BOARD MINUTES

Northern Arizona University Alumni Association
Board of Directors
HEARD MUSEUM
2301 NORTH CENTRAL AVENUE
January 23, 2015
Brian Koch '99/'01, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Josh Aldred '03, Ben Allen '03, Colleen Belford '06, Meghan Fintland '99, Michael Fronske '85/89, Chair of the Young Alumni Steering Committee Marissa Graves '09, Elizabeth Goodman '04, Secretary/Parliamentarian Heidi Hansen '91, Stephanie Hastings '96, President Brian Koch '99/'01, Carol Lindsay '61, Katie Patten '09, Vice President Chris Petroff '03, Immediate Past President Philip Tavasci '03, Jake White '01, Ted Quasula '73/’82, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Adam Candee '01, Debbi Grogan '90, NAU Foundation Board Past Chair Harry Hengl '76, Robert Orrill '80, NAU Foundation Board Chair Hank Peck ’75, Steve Pallack ’82, Steve Peru ’79/’90, ASNAU President Jillian Zuniga.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Art Atonna '69, Lee Atonna '69, Dennis Meador '67/’71, Chuck Pilon ’59/’66, Past Presidents’ President Nancy Serenbetz ’75.

Guests In Attendance: Wayne Connelley ’76, Linda Pilon ’60.

STAFF PRESENT AT BOARD MEETING: Rosanne Burton, Brianna Lorents ’09.

CALL TO ORDER
President Brian Koch called the meeting to order at 10:30 am on Friday, January 23, 2015. He thanked everyone for attending the meeting, especially those traveling from long distances. He then recognized Past Presidents as well.

APPROVAL OF MINUTES FROM THE OCTOBER 24, 2014 BOARD MEETING
Phil Tavasci moved to approve the minutes. Stephanie Hastings seconded and the motion passed.
Alumni Relations Report
Georgette Vigil presented the Executive Directors Report *(attached to permanent minutes)*. Georgette pointed out pictures from Homecoming 2014 and remarked how well the Homecoming festivities went. Both the Alumni Board President and the Foundation Chair were able to ride in the parade which provided excellent exposure to the Flagstaff community. For the third year in a row the Alumni Board had the Alpine Pedaler which allowed for participation by the Alumni Board in the parade. In regard to the tailgate at the Homecoming Football game, there was a high level of participation.

Georgette went on to present a slide on fall 2014 Commencement. She informed board members of the distribution of lapel pins at every ceremony. Volunteers personally congratulate graduates and provide each graduate with an NAU Alumni lapel pin. The pin is distributed on a wallet-sized business card which gives instructions about a contest to connect new graduates to NAU Alumni’s social media platforms. Georgette asked Alumni Board members who’ve participated in these pinning ceremonies to raise their hand.

**Katie Patten asked a question about what the graduation contest entails. Georgette explained that contestants register by liking our Facebook page and the winners are chosen at random. One grand prize winner is chosen to receive a $250.00 gift card and 10 others get a bag of giveaway items from the Office of Alumni Relations.**

She announced updates on Heidi Hansen’s position at the City of Flagstaff. Heidi is now the Interim Economic Vitality Director in addition to her role as the Director for the Flagstaff Convention and Visitor’s Bureau. Georgette also announced that Brian Koch is working on the MBA Shadow Program with SRP and Franke College of Business.

Georgette informed that the Lumberjack Alumni Ambassadors are putting on the Third Annual Student and Alumni Networking Event in late February. There is a need for volunteers from the Board. Board members were given the agenda for the event.

**Katie Patten asked for extra agendas to give to potential volunteers.**

Georgette gave a brief update on the fall 2014 Gold Axe Awards ceremony.

**Chuck Pilon shared his story on when he won when he was a student. He still has his Gold Axe pin.**

Georgette focused on Events at a Glance and encouraged everyone to find events that make sense for them to attend.

Rosanne Burton spoke about the Second Annual Undergraduate video game symposium. Dr. Barron - of the interdisciplinary writing program would like to see an alumni presence at this event and would like help with this.

Georgette discussed the slide regarding Alumni Awards that the Alumni Association offer.

**Carol Lindsay asked if someone who was nominated last year would be eligible to be nominated again this year. The answer to that question is yes, all nominations carry over for one year if not awarded.**
Social media is steadily growing. A recent popular post on Facebook was shared regarding Harry Wolf. Harry was interviewed for being NAU’s oldest living alumnus at the age of 106.

**Nancy Serenbetz gave additional details around Harry Wolf.**

Georgette remarked on Trademarks and Licensing. Erin Bertelsen heads up that part of the Office of Alumni Relations. Erin worked with Collegiate Licensing Company to negotiate a new contract for licensing services. CLC will be our contacted partner through 2022 at minimum.

Georgette then spoke about priorities for Board member involvement. Engagement is a focus and all are encouraged to join VAN or ENCORE if not already a member. Board members are encouraged to find events that align with their interests and plan to attend and serve as a university advocate.

**Committee Updates**

**Executive Committee**
Brian Koch, the Chair of the Executive Committee thanked Georgette for her informative report and turned the microphone over to Jake White, Chair of the Alumni Outreach Committee.

**Alumni Outreach Committee**
Jake White is the Chair of the Committee and gave the report. Jake stressed the importance of Alumni Board members being present at events. He explained that when we can say a board member was at an event it really helps to promote Board involvement. Jake gave a recap on the different projects the committee members are currently working on.

Heidi Hansen and Steve Peru are working on a project with the Arizona Republic regarding different alumni who live in and around the Phoenix area. Stephanie Hastings will be working on First Friday Art Walk events in the downtown Phoenix area. Jake thanked Heidi Hansen and Phil Tavasci for their assistance with the Cancer Awareness Golf Tournament, $600.00 was raised and 80 participants attended the event. Heidi spoke briefly about the Flagstaff Convention and Visitors Bureau Cool Zone location in the entertainment district in downtown Phoenix and encouraged Board members to stop and check it out if possible as NAU Alumni Relations is included in the design.

**Georgette Vigil made a suggestion in regard to First Friday Art Walk meet and greets. She suggested alternating the event location between Sedona, Flagstaff, and Phoenix areas.**

**Fundraising Committee**
Ben Allen is the Chair and gave the report. Ben reiterated the goal to secure 100% giving participation amongst the Board. Currently the Board is at 60% giving participation. This is exactly the same from last year at this time. Those who were uncertain if they have made a contribution this fiscal year, were asked to email Georgette, Brianna or Rosanne to confirm the status of any gifts.

Ben moved on to discuss a second goal to improve collaboration between the Alumni Board and the Foundation Board. Dr. Gerety did effectively share a Fundraising 101 presentation at the last board meeting. He educated the board, explaining what to look for as we make connections in our communities around NAU. Dr. Gerety encouraged
everyone to continue to tell our genuine story. Both boards value what the other is working on which is making headway on this goal.

Ben then addressed a third goal to discuss and learn how to effectively recognize an opportunity or benefit to the Board or NAU when networking in the community. If an opportunity should arise when Board members are out “friend raising”, they should be mindful of the four phases of fundraising. First is identification, in which board members play a large part identifying potential allies and supporters. Second is cultivation, third is solicitation, and fourth is stewardship. When Dr. Gerety spoke at the last meeting he encouraged everyone to be genuine, tell their NAU story, and help build a culture of giving when we are “teeing up”.

Also, he encouraged volunteers to refer to packets which contain a list of all funds. His particular attention to Barb McCloud’s “Ten for Ten Fund”.

Jake touched on engagement scores which are scores used to systematically measure the involvement and participation of alumni and friends of NAU (which is something Georgette shared with him). He discussed the possibility of sending out specific messaging letters to those who rated high on the engagement scale.

**Stephanie Hastings expressed her take away which was as an Alumni Association Board member we should to never throw out a dollar amount or assume someone’s giving capacity as it could work against us.

Marketing and Communications Committee
Adam Candee is the Chair but he was unable to make the meeting so Meghan Fintland gave his update. The Committee is working on Club Kits. These are resources to help alumni in different areas start up alumni clubs for the purpose of networking and building connections through hosting different events independently of the Office of Alumni Relations. Meghan discussed how the Marketing Committee will be working with NAU Alumni staff on the development of the new website. The committee will be assisting with testing and user experiences. Meghan works for a company who just went through a visual rebrand and is available to provide input on what people want to see when it comes to rebranding and technology.

Nominations Committee
Phil Tavasci, Immediate Past President covered for both Steve Pallack, Chair of the Nominations Committee and Bob Orill, Chair of the Traditions Committee. His wife is 37 weeks pregnant, so if his phone rings more than once that’s his queue to go. Congratulations were received from all along with a round of applause.

**Georgette chimed in and said on that note she would like to take a moment to congratulate Liz Goodman on the birth of her daughter whom she had at 37 weeks! More round of applause.

Phil explained that the NAUAA Board only has two seats available to fill this year. The Office of Alumni Relations have sent an email out to Past Board Members and Past Presidents for recommendations, as only a handful of submissions have been received. The Board is particularly seeking alumni who graduated in the 60’s, 70’s, and 80’s. Any individual who knows of worthy candidates is requested to make a nomination. The deadline is March 31, 2015 so there is still time to make a submission.
Traditions Committee
The NAU Alumni Association Awards nominations deadline is May 29, 2015. The question was asked, Can a single candidate apply for more than one award and then win multiple awards in a given year? The answer is no. The bylaws explain the criteria in more detail.

**Chuck Pilon gave a quick story on when he received the Gold Axe in 1959, which is a tradition. With it he received a card that he states that he is to receive a lifetime pass to all athletic events for the rest of his life. He attempted to use it 10 years ago and it was not accepted.**

Young Alumni Steering Committee
Marissa Graves is the Chair and gave the report. Progress on the Young Alumni Steering Committee has experienced a bit of a lull with the holidays, but now is back on track. They are still drafting the bylaws. Everything is on target for a launch of July 2015 in conjunction with other annual retreat Board meeting. Marissa shared that Georgette and her have a meeting next week. They have selected a steering committee of five individuals who have graduated within the past 10 years. The group voted in one of their initial meetings that an alumnus must have graduated within the last decade to be considered for membership.

Past Presidents
Nancy Serenbetz is the Chair, and she asked for a round of applause for all of the Past Presidents in attendance. Nancy expressed gratitude to everyone for making the Alumni Board so wonderful. The Past Presidents expressed delight in participating as volunteers when they can be of service. She requested to please feel free to call or email any of them if there is any need. Nancy expressed pride in the hard work everyone is putting forth, including Past Board members. Nancy concluded by saying everyone is a part of the board for life!

Closing Comments
President Brian Koch gave quick update on the Executive Committee before the transition to lunch and the joint Board meeting. Momentum is building within all Committees and those in the Executive Committee have committed to establishing individual assignments for each of the committees. Brian instructed all to please feel free to share ideas as this board is all about everyone participating and having a forum to share their ideas on how to give back to the school and engage alumni. A couple weeks ago Chris Petroff and Brian Koch got together and emailed out some materials about the setup of our strategic direction and committee assignments. Brian referenced a slide that each of the things each committee tackles. He encouraged them to look at these as a refresher. Brian encouraged everyone to brainstorm and think of ways to give back to NAU. He then asked if there were any further questions.

**Heidi Hansen asked if NAU did anything for promotion with the Superbowl or Probowl.**

Georgette Vigil answered “The Alumni Association did not.”

Heidi proceeded to ask if anyone saw the promotions that U of A has in the downtown Phoenix area. She expressed that she feels it would be great to pool resources and do things like this. She also advised everyone visit the Phoenix Biomedical Building to see the U of A display and offered a suggestion to do an inflatable axe or something to that effect that would remind people of NAU at these large events.

Georgette reminded the group about the Cool Zone where the NAU Alumni Association does have a display. Georgette referred Heidi to talk to Sandra Kowalski, Director of Marketing at NAU.
Chuck Pilon, Past President, gave input on his favorite display for NAU in Arizona, which is the sign on the east side of I-17 seen entering Flagstaff that says “You are now entering Lumberjack Country.” Chuck expressed a desire to see a similar sign on the opposite side of I-17 to be seen leaving Flagstaff as well.

**Heidi commented on the fact that ADOT has been difficult with signage and if possible perhaps everyone could work together to help this situation. She would like to see a sign like Chuck mentioned that is permanent.**

**Last-Minute Announcement**
Georgette announced that Board members should see Rosanne and Brianna before leaving to receive their Phoenix Suns tickets otherwise they will be required to go to the NAU Alumni kiosk at the Suns game tonight, which may be more difficult. Also, Jack Petroff (Chris’s son) will be joining tonight for his first Phoenix Suns game.

There being no further business, Chris Petroff moved to adjourn the meeting. Carol Lindsay seconded and the meeting was adjourned at 12:00pm.

Respectfully submitted by Brianna Renee Lorents

**ATTACHMENTS TO PERMANENT MINUTES**
Executive Director’s Report