Meeting called to order at 12:15pm EDT by President Darnishia Slade. Directors introduced themselves and telling a little about themselves. Darnishia gave an overview of the agenda.

President’s Report:

Alumni Relations highlights: A new marketing and communications manager position was filled. A retiree’s website was launched. There has been increased collaboration with Student Affairs, as the advancement team joined student affairs a year ago. The Tech Alum segmentation project has progressed. An Outstanding Future Alumni award has been established. There has been increased traffic at Alumni House.

2015 Initiatives are: Alumni House renovations & move of Annual Giving; Filling the new Student and Alumni Manager position and realigning the Alumni Relation and Annual Giving Teams; Fall annual fund appeal segmentation project; iModules replacement & My Michigan Tech portal project; Affinity program marketing; Launch of the Commerce Bank Visa MTU Card.

Darnishia gave an update on the Husky Statue. 122 people bought pavers as their first gift to MTU. The statue is slated to be complete by Homecoming 2014.

Darnishia updated us on the segmentation study. Benchmarked was how you get your information about Michigan Tech. 68% get their information from the TechAlum e-newsletter. A TechAlum “Young” email is sent out to 12000 Alumni less than 15 years out of Tech. TechAlum “Mature” email is sent out to 35,000 Alumni. The Segmentation committee has been dissolved, but the data is being used.

Vice-President’s Report:

Dan gave an overview of the Governance committee and the Vice President’s role as the chairman of this committee. Dan talked about the Awards that the Alumni Association presents. He gave his thanks to the members who have served on the committee with him.

**Bob Wojcik moved that we approve the minutes as amended, Kerry Irons 2nd...Motion carried.**

Treasurer’s Report:

Bob began his presentation with the Dashboard presentation. Bob reviewed the Executive Committee SMART Goals for 2013-2014, the Affinity/Partner Revenue, Board Attendance, the Executive Committee Participation at a non-local Chapter event, Board Donations, Board Participation on Project Teams, and Award nominations.
Bob gave the Treasurer’s Report (separate PPT presentation on Board web site). Dan gave an update on the different fund balances. Brenda talked about the new Credit Card. Bob gave an overview of our Expenses, and that we were under budget for FY14. In our Endowed Account, we were $57,000 above budget from investments. Bob gave an overview of the budget for FY15.

Brenda gave an overview of the Alumni House, the renovations that were done and the upcoming renovations that need to be done. The annual giving team is moving into the Alumni House, including the staff team and the call center. The endowment budget will pay for cosmetic updates to the house. A wonderful donation from Kohler (Thank you Jeff Zeman!!!) will replace bathrooms. The annual giving improvements will come out of their budget.

In the past year there were 51 alumni events with an attendance of over 1900 people. Bob also gave an overview of the Chapter scholarships and the Scholarships that we have sponsored over the past 7 years.

Ryan gave an overview of the scholarship presentations for the MTSF. They have given out over $81,000 over the past 6 years.

Secretary’s Report:

Kerry presented the update on the Constitution Changes.

Minor Changes:
- Article VI Membership: Section 1, Section 2.
- Article VII Directors: Sections 7, 9, 12, 16, 17 and 18.
- Article VIII Officers: Sections 1, 3, 12, and 13.
- Article X Removal of Directors: Sections 1.
- Article XVIII Location:

Ed moved to approve the minor changes, Paul 2nd. Motion carried unanimously. **This was the 2nd vote. Constitution is amended.**

Major Changes:

**Article VII Directors: Section 8: dealing with eligibility to be reelected to the board.**
Discussion was held. Ed motioned, Jeff Z. 2nd. Motion carried unanimously. **This was the 2nd vote. Constitution is amended.**

**Article VII Directors: Section 15: Dealing with when new board members take office.**
Ed moved, Bob 2nd. Discussion held. Motion carried unanimously. **This was the 2nd vote. Constitution is amended.**

**Article IX Election of Officers: Sections 2, 3, & 5. This was to define the Election Process.** Discussion was held…it was explained that as it stands today, the new Executive team would not take office until January 1st. The election would take place in December, with the officers taking effect in the following year after the spring meeting. The new executive team will serve an extra 6 months. This aligns us with our Fiscal Year. Tim moved, Jeff S. 2nd. Motion carried. Steven abstained. **This was the 2nd vote. Constitution is amended.**

**Article X Removal of Director: Section 3. This was to clarify the procedure.** Discussion was held. Ed moved, Jeff Z. 2nd. Motion carried unanimously. **This was the 2nd vote. Constitution is amended.**
Article XI Meetings: Section 4. This was to appoint the VP as Sergeant of Arms. Ed gave the rational for this one. Dan moved, Ed 2nd. Motion carried unanimously. This was the 2nd vote. Constitution is amended.

Article XII Committees: Section 2. At Brenda’s request, to add alumni relations staff as non-voting, ex-officio members of Executive Committee. Paul moved, Ed 2nd. Motion carried unanimously. This was the 2nd vote. Constitution is amended.

Article XII Committees: Section 3: Subsections 1, 2, 3: This was to spell out the Governance Committee’s duties. Ed motioned, Jeff Z. seconded. Motion carried. This was the 2nd vote. Constitution is amended.

Article XVII Finances: Sections 1. Ed moved, Kerrey 2nd. Motion failed unanimously.

Article XVII Finances: Sections 3. Ed moved, Kerrey 2nd. Motion failed unanimously.

Article XVII Finances: Sections 5. Lisa moved, Dan 2nd. Motion failed unanimously.

Article XVII Finances: Sections 6. Ed moved, Dan 2nd. Motion failed. 1 for and 1 abstained.

Article XVII Finances: Sections 7. Ed moved, Kerry 2nd. Motion failed unanimously.

Article XVII Finances: Sections 8. Bob moved, Kerry 2nd. Motion failed unanimously.

Article XVII Finances: Sections 9. Lisa moved, Kerry 2nd. Motion failed unanimously.

Create Article VII Directors Section 19. All members of the Board of Directors must discharge their duties in good faith and avoid participating in any activity of the Board where there exists an actual or perceived conflict of interest. Such conflicts may exist, for example, where the Board member has a past or present relationship with the university such as employment. Members of the Board shall not use their position on the Board or information obtained as a result of their service on the Board to obtain financial gain or advantage for themselves or members of their family or business associates.

With respect to Board decisions, members of the Board who become aware of circumstances that pose an actual or potential conflict of interest must recuse themselves from the decision-making process and take no part in the discussion or the vote. Ed moved, Lisa 2nd. Discussion was held on the conflict of interest for a faculty member. Motion carried. This was the 2nd vote. Constitution is amended.

Future Constitution discussion was held. Kerry asked whose constitution is this, the Alumni Association or Alumni Association Board? What goes into the constitution and what would go into Bylaws/Operating procedures? This will be looked at as the next board moves forward.

Marketing Committee & Student Initiative Funding Program update:

Ed gave a presentation on the new credit card. He explained that we were probably going to be dropped by BOA so the move to Commerce Bank is a good move. It is hoped that 2-3 years will get us up to the $50,000 we were making from BOA. The marketing committee will be working on getting the buy in on the card. He also would like to have the marketing committee to work with Dennis Walikainen for the Tech Alum magazine. Bob said we need to be ambassadors of the program, we need to use the programs, and we need to tell people about them.

The student initiative funding program has $15,000 in the fund currently. Ed talked about how the student groups can apply for this fund and how the fund is distributed. Jeff Z. will head up this committee. Brenda told about the Outdoor
Nation Challenge that we funded. MTU is one of ten schools in this challenge. It encompasses the students, alumni and the community.

Brenda gave an overview of events for this evening and tomorrow’s meetings.

Darnishia adjourned the meeting at 3:35pm, reconvening on Friday, August 8, 2014.

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Friday, August 8, 2014

Ryan George not present. Attendance of other Directors same as on Thursday, August 7.

Guests: Eric Halonen, Les Cook

Darnishia called the meeting to order at 1:05pm EDT. She introduced Les Cook, VP of Student Affairs and Advancement. Les talked about the year of fundraising. They raised $30.9 million over the last year. Their goal is $32 million for the next year. In June, they did a full-scale review of Advancement. Enrollment will be around 7000 for the 2014-2015 year. Retention rate for the 1st to 2nd year is 87%. September 20th is the dedication of the welcome center. There will be a 5-year renovation plan for Daniel Heights.

How can the Board help? Les talked about building a culture of Philanthropy. Be informed, be engaged, and be supportive. He said our time here is valuable and very appreciated. Les presented the life cycle of engagement: Awareness, Recruitment, Attendance, Experience, Student Success, Proud Alum, Re-investment. It starts with building character and affinity in our students and leads to the notion/belief that investing in the University is a good thing.

He talked about a 2014 UG Student Satisfaction Survey, which said that 84% had their Tech experience meet or exceed their expectations and 90.5% would recommend Tech. This was out of 972 respondents.

Simpson- Scarbororough Survey of 8000 Alums (9% response rate) showed that 88% rated their experience at Tech as Good or Very Good.

Les talked about the results of the survey. He talked about what they will be doing with the data moving forward. They will be using the data to target the message for the fall Annual Fund campaign. Les also gave an overview of our rankings in different publications.

SWOT Analysis:

Paul gave an overview of the SWOT process. He gave an overview of the themes that came to the surface.

Paul listed the strengths as: Board diversity; alumni relations staff strength; our key role connecting alumni to the university, students and leaders; board passion, commitment and affinity to Tech; Alumni affinity for Tech (easy sell); strong chapter and local volunteers; board talent and leadership qualities; and communications.

Weaknesses: lack of long term goal setting and strategic planning; weak on boarding/integration of new directors; slow to move forward and make decisions; infrequent board meetings and activity; poorly defined or understood director expectations; fragmented board (too diverse/different motivations, expectations, personalities, ages, backgrounds); poorly defined/structured committees and projects; and lack of alignment with greater university goals and leadership.

Opportunities: engagement with young alumni and current students; engagement with other university entities (departments, groups); partnering with other alumni organizations (PCA, Greek, athletics); chapter engagement; more robust projects/committees; affinity programs; increase board activity (meetings, communications); improved onboarding process
Threats: finances (affinity program revenue, university funding); project failures hurting our reputation and position; and lack of respect, direction, and engagement from/with university stakeholders and leadership (including “what is our role”).

What is next? TOWS...fill in the blanks.

Tim said he looked at this as a baseline. That this should be looked at every 2 years. Jeff S. said that by the next meeting the board should look at this and evaluate action items. Kerry said that this can’t wait till winter carnival. This should be able to be acted on immediately, and continuously.

New Executive Committee:

Ed thanked Paul for doing the survey, and Darnishia to let him address the board. The outgoing and incoming boards have been meeting before today. Ed also said he was impressed by the discussions from the committees at lunch.

Ed began by addressing concerns. Our Role with our University and our relevance (Ed will be meeting with Les and Glen...feels that it is being addressed); finance (our role and who’s money it is...the university owns the money); lost contact with the local chapters (limited representation on board and board directors not attending the chapter meetings); director participation (missing meetings, no participation in committees, no contribution to funds, lack of email response).

Celebrating Traditions and Creating Connections. Ed talked about his goals to meet with the University, Engage Alumni, and increase Chapter Participation.

Ed reviewed the board expectations. Need to attend the bi-annual meetings; be on a committee by end of next week; committees will have teleconferences monthly and brief the board at the bi-annual meetings; answer all emails within 72 hours; contribute to the annual giving; attend at least one chapter function.

Ed’s goals are: Secretary will present WC meeting a revised Constitution and Bylaws; Alumni First Committee will develop plan that matches directors and chapter functions; Alumni First Committee will set goals for engaged “alumni” and report on that number at bi-annual meeting; define “engaged alumni” and set baseline; marketing Committee will work with alumni relations to assure the transition to the new credit card goes smoothly; Governance Committee will increase the number of potential directors.

Initiatives include that the secretary will publish and email notes of the executive meetings, look at MTSF relationship to our goal, invite chapter representation at our bi-annual meetings, bi-weekly teleconferences with alumni relations, and quarterly video or teleconference update with the board.

Suggestions were made to add someone from the Undergraduate Student Organization and the Graduate Student Organization. The big thing is getting more student involvement on the board. The discussion also addressed MTSF and what our role is. Our place is not to keep them alive or let them end; it is our job to advise them as they are here now. Tim is going to meet with them and report back to us how they are moving forward.

Jeff Z. gave a summary of the Student Initiative Funding Committee’s discussion at lunch. They are going to revamp the form, meet with student organizations to see what they need from us, and then move forward. Kerry gave an update that they will be working to market the credit card. Bob talked about what he is going to do with the governance committee going forward. They are going to contact the 225 campus organizations.

Ed asked for anyone interested in serving on the Alumni First Committee to contact him. He asked the committees to put action plans together, and to do as much as possible without having the alumni relations staff having to do all the work.

Wrap up:
Darnishia began by stressing that our mission is Creating Connections, Celebrating Traditions. She is excited about the board moving forward. She reiterated our vision that we are passionate champions of Michigan Tech’s unique traditions and we continuously strengthen our alumni community. She thanked the outgoing board members. She presented the 3 outgoing board members with a copper coin. She discussed the benefits of copper and how this related to the 3 board members.

Darnishia had the board members give a short wrap up comment.

Ed moved that meeting be adjourned, Paul 2nd. Meeting adjourned at 4:05pm EDT.