We began the meeting with a welcome from Darnishia, followed by life updates and memories from members of the board.

Kerry motioned, Kevin seconded to approve the winter carnival minutes. Motion carried.
Darnishia asked that all of us look at some information that is being done on the campus. The Council for Advancement and Support of Education, a White Paper on the coordination of Advancement and Student Affairs, and a flow chart on positions under the Student Affairs and Advancement Department. Brenda presented a slide show on the first year students and their class photos from 2009 to present.

**Treasurers Report:**

Bob began with the dashboard presentation. The dashboard will be available on our private site: [http://www.mtu.edu/alumni/notables/board/private/](http://www.mtu.edu/alumni/notables/board/private/)

Darnishia explained that this was to keep the Executive Board accountable to the Board. Bob then gave a treasurer's report. We have $4647 in our Demand fund. In our main account, we are above in our revenue stream and our expenditures as a percent of our revenue was 87%. We brought in $98352 from affinity programs. Our endowed account is at $408738 of which spendable is $83798. We have $76076 in our secondary account of with $ 28433 is spendable. There were 54 alumni events with approximately 1420 attendees at a cost of $17219. This did not include GLI.

Paul commended Kay on the wonderful job she does with alumni events throughout the United States. Ed talked about what they are doing down in the Alabama area. He is looking for a draw because he received a poor response in a 100-mile radius.

**Governance Committee:**

Dan gave an overview of what the governance committee does and what their responsibilities are. There are 4-5 open slots to fill for people rolling off the board. At the winter carnival meeting, we will have nominations for board members and alumni awards. Goals for the committee are to increase award candidates by 10% and clean up the current database. We will have 2 working committees, one for board of director nominations and one for alumni awards. Nominations due by December 1st.
Strategic Framework Project:

Sheryl gave an update. The committee has taken the data from Dr. Min and are looking at the short and long term usage. The committee would like to take the 14 segments and simplify them and bring them down to fewer segments. The goals are to target communications, events and lifestyle. Chuck dug into the data and 170+ slides. He looked at age, where you are in your career, and how you communicate. He came up with 4 categories. Darnishia said the goals are now to redesign the segment groups to align them more to our organization, and to look at test events using this data. Ed asked if we will use the segmentation to be used for the affinity and marketing...Brenda said yes.

Mary Jane Lowrey joined us. She talked about her organization uses our segmentation information as well as information from other groups on campus. She talked about the scoring they use to find people to visit for major donors. She also talked about affinity scores. The committee is meeting at 9am on Saturday at the Alumni House.

Meeting adjourned for lunch at 11:30am.

Meeting reconvened at 1:45pm.

MTSF:

Neil Momsen, president of MTSF, gave a presentation to our board. They currently have 20 members, serving on 3 committees. Events committee holds Oozeball tournament. Student Services and Membership does ABC, survival kits and are now doing a new membership event. Scholarship committee is working to revamp their scholarships. The organization also sponsors K-Day “slip n slide noodle ball”, Homecoming cardboard boat races, and the Winter Carnival Chili Run and Hot Chocolate Handout.

Constitutional Update:

Kerry moved, Ryan seconded that we adopt the following: Article IX: Election of Officers adding Appointed Directors are not eligible for Executive Board Position. Motion carried unanimously.
Kerry asked that the committee look at different language for recusal. Ed motioned Chuck seconded that Article IX: Election of Officers adding Directors who are also employees of Michigan Tech are not eligible for Executive Board Position. Ed motioned to amend the motion to read Article IX: Election of Officers adding Directors who are also employees of Michigan Tech are not eligible for President, Vice President or Treasurer. Chuck seconded. 4 opposed, Darnishia, SherAaron and Jean abstained. Amendment passed.
Bob moved to table this vote Kevin seconded...3 opposed, Darnishia and Jean recused.

**Board Expectations:**

Darnishia asked that we review the board expectations online. She reiterated attending chapter events and giving to Tech.

**Alumni Way:**

Darnishia handed out the new brochures. There is $26,000 pledged towards the Husky. There will be a full page add in the Tech Alum magazine. Alumni way timeline is a 2-year project. We have authority to raise funds from our past members to help fund the $100,000. Ryan brought up the student aspect of this project and how it will affect them in regards to parking issues.

**Alumni Relations Update:**

Brenda gave an update on how communication and engagement with the students will be done. She talked about how important the data they have received is and how they are using it. Brenda talked about the mymichigantech portal that is used by students and how it will be used for alumni. She also talked about how the mobile web site needs to be improved.
Student Initiative Funding Program:

Ed introduced 2 students from the SBE Project Management Competition team. They gave an overview of the program they participated in. They thanked us for the donation that helped them attend this program. The two teams took 2nd and 3rd.

Ed then gave an overview of the Student Initiative Funding Program. He said that there were 4 groups that come for funding each year. He asked if we should budget for these 4 organizations. Chuck said that we should, because if we don't, there may be an uproar. Brenda said that Blue Key asks for winter carnival. LeaderShape asks for their program. The Pep Band goes to the Cherry Festival on our behalf, as does the AMS program. Dan said that when we set this up, it was to help many groups. If we set a line item up, may set an entitlement. Having them apply each year is important. Darnishia's concern that if we set a funding level for these 4 groups, will that affect funding for other organizations. The fund was not initially designed to be a repetitive funding program. Jean asked if another group came to us, are we keeping a reserve, is this going to affect funding to the other group. Ed is suggesting keeping $8000 for the program and additional money for these 4 groups. The conversation will be continued tomorrow.

Meeting adjourned at 3:45pm
Michigan Technological University
Alumni Association Board of Directors
Homecoming Minutes
September 20, 2013

Darnishia Slade – President
Dan Batten – Vice President
Lisa Fernstrum – Secretary
Bob Wojcik – Treasurer
Edwin Eiswerth
Charles Heiden
SherAaron Hurt
Kerry Irons
Jean Kampe
Stephen Kamykowski
Denise Slattery
Jeff Sudderth
Timothy Thomas
Kevin Walker
Sheryl Wright
Jeffrey Zeman
Ryan George – Student Rep.

Alumni Relations Staff:
Erin Thompson
Steven Dobbs
Kay Larson
Brenda Rudiger

Jason Manders is excused.

Meeting began at 1:00pm.
Student Initiative Funding Program:

We continued the discussion from Thursday’s meeting.

Ed said that based on the 3 year average, for planning purposes, we should budget Blue Key for $500, LeaderShape for $600, Pep Band for $1000, and AMS for $600. We would still require them to apply. He would still ask for the additional $8000 for the program.

Ed motioned that we set aside $2700 as a standing line item in the operation budget to fund Blue Key for $500, LeaderShape for $600, Pep Band for $1000, and AMS for $600. Kevin seconded. Bob said that we have the money this year, but next year we will loose approximately $15000 from Bank of America. Ed said that if we don’t spend the whole $8000, we can always roll it over to the next year. Brenda said that to get more bang for our buck, we should establish a scholarship for a student to go to LeaderShape. Motion carried with two nays.

Marketing:

Bob presented the report. The goal is to develop marketing strategies for new and existing Affinity programs and serve as a sounding board for new ideas.

He talked about the different programs. Pet Health Insurance is in it infancy. Long Term Care Insurance will have its first mailing going out this October. Bank of America will loose $15000 in 2015. Some ideas out there are discount card programs and discount mortgage programs. Need to explore the marketing options, tweaks to the MTUAA Website and correspondence, peer advertising, and additional insurance options. Ed is taking over as the new chairman.

University Update:

President Mroz joined us. Glen talked about the use of technology in the classroom. He told about the flip technology in the classroom, the new testing center in the Library, and the new technology in the library. He talked about the Student Success Center and being able to intervene before the student falls so far behind that we would loose them. Glen
talked about how they are shifting the computing out of the departments and into the library. In the department labs, they will improve the wireless, the aesthetics and leave some computers. They will also be adding white boards for projects that students will be able to schedule time. The library is going to 24 hour/7 days a week.

Les Cook talked about the reorganization of Alumni Association coming back under Advancement and Student Affairs. He talked about the next step now that the Campaign is done. The next step is the cultivation of the young alums for future prospects. He talked about the life cycle of engagement. He talked about engaging students in the culture of philanthropy and giving. Les asked for our help in getting the message out on the Alumni Way. Les also talked about the prospects for a new welcome center.

Traditions of Giving:

Jacque Smith gave the Graduate School update. 4105 students applied in 2013. There are 1359 Graduate students on campus currently. Jacque said that 2/3’s of the students are new to the university. He said the program has been great for the graduate program, with flexibility for them.

Bill Roberts presented on the undergraduate traditions of giving scholarships. The undergraduate scholarship is given in the spring semester. The future of the giving was discussed. Our association is going to be funding at $8000 a year going forward. He said instead of doing 8 $1000 scholarships, they are going to use it as a stopgap to help students when they are at a last resort.

Life Director:

The last group that rolled off, and were made life directors. For nominations, criteria would be that the person wants to be engaged and/or there is a skill that would be helpful for us. The Executive Board will look at the nomination and vote on it. They don't have any responsibilities. Darnishia said that we would present the nominations at the Winter Carnival meeting. Dan asked if the people who roll off automatically become life members, but may not want to be one.
**Wrap Up:**

Darnishia passed out the thank you notes from the scholarships.

Darnishia said that Sheryl is rolling off the board because the Michigan Tech Fund has been disbanded. Sheryl explained that the roll of the trustee board has evolved. The Fund is being rolled in the general fund. There will be a few trustees that will continue with the fund, and a new board is going to be formed as a possible Presidential Advisory board. Thank you to Sheryl for her dedication and hard work with our board.

Darnishia thanked all for the hard work over two long days. One of the goals was to be able to have more engagement with students. There still is a lot of work to do. Darnishia’s goal is to have the funding for the husky in the next 6-9 months.

Thank you to the wonderful Alumni Relations staff for the hard work that they do!

Meeting adjourned at 3:05PM