BOARD MINUTES
Northern Arizona University Alumni Association
Board of Directors
NORTH UNION – 1899 BAR & GRILL CONFERENCE ROOMS
FLAGSTAFF, AZ
OCTOBER 18, 2013
PHILIP TAVASCI ’03, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Adam Candee ’01, Bob Crozier ’53’71, Meghan Fintland ’99, Immediate Past President Michael Fronske ’85’89, Elizabeth Goodman ’04, Secretary/Parliamentarian Marissa Graves ’09, Debbi Grogan ’90, Heidi Hansen ’91, Vice President Brian Koch ’99’01, Carol Lindsay ’61, NAU Foundation Board Chair Hank Peck ’75, Chris Petroff ’03, Steve Peru ’79’90, President Philip Tavasci ’03, Jacob White ’01, ASNAU President Makenzie Mastrud, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Ben Allen ’03, Martin Brown ’82, Jennifer Reichelt ’98’00, NAU Foundation Board Past Chair Harry Hengl ’76, Robert Orrill ’80, Steve Pallack ’82, Ted Quasula ’73’82.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Buck Clark ’50’54, Burton Miller ’58, Dennis Meador ’67’71, Chuck Pilon ’59’66, Past Presidents’ President Nancy Serenbetz ’75.

Guests In Attendance: President Emeritus Eugene Hughes, Past Board Member Armando Ronquillo ’71.

Staff Present at Board Meeting: Rosanne Burton, David Slipher – for marketing committee discussion.

Call to Order
President Phil Tavasci called the meeting to order at 8:30 am on Friday, October 18, 2013. He welcomed everyone and wished them “Good Homecoming”! He thanked the past presidents for attending. Phil also said Ben Allen could not attend the board meeting as his wife is expecting their first child.

Approval of Minutes from the July 13, 2013, Board Meeting
Michael Fronske moved to approve the minutes. Adam Candee seconded and the motion passed.
NAU PRESIDENT’S REPORT
Dr. Haeger reported that he will be leaving the presidency and he has informed The Arizona Board of Regents. It was made public earlier than he anticipated. The Arizona Board of Regents is now in the process of selecting a search firm to help identify potential candidates. They may have a search firm selected by next week. The search committee has not been announced. Dr. Haeger feels the regents will be the search committee; and they will seek input from the campus. There will be open town halls on campus and they are starting early for their searches as there are many universities looking for presidents at this time. The university is continuing to push ahead on a number of initiatives. The most important being the Changing Program Delivery System. The faculty are buying into the system, many are doing flip classes where content is on the web, making their time with the students highly interactive. This delivery system has become what NAU is known for. The president is investing money from his office to any faculty, or whole departments, that want to experiment with their delivery of courses, Dr. Haeger will fund it. They know students do better with higher levels of interaction with their faculty. These generations of students don’t do well with lecture type instruction. The number of new students is growing and we need to use faculty time much more effectively. There is also a big push forward on securing federal research dollars. It’s becoming far more competitive in receiving federal research dollars because more agencies are cutting back. Our key element here at NAU is our high standing in research, and that needs to be continued. Last year NAU received 26.2 million in federal research dollars, however the year before we received 28 million in federal research dollars. A couple of strategies to continue to bring in research dollars are being utilized. The first is to invest in faculty, we have top researchers here at NAU and we will have them continue to write grants. The second is to hire senior level people who will bring their grants with them and then continue to write more grants. Deferred maintenance continues to be a problem, but this year is looking to be a good budget year and with the increase in dollars from the state and the increase in tuition dollars NAU is hoping to work on deferred maintenance, faculty and staff salaries, and federal research dollars. Steve Peru asked if there has been any discussion on appointment of a new regent for the board. Dr. Haeger has only heard rumors. He feels that is not high on the governors list, but the governor does have to make appointments by January 2014. Liz Goodman asked where the controversy has come over parity money. Dr. Haeger said the University of Arizona feels there is already parity with funding for the three universities. After much discussion with the university presidents it was determined there would be support for the University of Arizona’s budget through the budget cycle, and then the University of Arizona would support parity of ASU and NAU.

NAU Foundation Report
Hank Peck, the Foundation Board President, informed everyone he was a past member of the alumni board and a past board president. He went on to say the goal of the foundation over the next couple of years is to stay focused. Keeping an eye on the capital campaign and friend building as the alumni board does for the university. He talked about the Gala tonight which is the kick-off of the campaign. He stated that Dr. Gerety, Dr. Mennell, and the development officers have done a remarkable job in the last three years of the quiet phase of the campaign. He went on to say it will be an interesting year coming up and hard to fill Dr. Haegers’ shoes but the foundation board will stay focused on what needs to be done. He also looks forward to being part of the alumni board. Dr. Gerety then spoke about today being the public launch of the campaign. He went on to bring everyone up to date on how the campaign started in the silent phase and how a feasibility study was done. The campaign goal is 100 million dollars and 94% of that will come from 6% of the donor base. They have been focusing the last four years on 100,000 dollar and above
gifts. The feasibility study also allowed them to set priorities. The donor base surveyed was extremely focused on student support. To have successful students you need successful faculty. Significant funds were raised around successful faculty and the programs those faculty members have. The public phase of the campaign begins when between 50 and 60% of the campaign goal is reached, and right now just fewer than 54 million dollars has been achieved. Hank Peck is the Chair of the Campaign Committee. The Campaign for NAU has a very strong theme, “Only at NAU” and supporters have been telling their stories about the experiences they’ve had which they feel they could only have gotten here at NAU. This evening people can go on the NAU website and tell their stories of NAU, which brands this campaign. Dr. Gerety went on to say this campaign gets us ready for the next campaign and helps NAU build a culture of philanthropy. Phil Tavasci asked the question, what percentage of donations is corporate? Dr. Gerety responded about 8-10% are from corporate donors. Adam Candee asked how the athletic needs figure into the campaign. Dr. Gerety advised that athletics share some of the same donors, and some donors want to be supporting athletics only. All campaign priorities have been set with athletics’ involvement. Hank Peck added this campaign has found new NAU friends and will set up the situation for giving in the future.

**NAU Athletic Department Report**

Dr. Campos reported that athletics has filled all but one open position. She is very happy to have all the new staff on board and everyone working toward the same goal. The Master Facilities Plan was supposed to be finished by summer; it is currently 99% finished they are just waiting on renderings. The architect firm 360 out of Kansas City was hired to evaluate the athletic facilities, look at future needs, and make recommendations on what project should take priority to implement. The top project is a Student Athlete Performance Center, Dr. Campos went on to say all Big Sky Schools are conducting the same kind of plan on their campuses and in order to remain competitive we need to make upgrades to our athletic facilities. The performance center is an area where athletes can concentrate on academics. Currently, the athletes are using a small conference room with 6 computer stations which is inadequate for 300 plus athletes. An arena was also identified as a need as was an entryway to the Skydome to have a Hall of Fame to celebrate past teams and athletes. Dr. Campos reminded everyone in light of the campaign that an athletic event is sometimes the first introduction a person has to campus, and it should be favorably memorable. The student athlete experience and the fan experience are important. Dr. Campos is very pleased with the hire of Todd Wyard who is in charge of corporate sponsorships. In his first year he has increased corporate sponsorships by more than 100,000 dollars, he has also increased the game day experience and finally the NAU brand has become more recognizable. In addition, they have done Paint the Town Blue and Gold in conjunction with True Blue Friday. NAU experienced the first football sell out since 1995. The Strategic Plan deadline has been moved to December as there has been so much going on in athletics. Finally, Dr. Campos discussed the challenges with the NAU athletic logo. It is very expensive to duplicate because of the amount of colors in it and people are just not connecting with it. The rebranding project has been very exciting. They are trying to make the NAU athletic mark very special and relatable to the fans. Carol Lindsay is very happy with the Lumberjack Way street sign and asked if it can be kept up. Dr. Campos said it would be. Dennis Meador asked if changing the brand was all of the athletics logos and marks and she said yes. He then asked if the arena she was referring to earlier was for basketball. She said yes, it would be a multi-purpose arena and it is a building that would need a funding source and that is a challenge. Liz Goodman asked how long this current athletic brand has been used. Dr. Campos said she thought it has been in place for about 10 years. Steve Peru then asked a question of Dr. Haeger about student housing and how to answer those in the community asking about it. Dr. Haeger said there is a private developer looking to build student housing and the
university has no involvement with that project. Steve Peru said that was the problem, people thought it was an NAU project.

**ASNAU Report**

ASNAU President Makenzie Mastrud reported the students put on the Traditions Day Carnival last night in honor of homecoming. It was heavily attended; last year there were 3,000 students that attended and this year the attendance doubled. A new king and queen were crowned for Homecoming and they will be taking part in the parade tomorrow. They have also been hosting student tailgates for the football games and she has seen an increase in school spirit. They have approved 20 new clubs on campus and that now gives the students more than 300 clubs to be involved in on campus. Coming up is “Make a Difference Day” which is a national service day where students are involved in helping out in the community by volunteering. They are also starting “The Breakfast Club” with President Haeger where students can apply to have breakfast with the president and discuss their experiences attending NAU. They are also hosting study break events to ensure academic success during reading week and finals week and also keep the library open 24 hours during reading week and finals week to see if it’s successful and something they want to continue. Georgette Vigil asked if there was a theme to any of the new clubs that have been started on campus, Makenzie indicated there were all different and did not sense a theme. Chuck Pilon asked if any club were denied because of adverse activity. Makenzie said no, they are required to go through student life to ensure they are eligible to become a club.

**Franke College of Business Update**

Dr. Craig Van Slyke the Dean of the Franke College of Business spoke about his experience in the year that he has been Dean. There are two units and the Business Outreach Center in the College. One is the Business Division and the other is the School of Hotel and Restaurant Management (HRM). There are more than 3,000 students in the entire college, 900 of them are in HRM. Those are record numbers for both Business and HRM. They also have the Alliance backed Business Outreach Center. Dr. Van Slyke has spent his first year listening to people and their impressions of the college and most of them feel the same way, the college is student-centered. The number one mission of the college is to help its students’ live successful lives. The main characteristics of the staff and faculty are that they are very high touch. They have a practical focus on education. Alumni are involved in helping students. Dr. Van Slyke gave examples of practical educational scenarios that students enjoy in the Franke College of Business. Faculty and staff keep very current on industry; the students have the opportunity to visit with Warren Buffet. Students are highly engaged in the classroom, not just lectured to. There are different opportunities for alumni to be engaged with students in FCB, they have four career fairs per year, two in HRM and two in the business building. Alumni can help by bringing new businesses to the career fairs. Alumni can do guest speaking and career panels as well. Students are involved with Pathways to Professionalism, if alumni have ideas for a pathways class the FCB is interested in hearing about it. Students can also take part in an executive job shadow program; where they shadow an executive for a day and see if that in fact is what they want to do for their career. The Business Leadership Program have mentors that help students, if you know of anyone that would like to help please pass that information along to FCB. Dean Van Slyke also commented that with the cut in state funding they need to find other ways of helping students and providing opportunities. Diversity continues to be something the FCB is concerned with; students need to be familiar with all types of individuals in the working world. FCB is now offering an MBA with a hospitality focus, which is a new concept. Meghan Fintland asked if the hospitality focused MBA was online, and Dr. Van Slyke said it was.
NAU Athletics

Rocky Silvestri spoke to the board about his conversations with Georgette around traditions, not just athletic but university as well. With the start of the Campaign it’s a good time to have open discussions about traditions for alumni and students. There is a renewed spirit and excitement on campus. Rocky mentioned the Chain Gang had lost some members but they are back with 13 members and are a great group of students. The running of the freshman is also growing - last year 1,000 freshmen ran onto the field ahead of the team, this year 1,500 freshman were involved. The Lumberjack Walk is in its second year where fans line the walkway while the football team goes into the locker room before the football game. In addition, Fan Fest was added and has been successful. Rocky then asked if anyone had ideas they would like to present. Liz Goodman relayed that she met with Chuck and Linda Pilon at their home along with Nancy Serenbetz and talked about traditions. They didn’t come up with any new ideas, but Liz feels that is something alumni could work with athletics on going forward. Georgette mentioned that an old tradition that was really big was Winter Fest. Georgette asked why that faded away; Debbi Grogan indicated there was a lack of snow in the 70’s. Georgette then asked Dr. Campos if she would teach the group “Hook the J” - your right hand is the L and your left hand is the J. Hopefully “Hooking the J” will catch on.

ALUMNI RELATIONS REPORT

Executive Director Georgette Vigil presented the Alumni Relations Report and Homecoming Update (attached to permanent minutes). Georgette thanked everyone for their participation and attendance at university gatherings from the Welcome Back BBQ to the Wine and Dine in the Pines. Georgette also commented on how well the Board Retreat went and the level of enthusiasm that seems to be lingering. Georgette presented a powerpoint complete with pictures of what the board and the alumni office has and will be working on, and she then went over the “events at a glance” to familiarize everyone with upcoming events. Georgette then went over the logistics for Homecoming and advised the group how the day will unfold.

10:30am- Break

Michael Fronske left the Alumni Board Meeting to attend the Foundation Board Meeting being held in Ashurst.

10:45am- Meeting Resumed

DISCUSSION AND POSSIBLE ACTION ITEMS

Phil thanked the committee chairs for all the good work they are doing with their committees. Phil said he had breakfast with Nancy Serenbetz a few weeks ago and she brought a great idea to his attention to have one past president sit on each committee. Phil ran it by the executive team and they thought it was a good idea as well. Phil feels the Past Presidents are a wealth of information for the alumni board. Phil will get with Nancy and talk about who will sit on which committees. Phil also talked about the “Signature Event” that the fundraising committee wanted to do, after more discussion and a desire to have the event be well done, instead of planning it for spring 2014; it will now be held spring 2015 so there will be plenty of time for planning purposes. Brian Koch then spoke to the board about “The Three Point Strategic Plan” (attached to permanent minutes). This came about from the discussions during the board retreat on where the board is going in terms of engaging alumni, strengthening NAU and its brand, and how to
contribute to philanthropic goals and needs of NAU. In light of the public phase of the campaign this is the opportune time to familiarize all board members with current NAU board goals and initiatives to be able to enlighten others when the situations present themselves.

Committee Updates

**Alumni Outreach**

Chair of the Alumni Outreach Committee Jake White reported that the outreach committee will be hosting the award winners at the Café Au Louie Breakfast this year. He thanked Ben Allen and the alumni staff for their work in organizing the breakfast and the hosts for the award winners. There will also be a viewing party in Phoenix for the November 16, 2013 football game which will be shown on Fox Sports. It will be at Kona Grill in north Phoenix and they are hoping to have about 50 people attend. Jake referred to Heidi Hansen and Steve Peru to talk about the work they are doing on outreach up in Flagstaff. Heidi explained the process of businesses buying ads in the local paper and highlighting NAU Alumni. In addition, alumni can write bios about themselves that can be posted telling about their experiences while at NAU. These pieces will then be used by Heidi and Steve to re-engage alumni when they go out in town talking about the board and NAU. This will come out May 7, 2014, right before graduation so they can hand the piece out and let graduates know how they can remain involved.

**Marketing and Communications**

Chair of Marketing and Communications Committee Adam Candee reported that his work prior with Kim Ott and Jennifer Reichelt gave him a good idea of where the committee should focus their efforts. Adam feels they should have a closer alignment with the Outreach Committee by helping to promote the Outreach events. He also will be writing a piece to let people know about the endowment for outreach that Barb McCloud, NAU Alumni Board Past President has funded. Adam also wants this committee to support the campaign and has been reviewing ways to make that happen. Adam and Meghan have been working on a document that the board can use that will give enrollment numbers, speak about diversity on campus, awards and recognitions that colleges on campus have received. It will be a living document that can be updated whenever changes are made from public affairs.

**Fundraising**

Chair of the Fundraising Committee Debbi Grogan passed out a report of the different funds alumni relations oversee where money is donated (attached to permanent minutes). The committee has had one conference call where the committee discussed having a “Signature Event” which would be one event that alumni and NAU would recognize and be proud of. An event where the board would raise money and this is their way to do that. This would be the first event of its kind for the board and most certainly a learning experience. It will also require the buy-in of the whole board to stand behind the event and promote it. Debbi will also work on getting a survey out about the “Signature Event” to gauge interest and ideas. In the meantime the fundraising goal of the Alumni Board is 100% participation in giving to NAU. Adam Candee asked how we should be thinking about giving to NAU as it relates to the campaign. Georgette indicated that all gifts made will be counted toward the campaign goal. Jake White mentioned there are many scholarships to contribute to, and also to remember some employers match gifts made by 100%.
Traditions and Nominations
Chair of the Traditions Committee Liz Goodman reported that the Traditions and Nominations Committees are combining and have worked out a time line to do so. Chair of the Nominations Committee Steve Pallack was unable to be at this meeting, but nominations has not started processing their information as yet, so Liz will present what the Traditions Committee has worked on. Liz was very happy to have met with Chuck Pilon and his wife Linda and Nancy Serenbetz and hear about the traditions of times past. They are a wealth of knowledge.

Michael Fronske returned from the Foundation Board Meeting.

Past Presidents
President of the Past Presidents Club Nancy Serenbetz had to leave the Alumni Board Meeting to attend the Foundation Board meeting, so Chuck Pilon gave the report. Chuck wanted to thank President Phil Tavasci for wanting the past presidents to sit on committees of the alumni board. He said he really feels like a part of the board and he appreciates that. He then reminded the board of the projects that the past presidents have provided seed money to. He feels they have provided over more than 10,000 dollars in seed money to various needs on campus. Armando Ronquillo then addressed the board and explained he is a past board member and remains very interested in the board and its initiatives. He believes that alumni should blow their own horns and let their alma mater know the successes they attain. Buck Clark wanted to mention that recruitment of minority students is very important.

Final Business
Phil Tavasci made an announcement for Harry Hengl, to remind everyone Harry’s Golf Tournament, which Harry works hard on is on November 16, 2013 in Yuma and he is looking for gifts for the silent auction and sponsorships.

There being no further business, Adam Candee moved to adjourn the meeting. Michael Fronske seconded and the meeting was adjourned at 12:05 pm.

Respectfully submitted by Rosanne Burton

Attachments to Permanent Minutes
Executive Director’s Report
Three Point Strategic Plan
Fundraising Committee – Fund Report