BOARD MINUTES

Northern Arizona University Alumni Association
Board of Directors
NORTH UNION – 1899 BAR & GRILL CONFERENCE ROOMS
FLAGSTAFF, AZ
July 12, 2014
Brian Koch ’99/’01, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Ben Allen ’03, Colleen Belford ’06 (incoming), Adam Candee ’01, Bob Crozier ’53/’71, Meghan Fintland ’99, Michael Fronske ’85/’89, Marissa Graves ’09, Debbi Grogan ’90, Secretary/Parliamentarian Heidi Hansen ’91, Stephanie Hastings ’96 (incoming), NAU Foundation Board Past Chair Harry Hengl ’76, President Brian Koch ’99/’01, Carol Lindsay ’61, Robert Orrill ’80, Vice President Chris Petroff ’03, Steve Pallack ’82, Katie Patten ’09 (incoming), NAU Foundation Board Chair Hank Peck ’75, Ted Quasula ’73/’82, Immediate Past President Philip Tavasci ’03, Jacob White ’01, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Josh Aldred ’03 (incoming), Martin Brown ’82 (outgoing), Elizabeth Goodman ’04, Steve Peru ’79/’90, ASNAU President Jillian Zuniga (incoming).

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Cliff Alexander ’94, Dr. Eugene Hughes President Emeritus, Chuck Pilon ’59/’66, Past Presidents’ President Nancy Serenbetz ’75.

Guests In Attendance: Charlene Whitfield-Elliott ’90/’95, past board member.

Staff Present at Board Meeting: Rosanne Burton, David Slipher ’09.

9:16 am The board continued its meeting in “retreat mode” continuing discussion on team building and meeting management. This session is not included in the minutes.

Call to Order
President Phil Tavasci called the meeting to order at 12:52 pm on Saturday, July 12, 2014. He thanked everyone for attending the meeting especially Harry Hengl and Hank Peck as well as the Past Presidents. He then welcomed the new board members Colleen Belford, Stephanie Hastings, Katie Patten and Josh Aldred (who could not make the meeting as he was in Hong Kong). Phil encouraged the new members to have fun on the board – they will be working with a great group of people.
APPROVAL OF MINUTES FROM THE MAY 12, 2014 BOARD MEETING

Carol Lindsay moved to approve the minutes. Mike Fronske seconded and the motion passed.

BOARD RECOGNITION

- Phil asked all board members to fill out their Member Service Pledge forms for 2014/2015 and turn them in today.

- Phil asked the board if there was any discussion on the Young Alumni Officer position that was discussed in the first read at the May board meeting. Marissa Graves is heading up a young alumni committee (graduates within the last 10 years) to gauge interest in establishing a committee or board in the future. Bob Orrill motioned to accept the Young Alumni Officer position on the executive committee, Steve Pallack seconded and the motion passed. Phil then asked for a motion to have Marissa Graves be the initial president of the new group for 2014/2015. Brian Koch motioned to accept Marissa as the initial president of the Young Alumni group, Chris Petroff seconded and the motion passed. Phil then congratulated Marissa on her new position.

- Bob Crozier did the swearing in of the new Executive Committee for 2014/2015: President Brian Koch, Vice President Chris Petroff, Secretary/Parliamentarian Heidi Hansen and Immediate Past President Phil Tavasci. He then did the swearing in of the new alumni board members: Josh Aldred (who was unable to attend this board meeting because of a prior commitment), Stephanie Hastings, Colleen Belford, and Katie Patten.

- Georgette recognized Martin Brown for his service to the board; he was unable to make the meeting. He will be sent a black NAU Alumni Board briefcase and a plaque thanking him for his years of service.

COMMUNICATIONS REPORT

David Slipher, Communications Coordinator for the Office of Alumni Relations, presented a slide presentation entitled ‘Identity Mark Update’ to the board (attached to permanent minutes). He told the group in light of Athletics changing their logo the initiative is underway for the Alumni Association to develop a new mark. Not too long ago the shield was instituted for the mark of NAU and the Alumni Association uses the shield and the towers of Old Main in its current logo. David went on to explain part of the reason research is being done to change the alumni mark is that the current image of Old Main used is very difficult to reproduce because of pixilation and horizontal orientation of the current mark. He went on to say the biggest reason in looking for a new mark is the current mark has competing visual elements. On one side is the shield of NAU and the other has the towers of Old Main, it is not a unified look. David then showed the group different examples of marks from other alumni institutions. He explained he is looking for input from a variety of alumni and will distribute a survey that will be available online for alumni to fill out. He asked the board members and the past presidents to fill out the survey and turn them in today. He explained to the board members that the new logo would be selected from Logo Tournament, which is a more efficient and cost effective process than using a single design firm. He indicated this process would start at the beginning of September. Adam Candee asked if the new logo would be predominately graphic or text and David indicated graphic is what he is looking for. Heidi asked if it was considered having NAU alumni or graphic design students develop the mark. David indicated that was a consideration, but they felt Logo Tournament would be all inclusive.
as there would be many designers giving ideas. Any NAU designers could join Logo Tournament and take part in the process. Good discussion came from this topic. Phil also mentioned he used Logo Tournament in the past and highly recommended it. There is diversity of design and submissions from people all over the world. It is very cost effective instead of paying a large fee to a single design firm. Athletics has their new mark and logo and alumni would like to have a logo that is distinctly theirs, as Athletics is reserving the mark only for the NAU Athletics brand, and not university departments at large.

**BOARD LEADERSHIP REPORTS**

- Phil mentioned his year as president has past by quickly. He has been on the board four years and he feels this board is on the fast track to become a great board. He feels the new executive team currently on the board is going to take things to the next level. He then thanked his executive team, especially Mike Fronske for his guidance. When Phil became president he asked the board members to be committed to their committees, and he felt everyone did good work during the year. He then thanked the committee chairs for all the work that they did. Phil felt all the committees have been revived. He also thanked Georgette and the alumni team for all of their hard work.

- Brian thanked Phil for all the good work he did as president, and he wants to see the momentum that has been established in the committees continue. He feels the board is being successful by staying focused on the Strategic Plan that was developed. He appreciates the board meetings but is aware there is a lot of work that gets done in between the board meetings.

- Georgette then presented Phil with his gavel base and thanked him for his service. She then presented Brian with his gavel to use during his term as president. Georgette then gave her Executive Director’s Year End Report (attached to permanent minutes). She thanked all the board members who participated by attending alumni events and volunteering. She also thanked the board for the financial giving; the board had 100% participation. She also spoke about the 10 largest alumni populations outside Arizona. She explained the interest in getting clubs up and running in some of those places. Georgette then talked about the Gala which kicked off the campaign and how the alumni office worked to help make it such a success. The event won a bronze Case Award. Georgette then spoke about Trademarks and Licensing and the increase in growth that has happened under Erin Bertelsen’s watch. She then went over the Events at a Glance. Georgette let the board know the incoming President of NAU is Dr. Rita Cheng and she will be starting on August 15, 2014.

**ACTION ITEMS**

Brian asked the board to review the Board Meeting Schedule for 2014/2015. *Steve Pallack motioned to accept the dates. Bob Orrill seconded and the motion passed.*

Steve Pallack gave the Traditions report and updated the board on the nominees the committee would like to bring forward to receive the 2014 Alumni Awards. They are:

- NAUAA Dwight Patterson Award-Mary Lynn Coleman, Excellence in Achievement by a Recent Graduate-Ryan Ewing, NAUAA Cliff Harkins Distinguished Citizen of the Year Award-Timothy Pawlak, NAUAA Jeff Ferris Volunteer of the Year Award-Warren Sanford, the NAUAA Joe and Marie Rolle Spirit of NAU Award was not given this year out of
respect for Marie Rolle’s passing. *Debbi Grogan moved to accept the nominees presented. Chris Petroff seconded and the motion passed.*

**Committee Appointments and Planning for 2014/2015**

**Traditions** and **Nominations** committee are worked together, but they are two separate committees. For **Traditions** committee: the chair is Bob Orrill with members Carol Lindsay, Steve Pallack, Ted Quasula, and the executive committee representative Phil Tavasci. For **Nominations** committee: the chair is Steve Pallack with members Carol Lindsay, Bob Orrill, Ted Quasula, and the executive committee representative Phil Tavasci.

**Fundraising** committee: Ben Allen is the chair with members Harry Hengl and Hank Peck and the executive committee representative Brian Koch.

**Alumni Outreach** committee: Jake White is the chair with members Debbi Grogan, Katie Patten, Stephanie Hastings, Mike Fronske and the executive committee representative Heidi Hansen.

**Marketing and Communications** committee: Adam Candee is the chair with members Meghan Fintland, Josh Aldred, Colleen Belford and the executive committee representative Chris Petroff.

**Young Alumni Group** committee: Marissa Graves is the chair.

*Steve Pallack moved to accept the reviewed committees. Phil Tavasci seconded and the motion passed.*

**If anyone has not yet picked their committee, please call Georgette with your preference**

**Year End Reports**

**Nominations and Traditions**

Steve Pallack reported that the process for screening new board members was successful. A phone interview was held with each candidate and we are fortunate to have such strong, committed individuals join the board. Brian reported he did not have a report from Liz, but he knows there is movement to get more involved with Homecoming and better engage the Past Presidents. Bob Orrill offered that one of the goals of the Traditions committee was to talk with students and get their input; Traditions don’t have to be old to be successful.

**Fundraising**

Debbi Grogan reported that the board is at 100% giving. She also indicated that the Barb McCloud Board Endowment for Outreach should be endowed by the end of the year. She also reported on the Signature Event that the committee wanted to have, and perhaps the goal was a bit ambitious, but they are looking to start an event on a smaller scale and work up to a Signature Event.

**Marketing and Communications**

Adam Candee reported that the committee wanted to have larger participation with social media and that is something they will continue to work with the Communications Coordinator on. Meghan Fintland also did the work for the Fact Sheet, it is to be a living document and updated as necessary so it can be shared. The group would like to do a video with Barb McCloud to show case her endowment.
**Alumni Outreach**
Jake White reported that the goal for last year was to have alumni events. Two events were put on by the committee and the committee supported the Alumni Staff with events. Heidi Hansen and Steve Peru worked on the NAU Local Alumni Section which was successful it was a 44-page tabloid that featured 165 local alumni. Jake and Heidi have a meeting with the *Arizona Republic* to take the idea forward to Phoenix.

**Young Alumni Steering Committee**
Marissa Graves is leading this effort and talking with other young alumni in hopes of making this group a sustainable presence with the board.

**Past Presidents**
Nancy Serenbetz reported that last year they wanted to engage more of the past presidents in coming to the meetings she is not sure that happened as much as they hoped but they did get more past presidents to volunteer. For the new members she explained that the past presidents collect dues and use that money to help with projects that are needed.

**Executive Committee**
Phil Tavasci reported on the committee and the Three Point Strategic Plan that was developed at the last retreat he also spoke about 100% participation from the board in giving, which is a great accomplishment. He was happy to see the board participate in the Phoenix Sun partnership and how beneficial it will be for NAU. Phil liked the idea of the Young Alumni Group and thanked Marissa for working on that. He thought the Daily Sun insert on Flagstaff Alumni was terrific. He also spoke on how great it was to meet Dr. Rita Cheng and how wonderful she will be for NAU.

**Committee Goals 2015**

**Nominations and Traditions**
Bob Orrill is the chair of the Traditions committee; he said the bylaws should be reviewed as they relate to Alumni Awards Winners the committee had questions and the bylaws were not helpful in addressing the questions. He would like to streamline the online application process. He would like to see board members recruit new members and get more diversity on the board particularly the states people are from and the college they graduated. Finally, he would like to engage with ASNAU to talk about Traditions.

**Marketing and Communications**
Adam Candee is the chair; he is happy about the committee this year; they had a great discussion about these years’ goals. The committee will focus on promoting Barb McCloud Endowment for Outreach. They also will put together resource material for people leading clubs so they will have some talking points in engaging alumni to join.

**Alumni Outreach**
Jake White is the chair; the committee will be focused on engaging alumni. With the success of the Flagstaff outreach project Heidi and Jake will be visiting with the Arizona Republic Newspaper in Phoenix to talk with them about ideas for Phoenix alumni. The committee will also work to schedule events around sporting events after checking with Fox Sports. They will also try to plan some events that don’t revolve around sports because not everyone is interested in sports. Hosting non-sport related events will give a bigger representation of the alumni population.
**Fundraising**
Ben Allen is the chair; he is very happy to have Harry Hengl and Hank Peck on the Fundraising committee their experience will be great for fundraising for the Alumni Board. The fundraising committee also had many ideas that came from their meeting one being collaborating with all the committees and the goals they have. Hank and Harry will also educate the Foundation Board on the Alumni Accounts that funds are raised for. They also want 100% giving from all board members again in the next year. They want to work as a group to match Barb McCloud’s $10,000 donation, and wondered what contributions from each person would look as an amount.

**Young Alumni Steering Committee**
Marissa Graves is the chair; she will be meeting with the steering committee to discuss bylaws and term limits. She will keep the Alumni Board informed.

**Executive Committee**
Brian Koch is the President of the Alumni Board; to keep the momentum of the board moving forward he wants the executive committee members to sit on the committees and help wherever needed. He also wants to follow the overall plan that has been established and remain focused. Brian asked all the committee chairs turn their written goals in to Heidi Hansen; she will type them up and get them to the executive committee.

**Past Presidents**
Nancy Serenbetz is the president; she indicated the past presidents would like to host a few alumni events during the coming year in places where the Alumni Board hasn’t been, possibly Yuma and the Globe/Miami area.

There being no further business, *Jake White moved to adjourn the meeting. Debbi Grogan seconded and the meeting was adjourned at 3:20 pm.*

Respectfully submitted by Rosanne Burton

**ATTACHMENTS TO PERMANENT MINUTES**
Executive Director’s Report
David Slipher’s Report-Identity Mark Update