BOARD MINUTES
Northern Arizona University Alumni Association
Board of Directors
North Union – 1899 Bar and Grill Conference Room
Flagstaff, Arizona
FRIDAY, OCTOBER 21, 2011
TED QUASULA ‘73/’82 PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: NAU Foundation Board
Immediate Past Chair Chris Bavasi ’75/’00, Martin Brown ’82, Adam Candee ’01, Vice
President Michael Fronske ’85/’89, Bart Graves ’79, Debbi Grogan ’90, NAU Foundation
Board Chair Harry Hengl ’76, Brian Koch ’99/’01, Carol Lindsay ’61, Robert Orrill ’80,
Immediate Past President Kimberly Ott ’82, Steve Pallack ’82, Marvin Peterson ’61,
Treasurer Karin Philips ’77/’96, President Ted Quasula ’73/’82, Jeffrey Sears ’98, Dan
Slayton ’78, Philip Tavasci ’03, Jacob White ’01, ASNAU President Blaise Caudill,
Honorary Robert Crozier ’53/’71, NAU President John Haeger, Athletic Director Jim Fallis,
VP for Advancement Mason Gerety, and Executive Director Neil Goodell ’76/’96.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Megan Kondrich ’03,
Steven Peru ’79/’90, Secretary/Parliamentarian Veronica Perez ’94, and Jennifer Reichelt
’98/’00.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Ab Jackson ’73/’74, James
“Buck” Clark ’50/’54, Angela DeLa Cruz ’71/’82, Dennis Meador ’67/’71, Chuck Pilon
’59/’66, Burton Miller ’58, Barbara McCloud ’78, Marc Atonna ’95, and Past Presidents’
President Nancy Serenbetz ’75. Past board member Armando Ronquillo ’71 also
attended.

STAFF PRESENT AT BOARD MEETING: Rosanne Burton.

CALL TO ORDER
President Ted Quasula called the meeting to order at 2:05 pm, Friday, October 21, 2011.
Ted advised everyone that Robert Crozier had sworn him in when the NAU Foundation
met on August 20, 2011, at the High Country Conference Center. He then welcomed
everyone and thanked them for attending.

APPROVAL OF MINUTES FROM JULY 16, 2011, BOARD MEETING
JEFF SEARS MOVED TO APPROVE THE MINUTES. BRIAN KOCH SECONDED AND THE MOTION
PASSED.
NAU PRESIDENT’S REPORT

Three new regents will be on the Arizona Board of Regents in January 2012. Governor Brewer appointed Jay Heiler to replace Fred DuVal, with the two remaining regents yet to be named. Regent Rick Myers will chair the board in January. President Haeger pointed out the support the university has enjoyed under the current regents. Dr. Haeger explained in this legislative session he feels the universities will be going into a System of Performance Funding. Prior to this, universities were funded on enrollment, now it will be based on performance. Key indicators for the funding will be: 1. student hours completed, 2. number of baccalaureate degrees granted, and probably 3. number of degrees granted in fields of high demand in the state. Freeing up investment dollars for the Allied Health Fields will be very important in helping to secure state funding. The Student Success Initiative is very important, departments must make sure students are succeeding, may have to re-think curriculum and be sure students are aware of program expectations. Going forward we will have a greater number of students and less faculty. To accommodate that, how courses are delivered will be reviewed; we need to use technology to educate students. Each state is facing the same challenges, and Arizona is unfortunately falling behind other states in the number of baccalaureates it is granting. Currently under consideration is requiring freshman attendance in classes; we must not lose a third of freshman. If we can keep freshman engaged, we can do well with performance funding, Dr. Haeger indicated.

Carol Lindsay asked how Native Americans impact retention rates? President Haeger responded their rate is higher than a lot of groups, but cautioned that retention is not always academic. Freshman retention has many factors. It is hard for Native American students to come from the reservation to the university. With the Native American Cultural Center, we can work with students more closely. Debbi Grogan asked how retention rates are affected by students not being prepared academically. President Haeger said some students are unprepared; they come without really wanting a degree. We must prepare students regardless of their deficiencies, which is a different attitude toward retention.

Brian Koch referred to Regent Calderón’s speech at the Recognition Luncheon where he mentioned the challenges he faced in coming on the board in ’04-’05 with regard to how NAU fit with the other state institutions, and questions about the NAU football program, and do those same challenges still exist? President Haeger remarked that some of the challenges are gone, but we must remain vigilant. He is happy that NAU shares a good relationship with the other state universities; he said fighting between the universities results in legislative interference. Marvin Peterson asked how the NAU Veteran Outreach Program is progressing. President Haeger said he has not received a recent report, but it has taken off and doing well. A good number of students have accessed NAU in Yuma and Flagstaff, and Colonel Griffin is very focused to move the program forward. There has been a lot of activity in Extended Campuses because of this outreach. Neil told the board if there is interest he will invite Colonel Griffin to a future board meeting. Bob Crozier referred to Mason’s discussion at the Foundation Board meeting about faculty’s accomplishments lending themselves to bringing income to the university, he then asked if the voters defeated the proposition that universities could patent unique developments, how do we get around it? President Haeger replied that the NAU Foundation is essential to the future of the university. VP Mason Gerety added the university can patent intellectual property, but what they can’t do is take equity interests in any businesses. The foundation started an organization where the university signs intellectual property to the foundation and the foundation commercializes and holds the acquisition. Marvin Peterson asked in reducing cost can we get creative using faculty. President Haeger said yes, NAU’s base budget has lost $60 million. The faculty buy out that was implemented helped in reducing base budget. That is why it is so important to have other delivery methods for class courses. Bart Graves asked if it was true that there was a plan to
expand fraternity and sorority dorms. President Haeger said he is not aware of such a plan, but there are two new residence halls being constructed on campus by Campus Community.

**NAU FOUNDATION REPORT**
Mason Gerety, Foundation President, reported that Board Chair Harry Hengl is currently at a campaign committee meeting and will be arriving shortly. Mason advised we are in the third year of the comprehensive campaign quiet phase and fundraising is going well. Last year the Foundation finished with $10.7 million in cash and pledges and so far this year on track as compared to last year. Pending is a $2 million planned gift for ceramics. University Advancement is not fully staffed with development officers, but a new DO for the College of Engineering, Forestry & Natural Sciences will start in two weeks. The search continues for the DO for the College of Arts & Letters, so staff transitions are still occurring. As development officers know, three years ago was the year of the know, last year was the year of the ask, and this year is the year of the close. There are currently numerous active proposals in peoples’ hands; hoping to have a good year and the campaign will go public when 50% of the goal is attained. Mason also commented on the two subsidiaries of the NAU Foundation: Northern Arizona Real Estate Holdings, which has the 1899 Bar & Grill that is leased back to Sodexho, and a new 45,000 sq. ft. office building that will be constructed on campus; as well as NAU Ventures, which has five pieces of intellectual property to commercialize.

Mason also commented on the cooperation between the Foundation Board and Alumni Board, and he believes this partnership is the best it has ever been. Kim Ott asked where the new office building will be built. Mason responded behind the ITS building, south of the parking deck behind ITS and north of the ARD building.

**NAU ATHLETIC DEPARTMENT REPORT**
Athletic Director Jim Fallis reported it has been a busy week on campus and in the conference. The initiative currently occurring is that the presidents have charged the conference commissioner with bringing in a consulting group to review branding for the Big Sky Conference. In 12-18 months you will see a new brand that uses a new logo and encompasses a new vision. Next year is the 50th year of the Big Sky and the 25th year of women’s sports. Sports currently in season include men’s and women’s cross country, women’s soccer, and volleyball which is still the highest ranked team in the NCAA for the Big Sky Schools, as well as the football team which is 1 and 3 in Big Sky play. Athletics is back in the Walkup Skydome, and still going through punch list items. There will be new seats in the Rolle Activity Center by January.

Marvin Peterson asked if there was any threat of teams leaving the Big Sky Conference. Jim said he did not think so, because most of that was happening at mid-level institutions. He said the WAC was in a tough spot and having issues, but the Big Sky was pretty solid. President Haeger interjected that schools considering moving are hoping to get increased TV revenue. He said no one is sure what will happen, but he does feel that the Big Sky is in good shape. Dennis Meador asked about basketball and the fieldhouse, and have any significant donors stepped forward? Jim said no one has come forward, but conceptual drawings for a multi-events center have been created that include basketball. Marvin Peterson remarked about the positive aspects of recent Skydome renovations.

**ASNAU Report**
Blaise Caudill, Student Body President, thanked the board for inviting him to speak. As he mentioned during the last meeting, two main goals this year include realignment as well as wanting to increase the branding for NAU and thereby increase retention. As previously mentioned, Spring Fling was moved to fall and held Thursday, October 20. It was a
carnival theme and well received with 2500-3000 students in attendance. ASNAU is now looking at launching an Alumni Advisory Committee. Blaise has been in contact with past presidents from ASNAU for their input while looking at University of Arizona’s committee structure as a potential model. In looking at reaching out to other groups on campus, Blaise has started a Presidents’ Council which is made up of the presidents from the other major groups on campus. Two other committees have been launched, Campus Committee on Sustainability, and Committee for Policy on Tabling and Assembly. The Student Regent selection process deadline was Tuesday, October 18, and only three applications were submitted, so the deadline has been extended to November 8. Michael Fronske pointed out students were putting applications in for student internships which would be in competition with Student Regent applications and perhaps they could share resumes which would increase application numbers. Bart Graves commented that he was proud of the relationship between the Greek Community and the University, because it is not that way on all campuses, and he thanked Dr. Haeger for his support.

**DISCUSSION AND POSSIBLE ACTION ITEMS**

**Resignation of Board Member Megan Kondrich**
Megan Kondrich sent a resignation letter to the board. She has had limited participation since moving to New York. Jake White moved to accept the resignation. Karin Phillips seconded and the motion passed.

**Proposed Amendments to Bylaws**
Jeff Sears presented the revised bylaws document dated July 16, 2011, to the board with the exception noted on page 5 section B “additional full terms on the Board as outlined in....should read Article IV, Section 3, Part A of these Bylaws” [attached to permanent minutes]. He went through the proposed bylaws document and provided an explanation for the changes. Jeff also recommended including dismissal of the temporary task force that worked on the bylaws revision if approval to adopt the new bylaws was made today. Jeff also thanked everyone who helped work on the bylaws. Michael Fronske thanked Jeff for all the work he did on revising the bylaws. Neil then offered options on moving forward, and indicated the revised bylaws had been disseminated to board members about a month ago which gave ample time for review. Bart Graves made a motion to adopt the new bylaws, Martin Brown seconded, but more discussion ensued.

Michael Fronske asked if the bylaws were changed now, would this be the time to discuss possibly reducing the board size? Neil offered some background related to the discussion. In the next 2.5 years seven members of the board will term out. The discussion has surrounded the partnership with the NAU Foundation and the desire to streamline the Alumni Board to make it more effective which could be around 16 members. This change would not impact anyone currently on the board, but rather be a long-term, multi-year transition. Members that term out would not be replaced. Compared to schools in the Big Sky Conference this board is bigger than most. Marc Attona asked with the new bylaw changes how will the standing committees work with a 16-member board, and how do those on the foundation feel about this as they have extra open spots in case they find a good candidate for the board? Harry Hengl addressed the question by agreeing with reducing the board size, and reminded the group that the Alumni Board can include non-board members on committees. Barb McCloud said a certain amount of strategic effectiveness is possible with a smaller board. The bylaws allow for people from all areas to serve on committees and help. She also felt the changes to the bylaws were great and should be passed today, and that the board size could be further discussed at a later date. Buck Clark recalled when the board was smaller and very effective, and good volunteers were always recruited to serve on various committees. Ted Quasula mentioned that
Article 4, Section 2-A is a typo, and should say 23 members. Harry Hengl made a motion for the new bylaws to be adopted, Michael Fronske seconded and the motion passed. Ted Quasula thanked Jeff Sears for all his work on the revised bylaws. Jeff then brought up Megan Kondrich’s resignation from the board. Per the bylaws, because she has less than a year left on her term, would the Nominations Committee like to replace her to fulfill her term through June 2012 as then they would be eligible for two more terms? Ted Quasula advised that if the board size was under consideration perhaps waiting would be the best course of action. Neil pointed out at this time there are no board applications pending review. Kim Ott suggested taking the time to wait and consider the diversity of the board before filling the position.

Class Leadership Fundraising Proposal
Neil provided background on the new proposal. An idea from Jeff Willis on the Foundation Board that members from both boards serve as agents for their class graduation year and with staff help would send letters and make contact with Alumni in those graduating years and secure funds for the University. Michael Fronske asked if the Foundation and University Advancement would be providing contacts for the outreach effort. Neil advised the information would be provided and that this was a good opportunity to partner with the Foundation in this effort. Marvin Peterson made a motion to approve the Class Leadership Fundraising Project. Michael Fronske seconded and the motion passed.

Location of Board Meeting on Friday, February 3, 2012
Neil advised that the next board meeting is scheduled for Friday, February 3, 2012, at the Heard Museum in Phoenix and is the annual joint meeting with the NAU Foundation Board. An agenda will be sent prior to the meeting. A hotel list will also be provided prior to the event. Guests are welcome; please let Neil know ahead of time so proper arrangements can be made. He also mentioned that the Waste Management Phoenix Open Golf Tournament is scheduled for Thursday, February 2, in Scottsdale. An NAU hospitality tent is always provided for the event.

Board Member Service Pledge Forms for 2011-12
Neil asked all board members if they have a pledge form in their board packet to please sign and return it today.

NAU Apparel for Board Members
Neil showed samples of women’s and men’s shirts as well as a jacket that are being made available for board members to order. Orders are due by October 31 and an order form is in each board member’s packet.

COMMITTEE UPDATES AND ACTION

Alumni Outreach - Karin Philips
The committee held a conference call a couple weeks ago and discussed the role board members can take related to volunteering at events and local outreach activities in your area similar to the one Jeff Sears recently hosted in Indiana. Karin mentioned that events are listed on the alumni website under the VAN tab. Neil also pointed out that emails are sent when volunteers are needed.

Fundraising - Jake White
What is the logical goal the board should have for fundraising, and what role does the Foundation want to play? Those are the main discussion points the committee has been having. Michael Fronske asked what fundraising events should look like. Should they be functions at people’s homes? Jeff Sears asked if there was a way to show who collected
what funds? Neil advised that can be provided. The question was raised after you make an ask is there a way to see if in fact the money has come in? Neil advised he would be happy to let people know if donations were received. Good discussion ensued. Jeff Sears asked if a monetary goal should be set. Harry Hengl asked, in previous discussions, what was the goal that was set? He said everyone should be donating. It is hard to ask people for money if you are not donating. Giving levels should encompass all members, and the outreach of the Alumni Board should be expanded. He advised there should be 100% participation in donating from the board. Michael Fronske feels the Class Leadership Fundraising Proposal is a good start in the fundraising process. Chris Bavasi said the Foundation believes the NAU Alumni Board has great value. He feels the board needs to seek input from Mason and the Foundation. There should be a plan on how to proceed with guidance from Mason and Neil. Marvin Peterson interjected that the board should be careful in dealing with people who have already supported the university; not to ask for funding support that could possibly interfere with future giving plans.

Meeting was interrupted by a fire drill and the building was evacuated.

Meeting resumed and discussion about fundraising continued. Debbi Grogan suggested the board set a $25,000 goal and demonstrate creative ways to raise money. More discussion and motion made by Debbi to set a goal. Barb McCloud advised perhaps the goal should be specific and designed to support a specific project such as the successful logging wheels project several years ago. Neil indicated the board has not historically been directly involved in fundraising except for special projects, and most of those have surrounded university traditions. It was decided to table Debbi’s motion and continue the discussion at future meetings.

Marketing and Communications - Kim Ott and Debbi Grogan
Committee work has focused primarily on the upcoming Arizona Centennial and a handout of strategies was provided [attached to permanent minutes].

Nominations - Veronica Perez (absent); no actions to report

Traditions - Marvin Peterson and Brian Koch
A re-dedication of Max Spillsbury Field is scheduled for tomorrow, Saturday, October 22, at 10:00am at the field. The V-12 project is moving forward and Marvin proposed to have the memorial dedication at 2012 Homecoming rather than Armed Forces Day in May and the board concurred. He said Homecoming would allow the celebration to fully focus on NAU and what the project meant to the university in the early days. Marvin met with the Chain Gang this morning; they wanted to hear about his time at NAU. Bob Orrill has been approached by alumni to recognize athletes that achieve national honor and recognition with more than just the Hall of Fame honor, such as retiring the jersey number of that individual. The initiative is a work in progress and he is collaborating with the Athletics Department for further discussion. Bob Crozier asked if the V12 Memorial would be a good fundraising goal. Neil advised that the V12 project is in relatively good shape monetarily depending on additional future costs. Brian Koch appreciates all that ASNAU does and wants to see it continue with outreach efforts. He wants more focus on younger alumni to keep them more fully engaged.

Other Items for Discussion
Harry Hengl mentioned that this is the 19th year of the Yuma Golf Tournament and fish fry that raises money for student scholarships. The event is scheduled for November 11 & 12. More than $400,000 have been raised during the tournament’s many successful years. Registration is available on the website and all participants are welcome.
Neil advised that the fire truck is out of commission for the Homecoming Parade, and provided the lineup of Homecoming festivities for the following day.

Marvin Peterson made the motion to adjourn the meeting at 4:40 pm. Jeff Sears seconded and all approved.

Respectfully submitted by Rosanne Burton

ATTACHMENTS TO PERMANENT MINUTES
Bylaws of the Northern Arizona University Alumni Association
NAU Strategies for the Arizona Centennial Celebration