Meeting called to order at 4:33pm. Absent members have been excused. We began by going around the room and introducing ourselves and explaining how we match our colors. Jeff S. moved to approve the Homecoming minutes Chuck H. seconded...motion carried.

Darnishia is asking to move the meeting for the Alumni reunion to Friday and Saturday to make the meetings better for the Alumni Relations office. Ed suggested that if people didn't come for the Thursday activities, moving the meetings is a moot point. Discussion was held. The Executive committee will look at this and keep the board informed.
In your packets was a page with Michigan Tech Fast Facts for fall of 2013. This information included University Metrics, Enrollment and Alumni Statistics. Ed and Charles asked for open rates on the emails.

The executive committee has been working with career services in the past and asked for us to support the career spots project again this year. It is a $975 budget request, which we have approved. It will be reevaluated this year for the future after looking at the effectiveness of the projects.

Erin is on the student leadership awards committee. Brenda and Darnishia, in brainstorming, proposed a new award called Outstanding Future Alumni. For a full time student, be involved in a Tech tradition, be nominated or self nominate. The award will be $500 from the board.

Ed asked where the vote was on both of the expenditures. He feels the scholarship is a good idea but is this from our funds or is this a new expenditure. He asked that this should be discussed at the board. Bob said the funds are available, but going forward, we need to be sure that funds are available.

Darnishia asked for a vote. Stephen asked that we take the vote tomorrow so we can consider it. Darnishia apologized that Brenda and she went forward with this without bring it to the alumni board and the executive board.

Bob said that if it is a one-time deal, there could be a miscellaneous line item for small things that the president could approve.

**Ed moves that we allocate the $500 for the scholarship that was reported to us by Erin, called the Outstanding Future Alumni. Bob seconded. Chuck voted no, 2 abstained, motion carried.**

**Alumni Way-Husky Statue:**

A donor came to the table and donated $100,000 for the statue. Our major concern was that it was Alumni not named after someone. The location has changed to be by the MUB where the circle is. In addition to the statue, there will be a paver project built into it...including
benches, lighting and planters. The pavers will be 2 sizes, with a minimum of 1000 small pavers and 100 large. $200 for smaller ones with 3 lines. $500 for larger ones with 6 lines. Deadline for orders will be May 31st with dedication planned for Alumni Reunion 2014. This is a paver project specific to the Husky Statue project.

Ed asked what happened to the Alumni Way committee and their input to the Alumni Way. The committee has been disbanded. Ed asked if the University pursuing the project and making the decisions? Darnishia said that beyond the statue, she doesn't know what has been going forward with the project. Jeff Z. said that we should present our questions to President Mroz about our role in this project.

**Governance Report:**

Dan gave an overview on the voting for the Executive committee. The nominations will be open in March. Elections will close April 30th.

Jeff S. began with the Alumni Awards. 75 nominations were evaluated.

Outstanding Young Alumnus Jillian Rothe, a 2006 graduate from Mechanical Engineering and Business Administration.

Outstanding Service Award Marie Cleveland, a 1982 graduate.

Distinguished Alumni Thomas Irwin, 1963 with a BS in Civil and in 1966 with an MS in Business Administration.

Honorary Alumni to Martha Sloan, Professor and Associate Chair of the Department of EE and Computer Engineering, having retired after 43 years.

Honorary Alumni to George & Susan Robinson, who worked tirelessly to move and support the AE Seaman Mineral Museum.

Humanitarian Award to Dave & Elsa Brule.

Lisa motioned to approve the slate, Ed seconded. Motion carried.
Dan presented the 2014 Board of Director Nominees.


Bob moved and Ed seconded that we accept the slate of officers. Motion carried.

**Secretary's Report:**

We will be looking for volunteers to mentor/sponsor the new board members. Chuck Heiden, and Jeff Zeeman said they would volunteer.

**Treasurer's Report:**

Bob reiterated how we spend our funds. He began with our revenue from the D95050 account. The big takeaway from this is that we received our last BOA check. In the future it will be based on royalties. On the expense side, the iModules/Huskylink is finished in 2 years. Bob feels we are going to be short $15000-$17000 starting next year.

In the Endowed accounts we have $418393. We have about $76000 spendable. Spendable is equal to 4% of the 12 quarter average.

Through December, we had 42 events.

The slides will be available on the private site.

**Dashboard:**

Bob gave an overview of our dashboard and metrics. This will be available on the private site.

**Segmentation Update:**

Chuck presented a review of the data that was received. He broke down how to contact the target groups. Postal, social media or email. He suggested that we should engage department heads, sponsor snacks for
seminars, host webinars and arrange guest speakers for Alumni chapters. He presented recommendations. Every alumni newsletter should have a link to the alumni newsletter. Tailor the message to the audience. Increase the amount of contacts and responses from alumni by 20% in 4 years. Build a tailored set of messages. Increase regular active participation by 10% over 2 years.

How can we use the segmentation study and convert the information into an executable plan? Chuck presented 4 options. 1. Charter a student enterprise company. 2. Alumni Board hires Heiden Analytical. 3. Hire and outside consulting company. 4. MTU hires and outside consultant.

It was the consensus that we need to meet with the university and get them to take the data and have them come up with the funds to finish this study and what way do we proceed from here.

Jeff S. said that we need to integrate a 1, 3, 5, and 10-year plan for our organization.

Meeting adjourned at 8:30pm
Meeting called to order at 8am.

President Mroz:

Glen gave an update on the university. He gave some statistics over a longer time frame. Glen took questions from the board.

University Communications:

Brandy Tichonoff and Dennis Walikainen presented to us. Brandy gave an overview of the web traffic on the Tech website. They redid the webpage this year. They have moved to a low profile style. Dennis gave
a presentation of the TechAlum from 1994 to present. Dennis said that his favorite part was the emails and interactivity with the alums. He showed the progression of the TechAlum. Dennis also talked about the media coverage that MTU gets.

Brandy showed us the Tech memories website and encouraged all to visit and add to it.

**Student Affairs & Advancement Update:**

Les Cook gave a presentation and update. He began by giving campus updates, including the Wahtera Center, learning commons, Jackson Center for Teaching and Learning, going tobacco free and the new plateau tuition.

Projects in the works are the McAllister Welcome Center, Daniel Heights, Differential tuition and Presidents Advancement Council.

Les said they are going to be holding a seminar with the advancement team to help build a culture of philanthropy.

Bob asked Les if the university has staff that deals with quantitative analysis and such to help with all the data we have collected. Les said they are good at collecting the data, but poor at using and evaluating it.

Ed brought up Alumni Way and how our board fits into the whole project.

**Constitution:**

**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 and Charles seconded to approve the minor to the constitution. Motion carried.
Major changes:

Article VII Directors: Section 8: dealing with eligibility to be reelected to the board. Discussion was held. Dan motioned, Chuck 2nd. Motion carried unanimously.

Article VII Directors: Section 15: Dealing with when new board members take office. Discussion was held. Bob moved, Ed 2nd. Motion carried unanimously.

Article IX Election of Officers: Section 1: (1st part): Dealing with appointed members being officers. Discussion was held. Ed moved, Jeff S. 2nd. Dan opposed, 2 abstained. Motion carried. This was the second vote, bylaw is ratified.

Article IX Election of Officers: Section 1: (2nd part): Dealing with MTU employees who are board members being allowed to serve as officers. Discussion was held. Jean felt that this would make Tech employees would feel like lesser board members. Ed motioned, Jeff S. 2nd. Discussion. Chuck asked what protection is there for the MTU employee that is serving. What legal protection do the officers and board members have? Brenda called in with the answer that we are covered. For 7, Against 4, Abstained 2. Motion failed. This was the second vote, bylaw is not changed.

Article IX Election of Officers: Sections 2, 3, & 5. This was to define the Election Process. Discussion was held...it was explained that (b) would be defined by the constitution. Bob motioned, Jason 2nd. Motion carried unanimously.

Article X Removal of Director: Section 3. This was to clarify the procedure. Discussion was held. Ed motioned, Bob 2nd. Motion carried unanimously.

Article XI Meetings: Section 4. This was to appoint the VP as Sergeant of Arms. Ed gave the rational for this one. Dan motioned, Ed 2nd. Motion carried unanimously.

Final constitution proposals will be revisited at the end of the meeting.
The meeting broke for lunch at 12:20pm.

The meeting was reconvened at 1:20pm.

Constitution:

Article XII Committees: Section 2. At Brenda’s request, to add alumni relations staff as non-voting, ex-officio members of Executive Committee. Dan moved, Chuck 2nd. Motion carried unanimously.

Article XII Committees: Section 3: Subsections 1, 2, 3: This was to spell out the Governance Committee’s duties. Ed motioned, Bob seconded. Motion carried.

Article XVII Finances: Sections 1, 3, 5, 6, 7, 8, & 9. These were to clarify the Finance/ Treasurer’s job. Section 9...make any individual expenditure instead of all. Section 8...change should to shall in both sentences. Ed moved to accept with the amended changes. The President and Director of Alumni Relations shall approve documentation. Jeff S. Motion passed.

Darnishia presented language for a conflict of interest. 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.

Ryan motioned, Bob 2nd. 4 abstained. 10 yeas. Motion carried.
MTSF Update:

Neil Momsen, president of MTSF, gave an update. He talked about the changes to the Scholarships.

Alumni Relations Update:

Kay gave an overview on multimedia use at Alumni Relations. Erin gave update on what is going on in Alumni Relations. Erin said they would be looking for volunteers for the Alumni Reunion. She talked about the outreach during the job fairs. Steve gave an update on staff transitions.

It was explained that in the larger metropolitan areas, trying to reach alumni. They are working on trying to engage alumni by location and by age.

President’s Report:

Please visit the private site for life director forms, job descriptions, etc.

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

Winter Carnival 2015 will be held on February 5-7.

Wrap Up:

Darnishia thanked all of the members. She thanked Erin for doing a great job for running the meeting in Brenda’s absence.

Darnishia discussed a possible program that would have each board member connecting with a student on campus. Allowing board members to be a roll model and support them through their Tech career. She will bring this up as time goes on. She also mentioned that we would need to look at where we as an organization will be going to go over the next 5-10 years. The next step for segmentation is also a priority. She is happy with the way the meeting and all that we accomplished.
Dan asked to remind that an email would be coming out calling for nominations, with the vote to follow. If you run, you will have to type up a stump speech. The governance committee will be working on stepping up and working to connect with others on campus.

Motion to adjourn by Jeff S., seconded by Chuck...motion carried.