BOARD MINUTES
Northern Arizona University Alumni Association
Board of Directors
PRESCOTT VALLEY LIBRARY – CRYSTAL ROOM
7401 E. CIVIC CIRCLE, PRESCOTT VALLEY, AZ
APRIL 30, 2011
KIMBERLY OTT ’82, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Immediate Past President Marc Atonna ’95, NAU Foundation Board Chair Chris Bavasi ’75/’00, Martin Brown ’82, Treasurer Michael Fronske ’85/’89, Secretary/Parliamentarian Joy Gaeraths ’98/’05, Brian Koch ’99/’01, Past President Barbara McCloud ’78, Dick Nothstein ’59/’63, President Kimberly Ott ’82, Veronica Perez ’94, Marvin Peterson ’61, Karin Philips ’77/’96, Vice President Ted Quasula ’73/’82, Jennifer Reichelt ’98/’00, Jeffrey Sears ’98, Dan Slayton ’78, Philip Tavasci ’03, Jacob White ’01, Honorary Robert Crozier ’53/’71, NAU President John Haeger, Executive Vice President M.J. McMahon, VP for Advancement Mason Gerety, Athletic Director Jim Fallis, and Executive Director Neil Goodell ’76/’96.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Adam Candee ’01, Bart Graves ’79, Megan Kondrich ’03, Steven Peru ’80/’90, Bruce Turner ’79, and ASNAU President Chase Hunt.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Angela DeLa Cruz ’71/’82, Charles Pilon ’59/’66, and Past Presidents’ President Nancy Serenbetz ’75.

GUESTS PRESENT: Susan Johnstad – NAU-Yavapai; David Will, past board member

STAFF PRESENT AT BOARD MEETING: Beth Bourget ’02.

CALL TO ORDER
President Kimberly Ott called the meeting to order at 9:30 a.m., Saturday, April 30, 2011. Kim remarked that the Friday evening event at the home of Doug & Marilyn Wall in Prescott Valley was a great success and thanked those who attended.

Kim Ott took a moment to recognize the loss of Dr. Joseph Rolle in February. A vacant seat honoring him was placed with his name plate at the board table.

APPROVAL OF MINUTES FROM FEBRUARY 5, 2011, BOARD MEETING
Dick Nothstein moved to approve the minutes. Karin Philips seconded and the motion passed.
NAU PRESIDENT’S REPORT
President Haeger thanked those in attendance at the Wall Reception the evening before and noted that it was an important step to draw attention to NAU-Yavapai with the various community leaders who were able to attend.

In terms of the budget, NAU operated on an annual budget three years ago of $426 million, with $160 million coming from the state. We are now down $60 million in terms of state funding. The state will eventually be a minority shareholder, and those numbers will continue to decrease. Enrollment continues on the upswing so that helps, but tuition rates will need to increase. We will have less than $100 million from the state on July 1st, with $30 million of that always in reserves. President Haeger will be holding a campus forum to outline how we manage this challenge, and how we begin to think like a semi-private institution. There will be increases in tuition, parking and event tickets because there are no subsidies. Along with these economic challenges, we are continuing to experience incredible growth. We are down more than $60 million from the state, but we have 25% more students. Two new residence halls are being built on campus with a total of 1,400 beds as well as a new parking garage.

How is NAU going to manage another $30 million budget reduction? President Haeger indicated the university is counting on enrollment growth, and with increases in tuition it should capture about $8 million in revenue. Each division must reduce their budget by 4% and that should capture another $8 million. The implementation of technology packages should provide another $2 million in savings, along with using reserves to cover the remainder of the deficit. There is a second cliff coming and that is when Prop 100 funding runs out in 2014. If the state’s economy has recovered enough by then it will offset the loss of that money; if it doesn’t, then the legislature will look at more cuts to universities. There are two problems we are encountering. We have to continue to invest in the university and we are worried about our ability to increase salaries for faculty/staff. Also, there are about $250 million in building renovation needs that must be addressed. Looking forward, NAU-Yavapai is the model for the future.

Barbara McCloud asked a question regarding making the move toward a semi-private university and private investments in terms of housing, what other areas are we investigating? President Haeger responded that on the academic side and with the notion of student success, as with private universities, professors know that students represent their paycheck. We will have more focus on the freshman year and emphasize the importance of getting students through in four years along with academic coaching. We will also develop other revenue streams such as the 1899 Bar & Grill and High Country Conference Center.

M.J. McMahon spoke about the implementation of the leadership program for faculty/staff. There were 40 applications and 26 were accepted. This program will focus on how the university is operated and managed, communication relationships, etc., and will begin in September and run through May 2012.

May Commencement planning is underway and the temporary structure on South Campus is currently being constructed for 3,700 graduates this year with five ceremonies planned.

NAU FOUNDATION REPORT
NAU Foundation Board Chair Chris Bavasi thanked the board, and commented on the ads on the gas pumps for NAU-Yavapai. This will be Chris’s last meeting as the Foundation
Board Chair and he is thankful for the developing relationship between the two boards and looks forward to continuing to make the partnership even stronger.

Mason Gerety, Foundation Board President and Vice President for University Advancement, reported that overall this has been a good fundraising year with last year coming in about $7.3 million, and this year we will have raised more than $10 million. The goal for next year is $16 million. In February, for the first time in the Foundation’s history, assets under management exceeded $100 million. The Foundation Board approved the NAU Ventures’ agreement with the Northern Arizona Center for Entrepreneurship and Technology to bring them in as the IP as well as the property consulting wing of NAU Ventures which manages intellectual property for NAU. Northern Arizona Real Estate Holdings opened the 1899 Bar & Grill this spring. The grill can seat 120 people at one time, and they are averaging 270 plates on Fridays and Saturdays. A second investment of this nature is now being discussed. The new NAU branding campaign is being displayed in Terminal 4 at Sky Harbor Airport and the outdoor marketing will be viewed across the valley beginning in May. At the July Alumni Board meeting, Sandra Kowalski from University Marketing will hopefully show us the new website.

Mason discussed renovation of the north quad, which will cost $2.3 million. He presented conceptual designs which outline McMullen Circle being eliminated, no parking in that area along with many unhealthy trees being removed. May 18 is the scheduled construction start date with projected completion by Homecoming. Jeff Sears asked about the renovation and what types of activities will be offered to students? Mason responded that there will be a tiered amphitheater with benches for outdoor classes and orientation as well as recreation spaces for students who live in nearby dorms. Jeff followed up by asking how much are we losing in comparison to what we will gain in terms of trees. Mason responded that we will lose a number of trees to allow open space for sun to come through, but we will be bringing in smaller trees for future growth. Dick Nothstein asked if the V-12 Memorial would be in by Homecoming. Mason said it would be much easier if we could include the memorial as part of this construction, so hopefully yes. Marc Attona asked about access to restrooms and water fountains. Mason responded that those amenities are located in Old Main, Ashurst and the 1899 Bar & Grill which are all nearby. Marc also asked about if this was a possible home for the Logging Wheels, and Mason indicated it is not feasible. Barb McCloud asked if this was a project to which people could make donations. Mason said it definitely was and there were naming opportunities for benches, etc.

**NAU Athletic Department Report**

Athletic Director Jim Fallis distributed season ticket information for football. Athletics will be offering its version of the “pledge program” for football season tickets with the price listed being good for four years. Jim mentioned the weekly e-newsletter, and a list of board email addresses will be sent to Jim so the board will receive the newsletter. Five student athletes were selected as Gold Axe recipients, and there were 167 Golden Eagle athletes. Athletics will be re-dedicating Max Spilsbury Field on Saturday morning of Homecoming. A new campaign is underway focusing on the summer football program, the “60/60=1” campaign. The focus is on creating 60 on-campus jobs for the football players for the summer, and it will require $60,000 for them to take classes, housing, etc., with the ultimate goal of becoming #1 in the Big Sky Conference. Discussion continued around the impact of the California schools being added to the conference. Jim presented a brief PowerPoint update related to Skydome renovations and construction of the Health and Learning Center which he had originally presented to the board in February.

Kim Ott asked when these facilities would be open. Jim responded that they will be moving into the Health and Learning Center on July 25th. The Skydome is slated for
grand opening on September 9th, with September 10th being the first home football game. The Cardinals will be arriving in July with access to the first floor and locker rooms, and the turf will be put back in place after July 4th. Some discussion continued around contributing to the LAA scholarship program. Marc Atonna asked if basketball will move back to the Skydome? Jim responded that at this point yes, however, they will be talking with the coaches and students about this as the atmosphere that Rolle Activity provided was exciting and many believe helped lead to some key wins this season. Marc also asked about the possibility of a multi-sport ticket package and bus from Phoenix? Jim replied it was something to look at, but previous attempts in this area have not been successful. Mason commented on the achievements of the Golden Eagle athletes.

NAU-YAVAPAI PARTNERSHIP & OUTREACH
Dr. Susan Johnstad, Assistant Vice President & Campus Executive Officer for NAU-Yavapai, welcomed the board to the facility and expressed how proud she is of the partnership as well as being a model for the country in terms of higher education. Susan provided some background on the founding of the NAU-Yavapai program in that communities were seeking four-year degree programs in their area, not just two-year programs. In 2009 the scope of education changed as the governor mandated an increase in the number of baccalaureate degrees, and in less time with lower costs. Currently, NAU-Yavapai offers the best university tuition in Arizona at $4,800 for fall, spring, and summer for incoming freshman in fall 2011. Degrees will be completed in three years with this schedule. This last fall, NAU-Yavapai opened its doors to 20 students. They also received special ABOR approval to admit students who are below the state college requirements. Currently they offer four different degree programs and the plan is to keep the number of degree programs small. They are not trying to duplicate what NAU or Yavapai College are currently doing. NAU-Yavapai is trying to take away the issue of transferring by partnering with Yavapai College in that once a student applies to NAU-Yavapai they are in one system. NAU-Yavapai is contracting with Yavapai College for certain services such as testing and counseling services. Right now the focus is on increasing enrollment and marketing for the school, with the long-term goal of becoming a residential campus with enrollment of 3,000+ students.

Dan Slayton inquired about including commuter students from Flagstaff. Susan responded that at this point the goal is not to take away students from the mountain campus. They are attracting students who may have originally thought they would attend college around the state, but are now changing their plans due to family, money, or other circumstances. Half of the current students are non-traditional. The students are in the classroom two days a week which provides consistency for them related to their outside commitments. Kim Ott asked about the overall threshold for the facility? Susan replied that they want to keep it to 2,500-3,000 students. They can accommodate 800 students before going beyond their current classroom space. Kim also asked about other ways for alumni to help promote the college? Susan replied that we will be holding the NAU basketball game in Prescott Valley again this year, and that there are plans to attend the various festivals happening in the area in order to have a presence in the community. Jeff Sears commented on the landscape providing plenty of room to expand. Susan responded that there was indeed, with the urban environment close by with restaurants, events, shopping, and medical facilities. The board then went on a walking tour of the facility.

ELECTION OF BOARD MEMBERS AND OFFICERS
- Re-election of current board members for a continuing three-year term: Martin Brown and Jennifer Reichelt (please note: Bruce Turner is not seeking re-election). Jeff Sears moved to re-elect Martin Brown and Jennifer Reichelt for their

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Nomination of new board members: Debbi Grogan, Carol Lindsay, Robert Orrill and Steve Pallack (please note: board members whose terms are expiring include Joy Gaeraths, Barbara McCloud and Richard Nothstein). Dick Nothstein moved to approve the nomination of new board members. Brian Koch seconded and the motion passed. Discussion surrounded the number of applicants; there were nine applications including carryovers from last year. These four new members were the top four recommended by the Nominations Committee.

For the office of Vice President, Michael Fronske was the only nominee (nominated by Kimberly Ott with a second from Ted Quasula). Dick Nothstein moved to elect Michael Fronske as Vice President. Barbara McCloud seconded and the motion passed.

For the office of Secretary/Parliamentarian, Veronica Perez was the only nominee (nominated by Joy Gaeraths with a second from Megan Kondrich). Dick Nothstein moved to elect Veronica Perez as Secretary/Parliamentarian. Barbara McCloud seconded and the motion passed.

For the office of Treasurer, Karin Philips was the only nominee (nominated by Michael Fronske with a second from Barbara McCloud). Please note that Jake White respectfully declined his nomination. Dick Nothstein moved to elect Karin Philips as Treasurer. Barbara McCloud seconded and the motion passed.

DISCUSSION AND POSSIBLE ACTION ITEMS

Theme for Homecoming 2011 - The board originally proposed to support the opening of the Native American Cultural Center for Homecoming 2011; however, October 14 has been set as the grand opening date due to many competing factors. The board is now proposing to support the Arizona Centennial for this year’s Homecoming celebration. There is considerable coordination between NAU, the City of Flagstaff and Coconino County to be part of the Centennial celebration. NAU will be taking a lead role in the promotion of the Centennial through a marketing and publicity partnership with the Arizona Daily Sun. This begins with a 100-day Centennial countdown in November with an anniversary date of February 14, 2012. Discussion continued around reaching out to satellite campuses and their alumni and seeing if they would build events/activities around the Centennial. Each committee should generate ideas, with Communications and Marketing taking the lead on implementation.

Proposed 2011-2012 Board Meeting Schedule including Tour of T-Gen North in Flagstaff for July Board Meeting – There was discussion regarding the construction around campus this summer and that an alternative to the campus tour should be considered. As a possible option, we have been invited to tour T-Gen North in Flagstaff. It was suggested that we still offer new board members a campus tour as it is very informative if you have not been on campus for awhile. It was also suggested that we use the September 9th event at the Skydome as an outreach activity for the new board members. Discussion continued around the joint meeting with the Foundation Board in February and that the plan this coming year is to make it a one-day meeting on Friday only. Jeff Sears moved to approve the proposed 2011-2012 board meeting schedule. Barbara McCloud seconded and the motion passed.

Leadership Proposal with NAU Foundation Board – Kim Ott and Chris Bavasi have generated a proposal to have more crossover among leadership of the Alumni Board and Foundation Board. There should be more frequency of meetings between the two boards,
if nothing else, at least as subcommittees. Chris believes the transition from the Alumni Board happens too quickly because of one-year officer terms, and the Foundation Board has two-year officer terms. He is proposing to have both the Alumni Board past president and president be part of the NAU Foundation Board, and likewise have the current chair and past chair of the Foundation Board sit as voting members on the Alumni Board. This would require a bylaw change by the Alumni Board, and will be discussed with the Executive Committee of the Foundation Board prior to the next Foundation Board meeting. This would result in the Alumni Board becoming a 23-member board with two of those voting members being representatives from the Foundation Board. Discussion continued around forming a task force to update the bylaws to reflect this change as well as to consider other proposed changes prior to the July board meeting.

A task force was formed to review the bylaws and draft updates/changes. Jeff Sears, Veronica Perez, Barbara McCloud, Marc Atonna, and Michael Fronske will comprise the task force. Dick Nothstein moved to approve the formation of the task force. Dan Slayton seconded and the motion passed.

COMMITTEE MEETINGS
As was the format of the last meeting, each committee will be discussed by the board as a whole.

Nominations
The committee is moving forward with recruitment and recruitment materials. Discussion continued around what the best materials for recruitment would be and what speaking points should be generated that all board members could have on hand at any time. The committee would like to partner with the Marketing & Communications committee to develop content and materials. It was suggested to have input from the Foundation Board on recruiting as they handle it differently than the Alumni Board. Discussion continued on the re-design of the NAU website and the opportunity for more interactive media, video, etc. Long term, the committee would like to look at who will be going off of the board to tailor recruiting needs.

Resource Development
We are currently in contract negotiations with Capital One for the new affinity credit card partnership. This contract will be based on alumni participation; there will not be a set dollar amount per year that we will receive. There is about $30,000 in up-front money for marketing opportunities. Discussion continued around generating ideas for affinity partnerships and sending those ideas to the Resource Development Committee. Also, the group was encouraged to begin looking for possible sponsors for events such as tailgate events as well as for a possible business luncheon in Phoenix. Discussion continued around board giving expectations and if the board is doing enough to promote giving amongst themselves and their peers. There was continued discussion around setting a board goal to either give a certain amount of money, or raise it by Homecoming or the end of the year. The board asked for guidance on how to conduct an “ask” to be presented at the joint meeting.

Past Presidents
The Past Presidents voted to allocate $1,000 of their budget to the V-12 Memorial project.

Volunteer Outreach
The committee informed the board that VAN members are currently attending high school award nights throughout the valley and presenting scholarships to incoming freshman. If you are not currently receiving emails about these events and would like to, please let Beth Bourget know. All other general recruitment and information events are now
completed for the semester. We will be looking for volunteers to assist with Homecoming, especially the tailgate event. Wednesday, August 31, is the date for the Welcome Week BBQ and as in the past we will be handing out ice cream to all attendees. This is a great event for volunteers to assist with, and if you are interested, please contact Beth. We will be distributing alumni lapel pins at all commencement ceremonies again this spring and we have confirmed volunteer and staff coverage.

**Marketing & Communications**
We currently have more than 13,000 fans on the alumni Facebook page, and we are viewed as the premiere Facebook site on campus. Discussion continued around if we should look to host a Saturday night event the weekend of Homecoming. After much discussion, it was decided we would not host a formal event Saturday night, however the Alumni Board would like to hold an informal alumni gathering at the 1899 Bar & Grill on Saturday night which can be advertised through social media and the website.

**Traditions**
The committee began discussion on the V-12 Memorial project and what money has currently been raised (please note the Past Presidents voted earlier to allocate $1,000 toward this project). We currently have in our possession a 500 lbs. anchor which is 7 ft. tall being stored at Capital Assets. It will cost approximately $800 to re-finish the anchor. Overall, the project cost will be approximately $3,500. David Will presented a possible design concept made of stone which would cost $477 to be completed and delivered. Discussion continued around the idea of using stone or bronze for the plaque. Much discussion continued around who would be available to draft the design concept; could a student in the Veteran’s Affairs office do it, or could we see if the company who created the re-design of the north quad could do it? Neil would continue to work with the committee and Capital Assets on this project.

The question was posed about who else would want to be involved with the Traditions committee, and Brian Koch volunteered. The committee ended discussion with a brief update on Chain Gang, and that they are always looking for people to help with donations for their sweaters and shirts.

**OTHER BUSINESS**
Ted Quasula asked the board if there was interest in holding the April 28, 2012 meeting in Kingman and holding an event at the Grand Canyon Skywalk. This idea will be explored as there was interest by the board as a whole.

A block of hotel rooms at the Drury Hotel has been reserved for the board for the July board meeting.

Discussion continued around setting an actual fundraising goal for the board. A goal of raising $10,000 by December 31, 2011 was set. **Jake White moved to approve the fundraising goal of $10,000 by December 31, 2011. Jeff Sears seconded and the motion was approved.**

There being no further business, **Jeff Sears moved to adjourn the meeting. Michael Fronske seconded and the meeting was adjourned at 2:30 pm.**

Respectfully submitted by Beth Bourget