BOARD MINUTES
Northern Arizona University Alumni Association
Board of Directors
APPLIED RESEARCH & DEVELOPMENT BUILDING #56
LARGE POD CONFERENCE ROOM
NAU MOUNTAIN CAMPUS - FLAGSTAFF
OCTOBER 29, 2010
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, Adam Candee ’01, Secretary/Parliamentarian Joy Gaeraths ’98/’05, Bart Graves ’79, Brian Koch ’99/’01, Megan Kondrich ’03, President Kimberly Ott ’82, Steven Peru ’80/’90, Marvin Peterson ’61, Karin Philips ’77/’96, Jeffrey Sears ’98, Dan Slayton ’78, Philip Tavasci ’03, Bruce Turner ’79, Jacob White ’01, ASNAU President Chase Hunt, NAU President John Haeger, Executive Vice President M.J. McMahon, VP for Advancement Mason Gerety, Athletic Director Jim Fallis, Honorary Joseph Rolle ’41 and Executive Director Neil Goodell ’76/’96.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Martin Brown ’82, Treasurer Michael Fronske ’85/’89, Past President Barbara McCloud ’78, Dick Nothstein ’59/’63, Veronica Perez ’94, Vice President Ted Quasula ’73/’82, Jennifer Reichelt ’98/’00, Honorary Robert Crozier ’53/’71.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Cliff Alexander ’94, James “Buck” Clark ’50/’54, Harry Hengl ’76, Dennis Meador ’67/’71, Charles Pilon ’59/’66, and Past Presidents’ President Nancy Serenbetz ’75.

PAST BOARD MEMBER PRESENT: Armando Ronquillo ’71

STAFF PRESENT AT BOARD MEETING: Beth Bourget ’02.

CALL TO ORDER
President Kimberly Ott called the meeting to order at 8:30 a.m., Friday, October 29, 2010. Kimberly welcomed those in attendance.

APPROVAL OF MINUTES FROM JULY 16-17, 2010 BOARD MEETING
Bart Graves moved to approve the minutes. Jeff Sears seconded and the motion passed.

NAU PRESIDENT’S REPORT
President Haeger thanked the board for their work throughout the years. In regards to the
budget, spending will continue on infrastructure projects. There will be more cuts coming from the state. In the future the state will be a minor investor in universities. Our budget continues to grow, and increased enrollment is the main factor. By the time this is over, the state will be funding the universities at about the 25% level.

The universities and the Board of Regents have tried to cut a path through the difficult political and budgetary times by strategic realignments. We are in the process of trying to create a partnership with the state – we will provide affordable, accessible undergraduate education to the citizens of this state – in return, we would like less regulation. NAU is investing in more programs such as NAU-Yuma and NAU-Yavapai that offer three-year degrees with much lower tuition. NAU is a national leader in offering affordable education and we are developing ways to tell our story more effectively.

The student success initiative is working to increase student retention. Currently the rate is 70% from freshman to sophomore year while the goal is 85% by 2020. One method is investing in the mathematics department because this is one area where high failure rates occur.

We are currently working on a study on the economic impact of NAU, not just in Flagstaff, but statewide. The university is growing in all aspects, and it is important to communicate that story.

Dr. McMahon is currently working more closely with Yuma branch campus operations.

Dan Slayton asked how we are filling the gap from the decrease in state funding? President Haeger responded that tuition dollars are currently filling the gap. There is a limit to what we can effectively charge for tuition, but we have not yet reached that level. We are also providing a choice of campuses to meet the needs of different payment options, for example, if you are not enrolled at the mountain campus, there are many different fees you are not responsible for paying.

Bart Graves asked if there is open hostility towards the universities from the state speaker? President Haeger responded that at this time, the speaker for the most part gets it; however, the legislature does not understand that we perform as economic engines.

NAU ADVANCEMENT AND FOUNDATION REPORT
Dr. Chris Bavasi, Foundation Board Chair, reported that the Foundation will step up and help fill the funding gap. He also commented that the Foundation is energized by the Alumni Board, and is optimistic about the successes we can develop through this partnership.

Dr. Mason Gerety, Foundation Board President and Vice President for University Advancement, reported that the Foundation will be accepting the completed financial audit at their meeting later today, and that it is perfectly clean.

The North Union restaurant will be open by Valentine’s Day. They are currently working on menu development; it will be a steak house featuring local food and beer from the Lumberyard. The name will be “1899 Bar and Grill” and the budget is currently on track for this project.

NAU Ventures, the tech transfer project is in progress and will provide tech transfer consulting. In fundraising, we are up $1.2 million from last year at this time. We currently
have $17 million in outstanding proposals, and that does not include a $20 million
proposal that we are working on bringing to partial closure in November.

Chris Studenka is the new Development Director for the W.A. Franke College of Business. There are currently three positions posted in Advancement; a corporate and foundation fundraising position based in Phoenix, a position supporting the President’s Associates, and the Administrative Associate for Alumni Relations.

The Annual Report video features the Paul and Amy Blavin gift which supports scholarships for children from foster care, and they will continue to match donations up to $400,000. Other large gifts are $200,000 from APS, $187,000 from Bob and Maryett Thompson (the largest gift received from parents) and $158,000 from the Ottens Foundation.

Marc Atonna asked about the Administrative Associate position for Alumni Relations? Mason replied the need for this position came out of the campaign survey, and the focus will be on-campus volunteer coordination and administrative support.

Dr. Haeger commented on the groundbreaking of the Native American Cultural Center which occurred earlier in the month. Many Native American groups were represented, despite the poor weather. It was noted that the weather indicated a symbolic approval of the event. The plan is to have the ribbon cutting for the center next Homecoming.

[Agenda shift]

**ASNAU Report**

Chase Hunt reported that for the NAU vs. ASU game, ASNAU sold 1,700 tickets, and seven buses transported students to the game. ASNAU did purchase 10,000 “Kiss My Axe” t-shirts, and gave away 5,600 shirts the first day.

Graduate students will now be breaking into their own separate student government organization. There are currently 12 interns in the office and 42 freshmen in New Student Organization. ASNAU was able to register 1,251 new voters. Student attendance for football games has seen a good increase. The Ke$hà concert, although highly publicized and criticized, was well attended with 6,000 students attending. ASNAU was able to secure the viewing rights to the new Harry Potter movie two days early and will be showing it at Harkins for NAU students.

Brian Koch asked Chase how ASNAU is promoting student tailgating? He has been impressed with the turnout. Chase commented that they promote it through Jack Pack, social media, and that the overall atmosphere on campus seems to be improved and students want to be involved. Marc Atonna mentioned the possibility of buses from the valley for alumni.

Dr. Charles Pilon reported that he will be unable to attend the scheduled book signing at the Bookstore on Saturday. All three of his books will be available for purchase at the Bookstore, and he has already signed the copies. All proceeds from book sales will support a scholarship in the College of Education.

**Joint Communications Task Force Report and Discussion**

Kimberly Ott began the discussion and recapped the summary from the August 20, 2010, joint meeting of members of the Foundation Board and Alumni Board. The task force reviewed the communications plan developed by Alumni Relations and discussed the success of various social media outlets currently
being used. The discussion also included how NAU marketing and branding ties into our message. The group identified methods on how to enhance our outreach and communications, and discussed the beginnings of targeted and customized messages to segmented audiences. It is important to recognize the different affinities and passions of these targeted groups, while expanding volunteer opportunities for all.

The next steps would include: create a call to action for board members to assist in cultivating and engaging alumni and our friends, conduct formal trainings, provide resources and references, and have board members own a segment or geographical area in which to initiate alumni outreach.

Neil Goodell added that the next steps would be to draft the strategy plan, and to have another meeting of the task force in December in order to formalize the plan for the February joint board meeting. Chris Bavasi added that the August 20 meeting was very impressive and with positive discussions. It will be important to have an action plan in place for the February board meeting.

Mason Gerety noted that we will be refining and narrowing our message. It will be important to share stories about the accomplishments of individual colleges, but that we will not be telling everyone’s story. It is important to tell the right story to the right audience.

Discussion continued around the time it takes to cultivate a gift. Mason shared that “asks” via the phone, email or mail happen almost immediately, and are for small contribution amounts typically. In general, for gifts of $10,000 or more, the person or group should receive one visit per zero. For gifts of $100,000, they should receive visits every two months, and for $20 million gifts, it is typically a three year cultivation period.

Mason discussed that there has been a significant change in our phone campaign. It is now the highest paid student wage job on campus, with 60% of the callers returning from last year. Donors are being called by students from each college, and they altered the timing in terms of fall and spring as to when particular calls are initiated.

Steve Peru discussed the possibilities of an NAU sponsored event for the Flagstaff Alliance group, as there are thousands of employees in this alliance, many of whom are alumni.

Discussion continued around more notification about NAU Homecoming in the Phoenix media. Also, that people are more likely to donate if they have a larger connection to NAU. In regards to student callers, if possible, include the question of “will you volunteer time?” but keeping in mind the importance of how we would manage those responses.

[Agenda shift]

**NAU ATHLETIC DEPARTMENT REPORT**

Athletic Director Jim Fallis discussed a PowerPoint presentation he just made outlining the economic impact of the intercollegiate athletic program on Northern Arizona. The study highlighted the amount of money invested in athletics in comparison to the impact on the community. The Axer Auction at Homecoming is the last big fundraiser of the year. November 16th NAU basketball will be playing Alabama State in Prescott Valley at Tim’s Toyota Center. Women’s soccer is hosting the Big Sky soccer championships.

Jim discussed the recent game against Montana State, and the upcoming Homecoming football game, and that he felt we are fairly evenly matched with Sacramento State. Much
discussion continued on the alignment of the Big Sky Conference, who would be leaving and who would be staying. UC Davis and Cal Poly will be joining the Big Sky for football only. If nothing else happens, 11 teams will be in the conference for a 10-game schedule, which will result in scheduling conflicts. We are looking good for playoffs at this time.

Due to Skydome renovations, Athletics is preparing for basketball in the Rolle Activity Center which has approximately 900 seats. We are expecting sellouts with overflow viewing in the duBois Center on a big screen TV.

Marvin Peterson inquired about the new facility proposal for the Fieldhouse? Jim reported that they are looking into retrofitting the Fieldhouse into an events center for basketball, concerts and commencement. At this time, they are looking for a $5 million lead gift.

Discussion continued around “money games,” and affiliate memberships for certain sports. There was also discussion regarding the conference structure and if it would lead to a championship game or playoffs. Cross country teams were also discussed and their ability to win the Big Sky Championships.

**ALUMNI BOARD RECRUITING**

Neil Goodell mentioned the importance of board recruiting for 2011 with three board vacancies expected. Recruitment efforts should focus on female and minority candidates.

**PROPOSAL FOR V-12 MEMORIAL ON NORTH CAMPUS**

Neil Goodell reported that Dr. Haeger has approved the proposal as written, and we will be moving forward with this project. The next step will be for the Board to begin fundraising for this project, and Neil will be working with Capital Assets to identify anticipated costs. It will be up to the Board to decide on the structure itself and to acquire the items for the memorial.

**MEMORANDUM OF UNDERSTANDING BETWEEN NAU ALUMNI ASSOCIATION AND NORTHERN ARIZONA UNIVERSITY FOUNDATION**

The memorandum was distributed at the meeting [attached to permanent minutes]. Kimberly Ott discussed the document and explained that originally the memorandum was going to be between the Alumni Association and Northern Arizona University. The approach has been simplified with legal guidance and the current MOU is between the Alumni Association and the NAU Foundation. Neil Goodell requested Board approval of this document today, which can then go to the Foundation Executive Committee for approval. The timing is important because our affinity contract with Bank of America ends in December, and we would like to move forward with a new contract being completed through the Foundation. Discussion continued around developing a policy statement for our working relationship with the Foundation, rather than addressing that in the MOU itself.

*Marvin Peterson moved to approve the Memorandum of Understanding as written. Dan Slayton seconded and the motion passed.*

**SUPPORT FOR 2012 ARIZONA CENTENNIAL**

Kimberly Ott, Neil Goodell and Nancy Serenbetz recently attended a presentation on the 2012 Arizona Centennial plans for the state. From that, Kimberly and Neil felt that NAU needs to be involved in this project and they are recommending that 2012 Homecoming be used to support the Centennial celebration. There will be large events in Phoenix, Tucson and Prescott. Our decision today can be brought to the student groups on campus who determine the Homecoming theme, and they have always been open to our
suggestions. The following website has been established for the Centennial: http://arizona100.org/

_Steve Peru moved to support the 2012 Arizona Centennial as our Homecoming focus. Adam Candee seconded and the motion passed._

**NEW NAU LICENSE PLATE**
The new NAU license plate is now available and they are issued in pairs. A portion of the cost of the plate is donated to support student scholarships. There is a $5 fee to change to the new plate if someone already owns an existing NAU plate.

**LIFETIME NAU EMAIL ACCOUNTS FOR ALUMNI**
Neil Goodell reported that now as students graduate, they keep their nau.edu email account. All alumni can now sign up for a lifetime email account. A handout was distributed with the information on how to do this.

There being no further business, Joy Gaeraths moved to adjourn the meeting. Marvin Peterson seconded and the meeting was adjourned at 10:30 am.

Respectfully submitted by Beth Bourget

**ATTACHMENTS TO PERMANENT MINUTES**
Joint Communications Task Force Report
Memorandum of Understanding between NAU Alumni Association and NAU Foundation