Darnishia called the meeting to order at 4:30 pm. The meeting began with introductions.
Kerry motioned, Paul seconded that we approve the minutes. Motion carried unanimously.

We went over the True Colors Personality Profiles. Darnishia broke the group out to their colors. She then explained what to use to help the color groups perform better. This exercise helps to recognize where others are coming from, to understand our
limitations, help to show where strengths and weaknesses are and to be able to build on the strengths.

Darnishia talked about the executive board and our meeting in October. She explained that the executive board came up with a dashboard for our goals. Our executive team goals were discussed. They will be available on the new website. This will help keep the executive board transparent, as well as a good guide to keeping things moving forward.

On Boarding:

Due to issues beyond my control, this was not prepared.

MTU Website:

Brenda gave an overview of the website for the Alumni Board with all information that is pertinent to the board members.

www.mtu.edu/alumni/notables/board/private

Historian Discussion:

Discussion was held on the tabled motion. Paul discussed that Mark’s concern was that things would be lost. The new website and the motions listing help to alleviate this issue.

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. Motion failed unanimously.

Governance Committee:

Alumni Awards – Dan gave a presentation and overview of the committee and their responsibility.

   Outstanding Young Alumni nomination is Dr. Amy Clark.
   Outstanding Service Award nominations are Dick and Stasia Gray.
   Distinguished Alumni nomination is Paul W. Fernstrum.
   Distinguished Alumni nomination is James A. Trethewey.
   Honorary Alumni nominations are Bob and Ruth Nara.

Dan motioned to approve the slate as proposed. Bob seconded. Motion carried unanimously with Lisa Fernstrum abstaining from the vote of her father in law.
Humanitarian Award was not awarded this year.

Darnishia will contact all the recipients of the awards.

**APMP Students:**

The program is the Applied Portfolio Management Program, which is an Enterprise Program. The students gave an overview of the program.

**Treasurer’s Report:**

Bob went over how we spend our money, affinity programs and endowed accounts that fund our operational and special projects budgets. The slides are available on the website.

Our current revenue is at $106151. Our expenses YTD are at 53% of budget.

Affinity Revenue comes from license plates, credit card and Liberty Mutual.

Bob discussed that our spendable account is at about $59,000. In the Endowed account we have $25,257 spendable. He talked about the Alumni events (40) with attendance over 1600 people at a cost of just over $17K.

A list of the scholarship recipients for the traditions of giving scholarship was given. Chapters have given over $35K in the last 5 years.

MTSF has given over $54K in the past 5 years. Bob also gave an overview of the MTSF accounts.

**Finance Committee:**

The slides will be available on the website.

Bob began with the objectives of the committee. He gave an update on the Endowment Funds. The committee came to the conclusion that with an average return of 5%, we can pull $18K from the 4017 fund and $3K from the 4018 fund without touching the principal, if we do nothing to raise the principal amounts.

He discussed the main concerns of the constitution.

We lose the BOA premium at the end of 2014 with a loss of $15-$20K per year.

New and existing opportunities are Pet Health Insurance, Long Term Care Insurance.
On Bank of America, they will be offering a cash back awards program starting in 2013. At the end of 2014, we will go to a royalties program. We have averaged $31K a year. The goal is to double our base to 800 users. We need to add 250 users to help replace the $20K we are going to lose.

No matter how many programs we have, it is how we market it. He feels that the finance committee is going to evolve into the finance/marketing committee.

Bob moved that we allocate $18000 from the 4017T and $3000 from the 4018/4018T accounts annually as follows:

a. $10000 for the Traditions of Giving Scholarship for Undergrad Students
b. $5000 for the Traditions of Giving Fellowship for Graduate Students
c. $6000 for the MTUAA Student Initiative Sponsorship Program
d. Selection criteria of each award will be determined as recommended by the MTUAA Board of Directors, not to be included with this motion
e. Awards must occur within the fiscal year they were allocated and cannot be carried over to the next fiscal year
f. The MTUAA Executive Committee may halt an allocation in a fiscal year should the spendable portions of the funds fall below the total allocation specified within this motion
g. This allocation is in effect beginning with the FY13 fiscal year and is in effect until repealed by motion of the MTUAA Board of Directors

Ed Seconded. Ed talked about the Student Initiative Program and the amounts that we are looking at. He has a problem with the cut back to $6000 because the scholarships do not touch as many people as the funding of projects to different organizations. He feels that as we get better at marketing the Initiative Program to the students, the more groups are going to participate. He feels the $6000 is too low. Sheryl feels we need more flexibility in the funding of the programs and scholarships. Being able to change the allocation as changes in the needs of the university and students’ change. She feels the motion address the needs for this year, but may not address the needs in the future. Again, Ed says we need to look at where we will get the best bang for our bucks. Kerry said that this is changeable from year to year. If we don’t take action, this will continue to the next year. It can be modified from year to year. He also said we need to get the message out that we are giving out scholarships. Jeff said he liked the idea of the survey, but the is a lot of debate and context involved. We do need to devote the funds to the most impactful areas. He feels that the Student Initiative Program is the best way to impact the most students. Darnishia says that the undergraduate students receive a letter when they get the scholarships. We don’t really touch the students. The money goes to financial aid, into a pot, and is sent out from that. Sheryl said that the scholarships helped get her through college…that it made her
affinity to Tech that much stronger. Chuck said that from a marketing aspect, when you send the letter if it mentions that it came from the Alumni Association, that it might get a little recognition. If you have the organization put a logo/banner when you donate for the project, there would be more visual recognition. Ed says he doesn’t want to eliminate the scholarships, just to adjust the amounts. Luke and Melissa both said that the scholarships get washed together, whereas the SIP is more visible. They both feel that the scholarships are important. Darnishia says that the SIP is not a continuous budget fund for groups, but a catalyst to get a program together. SherAaron said that the student leaders remember the hard work that they go through to get the funding for projects that they are passionate for. Chuck asked if we could invite the SIP recipients to the AA meetings and have them present to us a brief presentation on they project. Ed motioned to amend the motion to read $8000 for undergraduate scholarships, $5000 for graduate scholarships and $8000 for the SIP. Bob seconded. The amendment passes unanimously.

The amended motion reads: That we allocate $18000 from the 4017T and $3000 from the 4018/4018T accounts annually as follows:

a. $8000 for the Traditions of Giving Scholarship for Undergrad Students
b. $5000 for the Traditions of Giving Fellowship for Graduate Students
c. $8000 for the MTUAA Student Initiative Sponsorship Program
d. Selection criteria of each award will be determined as recommended by the MTUAA Board of Directors, not to be included with this motion
e. Awards must occur within the fiscal year they were allocated and cannot be carried over to the next fiscal year
f. The MTUAA Executive Committee may halt an allocation in a fiscal year should the spendable portions of the funds fall below the total allocation specified within this motion
g. This allocation is in effect beginning with the FY13 fiscal year and is in effect until repealed by motion of the MTUAA Board of Directors

Motion carried unanimously.

Student Initiative Funding Program:

Ed has been talking with Darnishia and Brenda on this program. He presented some options and parameters. His first suggestion is to keep it open to applications being sent in at anytime, not a specific date. The consensus is that is fine. The next suggestion is to form a committee that will do the selection instead of having all bring it up for a vote. The consensus is to go to a committee structure.
Ed suggested that we need more parameters in addition to the requirements that we already have. Sheryl said that the committee should set the parameters, present to the board and the board will approve. In the break out session tomorrow, they will make the decision on 2 applications. The committee will put the parameters together over the next month. Future decisions made by the committee will be sent out to us that X amount was funded to Y project.

Meeting adjourned at 7:52pm
Meeting called to order at 8:05am.

Executive Board Election Discussion:
Ed brought the discussion of having Tech employees serving as officers on the Board. Ed’s concern is the conflict of interest and protecting the employee as well as the Alumni Association. Sheryl feels that the employees are a valuable asset to the Board of Directors. Kerry felt that good conflict of interest wording is important. Chuck said that we need to be careful with the appearance of the conflict. Darnishia said that she felt that it had to do with having confidence in who you have elected to the board. That you have confidence that they can manage their relationship with the board, university, alumni, etc. Jeff Z. said it is hard to discuss something that isn’t a problem now, but could be in the future. Chuck says that many companies say that you have to take vacation time to do volunteer work, would this be the same at the University. Dan feels that if you go through the election process, that is enough. He doesn’t feel that you need to restrict anyone. That the rest of the executive board can step up. Kerry still feels having conflict of interest wording is important. The secretary appointed a committee to look at the Constitution…Ed Eisworth, Jeff Sudderth and Lisa Fernstrum.

Moving Meetings:

Darnishia brought up the thought of moving the meetings. Bob said that moving Alumni Picnic meeting to Homecoming makes it harder to engage the students if we are in meetings. Tim asked is we could split and get groups to go to both. Lisa suggested that the Executive Board meet at the alumni picnic and the whole board meeting at Homecoming, but during the day so we could meet with students in the evening. SherAaron says that the Homecoming meeting would bring faces to our organization to the students. Jeff S. said that not only is the board a working board but we need to interact with the students, to be the role models. Lisa moved that we move the alumni picnic meeting to Homecoming for 2013. Bob seconded. Motion carried unanimously.

University and Campaign Update:

Glenn gave a presentation titled The Future of Higher Education: Some Big Picture Questions.

1. Leveraging our place – MTU embraces it’s cultural, socioeconomic and physical setting.

2. Transforming Society – Catalyzes social change by being connected to social needs. (Link to page: http://www3.weforum.org/docs/WEF_GlobalRisks_Report_2013.pdf)

3. Value entrepreneurship – MTU uses knowledge and encourages innovation.

4. Conduct Use-inspired research – MTU research has purpose and impact.
5. Enable Student Success – committed to the success of each unique student.

6. Fuse Intellectual Discipline – creating knowledge by transcending academic disciplines.

7. Socially Embedded

8. Engage Globally

9. Be a Place for the Arts…

Glenn said there are 224 exhibitors coming to the career fair in 2 weeks. The record was 200 in 2008.

Shea gave an update on the Traditions of Giving Campaign. Goal is $200 million by June 30, 2013. We are currently at $195 million. Financial Aid is the most acute need on campus. University Advancement Council is the next step by coordinating the volunteer, stakeholder groups. This is being looked at to begin in September 2013. The work will be fundraising, but beyond that, it will be advising.

Strategic Framework Project Update:

Professor Min joined us by videoconference. Sally Heidke gave a quick committee update. Dr. Min said to remember three words: Participation, Segmentation, Activities. He explained why do a segmentation study…for more effective alumni communication efforts.

They had 11.3% participation in the survey. Alumni Reunion activities showed that about 21% joined these activities. 59% know but have not participated in Alumni Reunion activities. With Homecoming events, 55% know but don’t participate, while 7% have participated.

He discussed the description of Segmentation Variables. He showed a listing of variables.

He showed the framework for communication improvement areas, and participation patterns. They found people prefer non-person communication (i.e. email, Facebook).

Dr. Min said recommendations should be: Offering Social Network Context; Monitor Segmentation Size (over the next few years); Optimize Selection of Alumni Activities; and Long-term Orientation & Build-up Approach.

Dr. Min said the next project is to interview non-participants, with email and non-email contacts.

Paul asked if the slides would be graphed on x-y axis? The committee explained that they will be using the info to go back to improve communication.
Kerry asked if the survey is biased due to the high graduation rate of males? Dr. Min says it reflects our past history.

The slides will be available online.

Jason said he would be happy to join the committee.

**Alumni Way Presentation:**

Connie Scott and Shea McGrew gave an update. They handed out the fundraising brochure, and gave a presentation of the artist renditions. The project has expanded to reach the library. A donor has suggested a plaza by the library coffee shop. It is hoped that part of the project will start in June and be completed by Alumni Picnic. This will help roll into the pavers/bricks sale.

Darnishia said she would love to fund the Husky at $100,000. Bob said we have $20,000. We can make a 3-year commitment. Shea suggested that we could work with past board members to help fund the remaining $80,000. It was suggested that we also approach MTSF past presidents.

Ed made the motion to approve the use of $20,000 towards the Husky Statue. Bob seconded. Motion carried unanimously.

The meeting Broke for lunch at 11:55am.

**MTSF Update:**

MTSF is up to 25 student members, with 4 committees. An update on Ooze ball, scholarships, student services and the culture of philanthropy was given.

**Alumni Relations Update:**

Brenda gave an update on our Highest Impact Activities. The Alumni Relations staff discussed Communications: emails (average open rate of 24%), Michigan Tech magazine, social networking, Tech Alum (average of 29% sent), mtu.edu.

Brenda asked for feedback on the alumni website, after trying the scavenger hunt. SherAarion said that she had troubles finding the Homecoming dates and where to go if having problems with their email. Sheryl said to make sure things are in the index and site map for search. Ed asked where the mentoring link was...Brenda explained that it is now under Networking because of the students and their attitudes of mentoring verses networking. Jean asked that they double-check info of the board, as some of the degrees are not correct. Chuck asked if we could set a parameter for the local chapter search that would connect you to the nearest board member if there weren’t any chapters close by.
Brenda said that under the Alumni Notables wasn’t descriptive, and kind of snobbish sounding. Jean suggested Celebrating Alumni. Also suggested was Alumni Recognitions.

Darnishia asked if we had profiles of notable students…Brenda said they are in the profiles section.

Erin gave an overview of our analytics on our website.

Kay gave an update on our Facebook page. Erin updated our LinkedIn group. They all said that they are open to feedback…please email or contact them.

**Wrap Up:**

Darnishia followed up on the committees we met with at lunch. Please let us know if you want to be on the committee you met with. On the Segmentation study, Brenda sent an email out about the budget and where we would go with it. The Executive Committee met with Shea on the 7th and he committed to fund the $8,000 we went over budget on.

Tim suggested to have a committee or focus group to work with Alumni Relations to field suggestions with the website and help work with. Brenda said having ideas and suggestions sent to her helps.

Brenda invited everyone up to the skybox tonight for the hockey game. Tomorrow will be fireworks watching. Everyone is invited to the Alumni House for a social.

We then went around the room for final thoughts. Jean mentioned that engineer’s week is Feb. 17-23rd. Maybe we can do an event for engineering students. Ed commented that we had controversial discussions that we held in a cool, calm way. He commended us for that. We also are looking toward increasing funds, which is something that hasn’t been done in the past.

Please get apparel orders to Darnishia by March 1st.

Ed moved to adjourn. Jeff S. seconded.

Meeting adjourned at 1:39pm