NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: NAU Foundation Board Immediate Past Chair Chris Bavasi ’75/’00, Adam Cande‘01, President Michael Fronske ‘85/’89, Marissa Graves ‘09 (incoming), NAU Foundation Board Chair Harry Hengl ’76, Brian Koch ’99/’01, Carol Lindsay ’61, Elizabeth Navran ’04, Robert Orrill ’80, Past President Kimberly Ott ’82 (outgoing), Steve Pallack ’82, Veronica Perez ’94, Marvin Peterson ’61 (outgoing), Karin Philips ’77/’96, Immediate Past President Ted Quasula ’73/’82, Jennifer Reichelt ’98/’00, Jeffrey Sears ’98, Vice President Philip Tavasci ’03, Jacob White ’01, ASNAU President Sammy Smart (incoming), Honorary Robert Crozier ’53/’71, NAU President John Haeger, VP for Intercollegiate Athletics Lisa Campos, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Dan Slayton ’78 (outgoing), Martin Brown ’82, Bart Graves ‘79, Secretary/Parliamentarian Debbi Grogan ’90, Steven Peru ‘80/’90.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Art Atonna ’69, Lee Atonna ’69, Marc Atonna ’95, Chuck Pilon ’59/’66, Dennis Meador ’67/’71, and Past Presidents’ President Nancy Serenbetz ’75.

GUESTS PRESENTERS: Karen Pedersen-Extended Campuses, Terri Hayes ’02-Extended Campuses, and Ann Marie deWees-Extended Campuses.

STAFF PRESENT AT BOARD MEETING: Associate Director Krista Perkins ‘98, Rosanne Burton.

CALL TO ORDER
Outgoing President Ted Quasula called the meeting to order at 9:00 a.m., Saturday, July 14, 2012. Ted appreciated the meet and greet reception on Friday evening, and thanked the new Executive Director, Georgette Vigil and her staff for the informative tour. Ted welcomed the new board members, Marissa Graves, Elizabeth Navran and Sammy Smart.

APPROVAL OF MINUTES FROM APRIL 21, 2012, BOARD MEETING
Harry Hengl moved to approve the minutes. Jeff Sears seconded and the motion passed.
BOARD MEMBER SERVICE PLEDGE
Michael Fronske asked all board members to sign and date their pledge forms and turn them into a staff member today. He also went over the mission statement and discussed the financial commitment he trusted each board member would make.

SWEARING IN OF NEW OFFICERS AND BOARD MEMBERS
Robert Crozier swore in the new officers for 2012-2013: President Michael Fronske, Vice President Philip Tavasci, and Immediate Past President Ted Quasula. Robert Crozier swore in the new Board members: Marissa Graves, Elizabeth Navran and Sammy Smart.

VOTE TO APPROVE GEORGETTE VIGIL
Jeff Sears motioned to approve Georgette Vigil as the new Executive Director of the Alumni Association, Carol Lindsay seconded, and the motion passed.

PROPOSED CHANGE IN BYLAWS RELATED TO APPOINTING NEW BOARD MEMBERS
Veronica Perez gave information on changes to the bylaws regarding the number of members, as well as the recruitment times for new board members. This has been an ongoing discussion during the past few board meetings. It centers on having 23 members maximum, rather than a standard 23 members. This would leave some flexibility to recruit members throughout the year if the situation would arise that a valuable person could be brought on board, rather than waiting until there is an opening when members term out. The section of the bylaws that focuses on the number of board members and deadline for application are: Article 4, Section 2 Part A. The proposed change is to say a “maximum number of 23 members, but can be less than 23 at any given time.” Also, Article 4, Section 2, Part D, refers to new members being sworn in at the July meeting. If a rolling deadline is adopted and a new member is found during homecoming, would they be sworn in at the next meeting which would be February. Veronica then asked for discussion on the rolling deadline issue. Michael Fronske opened the floor for discussion. Harry mentioned that it is nice to have everyone sworn in all together. Veronica agreed it is nice to have a somewhat formal ceremony of swearing in. Veronica then mentioned if people start at different times, how that effects their term and expiration date. Jeff Sears and Jennifer Reichelt also contributed to the conversation with problems that may arise with a rolling deadline and the term starting issues. After much discussion, Michael asked Veronica where to go from here. Veronica moved to take action on making the maximum number of members 23. To alter Article 4, Section 2 Part A, to say a maximum of 23 members. To continue thinking and discussing the rolling deadline issue and how the verbiage should read. Carol Lindsay seconded, and the motion passed.

RECOGNITION OF OUTGOING BOARD MEMBERS
Michael and Ted recognized outgoing Board members, including Kim Ott and Marvin Peterson by presenting a plaque and NAU tote bag thanking them for their service. Other outgoing Board member not present, Dan Slayton, will also be given a plaque and bag when he is available.

NAU PRESIDENT’S REPORT
President Haeger reported significant changes with the Arizona Board of Regents. Several regents, who are friends of NAU, have gone off the board and the governor has appointed new regents. As a result, he is traveling the state speaking to the new regents and talking about how NAU operates. NAU has two new accredited health professions programs being offered at the downtown campus in partnership with the University of Arizona. This will give NAU a higher presence being in downtown Phoenix.
President Haeger then spoke about the trouble at Penn State and the impact it will have on the governance of higher education. The board will be doing a thorough review and will be asking could that have happened at NAU? President Haeger feels it is a legitimate exercise, and NAU will be reviewing all policies and how crimes are reported on campus. The board will be digging deep into issues and not taking just the presidents word that problems are being handled. Dr. Campos added the issues at Penn State will change intercollegiate athletics.

NAU will have another large freshman class, but the university is prepared. The American Campus Community Project is helping make that happen. The Sawmill project is another huge housing complex and businesses are betting NAU will continue to have record growth. NAU has experienced 24% growth in 3.5 years. Dr. Haeger doesn’t think that amount of growth is sustainable, but NAU will continue to grow. Harvey Charles and Liz Grobsmith are hoping to have another 1,000 international students at NAU to join the 1,000 international students already here. It is a good academic move to have these changes in the classroom for our students to experience. It also has a financial benefit because international students pay out of state tuition. In addition, more transformation will be felt on campuses because technology is going to take over the delivery of academic programs. NAU will be offering a self-paced Personalized Learning Division where students decide how fast to go through courses. On the top floor of the Health and Learning Center will be the Lumberjack Mathematic Center where students can finish courses in 5 weeks or 25 weeks, but can get immediate help if they are struggling with any part of math. The goal is for all students to have success. The delivery model for presenting classes will be changing. Veronica Perez asked if the delivery model changes, how accreditation is effected. Dr. Haeger explained accreditation will have to be achieved for the new model. Marvin Peterson asked if someone gets a degree from NAU but doesn’t come to campus, how you get them engaged. Harry Hengl feels we need to keep students engaged for fundraising purposes and communication. Carol Lindsey never completed an online course, likes the dialogue too much. Jennifer Reichelt commented that current students like the social media aspect, they were raised that way. Good discussion continued around this topic. Dr. Haeger also reported that our retention rate went from 70% to 76% in a single year. “Intrusive Advising” is responsible for tracking students’ class attendance and making sure students are learning and ultimately graduating.

NAU FOUNDATION REPORT
NAU Foundation Board Chair Harry Hengl reported he was on vacation and missed some meetings, but the Foundation is doing well. Discussed the building the Foundation is paying for which the University will lease from them and have it paid off in 20 years. It’s a good investment for all concerned. Jake White asked if there was an update on the class campaign. Georgette said she had an update. It was a good effort with a low return, $1600.

NAU ATHLETIC DEPARTMENT REPORT
VP for Intercollegiate Athletics, Dr. Lisa Campos, said traditionally on every campus there is a strong relationship between athletics and alumni. She wants to create a good atmosphere for students so they stay engaged. She wants to raise athletics and elevate the department. Currently she and her staff are developing a strategic plan in detail. They are happy to have Jack Murphy as the men’s basketball coach; he has been around very successful programs and has been very busy recruiting top players. Currently, the summer school program is in effect at NAU preparing athletes academically and
athletically. A new women’s basketball coach has been hired, Sue Darling, with 27 years of experience. Both coaches have been out in the community throughout the state, reengaging fans and making athletics relevant again. Athletics has started coaches’ caravans, which have been successful finding a lot of excitement throughout the state. She wants to work with The Chamber of Commerce and businesses in town to paint the town blue and gold. Art Atonna asked if the Skydome renovation was complete, Dr. Campos said it was and to check it out if anyone had not done so. There will be some construction in the dome for offices which should be completed by January. Basketball will be played in the dome as well. The basketball schedule will be challenging this year as there is not a home game until December. There is a need for a basketball facility but it comes with a large price tag, so that is something that will have to be worked on. Dennis Meador asked if the fieldhouse was out of the picture for a basketball arena. Dr. Campos said yes, it is a good gym but not an arena and it would not be a great fan experience. Chuck Pilon said the coaches’ caravan was great, he met the coaches, and it was a great opportunity. An email will be going out about the NAU/ASU game so people can buy tickets and sit with other NAU fans.

ASNAU REPORT

ASNAU President Sammy Smart said they started the $23 fee funds for ASNAU, and students thought of them as mostly an event planning operation. They are trying to re-brand so students know they are there for support in other areas as well. She will be working with athletics to get students to join the athletic bandwagon and support the athletes and is planning 10-12 charter busses to bus students down to the NAU/ASU game. Students like the tuition pledge and ASNAU is talking with the other institutions to see if the other presidents’ will take on a similar pledge.

PAST PRESIDENTS COMMENTS

Immediate Past President Ted Quasula addressed the board; he has enjoyed being the Alumni Board President. He is the first in his family to graduate college. He noted that NAU graduates the most Native American students in the country with masters’ degrees. He has appreciated the hard work of the NAU staff. Ted also reminded everyone that NAU plays UNLV in football, September 8, 2012. Michael Fronske presented Ted with a gift thanking him for his service as president. He also said Ted wasn’t going anywhere, and would continue to be involved.

Michael went on to say he is happy to be the new board president and is very excited after talking with new Executive Director Georgette Vigil about the direction of the board. He said board members are encouraged to participate in this year’s homecoming activities and those board members are in fact ambassadors of NAU. He mentioned Georgette will be doing monthly updates to the board. He discussed Committee structure and what that would involve including how often committees would meet and establishment of some goals.

EXECUTIVE DIRECTOR’S YEAR-END REPORT

Georgette Vigil shared some of her personal and professional experience. She handed out a sign-up sheet for board members to sign up and participate in the homecoming festivities. She then continued with a PowerPoint presentation outlining the year’s work and accomplishments by the Alumni Board and Office of Alumni Relations.

DISCUSSION AND POSSIBLE ACTION ITEMS

V-12 Memorial on North Campus
Marvin Peterson suggested if you want to become familiar about the V-12 to read the
book Arizona’s War Town by Colonel John Westerlund. Marv gave details on how the anchor was obtained and that the dedication for the memorial will be done at Homecoming 2012. Marv also spoke about the Chain Gang and gave some background on the Chain Gang and the goal to have a Chain Gang reunion after the homecoming football game.

Annual Alumni Awards
Marvin Peterson presented the recommendations for the alumni awards. They are: Dwight Patterson Award recipient Mitchell Ettinger, Cliff Harkins Award recipient Beverly Anderson, Jeff Ferris Award recipient Joy Gaeraths The Joe and Marie Rolle Spirit of NAU Award; Marie Rolle has chosen Larry Schnebly and his daughter Lisa Schnebly Heidinger to be the recipients of this award in 2012.

Marvin Peterson moved to approve the award recipients as presented. Harry Hengl seconded and the motion passed.

Note: Before adjourning for lunch, Krista Perkins reported that the Advancement Office requested the board personally sign Thank You cards to be given to donors at the recognition lunch.

Lunch Break: 11:45 a.m.-12:30 p.m.

PRESENTATION FROM EXTENDED CAMPUSES
Karen Pedersen, Terri Hayes, and Ann Marie deWees gave a PowerPoint presentation [Attached to permanent minutes] outlining the typical extended campus student. Good discussion centered on alumni and extended campuses partnering so students feel connected.

COMMITTEE APPOINTMENTS
Michael asked the board to look at the “Committees Breakout Session” sheet. There are 5 committees listed and times for each breakout session. The chairs for each committee are: Traditions Committee chair-Brian Koch, Marketing and Communications Committee chair-Jennifer Reichelt, Alumni Outreach Committee chair-Jake White, Fundraising Committee chair was extended to Steve Peru, and Nominations Committee chair-Phil Tavasci. There are guidelines in each packet that outline the functions of each committee. The first discussion should be on when committee members can all meet, the second discussion should be agreeing on two measureable attainable goals. Michael requested a motion to continue the Marketing and Communications Committee as it is not in the bylaws; it is an adhoc committee that he would like to continue this year.

Adam Candee motioned to keep the committee, Steve Pallack seconded, and the motion passed.

COMMITTEE DISCUSSION AND CHAIR REPORTS

Traditions
Brian Koch is the chair; the committee put forward two goals to work on. 1. Growth of NAU extended campuses and young alumni graduates. They want to create a new alumni award for recent graduates. 2. Follow-up on V-12 ceremony, and ensure chain gang continues to grow.
**Marketing and Communications**  
Jennifer Reichelt is the chair. Committee members plan to meet over conference calls. Goals discussed: 1. More familiar with social media. During Homecoming have a “like us” tent to help alumni get on Facebook. 2. Utilize LinkedIn. 3. Alumni Board Facebook Page, all to help alumni stay engaged. And finally to have an alumni signature on their personal email showing they are a proud board member.

**Outreach**  
Jake White is the chair, Goals discussed: 1. Increasing volunteers in the VAN and Alumni Relations Volunteer Program. 2. Reach out to extended campuses. 3. Donate time. 4. Have five “get to know your board member” events out-of-state and in-state.

**Fundraising**  
Steve Peru the chair was not present; Harry spoke on behalf of the committee. (Note this committee discussed ideas as their chair was not present): 1. Premium memberships were discussed. 2. Groupon deals for alumni members. 3. Challenge Coins instead of lapel pins. 4. Provide travel evacuation insurance to alumni members. 5. Give 5 to stay alive.

**Past Presidents**  
Nancy spoke for the Past Presidents. Goals discussed: 1. Offer advice and counsel to the board in support of NAU goals in order to stimulate and maintain alumni involvement. 2. Provide seed money for alumni related projects. 3. Provide a historical perspective. Hosting a social function to engage past board members, 1 event per year. Also set up Facebook page.

**Nominations**  
Phil Tavasci is the chair. Committee members plan to meet over conference calls. Goals discussed: 1. Would like to go to a recruitment based model for Alumni Board Members. 2. Help with extended campuses.

There being no further business, **Jeff Sears moved to adjourn the meeting. Harry Hengl seconded and the meeting was adjourned at 2:49 pm.**

Respectfully submitted by Rosanne Burton

**Attachments to Permanent Minutes**  
Executive Director’s Year-End Report  
Extended Campuses Report