CALL TO ORDER
Barb McCloud called the meeting to order at 12:40 pm.

NAU PRESIDENT’S REPORT
President Haeger gave an update on the NAU and NAU-Yuma partnership and what the efforts have been over the past year and a half. NAU-Yuma was originally created to provide opportunities for students to have a better path to a baccalaureate. A couple of years ago ABOR made NAU-Yuma a branch campus so they could develop their own programs and have their own characteristics.
President Haeger said although there is not a hiring freeze currently impacting the three Arizona universities, every position that is currently being searched for will be reviewed very carefully. He also reported there is a major move by the Governor’s Office to take the P-20 Council and to try to make some really specific futuristic decisions about higher education ten or fifteen years from now. How is the state going to increase the number of baccalaureates since it is so far behind the other states and also internationally? He said NAU-Yuma will play a big part in this. In addition, President Haeger reported there are substantial discussions with Prescott right now about the City of Prescott putting up a building for NAU and thereby in a sense create a hybrid institution between NAU and the community college. The effort here is to move Prescott’s growing population toward greater baccalaureate degree attainment.

The High Country Conference Center is still on schedule to open March 26 with an event scheduled for March 28. The official opening will be in June when ABOR is meeting in Flagstaff. President Haeger also mentioned that an RFP has been released related to building faculty and staff housing on the Flagstaff campus.

President Haeger reported on the results of the Presidential Task Force on Athletic Facilities. The task force has put together a plan to address a wide range of issues regarding the condition of athletic facilities. The issues are significant and pressing as there is an NCAA review in October related to NAU athletic programs which include athletic facilities, Title IX, etc. Building and renovation are priorities but state money cannot be used, so various partnerships and alternative methods of funding are being considered.

**APPROVAL OF OCTOBER 26, 2007, MINUTES**
*Heidi Shoen moved to approve the minutes from the October 26, 2007, Board Meeting. Ira Greenspan seconded and the motion passed.*

**PRESENTATION AND DISCUSSION ABOUT ALUMNI TRAVEL PROGRAM**
Monika Leuenberger of Avenues of the World travel agency presented several proposed travel trips to the Board for their consideration for future alumni trips. Monika noted that planning needs to be completed six to eight months in advance for shorter trips and at least a year to a year and a half for longer or international trips.

**NAU-YUMA UPDATE**
Dr. Krista Rodin, Associate Vice President, welcomed the Board to Yuma and the celebration of NAU-Yuma’s 20th Anniversary Block Party. She made a PowerPoint presentation highlighting the development of the Yuma campus. She noted Yuma is the third largest town in Arizona and among the fastest growing in the country. Major employers in the region include agriculture, military and education. She offered a brief history of the background of NAU-Yuma, and indicated that broader opportunities need to be offered to students, especially in the area of bicultural education. She said NAU-Yuma is currently meeting the needs of this growing region. Her goal is to serve the evolving higher education needs of the diverse community of the lower Colorado region. She said a couple of things happened in the last year that will facilitate this. One being that NAU-Yuma became a Hispanic-serving Institution, officially designated by the Federal Government. Krista noted that with this culture there is a great need to deal directly with families, because just talking to students doesn’t do the job. She said NAU-Yuma needs to reach out to this population and make opportunities available that they have not previously had or were unaware of their existence. One of the great things
NAU-Yuma can do is work with local school districts to build a pipeline for an educated workforce. She said without the university this area will always be a depressed area – the university really needs to continue to help the area prosper.

Krista said over the last year they have created a number of new programs to meet the evolving needs of Yuma and agriculture is certainly one. Another is biology and the whole agricultural/environmental science that happens in the area. As a result there is a new Bachelor of Science in Biology, as well as a new Bachelor in Business Administration that is responsible for the entire statewide program for business. She said, under President Haeger’s leadership, the Bachelor of Science in Nursing is a partnership with Yuma Regional Center. There are also programs in engineering and speech pathology.

NAU FOUNDATION REPORT
Susan Schroeder reported there has been good growth over the past year. The NAU Foundation endowment now exceeds $52 million. The investment committee met last week and the average rate of return was within the national standards at 17.2 percent. The payout this year is 4 percent. Susan said she is very excited that the investment committee has decided to go with an investment consultant, and an RFP was released nationally. About sixteen responses have been received. In response to a question, Susan explained that the $52 million is mostly restricted and a majority restricted to scholarships. They are trying to get more unrestricted funding to help with other priorities.

In a response to a question from Tom Wahl, Susan said the annual fund is now working with the student body to create a senior class gift program. President Haeger has offered to match up to a certain amount.

Susan announced some funds coming in are:
- NAU Teach - $3.4 million to help recruit and retain more science and math teachers. NAU was the only Arizona university to receive this.
- Weiss Foundation - $450,000 in the environmental sciences area to create western wild lands conservation fellowships for students.
- Marley Foundation - $1 million for technical transfer design fellowships and program development in the rural Arizona economy.
- Freeport-McMoRan Grant - $500,000 to the College of Engineering and Natural Sciences.

The search committee for the Vice President of University Advancement has been finalized. Cliff Alexander, Kimberly Ott, Neil Goodell, Colleen Ragland, Mike Beatty, Chris Bavasi plus about ten to twelve other university employees have been selected to serve on the committee.

ASNAU REPORT
Tom Wahl, ASNAU President, reported that ASNAU is doing well. One program that has been brought back is legal aid for students. Sara Presler (an alumna) has been hired for this program. Tom said they have started a free shuttle on Friday’s and Saturday’s to the Snowbowl – Snow Jack Express. The student health and wellness center was supported by the student body. Tom reported the Arizona Students’ Association has been very active with the legislature.
There was a brief discussion regarding how to get and keep current addresses and e-mails for alumni. Joy said we might be able get a list from the commencement photographer of the current addresses for photographs to be sent to. Cliff asked a question about having a lifetime e-mail for alumni. Neil Goodell said he had met with ITS and they can provide this service for a fee - $20,000 the first year, $40,000 the next year, $60,000 the next year and so on for the first five years. Obviously we can’t afford this. Joe Rolle had a suggestion to put student’s names in their hometown papers when they accomplish something special at NAU – e.g., sing in an opera, etc. He feels this would generate interest in NAU.

SATURDAY – CONTINUATION (10:42 am)

NAU ALUMNI ASSOCIATION PRESIDENT’S REPORT
Cliff Alexander opened up for discussion the subject of members missing two consecutive meetings or the majority of meetings (there was considerable discussion on this with names of individuals being withheld from the minutes). Barb McCloud committed to talk to the person in question and communicate how valuable his/her participation has been but also the expectation that we need to have the continuation of that valued participation (as suggested by Dan Slayton). She also committed to talking to the identified members about their attendance and future involvement. She did say there should be some consistency to the process and said some guidelines may be needed besides what is in the bylaws. There were several board members and past presidents who noted the board needs to focus on positives rather than negatives and perhaps this would help attendance.

Marc Atonna moved that the Board task the Nominations Committee, working with the staff, to create some sort of intervention path for current board members lack of participation that starts at the point when the first meeting is missed and the steps should be documented. Ira Greenspan seconded. Barb McCloud said these should be turned into more positive experiences. Having an early intervention is important. Dan Slayton asked that the motion be amended as this is a Board issue not a staff issue and the Board should set the policy. Marc amended the motion to state: The board tasks the Nominations Committee to develop a path of intervention for Board member lack of participation. Dan Slayton seconded. Marv Peterson expressed the point of view that things can be clarified too much. Lee Atonna noted that there is a process in place and it needs to be used with communication being the operative factor. Dan Slayton said he thinks we actually have by our actions come up with the measure, the method as to how we deal with this and that is we bring it to the Board for discussion and then the Board makes a determination, and it is also expected the president and the staff have contacted the person to determine their inclination toward Board service and participation. The motion was put to a vote and passed with one opposed.

Cliff Alexander moved into the dues discussion. He asked if the Board would like to have an ad hoc committee to look at this or have the Executive Committee handle it. He said he would like to see an ad hoc committee. Cliff opened it up for discussion.

Chuck Pilon said he was against the idea of dues – just another bureaucracy. He said he would just as soon have a routine annual campaign asking all alumni to contribute. Chuck noted the alumni dues have never worked with NAU, indicating he has two
lifetime membership cards. He said this is just another bureaucracy and would require hiring staff, etc. Neil Goodell handed out a research synopsis [attached to permanent minutes] and spoke about his research with all Big Sky Conference universities as well as the other two Arizona universities. He noted Northern Colorado’s program is formally being phased out. The major item when he had his discussions with alumni directors across the Big Sky Conference and with ASU and UofA was the programs that are successful are those that invest considerable resources. Staffing is a big issue. UofA invests about $60,000 a year just in outsourcing to a company to help them with their mailings, renewals, etc. A critical point is if you create a program you need to assure its continuation. For example, Portland created a new dues program one year ago. The program has attracted 1% of its alumni as members with one-third of those joining as lifetime members. A lifetime membership seems like a good idea, but Portland is now realizing the alumni office must service these members without any future dues income from those specific individuals.

Joy Gaeraths said the seniors she had talked to at Welcome Week were surprised and pleased by the fact that when they graduate they will automatically be members at no cost. She said when she graduated she did not have the money for dues but she was able to give of her time and eventually was able to start contributing. Dennis expressed his concern about benefits. We’ve been sending the PINE to alumni and if we all of sudden start charging dues if you want the PINE it will turn off a lot of people. Art Atonna emphasized if there is a campaign or some such to raise funds, it should be made sure those funds are strictly earmarked to go to alumni relations and those revenues belong to them to administer under the normal umbrella of alumni operations. He said taking a different approach when soliciting for money would be to indicate that the fundraising is intended to support those events and activities in which we are already engaged.

Doug Rutan echoed what Joy had said, noting the PINE has been his connection to NAU and it didn’t cost him a dime back in the years when he was struggling. He said if he would have been asked to pay for the PINE back then he would have declined and in doing so would have lost the connection with NAU. Doug said now his connection has been kept and he will more than make up for those years when he couldn’t contribute. Neil noted there is a calling bank of students who call on behalf of the colleges or other designated areas. This is one of the mechanisms used to ask for annual gifts. Those gifts go to a variety of scholarships, etc. He asked the Board to keep in mind the Foundation gives Alumni Relations about a quarter of a million dollars a year to publish the PINE. So all those contributions help us and in addition we do annually ask people to give. Art Atonna suggested we are talking about more ‘seed corn’ for Alumni Relations.

Barb McCloud said there are clearly a lot of ideas that merit further consideration. She suggested an ad hoc committee to continue to research and brainstorm and continuously report back. David Will said we should look at schools that have dropped their dues programs and get feedback on why. Barb McCloud moved to form an ad hoc committee to review and research dues or other mechanisms the Board can use to further its mission. Dan Slayton seconded. Lee Atonna wondered if the focus is wrong – is the Board trying to encourage alumni to give back to the university, or trying to get alumni involved, what is the real focus? Barb responded it is coming up with mechanisms that help us pursue our mission and fulfill our mission which, as she views it, that’s not necessarily a dues focus. She said we need to look outside the box. Lee
said she thinks part of what the committee needs to do is decide what the real goal is and she is not sure it is money or if the issue is deeper than that – they need to look at how the university wants Alumni Relations to function. *The motion passed with one opposed.* Cliff appointed Barb the chair of the ad hoc committee and asked anyone having an interest in being on the committee to get in touch with Barb. This includes past presidents.

**MOU UPDATE**
Barb McCloud reported about the status of the MOU between the association and the university. The Foundation has submitted its draft in working with NAU legal. She said the committee is waiting to see what comes out of legal and use that framework rather than re-inventing the wheel. Barb said the MOU for the Alumni Association will start after hearing from legal on the Foundation’s submission.

**NEW BUSINESS**
Marv Peterson proposed the Alumni Association do something for the 1958 Holiday Bowl team which will be honored at the 2008 Homecoming. Marv suggested we also invite the classes of 1959, 1960, 1961, and 1962 to the gathering he is proposing the NAUAA host. He is suggesting going to Forest Highlands for dinner. Ira asked if it could be expanded to include the entire time Max Spillsbury was here. Neil asked about the cost factor of this event. He noted that Logging Wheels dinner was free to the invitees, but he feels we should charge for this. Marv agreed that yes it could be an event where attendees pay with the exception of the 1958 team which he thinks we should cover. Dan Slayton said the Lumberjack Athletic Association would probably be interested in helping with this. He asked Marv to contact him. Barb asked what the Board needed to do next to support Marv’s proposal. After some further discussion. Cliff suggested further planning and budgeting be completed and presented at the April Board meeting. *Ira Greenspan moved the Board make their best effort to recognize the 1958 football team with details to be worked out. Dan Slayton seconded and the motion passed.*

**ACTION ITEM REGARDING BANK OF AMERICA CHECK CARD DESIGN**
Krista Perkins asked the Board to approve the design for the Bank of America Check Card design. *Dan Slayton moved to accept the design A for the card. Ira Greenspan seconded and the motion passed.*

**ACTION ITEM REGARDING TRAVEL PROGRAM**
Cliff Alexander asked how the Board feels about entering into an arrangement with Monika Leuenberger, Avenues of the World, with Lifelong Learning oversight to have her show us what she can do in terms of organizing some trips for the Alumni Association to sponsor. Neil Goodell suggested the Lifelong Learning Committee pick out a few trips from the ones she presented for her to organize. Marv Peterson said he would really like to see it slip into Monika’s bailiwick. If Monika does the trips the Alumni Association doesn’t have any real risks and no large expense. Dan Slayton asked if there are any existing legal obligations with another company. Krista Perkins said it does not appear so and AHI has not been able to provide a signed contract saying it was an exclusive agreement. Marc Attonna asked if we should look at other companies. Cliff said he is not encouraging a contract with Monika but looking to see what she can do with the Lifelong Learning Committee in terms of setting up a structure. Doug Rutan suggested we look at focusing on certain groups of alums, e.g., graduate year, age, Chain Gang, etc. John Clark supported this idea.
Krista suggested Monika fully understands domestic and international travel in terms of where we want to go with these trips – getting an expert to accompany, sort of like she is doing with the Peru trip in having Wolf Gumerman as the expert. The committee’s job would be to identify and bring in that Lifelong Learning expert. Ira Greenspan said this is a place to start. He moved that the Board extend an invitation to Avenues of the World for one year – July 2008-June 2009, to set up a travel program with oversight by Lifelong Learning and staff. John Clark seconded and the motion passed.

Marc Atonna asked how success would be judged. It was decided it would be judged a success if it:

- Enhanced the reputation of NAU
- No overburden financials or staff
- Generated revenue

EXECUTIVE DIRECTOR’S REPORT

Neil Goodell said as a follow-up to the October meeting where Marc Atonna asked the president of the Lumberjack Alumni Ambassadors to sit as an ex-officio member of the NAUAA Board, he met with LAA and formally extended an invitation to the group to have its president serve on the Board as an ex-officio member. They declined the invitation for the following reasons:

- Concerned about travel costs
- Concerned about committing future presidents to this obligation
- Felt that ASNAU is the formal university student connection

It was indicated the NAUAA Board meetings are open and they can attend at any time and Beth Bourget will let them know in advance of the meetings.

From a discussion recently about distribution of executive committee meeting minutes, Neil asked for thoughts about distributing them to the entire board. This would include all committee meeting minutes. Marc Atonna suggested minutes be posted on the web where they could be accessed. Cliff Alexander expressed that committees are set up to be able to discuss issues in private. Art Atonna questioned why this even being discussed given the open meeting law. He said if you take the position that you are subject to the executive session rules of the open meeting law that means that you are agreeing that you are subject to the rest of the open meeting law which is openness in posting of minutes. John Clark (from recent experience) said if we say we are a 501 (c)(3), and subject to the open meeting law we must recognize that all committee meetings are subject to the open meeting law in posting and records of minutes. Ira Greenspan moved to have the committee meeting minutes put on the website. Marc Atonna seconded. A vote was not taken per the following. As a point of rule, Lee Atonna pointed out this was not on the agenda and if you are a public body action cannot be taken on something that is not specifically on the agenda. Neil said he would ask legal about this rule. Cliff Alexander asked Neil to start posting the minutes on the website (after talking with staff, minutes for all committee meetings will be posted beginning July 2008). All Board minutes have been and will continue to be posted after receiving approval.

Another item Neil said he had from an administrative standpoint is that it is awkward to have members of the Board voting in Executive Committee meeting who are not members of the Executive Committee. The bylaws do not provide for a leadership group
to exist or demonstrate authority, and there is nothing in the bylaws allowing for voting to take place in Executive Committee by other Board members. Cliff said when he came in as NAUAA President his intention was to open up the Executive Committee to include the entire leadership group, so if there was an issue bubbling up in a committee it could be voiced in Executive Committee. He said he would be happy to shrink that group down to purely an Executive Committee. Neil said as the administrator of the Board he is concerned there is no mechanism for an expanded leadership structure and voting to exist. Barb McCloud said you might open a committee up but only the committee members are allowed to vote. Neil said what he is really concerned about is assuring that the process is clean and clear on how action is taken. Barb said she thinks what the Board and Past Presidents need to be aware of is that there is a set of rules – the bylaws – and the association needs to operate within the parameters of those bylaws. If people have questions, they should bring them forward wherever it is appropriate, then those questions need to be resolved and make sure the resolution is within the parameters of the bylaws. With regard to Neil’s question, when we have board meetings or committee meetings, those are open – anybody can attend but only certain individuals are vested with authority to vote as set forth in the bylaws.

Cliff asked if the bylaws were going to be followed to the letter, does that mean he needs to drop those members discussed previously who have missed two meetings. Art Atonna said the statement “organizing the work of the Board” is limitation work, it is not expansive work. In other words it is not saying you supplant the Board, you need to supplement the Board. Dennis Meador stated he believes the Board decided earlier today on this specific board member issue. Lee Atonna read from the bylaws Article IV, Section 6E: Members of the Board are required to attend a majority of the regular meetings of the Board held during the fiscal year. A Board member who is inexcusably absent, as reviewed by the Alumni Board, from two (2) consecutive meetings will be asked for an explanation. The Board of Directors may then evaluate the Board membership status of said member, and may revoke the Board membership. She emphasized the word “may.” She said it doesn’t say the President has the right to say a member is out of here, it says only the Board is authorized to take such action. Also, she said it would need to be a formal agenda item for any action to occur. Lee said the mechanisms already exist and the answers are in the bylaws.

PAST PRESIDENT’S REPORT
Nancy Serenbetz offered again to the Board that the Past Presidents are there to serve as a resource and with new officers coming in this summer they would like to offer again that they are available to meet, have lunch, to offer advice or no advice. She said they learned from making mistakes themselves and learned to share with each other and support each other and they are there to do that for the Board, too.

REPORT OUT FROM VOLUNTEER OUTREACH COMMITTEE
Marc Atonna passed out the new postcard for people to sign up as interested volunteers. He said this is going to be used to piggyback on our events to get information about the interests of our alumni and other volunteers. Marc reported they had a good meeting with Krista Rodin and will work with her on admissions. Doug Rutan will be able to help her locally. Marc said the new recruitment opportunities are on the web and asked Board members to look at them and sign up.
AGENDA ITEM FOR NEXT BOARD MEETING
John Clark proposed an agenda item for the April Board meeting. He would like to see a
dialogue to change the name of the University. His reasoning, NAU is no longer just
“northern.” He said the name has been changed before and NAU is really Arizona’s
University.

ADJOURNMENT
Marc Atonna moved to adjourn and Barb McCloud seconded. The meeting was
adjourned at 2:40 p.m.

ATTACHMENTS TO THE MINUTES
Annual Dues Membership Programs