BOARD MINUTES
Northern Arizona University Alumni Association
Board of Directors
NAU NORTH VALLEY CAMPUS
15601 N 28TH AVE, PHOENIX, AZ
FEBRUARY 5, 2011
KIMBERLY OTT ’82, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Immediate Past President Marc Atona ’95, Martin Brown ’82, Treasurer Michael Fronske ’85/’89, Secretary/Parliamentarian Joy Gaeraths ’98/’05, Bart Graves ’79, Brian Koch ’99/’01, Past President Barbara McCloud ’78, President Kimberly Ott ’82, Veronica Perez ’94, Karin Philips ’77/’96, Vice President Ted Quasula ’73/’82, Jennifer Reichelt ’98/’00, Jeffrey Sears ’98, Jacob White ’01, Athletic Director Jim Fallis, and Executive Director Neil Goodell ’76/’96.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: NAU Foundation Board Chair Chris Bavasi ’75/’00, Adam Candee ’01, Megan Kondrich ’03, Dick Nothstein ’59/’63, Steven Peru ’80/’90, Marvin Peterson ’61, Dan Slayton ’78, Philip Tavasci ’03, Bruce Turner ’79,Honorary Robert Crozier ’53/’71, Honorary Joseph Rolle ’41, ASNAU President Chase Hunt, NAU President John Haeger, Executive Vice President M.J. McMahon, VP for Advancement Mason Gerety.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Dennis Meador ’67/’71, Burton Miller ’58, Charles Pilon ’59/’66, and Past Presidents’ President Nancy Serenbetz ’75.

GUESTS PRESENT: Sandra Kowalski and Trey McCallie – University Marketing

STAFF PRESENT AT BOARD MEETING: Beth Bourget ’02.

CALL TO ORDER
President Kimberly Ott called the meeting to order at 9:06 a.m., Saturday, February 5, 2011. Kimberly welcomed the group and thanked those who were able to attend the joint Foundation and Alumni Board meeting held the previous day. Kim took a moment to recognize Ted Quasula for being appointed by President Obama as a member of the Indian Law and Order Commission. It was also mentioned that Megan Kondrich recently moved to New York to work for JDRF and is unable to attend, and Jennifer Reichelt is joining us from her new position in Montana.

APPROVAL OF MINUTES FROM OCTOBER 30, 2010 BOARD MEETING
Bart Graves moved to approve the minutes. Jeff Sears seconded and the motion passed.
NAU ATHLETIC DEPARTMENT REPORT
Athletic Director Jim Fallis reported that the Skydome renovation began in December and will be complete by August 2011 at a total cost of about $22 million. Jim provided a PowerPoint presentation [attached to permanent minutes]. The seating in the Skydome will decrease from about 15,000 to 11,000. Presentation slides were also shown about the new Health and Learning Center, as well as concepts for the renovated Fieldhouse on North Campus. This project when completed will become the new Events Center. The Events Center will require $10-$13 million in funding. The floor has lead in it and will need to be removed. It would cost more to demolish the building than it will to complete renovations. Student fees will primarily fund the project, while university funds will also be used because of existing issues with the facility. Athletics will be seeking about $5 million in gift monies for the project. The projected timeline for completion is fall 2012 based on funding.

Discussion continued around the new facilities on campus. When these are complete, NAU will be one of the top two facilities for football, track and soccer in the conference.

NAU BRAND MARKETING UPDATE
Director of University Marketing Sandra Kowalski updated the board on two significant initiatives Marketing is undergoing. The new logo was launched six years ago. Prior research indicated that NAU had no true identity, and the new logo addressed this. The concept was then applied to Athletics as well as the NAU website. The focus was on the visual identity, not the words. The key messages we are trying to convey now surround the environment in Flagstaff, the community feel to the university, the very positive faculty and student relationships, and quality hands-on learning experiences. NAU began analyzing communication channels, web presence and social media.

The university is currently leading a new initiative related to web presence which is EDEN (Elevating the Digital Experience at NAU). Trey McCallie, university webmaster, made a PowerPoint presentation [attached to permanent minutes] about the EDEN project. The goal is to change the way the institution postures itself on the web. Research was conducted on what end users are seeking in terms of web content. The focus must be on web visitors along with high-quality content. The public launch for this project is slated for July.

Sandra Kowalski provided a PowerPoint presentation [attached to permanent minutes] related to the new advertising campaign. Sandra presented statistics of the various marketing efforts for 2010. The bulk of the ads for 2010 were centered around “Making a Difference.” Currently, draft concepts are being tested with various focus groups and Sandra shared a few of the ads with the board. The recurring themes being tested focus on the beautiful, natural surroundings, the small community feel to the university, showcasing the faculty as caring mentors, and the hands-on learning experience. Another initiative of the marketing campaign is the “Profiles of Distinction” which highlight alumni, current students and faculty who have excelled in their professions and communities. If the board has ideas on people who should be highlighted, please send them to Neil and he can pass them along to Sandra.

Discussion continued on the marketing outreach efforts to non-traditional students, as well as students attending extended campuses sites. Additional discussion continued around setting up specific giving funds related to assisting marketing with their efforts.

JOINT COMMUNICATIONS TASK FORCE WITH NAU FOUNDATION BOARD
Kim Ott presented a quick overview of the handout distributed to the group [attached to permanent minutes]. The main focus at this point is working with the board to identify specific geographic areas and facilitating outreach events to assist in engaging alumni, donors and friends.

**MARKETING & COMMUNICATIONS COMMITTEE TAKING LEAD FOR NATIVE AMERICAN FOCUS AT 2011 HOMECOMING**

Neil Goodell let the board know that the Homecoming theme has not been determined. The board had previously voted to support a Native American focus for Homecoming 2011. Discussion continued around the theme and will probably be more along the path of diversity. The board has continuing interest in supporting the Native American Cultural Center.

**PRESCOTT AREA ALUMNI RECEPTION AND BOARD MEETING IN APRIL 2011**

The board meeting will be on Saturday, April 30, in the Crystal Room at the Prescott Valley Library. A reception will be held on Friday afternoon, April 29, at the Stoneridge home of Doug & Marilyn Wall in Prescott Valley. Neil will send the hotel weblink to the board for the weekend block of rooms which has been set aside for this meeting.

**DISCUSSION ON FORMAT OF JOINT MEETING WITH FOUNDATION AND ALUMNI BOARD**

Neil Goodell asked for discussion on the format of continuing to hold joint meetings with the Foundation Board. Could the joint meeting and the Alumni Board meeting all be held in one day rather than devoting two days to the winter meeting? Discussion continued around the timeline of the meeting, meeting efficiency, and the date and day on which the meeting is held. The purpose needs to be more defined at the joint meeting. There was interest in a “working” social hour. Could the room format be set up as round tables to provide more interaction? There was a desire to have more access to speak with President Haeger as he was only able to attend the joint meeting. Some felt that Fridays may be difficult for most people to set aside the whole day. The overall consensus was to hold the joint and Alumni Board meeting on one day, while remaining mindful of the commitment of the Alumni Board president to both boards.

**COMMITTEE MEETINGS**

Rather than breaking into individual groups, Kim proposed to hold committee meetings with the full board to streamline discussion and reports.

**Nominations**

There are three board openings this year, and the plan is for the committee to make a recommendation to the board at the April meeting. There are five carryover applications from 2010 and two new applications with Neil expecting a couple more to be submitted. General cutoff for review is the end of January, but alumni are welcome to submit applications any time during the year. Discussion continued around the demographics of the board. The board should continue to think about cultivating new members and begin that process in the summer.

**Resource Development**

The Bank of America affinity partnership for credit and debit cards recently ended. The original seven-year contract of approximately $150,000/year expired in December and BofA has decided not to renew its contract. In terms of final numbers, less than 2,000 alumni were participating in the program. A request for proposal was released about a month ago to establish a new affinity partnership in this area. We will not be able to convert current cardholders to the new program. The new program will be based on a per card basis, rather than an annual amount. Continued areas for resource development to focus include web advertising and sponsorship opportunities. Additionally, the idea of an
annual NAU business luncheon in Phoenix would require sponsorships to be viable and effective.

**Past Presidents**
Nancy Serenbetz asked the board to remember the loss of Harold Elliott. The funeral was well attended, and there are scholarships in the College of Education set up to demonstrate memorial support. It was also noted that Joe and Marie Rolle have relocated to the Phoenix area.

**Marketing & Communications**
The focus will be on the Homecoming celebration. Also, work continues on the alumni outreach communication plan.

**Traditions**
President Haeger has approved a site on north campus for the V-12 Memorial. We are currently working on a specific site with the re-design of McMullen Circle. At our April meeting there will be a presentation of the re-design to the board. Right now, there is a need to identify what the key element of the memorial will be. There is a fund established within the Foundation to accept donations. Discussion continued around a photo collection of the Fronske family and that it is housed in special archives at Cline Library.

**Volunteer Outreach**
Beth Bourget provided a quick update on the current spring schedule of volunteer opportunities for Undergraduate Admissions and Commencement. They will be up on the website soon and ready for people to sign up. Neil Goodell provided a quick update about Rosanne Burton, the newest staff member in Alumni Relations. Part of Rosanne's responsibilities will include the development of volunteer coordination cross the university. Discussion surrounded the new coaching program presented by David Bousquet, and the desire to involve the Volunteer Alumni Network. Rosanne will also be coordinating the internship program, which will be a good opportunity to engage out-of-state alumni.

**COMMITTEE MEETING STRUCTURE**
Kim Ott explained the past structure of committee meetings, with monthly conference calls set up through the Alumni Office. Attendance historically has not been very good due to conflicting board member schedules, and therefore this structure has not been occurring in recent months. Discussion continued around how committee meetings should proceed. Key points that were brought up included using technology more, being a purpose-driven board, and the need to examine the bylaws regarding committees. Additionally, the need for more information and goal setting within committees was mentioned, especially to support new board members. Kim requested committee conference calls occur in March with the Alumni Office setting up and coordinating the calls. Time will be set aside for committees to meet at the April board meeting in Prescott Valley, and committees should focus on goal-setting during April through July.

There being no further business, Veronica Perez moved to adjourn the meeting. Jeff Sears seconded and the meeting was adjourned.

Respectfully submitted by Beth Bourget

**ATTACHMENTS TO PERMANENT MINUTES**
Athletics PowerPoint presentation
NAU Brand Marketing PowerPoint presentation
Joint Communications Task Force handout