Meeting called to order by President Paul Ninefeldt at 5:09 pm. Meeting began with a round table update from all of the present board members.

Bob moved, Ed seconded to approve the minutes…motioned carried.

Paul reviewed the agenda and goals of these meetings.

Treasurer’s Report:

We have had a switch in Investment fund managers to Northern Trust from Wells Fargo. All members were given copies of slides from Jacque presentation with the updates from our accounts.

Jacque updated us on available usable funds for next year...$83,000 after commitments. Affinity revenue is up less than $1000 from last year...at $95,183 for 2012.

Jacque talked about how we spend our money...slide is in the packet.

As per budget, we had revenue of 103% of budget. Our expenditures were 108% of budget. We were $8497 over budget. Our projected budget is income and expenditures of $94,000. Goal is to keep a carryover of $5000 so we don't have a cash flow issue at the end of the budget year.

Future considerations for us to consider are integrating reunion expenses and revenue, Alumni House maintenance, and Board of Director expenses.

We held 49 Alumni Events with over 1800 people attending.
**Finance Committee Report:**

Bob presented an agenda on this presentation, and introduced the members of his committee. The objectives were to develop a long-term strategy for the endowment funds, affinity revenue and determine what constitutional changes were necessary.

The main concerns were the lack of financial goals, strategic plan and how to increase the funds.

Endowment fund focus is on hold until 2013. Appropriate action cannot be taken until the strategic plan is formalized. No recommendations are being given on constitution changes at this time.

Affinity revenue was the highlight of their work. At the end of 2014, we will lose $15K. Over last 6 months, they have explored new options/companies, reviewed BOA contract, and contacted peer universities to see how they do it.

New/Existing Opportunities: Pet Health Insurance (working with Liberty Mutual and VPI), Long Term Care Insurance, Capital One vs. Bank of America, and others (discounting moving...nixed, myinsidersavings.com...nixed)

Ideas out there: MTUAA MasterCard ...market to undergraduates, Advertising on the MTUAA website.

Committee members gave an overview of different peer universities and what they do with affinity revenue.

Next Step: How we market these programs are important...but we don't do a very good job of marketing. We need to implement marking options to increase visibility, review the options of BOA vs. Capital One, implement pet health insurance, implement market Master Card plan to students, create a student alumni association, have a spokesperson for each program and continue with monthly calls pursuing these ideas. Our first decision is to stay separate and continue affinity revenue vs. being under university budget. Scott brought up that we need to look at our principle engagements; that we need to get focus on our ROI instead of taking buckshot approach. He says we need engage early, training us to think of MTU at each change point in our lives. Mark said it is easier to change the students’ perspective than the older alums. Johnny said that putting a portfolio of available programs in one place would make it easier for people to look while searching for example for car insurance. Mark reiterated that everything we do has to align with the goals of the organization. Ultimately this group needs focus. Paul and Mark suggested that MTSF is the beginning stages of the student alumni association. We need to build on that.

Ed suggested that we decide if we want to be affinity oriented. Scott called to question that should we continue to strengthen our affinity programs bounded by our principles of engagement. The majority said yes.

**Sponsorship Program:**

Ed presented an update of the student initiative sponsorship program. Applicants can ask for up to $1500. This year, we spent $6600 of our $8000. Questions going forward are to continue this program, amount, and approval process?

Scott moves that we continue to invest in student activities that follow our mission celebrating traditions creating connections...Ed seconded. Motion carried, unanimously.

Bob asked how we would pay for this. Scott recommended that we establish a committee and have the committee bring this to the board...to include funding, how do we measure, etc. Ed felt that we should all continue to vote on the programs by email.

Paul appointed Ed as chairman of the Sponsorship Program committee. He asked Ed to appoint his committee members.

Jeff S. motioned for the meeting to adjourn, Jean seconded...motion carried.

Meeting adjourned a 7:45pm.
Directors Present:
Paul Ninefeldt, President
Sally Heidtke, Vice President
Lisa Fernstrum, Secretary
Jacque Smith, Treasurer
Dan Batten
Edwin Eiswerth
Kevin Grzelak
Dr. Jean Kampe
Stephen Kamykowski
Johnny Peavey
Darnishia Slade
Jeffrey Sudderth
Tim Thomas
Scott Usitalo
Sheryl Wright
Bob Wojcik
Jeff Zeman (Z)

Alumni Relations Personnel:
Brenda Rudiger
Matt McCormick
Janelle Hosafros

New Members:
Jason Manders
Charles Heiden
Kerry Irons

Guests:
Mary Jane Lowney
Sean Fernstrum

Paul called the meeting to order at 10:15am. Paul reviewed today's agenda for today.

**Strategic Targeting Project:**
Scott and his team presented their update. His hope today is to enroll new members, refresh the group and energize all of us to get onboard. What he is asking from us is to advance the segmentation work. The committee recommends that the new Executive Committee put together a proxy Strategic Plan.

Scott reiterated why we need to create a strategic framework. We know we want to build relationships for our mission, thus creating the framework helps us to understand who our target audience is. He shared the process again with us. We had agreed to engage a marketing professor and students to work on the segmentation process. We hoped for a higher probability for greater success because people would want to talk to students. This ultimately would create greater on-campus ownership, while reducing the cost.

Scott’s committee has come up with a framework for a proxy strategic plan for the Executive Board to proceed with. We are currently at the point of finalizing the questionnaire. We are approximately one year behind our original timeline. The barrier to keeping up with this project is the learning curve for Dr. Min and his students and us. Scott’s company generously donated time and manpower to assist with this (Thank you!!!). It was agreed that we go for quality over speed.

What Dr. Min needs from us is to provide input on incentives to drive alumni to participate in the survey, and to consider sponsoring a marketing intern to help Dr. Min. Steve suggested that a donation from a large company, i.e. Starbucks...the incentive for a coupon for a free coffee after you complete the survey. Scott said that engaging the chapters to answer the survey...for example Grand Rapids with a membership of close to 3500. Johnny suggested that every freshman coming in and
every senior graduating has to fill out the survey. Scott agreed that this is a really good idea to catch people at 2 different checkpoints in their lives. This also gives you a database to begin the student alumni association. Please send any ideas to Brenda to get to Dr. Min.

Scott suggested that we let Dr. Min use some of the $10,000 to hire an intern for the marketing. The intern would work with us, with Dr. Min supervising.

Ed asked how comfortable is Scott with possible results. He feels comfortable with this, and that he will continue to be involved with this project, even though he won’t be on the board.

Scott moves that we have Dr. Min hire a marketing intern to help move forward with the constraints of the $10,000 including the incentives. Paul seconded. Sally asked from a budget standpoint, we need to make sure we keep within our budget constraints. Tim asked if we should be setting the intern’s role and responsibility? Scott said that Dr. Min is able to do that. Brenda said that it is a real job, not an internship so the person working on this will be a graduate. The motion carried.

Graduate Student Government Update:
Margo Woller-Carter presented this program to us.

Constitutional Update:
Mark gave a brief update on what he has done as the constitutional officer. 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 carried. This amendment now stands.

Discussion was had on a possible position that keeps the history of our alumni association.

Lisa suggested that we put together a motion log so that it is easier to find the decisions made, and then reference to where in the minutes there are.

MTSF:
Timothy Weerakoon gave us an update on the MTSF activities. Their membership has grown to 30 members.

Meeting adjourned at noon for lunch.

Paul called the meeting back to order at 1:33pm.

Alumni Way and Advancement/University Update:
Shea began by giving an update on the campaign. We are 11 months from being done, with $178.5 million raised so far.

Shea is looking the annual giving campaign staff to Alumni Relations. He feels that annual giving is a prong of alumni relations, like events, mentoring, etc. This is a common model in private universities and 5 of the public universities in Michigan have gone to this model. He feels we need to move to a data driven model. Brenda would become the Executive Director, with Paula Nutini and her group reporting to Brenda. The outcome is connecting more alumni and to help raise funds. It is his hope that it improves instilling the philanthropy of giving. He feels this move formalizes the role in development. We would continue to be advocates and help be involved in analysis and discussion on what our alumni are like and what we need to do. Brenda’s workload will increase, but she will have the support staff to help.

Paul brought up the past and what the role of the alumni board has been in the past. He feels that this is the natural evolution of this board. He said Shea reiterated that we will not be the ones making the ask. It is a great opportunity for Brenda’s career.

Scott said it makes all the sense in the world for the university, but there has to be an absolute firewall between this board and the fundraising. His concern is that all the work that this board does creating the connections will be at risk with the fundraising aspect. The energy between the two groups have to be managed to avoid friction. He asked Brenda if this is truly a responsibility that will increase your value to the university and your future? She is on board. She said she is always looking for new challenges. She said that there has been an increase of her peers doing this type of work.

Bob said our message shouldn't change, but at the end of the day, the connections we make should/could end in the person donating to the university.

Johnny asked that where do the resources end up and who has fiduciary responsibility. The board would still be advisory; the management would still be at the university level.
Shea said ultimately the alumni association is to focus on making connections. Giving is just one outcome from the connections.

Ed has concerns also with the fundraising end. He agrees with Scott that we need an absolute firewall between the fundraising and the alumni association is necessary.

Shea said the primary appeal for the annual fund is going to be for scholarships for students. The announcement to staff will be made this week.

Sean Fernstrum said if there is a firewall it will be good. He gave a little history of the past association. He warned that this step, if viewed the wrong way, could cause issues with our alumni base. He feels this is a good idea, and the next logical step.

Glen mentioned that the Tech fund doesn’t have any employees...they are just a holding for the campaign. All of the staff have been transferred into the university.

Jacque said he is amazed we didn’t do this earlier. This will give us a whole new set of tools to work with. This is a natural progression. It will help us to be more effective.

Mark asked if this is an opportunity to change the name from annual fund to something like lifelong fund, or alumni fund?

Jeff Z. asked that if people get more active in alumni activities, will this increase the solicitations for funds? Shea said no.

Darnishia asked if this would change our strategic framework? Scott said it should feed it in an efficient way. She also asked will this change Brenda’s message from creating connections to asking for money? Brenda says she always thanks people for giving to the university, even if it is just picking up the phone and talking to the student that called. She said they have never shied away from asking for donations, it just took a different form. Scott said the danger is to lead with the tin cup, verses the connection then get to the ask later.

Shea gave a quick update on the Alumni Way. He gave possible naming opportunities and possible amounts. The goal is to get to $2 million. The timeline for execution of this project is heavy for this fall. Will depend on the cash flow, as this is all going to be privately funded. Darnishia said we need to look at what, as a board, will our imprint will be on this project. What we will sponsor possibly?

Darnishia asked how the parking situation would be addressed. Glen said that there is a parking committee that is addressing this.

**Rozsa Center for the Performing Arts:**
Bethanny Jones gave us a presentation on the Rozsa center.

**Athletics Update:**
Coach Matt Jennings and 3 of his volleyball team members came to update us on their team.

**Life Director:**
Lisa moved: 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.

**Constitution Update (cont.):**
Mark moved that: That the board create the office of board historian. The historian shall be appointed by the president for a term of two years and shall not be a member of the executive committee. The historian shall be responsible for creating a physical institutional memory capability and infrastructure to record and serve as a reference for significant board discussions, actions, motions, partnerships and strategic directions. Bob seconded. Bob moved to table, Sally seconded...motion carried.

**Wrap up:**
Our outgoing members were given the opportunity to give us some quality advice. Scott and Sally gave an amusing presentation of parting gifts.

Sally motioned to adjourn, Scott seconded. Motion carried...

Meeting adjourned at 4:19pm.