BOARD MINUTES  
Northern Arizona University Alumni Association  
Board of Directors  
APPLIED RESEARCH & DEVELOPMENT BUILDING #56  
LARGE POD CONFERENCE ROOM  
NAU MOUNTAIN CAMPUS - FLAGSTAFF  
APRIL 24, 2010  
MARC ATONNA ’95, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: President Marc Atonna ’95, NAU Foundation Board Chair Chris Bavasi ’75/’00, Martin Brown ’82, Secretary/Parliamentarian John Clark ’77/’81, Michael Fronske ’85/’89, Joy Gaeraths ’98/’05, Bart Graves ’79, Heidi Harvey ’72, Dick Nothstein ’59/’63, Vice President Kimberly Ott ’82, Veronica Perez ’94, Marvin Peterson ’61, Ted Quasula ’73/’82, Dan Slayton ’78, Treasurer Bruce Turner ’79, David Will ’61/’64, NAU President John Haeger (morning), VP for Advancement Mason Gerety (morning), Athletic Director Jim Fallis (morning), Honorary Joseph Rolle ’41, Honorary Robert Crozier ’53/’71, and Executive Director Neil Goodell ’76/’96.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: LaTrice Brewster ’92, Megan Kondrich ’03, Yvette Martin ’92, Immediate Past President Barbara McCloud ’78, Karin Philips ’77/’96, Jennifer Reichelt ’98/’00, and ASNAU President Kathleen Templin.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: James “Buck” Clark ’50/’54, Dennis Meador ’67/’71, Charles Pilon ’59/’66, Joseph Rolle ’41, and Past Presidents’ President Nancy Serenbetz ’75.

GUESTS PRESENT  
Al Zelinka (past Board member), Stephen Riggs (Director, NAU Fund).

STAFF PRESENT AT BOARD MEETING: Judi Burk, Beth Bourget ’02.

CALL TO ORDER  
President Marc Atonna called the meeting to order at 9:00 a.m., Saturday, April 24, 2010. Marc welcomed those in attendance.

APPROVAL OF MINUTES FROM FEBRUARY 5-6, 2010 BOARD MEETING  
*Dick Nothstein moved to approve the minutes. Heidi Harvey seconded and the motion passed.*

NAU PRESIDENT’S REPORT  
President Haeger made a presentation to the campus a couple of weeks ago, and the presentation is available on the Office of the President website. NAU is expected to have
another record-breaking enrollment for the incoming freshman class. On the academics
side, a series of Global Learning Recommendations has been initiated. The primary
reason these are important is because students will be living and working in a global
society and it is critical for the campus to begin to structure a curriculum which fully
recognizes that fact. In addition, the university needs to recruit more international
students. The state has supported Science Foundation Arizona, and one of the benefits
to the campus is that we now have 16 graduate research fellows. We also have joined in
with another effort of Science Foundation Arizona, which is the Stardust Foundation with
Jerry Bisgrove, and they have donated the money to establish a series of post-doctoral
fellowships in an effort to grow the research mission in a time of restricted budgets.

President Haeger reported that about one and a half years ago, NAU established a
program with Coconino Community College (CCC) in an effort to increase the number of
baccalaureate degrees. Students entering CCC are jointly admitted to NAU and the
program now has 380-400 students. In a sense, they have become an NAU student the
first day they enter college. They receive an NAU I.D. as well as NAU advising with the
thought that it will have a dramatic impact on increasing baccalaureate degrees. NAU will
be establishing this same arrangement with all ten colleges in the Maricopa Community
College District.

President Haeger discussed the building construction occurring around campus, despite
the budget shortfalls. We will close the Skydome in December 2010 and re-open it in
August 2011 with $26 million in renovations, turning the Skydome into a modern and safe
facility. We will close the Liberal Arts building in December 2010 and will re-open the
facility in August 2011. We will close the old HRM building in May 2010 and will re-open it
in December 2010, which will be completely renovated as a classroom building. The
North Union has already started construction and will be completely renovated, including a
restaurant. The Native American Cultural Center will be starting in the summer of 2010
and should be finished by summer of 2011. The Health and Learning Center is a $114
million project is already well underway. We are currently involved in a new master
planning process which will help shape the future of the campus. President Haeger said
the fair question is, “where are we getting the money to do this?” 80% of this is lottery
money, and the university will have to come up with the remaining 20%.

In regards to the university budget, we currently run on about $422 million, the two largest
pieces are tuition and state appropriation, which two years ago was $161 million. We are
now down to $133 million from state appropriation, and we just got word that the state will
not pay the last several months of our state appropriation ($30 million), taking us down to
a little over $100 million. We know we will get $11 million this coming budget year from
federal stabilization dollars. The threatening year is FY12 because there are no
anticipated federal stabilization dollars during that budget year. The May 18th vote is very
important. If the sales tax initiative does not pass it will really damage the universities, but
it decimates the K-12 system. Our students have been very politically active on this issue
which has been extremely helpful.

Chuck Pilon asked what was going on with Lumberjack Stadium? President Haeger
informed the board that it is all part of the new Health and Learning Center and will be re-
built as part of that project.

John Clark asked what NAU is doing for job counseling, job focus, how many students are
staying on for grad school? President Haeger said many people are leaving the state, but
we do have career counseling available. On campus, we are urging departments to re-
think curriculum and gear it toward the current job market.
Marc Atonna inquired about with the Skydome closing down for renovations and asked about a long-term plan to house the Logging Wheels? President Haeger said there are probably two or three locations which would be suitable, including keeping the wheels in the Skydome during football season, and moving them to the potential future basketball facility in the Fieldhouse during basketball season. Discussion continued on the possibility of converting the Fieldhouse into a basketball arena. David Will inquired about the potential of a home for the wheels outside of the Skydome by the ticket booth. Chuck Pilon inquired about a home for the wheels somewhere near the Drury Inn and High Country Conference Center.

Bart Graves inquired about efforts regarding student retention. President Haeger discussed ongoing efforts to increase retention through implementation of the Innovation Fund, as well as an increased focus on the math department. Discussion continued regarding class attendance and whether or not student attendance can truly be required. It cannot be required, but it can be used as factor in grading. Additionally it was stated that there are opportunities for faculty to receive training in the areas of attendance and retention.

John Clark commented on improvements to the safety on campus. President Haeger noted a new position on campus related to emergency preparedness. This position includes Col. Andrew Griffin who is also responsible for veterans’ affairs. Dick Nothstein asked about the trend of veterans enrolling at NAU? President Haeger replied the numbers are increasing, and commented about Col. Griffin’s dual role that includes supporting veteran programs.

Marc Atonna thanked President Haeger for speaking with the board.

**NAU ADVANCEMENT AND FOUNDATION REPORT**

Chris Bavasi, Foundation Board Chair, commented on the success of the joint meeting held in February, and thanked everybody for the opportunity to partner. Since then, a joint executive committee meeting was held which was very productive and will result in a joint retreat held with a sub-committee of both boards to continue to explore ways to work together.

Mason Gerety reported that the Foundation is making a $3 million investment in the North Union to outfit a full-service restaurant. Advancement has completed the formation of the intellectual property subsidiary of the Foundation which handles tech transfer for the university. We have completed the first draft of the feasibility study for campaign and will be presented to President Haeger and the Foundation Board soon. The vast majority of donors interviewed or who participated in the online survey indicated their number one interest in the university was student support, and number two was support to track and retain the best faculty members. There is currently a mini campaign in process raising money for the Skydome. The Foundation is also currently working on scholarships for students who come out of foster care, which will grow to be a $1 million endowment when completed. Another focus has been on how we integrate what we’re doing with the alumni association, university marketing and branding, public relations efforts, and really building strategic communication across the university.

**NANCY SERENBETZ HONORARY SCHOLARSHIP**

John Clark and Dick Nothstein have initiated an honorary scholarship for Nancy Serenbetz. The goal is to raise $25,000 to endow the scholarship and there is currently $7,000 in the fund. The board would like to raise this money by Homecoming and is asking for assistance to identify people who might consider a contribution. Please contact Stephen Riggs with names of people to contact regarding this scholarship.
NAU ATHLETIC DEPARTMENT REPORT
Athletic Director Jim Fallis gave a presentation on the recommendations from the consultants who reviewed NAU Athletics this fall. [attached to permanent minutes]

Exploration has begun on the possibility of renovating the Fieldhouse into a multi-use facility, including a permanent home for basketball. Initial estimates put the renovation at $8-10 million, with capacity for seating 3,500-7,000 people. Discussion continued on the possibilities of this renovation.

Jim Fallis asked the board for a resolution of support for the Fieldhouse renovation. Bruce Turner moved to have Marc Atonna and Kim Ott draft a formal resolution in support of the Fieldhouse renovation from the NAUAA Board. Dick Nothstein seconded and the motion passed.

ELECTION OF CONTINUING BOARD MEMBERS FOR SECOND THREE-YEAR TERM
Heidi Harvey moved to continue the second three-year term for Bart Graves and Veronica Perez. Bruce Turner seconded and the motion passed. Note: David Will is not seeking a second three-year term.

NOMINATION AND ELECTION OF NEW BOARD MEMBERS
The six new board member nominations include: Adam Candee, Brian Koch, Steven Peru, Jeffrey Sears, Philip Tavasci and Jacob White. There was discussion regarding the nominations with concerns ranging from the candidates being all men to considering candidates of diverse backgrounds and age. Nominations Committee members fully support this group of candidates because of the skills and abilities they bring to the board. It was also noted that the time commitment to the board is discussed with all candidates. There was discussion surrounding why the board asks candidates to apply for the position rather than identifying individuals the board would like to involve and actively pursuing those candidates.

Marv Peterson moved to accept the nomination of the six new board members. Bart Graves seconded and the motion passed. Note: board members whose terms are expiring include Marc Atonna, LaTrice Brewster, John Clark, Heidi Harvey and Yvette Martin.

NOMINATION AND ELECTION OF BOARD OFFICERS FOR 2010-2011
Secret ballots will be used for the election of these offices, and the Past Presidents will count the nominations.

Nominations for the office of Vice President:
Ted Quasula – nominated by Barb McCloud, seconded by Kim Ott
Bruce Turner – nominated Marc Atonna, seconded by Jennifer Reichelt

Nominations for the office of Secretary/Parliamentarian:
Joy Gaeraths – nominated by Veronica Perez, seconded by Megan Kondrich

Nominations for the office of Treasurer:
Michael Fronske – nominated by Karin Philips, seconded by Veronica Perez
Jennifer Reichelt – Nominated by Bruce Turner, seconded by Joy Gaeraths

John Clark moved to close nominations. Dick Nothstein seconded and the motion passed.
Ted Quasula, Bruce Turner, Joy Gaeraths, and Michael Fronske spoke individually on their behalf.

Since Joy Gaeraths was the only nominee for Secretary/Parliamentarian, Marc asked for a motion to approve. Veronica Perez moved to approve the election of Joy Gaeraths as Secretary/Parliamentarian. Ted Quasula seconded and the motion passed.

Using the secret ballot method, Michael Fronske was elected Treasurer by receiving a simple majority of votes from those board members present.

For the office of Vice President, the secret ballot process resulted in a tie. Bruce Turner turned his support to Ted Quasula and formally withdrew from the election. Ted Quasula was elected to the office of Vice President by receiving a simple majority of votes from those board members in attendance.

NAU APPAREL FOR BOARD MEMBERS
Order forms were distributed to board members for Alumni Board apparel. Examples of the articles of clothing were available to view. Apparel will be available by the July meeting for those who placed orders.

STAFFING FOR OFFICE OF ALUMNI RELATIONS
Judi Burk is retiring at the end of May, and a gift was presented to Judi on behalf of the board in recognition of her service to NAU and the board. Judi’s position will not be filled, and Beth Bourget will be taking over the duties related to the board. Due to limited staff resources, Neil Goodell requested the board’s support to change the manner in which the board has been conducting committee business beginning in May. He indicated that time will be set aside for committees to meet during regular board meetings and committee actions will be recorded as part of those meetings. Staff is currently setting committee meeting times and dates, sending reminder emails, arranging conference lines, accepting the calls and preparing meeting notes. Staff will no longer coordinate committee meetings in this fashion that occur between regular board meetings. Ongoing committee work will be the responsibility of committee chairs and members. Marc mentioned that committee participation on monthly conference calls has been minimal and staff should be able to devote its time in other areas.

CALL TO ACTION FOR NAU ALUMNI ASSOCIATION’S 100TH ANNIVERSARY CELEBRATION
Kim Ott distributed the call to action for the 100th anniversary celebration, and discussed the ideas presented in the draft. Neil mentioned that these are draft documents as a result of the April board meeting and additional input from the group is always appreciated. A 100th anniversary fund has been started in the Foundation and is available to accept donations. Marc Atonna moved to accept the theme and draft document for the 100th anniversary celebration as the large project for the upcoming year. Joy Gaeraths seconded and the motion passed. David Will inquired about donating memorabilia for the celebration. Memorabilia would be accepted and displayed appropriately in either the alumni office or possibly Cline Library.

MEMORANDUM OF UNDERSTANDING BETWEEN NAU ALUMNI ASSOCIATION AND NORTHERN ARIZONA UNIVERSITY
Neil Goodell mentioned his appreciation to Barbara McCloud for her ongoing leadership and work on this project. He explained that the board has reviewed a draft of the agreement and it was presented to the university’s attorney for legal review. It has since been turned over to a local attorney, Dean Pickett, with a final draft coming soon. The current plan is to finalize this by the July meeting. From there, the association will dissolve its 501(c)(3) tax-exempt status in the fall along with our Bank of America contract
that will end at that time. Once the MOU is in place between the Alumni Association and NAU, we will then use that document as a sample to create a similar document between the Alumni Association and the NAU Foundation.

**JOINT TASK FORCE WITH NAU FOUNDATION**

Marc Atonna expressed to the board about the opportunity to work with the Foundation Board and the benefits to both groups. The proposed plan would be to have five or six people from each the NAUAA Board and the Foundation Board, and to have a retreat on Friday, August 20, with a facilitator available to assist with that group. The task force will work on developing a strategic plan together. The Foundation has identified four individuals who will participate in the task force. The NAUAA group will consist of Marc Atonna and Kim Ott. Other interested individuals should contact Marc Atonna by email.

**PROPOSED 2010-11 BOARD MEETING SCHEDULE**

The proposed schedule was distributed to the board with a comment from Neil Goodell that this schedule is flexible and open for discussion from the board. The board would like to have time to view the new construction around campus during the July retreat, and later on as more projects are complete. Michael Fronske moved to approve the board schedule as proposed. Martin Brown seconded and the motion passed.

**COMMITTEE REPORTS**

**Nominations**

Nominations did not meet.

**Veterans Recognition Program wrap-up from 2009 Homecoming**

Dick Nothstein reported that the committee received very positive responses from the attendees, including that this is the recognition they should have received years ago. The committee was disappointed in the turnout of the board at the Veterans Recognition events. For the future, the committee would like to work toward honoring the 300+ veterans who are current students. Several board members commented that the Veterans Recognition events were the highlight of their NAU career. The committee would like to investigate using the leftover money to sponsor a dinner or breakfast at the American Legion during Homecoming 2010. It was noted that NAU may have been the first university to recognize veterans at this level.
Resource Development
Bruce Turner reported the challenges of the affinity programs disappearing, and the need to create new opportunities. There was discussion about developing a budget for the various events the board would like to plan for the year which can be put forth for approval. The Liberty Mutual insurance program is going well and we should work on more promotion of this partnership. The committee continues to look into the possibility of a golf tournament, or auction. The committee requested an updated balance sheet.

Past Presidents
Nancy Serenbetz reported that the Past Presidents are looking at ways they can help support the 100th anniversary celebration. They are also planning a reunion of the Past Presidents at Homecoming 2010. They are working on getting the words to the fight song on the jumbo-tron during football games in partnership with the Traditions committee. Along with the 100th celebration, the club is interested in planting something to commemorate this event on north campus. There was discussion on the NAU license plates and the design. Neil has asked University Marketing to develop new designs for the license plate, and the hope is to have those available for the board to review at the July meeting. A portion of the proceeds from the sale of the license plates does go to NAU.

Events
Bruce Turner said the committee would like to help promote events which are being sponsored by the College of Social and Behavioral Sciences. Bruce noted that Jennifer Reichelt is still interested in hosting a golf tournament. The committee would like to have a clearer understanding of the rules and expectations of planning events, and how to best implement these ideas. The committee plans on meeting in Phoenix soon to discuss event ideas. Dean of the College of Social and Behavioral Sciences, Michael Stevenson, has offered SBS experts free of charge to NAUAA for a possible future event.

Marketing & Communications
Kim Ott reported that the committee’s focus will be on the 100th anniversary celebration. This committee will retain alumni staff support in regards to scheduling conference calls which will be held on the first Thursdays of the month at 9:00 a.m. beginning in June. The committee encourages participation from all board members to help plan and implement the 100th anniversary celebration.

Volunteer Outreach
Joy Gaeraths reported that the committee reviewed the list of high school awards nights and the events that are still available for volunteer participation. If any board members have an interest in helping out with these events, please contact Joy or Beth Bourget. Volunteers will be distributing alumni lapel pins to the new graduates at Commencement again this spring. The committee discussed how they will continue to run their monthly meetings and will most likely begin with an email update and schedule calls only as necessary. Marc Atonna expressed the need to continue to identify volunteers in those areas we currently lack representation, and that the VAN postcards are available for anybody interested in distributing those. Joy will be representing the NAUAA at the Extended Campuses graduation reception again this year, and staff will be sending alumni lapel pins to support this event.

Traditions
David Will referenced a handout he distributed to the board in regards to a memorial for the V-12 program, and the significant impact this program had on NAU. The Elliotts and Hengls are involved in the planning of this memorial. David is currently looking for a large anchor to be donated for this memorial. Chuck Pilon referred to a proposal he submitted
to the board in 2009 in regards to a V-12 memorial. To our knowledge, a memorial of this kind has never been established on a university campus. Marc Attonna expressed to the group that the steps to establish this program include where and how to place this on campus, raising the money for all related expenses, and planning the event to commemorate it.

Neil requested that David and Chuck work together to update Chuck’s proposal and send it to Neil electronically who will then begin working with Mason Gerety, President Haeger and Jane Kuhn to move the project forward. Neil said the two main questions will be how much will this project cost and who will provide funding. He mentioned that the best way for the board to posture itself is to approach the university with solutions and funding, and not with its hand out. There was general agreement with this approach. The Past Presidents expressed interest in helping raise funding for the V-12 memorial.

David Will reported that Erin Bertelsen did meet with Athletics to work on the possibility of getting the words to the fight song on the jumbo-tron. A few options were developed and shared with the committee, although actual implementation of this will be more difficult than originally anticipated and will involve some expenses.

Marvin Peterson reported that Chain Gang is currently recruiting new members. The committee was working with Chain Gang members to encourage them to bring back the tradition of snow sculptures on campus.

Martin Brown inquired about a lack of NAU apparel in retail shops in Phoenix. Neil reported that he is currently working with Collegiate Licensing Company (CLC) to expand market retailers in Maricopa County. Neil has been able to identify 58,000 alumni and friends with zip codes associated with Maricopa County, and Brian White from CLC is taking that information to retailers in the Phoenix area to encourage them to carry more NAU gear.

There being no further business, Marvin Peterson moved to adjourn the meeting. Joy Gaeraths seconded and the meeting was adjourned at 3:11 p.m.

Respectfully submitted by Beth Bourget

ATTACHMENTS TO PERMANENT MINUTES
NAU Athletic Department Report