BOARD MINUTES
Northern Arizona University Alumni Association
Board of Directors
NORTH UNION – 1899 BAR & GRILL CONFERENCE ROOMS
FLAGSTAFF, AZ
October 24, 2014
Brian Koch ’99/01, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Josh Aldred ’03, Ben Allen ’03, Colleen Belford ’06, Adam Candee ’01, Meghan Fintland ’99, Michael Fronske ’85/89, Marissa Graves ’09 Chair of the Young Alumni Steering Committee, Debbi Grogan ’90, Secretary/Parliamentarian Heidi Hansen ’91, Stephanie Hastings ’96, 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, Steve Peru ’79/’90, Immediate Past President Philip Tavasci ’03, ASNAU President Jillian Zuniga, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Elizabeth Goodman ’04, NAU Foundation Board Chair Hank Peck ’75, Ted Quasula ’73/’82, Jake White ’01.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Cliff Alexander ’94, Art Atonna ’69, Lee Atonna ’69, Marc Atonna ’95, Angela DeLa Cruz ’71/’81, Dr. Eugene Hughes President Emeritus, Barb McCloud ’78, Dennis Meador ’67/’71, Chuck Pilon ’59/’66, Larry Schnebly ’52, Past Presidents’ President Nancy Serenbetz ’75.

Guests In Attendance: Joy Gaeraths ’98/’05 past board member, Amanda McCormick LAA President, Dr. Betsy Mennell Associate VP Advancement.

STAFF PRESENT AT BOARD MEETING: Rosanne Burton, David Slipher ’09, Beth Bourget ’02.

CALL TO ORDER
President Brian Koch called the meeting to order at 1:30pm on Friday, October 24, 2014. He thanked everyone for attending the meeting, especially those traveling from a long distance. He then turned the mic over to Georgette who introduced Brianna Lorents who is a new member of the Alumni staff and a ’09 NAU graduate. Brian went on to start things off with an “ice-breaker” for those in attendance to build some energy for Homecoming. He proceeded to explain the “Rock, Paper, Scissors” competition. You play each other with those losing going on to support the person who won. The game goes quickly with eventually two people left to play for the title. The final two players, Chris Petroff and Joy
Gaeraths took on the challenge with Chris ultimately securing the “Rock, Paper Scissors” victory. This exercise definitely energized the meeting.

APPROVAL OF MINUTES FROM THE JULY 12, 2014 BOARD MEETING
Debbi Grogan moved to approve the minutes. Carol Lindsay seconded and the motion passed.

REPORTS AND UPDATES

** Dr. Rita Cheng, NAU President was to kick-off the agenda, but she was detained, and the meeting commenced with the NAU Foundation Report by Dr. Mason Gerety, Board President and Vice President for University Advancement.

NAU Foundation Report
Dr. Gerety talked about the Foundation and the ongoing “Campaign for NAU”. He indicated the Foundation closed out this year’s audited financial statements with total assets of $154 million dollars. To put that in perspective, eight years ago that number was $43 million dollars. The Foundation has experienced tremendous growth that has enabled it to provide $3 million dollars in direct scholarship support to students at NAU through the Foundation. He is pleased that the Foundation and the Alumni Board have been able to work together as a team. He stated that has been the best fundraising year-to-date, raising $16 million dollars as the Foundation continues to grow. Next Dr. Gerety talked about the “Campaign for NAU”. The campaign goal is $100 million dollars and currently $75 million dollars has been raised. Last year at this time they were at $53.6 million dollars so strides have been made coming out of the quiet phase of this campaign. The public phase of the campaign will close out June 30, 2016 and planning is underway to seamlessly continue into the next campaign. The next campaign goal will be more than $100 million dollars and will be focused around a student success initiative. The next campaign will focus on Dr. Cheng’s goals of student access and student success. This fiscal year has had a great start with financial contributions; Mason outlined some of the gifts received. He finished by thanking the Alumni Board for their 100% participation in giving this year.

NAU Athletic Department Report
Dr. Lisa Campos gave an update on the standings for all of the sports teams currently playing this fall season. She went on to talk about athletes and academics with NAU having good success with an 83% graduation rate, which is among the highest in the conference. In addition student athletes completed more than 4,300 hours of community service. A priority for the department continues to be improving the fan experience, not just at the game, but the excitement that surrounds it which is demonstrated by NAU Fanfest. Athletics has continued to receive positive feedback from fans about the experience. Another thing they are concentrating on is honoring the past of NAU athletes. They recently honored Archie Emerson, a running back with NAU by retiring his jersey in the Sky Dome. This Homecoming weekend they will honor Mike Nesbitt, who was an athletic trainer for 36 years and has been inducted into the NAU Hall of Fame. Dr. Campos also spoke about selling out the football stadium this year for Family Weekend with 11,000 people in the Sky Dome; it was a standing-room only game. The Lumberjack Athletic Association (LAA) has increased its membership by 41%, total donations have increased by 12% and corporate partnerships have increased by 31%. Dr. Campos also expressed pride that the NAU athletic department has 100% participation with all employees giving back in time and money to the athletic department. The athletic department continues to look to expand women’s sports as well as enhancing facilities for athletes on campus. Adam Candee questioned who handles production of television
broadcasts for the football games, Dr. Campos said that is handled in-house through NAU TV Services. Chris Petroff added that while he has been on campus he has seen many NAU students wearing NAU gear with the new athletics logo.

**ASNAU President**

ASNAU President Jillian Zuniga introduced herself to the board; she is a senior graduating in May and is studying Political Science and Journalism. This is a busy time of year for the students—the big fall event is the carnival which was held last evening and was successful. They collected canned goods at the door which will be donated to Louie’s Cupboard. This spring, students pairing with the First Lady’s initiative “It’s On Us” Campaign will be conducting their own sexual assault campaign. Preparations are also being made for extended library hours during reading and finals week each semester. The students are also working on a campus safety initiative which addresses not only poorly-lit areas but also construction issues, and anything else that would hinder students from traveling campus safely. In addition, work is underway for the spring concert and they want to get feedback from all students on what genre they would like to bring to campus.

**Lumberjack Alumni Ambassador President (LAA)**

Amanda McCormick, president of LAA informed the group that LAA was founded in 1992 and is the connection between alumni and students. LAA hosts events for students to raise money for a scholarship, the Lumberjack Alumni Ambassador Service Award. This is a scholarship for students by students. In addition LAA is involved in service to campus and community. A new event that has become popular is the Student Alumni Networking Event which matches students and alumni in a career field which they hope to enter upon graduation. Each year LAA creates and sells the official Homecoming t-shirts, and proceeds from the sale help to fund the student scholarship.

**NAU President’s Report**

Dr. Rita Cheng explained she was late because she was at the opening of the newly-renovated Veterans Center. She went on to say she has been learning and listening to what’s going on around campus and what she has learned and seen in the past two months has energized her. She feels the construction on campus and recently completed building projects has been uplifting and expresses the vitality on campus. There has been growth in online programing as well, 16% over last year. NAU has experienced success and that trend will continue by recruiting students and continuing to fund research. We will look at underrepresented groups and transfer students as two ways to recruit where we have not had as much success previously. With regard to research our focus on biosciences, environment and health care has proven to be the right focus for NAU and we will continue to build on the solid foundation we have in place. Personalized learning is receiving national attention, the idea that students can get through classes at their own pace and not in the pre-determined timeline of a semester is only going to become more popular. Steve Peru offered his perspective on the candidates that were under consideration for the NAU President’s position, he was very happy to see all the candidates held NAU in high regard.

**NAU Fundraising 101**

Dr. Mason Gerety, Foundation Board President and Vice President for Advancement gave the group an overall view of fundraising. His presentation, The Development Basics *(attached to permanent minutes)* outlined The Fundraising Landscape, The Four Components of Successful Fundraising and Possible Roles for Alumni Boards. Trending shows since 1972 people have become more philanthropic which bodes well for those who depend on fundraising in their business. NAU has done quite well with The Foundation and securing donations for them. There are many different models for the ways universities raise money. There are centralized and decentralized models of
fundraising and NAU is a hybrid, utilizing both with people in a central office and people in colleges on campus. Dr. Gerety explained the four phases of fundraising: Identification, Cultivation, Solicitation and Stewardship. The Alumni Board is critical in helping to identify alumni that might be in positions to become donors to the university. Georgette had a question on behalf of the board, if they know someone who might be a potential donor what should they do? Dr. Gerety explained they should speak to one of the development staff. The most important thing you can tell people is your story and why you choose to support NAU.

**NAU Annual Fund**

Nate Cairney, Director of Annual Giving gave a presentation on the Annual Fund *(attached to permanent minutes)* by explaining their mission: build support for philanthropy at NAU with those donors who give $1 to $10,000. Nate would like to build a culture for students, Lumberjacks who give back. Alumni who give do so to support opportunities for students. We need to let donors know their gift does matter regardless of the size. Annual giving helps with finding major donors. Continuing to give and telling your story is the most powerful message. Good discussion centered on students and their giving capacity in the face of student loan debt.

**Break: 3:20pm**

**Meeting Resumes: 3:25pm**

**Alumni Relations Report and Homecoming Update**

Georgette Vigil presented the Executive Directors Report *(attached to permanent minutes)*. Georgette pointed out the picture on the first slide was taken by David Slipher, Manager of Communications and Social Media for the Alumni Office. Pictures like this and others that are posted on social media bring alumni back to their time on campus and the feelings they experienced at that time and they are some of the most popular posts. Georgette also mentioned the theme for this year on Homecoming is “Axe of Kindness” and that is a fitting theme especially for alumni that give back to NAU and their communities. Georgette was pleased with the numbers of alumni that turned out for the football tailgates at San Diego, UNC Greeley, and Portland. She also thanked those board members who gave their time attending the various events and made mention of a future event, the Yuma Golf Tournament and that golfers are wanted to participate. Board members were also featured in media coverage, with both the NAU Parent Newsletter entitled *The Briefcase* and NAU-TV’s Alumni Spotlight, which is beneficial and exposes Flagstaff and alumni to the good work going on at NAU. A new email has been set up for board members to use when interacting on alumni business, NAU.AABoard@nau.edu. This will be monitored by the Alumni Office and any questions will be routed to the proper board member or alumni staff. Georgette talked about alumni measures, numbers and metrics as they relate to functions the staff facilitate. Georgette reminded the board the that Alumni Award winners, Mary Lynn Coleman, Timothy Pawlak, Ryan Ewing and Warren Sanford will be joining them after the board meeting at the reception in the lobby. In addition the Blue and Gold Reunion is taking place and participants will be attending a dinner after the Homecoming football game. She also mentioned Brian Koch’s mom is a Blue and Gold graduate from 1974. Past and future events were highlighted on an Events-at-a-Glance handout and Georgette commented on the staff shifts the Alumni Office has recently experienced with Krista Allen changing roles as the Director of University Events.

**Visual Identity Update**

David Slipher, Manager of Communications and Social Media, brought the board up to date on the quest for a new logo for Alumni Relations. His presentation *(attached to permanent minutes)* gave a recap of the project goals as well as the suggestions for a
potential new design of the Alumni logo that was presented through Logo Tournament, an online crowd-sourced graphic design platform. He explained the process and the groups who were involved in the review of the various stages of selecting the logo and then revealed the chosen logo to the board. The new visual identity logo that was presented to the group was met with a positive reaction. David outlined the final steps for approval in this process, which is Alumni Association Board approval and working with NAU Marketing to ensure the logo meets with NAU brand standards. Brian Koch thanked David for all his work and thanked Phil for introducing Logo Tournament as a fast and affordable way to accomplish this process. He then asked for a motion to approve the logo design presented, Steve Pallack motioned to approve the design presented, Michael Fronske seconded and the motion passed.

Committee Updates

Executive Committee
Brian Koch, the chair of the executive committee thanked all the board members and committees for all the work they are doing and being an active board. There is a lot going on and he is happy that this is a proactive alumni board.

Alumni Outreach Committee
Jake White is the chair of the committee, he was not in attendance and Heidi Hansen gave the report. Heidi reported on the football watch party that was held, there were 10 people in attendance but there were storm and flooding conditions in Phoenix that day which kept people away. Katie Patten gave an update on the First Friday Phoenix Art Walk, nine people came by, but some young people came to the table and asked for information on attending NAU. Heidi also reported that she represented NAU Alumni Relations at the Arizona League of Cities; in addition to having Route 66 information on her table she had NAU Alumni information.

Fundraising Committee
Ben Allen is the chair and gave the report. He talked about the 3 goals that the committee came up with and where they are currently on those goals. He reiterated the 100% giving by the Alumni Board last year and currently the board is at 30% giving. He thanked those that gave and urged all others to take a look at the scholarship page in the handout and become familiar with the scholarships and determine where you would like to have your donation applied. The second goal was more collaboration between the Alumni Board and the Foundation Board and with Hank and Harry’s help of carrying the alumni message we have a stronger relationship with the Foundation. Finally, he discussed how to educate the board on how to handle donors they meet with their fundraising goals. He thanked Dr. Gerety and Nate on the explanations they provided in the meeting today.

Marketing and Communications Committee
Adam Candee is the chair but had to leave the meeting for another campus commitment; Meghan Fintland gave the report. The committee helped with the Friday Art Walk in Phoenix and drafted communication around that event. They worked with David on the identity mark by putting solicitation letters out to different groups; they are also working on telling Barb McCloud’s story and putting that on video. In addition they are working on kits to give those who want to start chapters so they will have helpful information to guide them.

Nominations Committee
Steve Pallack is the chair and gave the report. The committee is working on developing a pool of potential candidates for possible board membership.
Traditions Committee
Bob Orrill is the chair and gave the report. They worked with David on an easier process and application on our website for the Alumni Board and the Alumni Award Nominee applications. They have talked with ASNAU, LAA and Chain Gang about what traditions students value and why.

Young Alumni Steering Committee
Marissa Graves is the chair and gave the report. They had a member resign but another person volunteered. They now have a name, NAU-Ten, and they are in the process of drafting by-laws.

Past Presidents
Nancy Serenbetz is the chair, she was called away and Chuck Pilon gave the report. He let the group know the past presidents are still functioning. He was happy that twelve past presidents were in attendance for Homecoming. He also mentioned that the past presidents are paying their dues; some pay a few years ahead like Marc Atonna who gave Chuck a $100 bill today for dues. He explained for the new people that the past presidents dues go toward seed money to fund projects on campus and they are always willing to help out.

Last Minute Details
Georgette asked if anyone has an issue and cannot be at Homecoming tomorrow, please let her know. David asked if anyone is posting on social media please use the hash tag #nauhomecoming. Brian Koch thanked all the committees for their hard work and wished everyone a fun and safe Homecoming. Brian also asked those members who can stay to remain and greet the Alumni Award Winners at the reception in the lobby following the meeting.

There being no further business, Chris Petroff moved to adjourn the meeting. Colleen Belford seconded and the meeting was adjourned at 4:05pm.

Respectfully submitted by Rosanne Burton

ATTACHMENTS TO PERMANENT MINUTES
Executive Director’s Report
David Slipher’s Report-Visual Identity Update
Nate Cairney’s Annual Giving Presentation
Dr. Mason Gerety’s The Development Basics Presentation