don’t have a strategic plan on how we are going to spend money and grow our endowments. He said that working in this committee helped to really understand the funding mechanisms...but where do we go from here.

Johnny asked if, as an organization, through non-profits, precludes us from doing fund-raisers on-line seasonally? Brenda said as we look at affinity programs, we not only look at revenue, but also look at is this something that really represents us well.

The committee is going over past surveys and board work to look at what has been done in the past. Paul also mentioned that we contacted some of our peer institutions to network in the past. They are very happy to share ideas with us.

**Networking Coffee Break with Key Campus Leaders:**

**Strategic Framework Project Update:**

Professor Min presented the update for us. Sara Fernandez assisted Dr. Min. They began with a background on why the study is being done. What are the unique segments of the alumni, communication effectiveness, and key improvement areas?

They will use a 3000 random segment out of 55000 email addresses for their pilot testing. Sara went over their data collection procedures. She also gave a timeline for the Pilot Test and the Main survey schedule. Sara talked about the Framework for survey questions and the development of the questions. She placed all the things we do into 15 categories and asked if we noticed any they missed. The goal is to whittle this to 10 categories.

Dr. Min presented the statistical end of this project. He also gave an example of the segmentation and outcome presentation. Dr. Min gave an overview of limitations for this project.

**Discussion was held.**

**Strategic Priority Discussion:**

Paul introduced the framework for the Alumni Way project and how it began. Ultimately, this project is going to happen with or without us. What we are proposing today to discuss and debate is that we would be engaged in a joint committee with the board of trustees to move this project forward. The opportunity for the board is to lend the power of this brand. This is the most significant project that we have been asked to be involved in. This is the first time the association has been asked to be involved in the infrastructure of this campus. We are NOT being asked to fundraise.

Shea McGrew presented an update on the Alumni Way project. The concept began with could we have a true pedestrian mall through campus. Sally asked about the East end of campus... as this project would be the west end of campus.
The alumni association would serve as the chief advocates for the project to alumni, articulating its merits and the case for support. We would work collaboratively with University Marketing & Communications, Brenda, and develop the targeting of the alumni audience and other groups...developing the messaging. The committee would work to develop and finalize the pricing of naming opportunities, budget, timetable, and place of this project within the larger Generations of Discovery campaign. We would be involved in identifying potential donors.

Mark thinks that this is a natural progression for what the board should be about. This is a chance for the board to step up. A beautiful campus is impactful for prospective students and their families. He feels it is a great opportunity for us.

Ed asked if this would affect the fundraising towards other projects in the campaign.

Sally said that as we look at the strategic framework going forward, this is a good focus as we wait for the work on the framework.

Jacque said he is supportive of this. One of the great things is that as you walk through this the Alumni House is right there. He feels that this is a way Advancement and Alumni Association can work together.

Shea said they are asking for help to enable fundraising, not to fundraise.

Break for lunch...

University & Campaign Update:

Shea McGrew & President Mroz gave a presentation on the Michigan Tech Message. President Mroz began with an update of the strategic goals, which are to get and keep the best people, deliver a distinctive experience with STEM focus and produce exceptional research and scholarship for the needs of society. He gave an overview of the successes and growing momentum of the university. 152 faculty members have been brought in. On the Campaign, the total raised is now $162.5 million.

President Mroz gave an update on an impact of the giving. 16 new, named faculty positions were created. There were $22 million in new gifts and pledges for scholarships and fellowships.

President Mroz talked about the challenges the University faces. He talked about how we will move forward (refreshing the strategic plan, quality, and taking advantage of the national need for STEM graduates and innovative research), what matters most and the importance of private support (which includes increasing alumni giving to the annual fund, building the philanthropic culture, building the next generation of major donors, and finding naming gifts of $10+ million for departments and schools/colleges).

Jeff asked what it would take to grow the partnership between industry and the university. President Mroz reiterated the program that was run in conjunction with GM. Also looking at more coursework Master's Programs.

Ed asked about the foreign students...how many stay in the country after graduation and how many give back to the university? Shea said there is not a measurable give back from the students.

Shea came back to the Alumni Way discussion. The importance has to do with the future private support of Michigan Tech. This is what the campaign has been about and what the Alumni Way will lead to. Shea reiterated what President Mroz stated about how we move forward.

LeaderShape Institute 2012:

The LeaderShape program coordinator and 2 students gave a brief overview of this year's program and led us in an activity.

Constitution Update:

Mark discussed the information with Kevin about our vote quorum. After discussion, Mark's motion is: To adopt an amendment that states...A quorum for conducting the business of the board of directors shall be a majority of the directors holding office. Ed seconded. Motion passed unanimously. This will again be voted on at the next meeting. If this passes, the constitution will be amended.
Alumni Way Discussion Continuation:

Johnny moved that we become a part of the project as a board, Jean seconded. Discussion: Mark feels that this is a great progression for this Association; Johnny stated how there is no focal point for the university, and this will add. Motion passed unanimously. Paul will appoint the committee to serve. Shea will consult with Paul. Please email him if you want to volunteer...pjiniefeldt@gmail.com in 2 weeks. Lisa will send a note with the minutes to recognize the deadline. Shea mentioned that this project would be a 2+ year project. Members who are finishing their Board commitment can still be on the committee. Optimal size of the committee would be 3 Tech Fund trustees and one from the campaign. Will include possibly 6 from the Alumni Association.

Wrap Up:

Janelle gave an invite for tonight’s skybox and for tomorrow’s fireworks display. Paul gave the final wrap up. Paul asked that we give our impressions of the meeting.

Brenda mentioned that the Great Lakes Research Center would be dedicated the Thursday at Alumni Reunion. Possible to piggyback Tech talks with this opening.

Mark moved that we adjourn, Ed seconded. Motion carried.

Meeting adjourned at 3:20pm.