MINUTES
NORTHERN ARIZONA UNIVERSITY
ALUMNI ASSOCIATION BOARD OF DIRECTORS
FRIDAY – JOINT MEETING OF FOUNDATION BOARD AND ALUMNI BOARD
DESERT BOTANICAL GARDEN
1201 N GALVIN PKWY, PHOENIX, AZ

SATURDAY – NAU NORTH VALLEY CAMPUS
15601 N 28TH AVE, PHOENIX, AZ
FEBRUARY 5-6, 2010
MARC ATONNA ’95, PRESIDING

JOINT FOUNDATION AND ALUMNI ASSOCIATION BOARD MEETING

NAUAA BOARD MEMBERS PRESENT AT JOINT BOARD MEETING: President Marc Atonna ’95, NAU Foundation Board Chair Chris Bavasi ’75/’00, LaTrice Brewster ’92, Joy Gaeraths ’98/’05, Bart Graves ’79, Megan Kondrich ’03, Immediate Past President Barbara McCloud ’78, Karin Philips ’77/’96, Jennifer Reichelt ’98/’00, Treasurer Bruce Turner ’79, David Will ’61/’64, NAU President John Haeger, VP for Advancement Mason Gerety, Honorary Joseph Rolle ’41, and Executive Director Neil Goodell ’76/’96.

NAUAA BOARD MEMBERS UNABLE TO ATTEND JOINT BOARD MEETING: Secretary/Parliamentarian John Clark ’77/’81, Heidi Harvey ’72, Yvette Martin ’92, Dick Nothstein ’59/’63, Vice President Kimberly Ott ’82, Veronica Perez ’94, Marvin Peterson ’61, Ted Quasula ’73/’82, Dan Slayton ’78, and Honorary Robert Crozier ’53/’71.

NAUAA PAST PRESIDENTS PRESENT AT JOINT MEETING: Lee Atonna ’69, James “Buck” Clark ’50/’54, Dennis Meador ’67/’71, Charles Pilon ’59/’66, Joseph Rolle ’41, and Past Presidents’ President Nancy Serenbetz ’75.

STAFF PRESENT AT JOINT MEETING: Judi Burk.

Foundation Chair Chris Bavasi welcomed everyone to the joint board meeting working luncheon and said it was a historic occasion for the two boards to be meeting together.

President Haeger gave a brief report:
- Spring enrollment increased and fall enrollment also looks strong.
- NAU is the institution in the state with the greatest financial strength. NAU has been budgeting conservatively.
- Five years ago the state appropriation to NAU was $161 million. Today it is $134 million and may be $108 million by the end of this fiscal year.
- Up to 14% of incoming freshman are staying for four years.
- President Haeger would like NAU to be the first school to graduate 85% of students that come to the institution; changing the entire culture of NAU will be required to accomplish this goal.
• Tuition will have to be increased.
• Forty-three faculty members took advantage of the early retirement offer.
• A web advising program is being started.
• By creating the new NAU-Yavapai College campus in Prescott Valley, students will have additional options. The tuition will be lower because the working business model will be different.
• On-going projects include the health building and renovation of the Skydome.
• The campus innovation committee put forward 79 ideas.

Mason Gerety gave a presentation to let the NAUAA Board know more detail about the Foundation’s mission and vision. He said additional efforts need to be put in place to help educate alumni about the importance of giving back to NAU. The Senior Class Gift instituted a couple years ago is an example of building a broader culture of philanthropy especially prior to graduation.

Mason reported two LLC’s (limited liability companies) have been formed as Foundation subsidiaries. One was formed to renovate the North Campus Union and add a restaurant. The second LLC was formed to manage NAU intellectual properties. He also spoke about the comprehensive campaign and noted that pre-planning was completed in January 2010. The feasibility study is in process and will be finalized by June 2010. The quiet phase will last about three years and after 60% of the goal is attained, the public phase will be launched and last about four years. He stated 92-94% of dollars raised in a campaign come from the top 4% of donors.

Marc Attona presented to the joint boards and said he was excited about the two groups coming together. He gave a brief PowerPoint presentation [attached to permanent minutes]. Barb McCloud said the Alumni Association is the base level feeder organization to the Foundation noting people need to be contacted five to seven times before they donate, and the Association is in the best position to create many of those contact opportunities. Chris Bavasi said the Association has the expertise in networking and the Foundation has the expertise in fundraising. There was discussion about how these goals could be accomplished in a partnership environment. The next step is for the Executive Committees of each Board to meet jointly to start the process and set the stage for further action.

The joint meeting was followed by a tour of the Desert Botanical Garden and a reception.

NAU ALUMNI ASSOCIATION BOARD OF DIRECTORS MEETING

BOARD MEMBERS PRESENT: President Marc Attona ’95, LaTrice Brewster ’92, Martin Brown ’82 (new Board member), Michael Fronske ’85/’89, Joy Gaeraths ’98/’05, Bart Graves ’79, Megan Kondrich ’03, Immediate Past President Barbara McCloud ’78, Vice President Kimberly Ott ’82, Jennifer Reichelt ’98/’00, Treasurer Bruce Turner ’79, David Will ’61/’64, VP for Advancement Mason Gerety, Athletic Director Jim Fallis, Executive Director Neil Goodell ’76/’96.

BOARD MEMBERS UNABLE TO ATTEND: NAU Foundation Board Chair Chris Bavasi ’75/’00, Secretary/Parliamentarian John Clark ’77/’81, Heidi Harvey ’72, Yvette Martin ’92, Dick Nothstein ’59/’63, Vice President Kimberly Ott ’82, Veronica Perez ’94, Marvin Peterson
'61, Karin Philips ’77/’96, Ted Quasula ‘73/’82, Dan Slayton ‘78, Honorary Robert Crozier ’53/’71, and Honorary Joe Rolle ’41.

**PAST PRESIDENTS PRESENT:** Art Atonna Lee Atonna ’69, James “Buck” Clark ‘50/’54, Dennis Meador ’67/’71, Burton Miller ’58, Charles Pilon ’59/’66, and Past Presidents’ President Nancy Serenbetz ’75.

**GUEST PRESENT:** Armando Ronquillo (former NAUAA Board member)

**STAFF PRESENT:** Judi Burk.

**CALL TO ORDER**
The meeting was called to order at 9:10 a.m. by President Marc Atonna. He noted that the joint meeting yesterday was a very special occasion and it will lead to a strong partnership between the Alumni Association and Foundation.

**APPROVAL OF MINUTES FROM OCTOBER 23, 2009 BOARD MEETING**
*Michael Fronske moved to approve the minutes. LaTrice Brewster seconded and the motion passed.*

**SWEARING IN CEREMONY FOR NEW BOARD MEMBER MARTIN BROWN**
Buck Clark administered the Oath of Office and swore in Martin Brown as the newest board member.

**NAU FOUNDATION REPORT**
Mason Gerety echoed Marc’s comment about yesterday’s joint meeting, noting he felt it was transformational. Mason said it was an amazing meeting and one that will lead to some very powerful partnerships between the two groups. He said the meeting was very well received by all Foundation members in attendance. The next step is a joint meeting of both Executive Committees to work toward a strategy of implementation of the best ideas. There were some very good suggestions and comments about how to engage alumni through the common goals of the Foundation, Association and University. Neil and Mason will be meeting with Chris and Marc to develop the best approach for moving forward. Mason said the energy level during the meeting was very impressive.

Mason reported the pre-planning phase for the comprehensive campaign is completed which means they are poised for proceeding with initial fundraising. The feasibility study is underway and scheduled to be complete by late April. In the next 18 months they will be concentrating on the top 160 potential donors.

Mason said President Haeger is beginning to discuss what could be a transformation of NAU during the next 20-30 years. The President is starting to create some very challenging campus goals. Last fall the University retained 71% of freshman to their sophomore year. He said that does not demonstrate a preeminent undergraduate experience. The number should be 85% and if NAU is going to be the preeminent undergraduate university in the state there needs to be 85% retention of freshman students. This will radically change the way we think about our job and how we go about conducting daily business. These are bold goals for the President to be setting. Mason said the campaign will be built around the resources that are necessary for the University
to attain strong goals. If the retention goal is met NAU would be one of the very few universities in the southwest to accomplish such an objective.

Mason gave a short update on fundraising. The Native American Cultural Center is very close to $3 million for capital and will exceed that goal early this spring. To help support this effort, former president Clara Lovett donated $150,000 and the Otten Foundation gave $540,000. He said one of the more exciting areas in which he has been working has to do with a couple in the Phoenix area, Paul and Amy Blavin, who are in final negotiations with their attorney to set up a $1 million scholarship endowment for students who come out of foster care. The University has committed housing, employment, access to student support services, etc. The Blavins will provide the financial support so these students will graduate with no debt. This program will start with four students this fall. The Blavins will be contributing $400,000 to the fundraising effort for this project. NAU’s public affairs staff will be bringing Mr. & Mrs. Blavin together with the Arizona Republic to tell this important story.

Mason also mentioned that one of the two LLCs—the Northern Arizona Real Estate LLC—is up and running.

**NAU Athletic Department Report**

Athletic Director Jim Fallis reported that Kimberly Ott has been elected to the Lumberjack Athletic Association Board of Directors. He also reported that Jason Roundy, who has been the annual campaign director and also worked with the letter winners, will be working as the major gift developer in athletics. Kelly Kasprzyk will be filling the void on a part-time basis. Kelly is an alumna and was on the first women’s golf team. Kelly is a realtor in Flagstaff and she and her husband have established an endowed scholarship for women’s golf.

Jim noted several recent accomplishments in Athletics. Men’s cross country finished fourth at the national championships for the second time in three years. Women’s soccer won the Big Sky Tournament again this year. He reported that grades just came out and student athletes finished with a cumulative GPA after the fall semester of 3.16. There were 44 student athletes who earned a 4.0 for the semester. One of the women soccer players, Kristi Andreassen, became the first NAU soccer player to earn academic all American honors by ESPN Magazine. He noted 23 new football recruits have been signed and half are from within the state of Arizona.

Jim reported they will be breaking ground for renovation to the Skydome in the next week or so. There will be much more ADA access and friendlier access, bigger and fewer seats, more restrooms, working offices, and perhaps availability for suites and club-level seating that could be combined with student athlete study areas. Jim noted that this renovation is being completed with SPEED money and the major focus of this is fire, life, and safety. He said Dr. Haeger recently approved conducting a feasibility study of converting the Fieldhouse into a basketball facility. This would give the basketball team a dedicated facility to practice and play.

**NAU Apparel for Board Members**

Tim Dwyer (’84) of Pinnacle Prints & Embroidery, presented several possible options for shirts and jackets to board members. There was much discussion, especially regarding the logo and something to denote the 100-year celebration. Neil will work with Tim to
send out a preorder/prepayment form to board members, past board members, and past presidents for selection of apparel.

**Criteria for NAU Staff/Faculty Award**
Marc provided some background on why this proposal was being made. He said many faculty and staff are deserving of an award but we do not currently have a method of recognizing NAU alumni who are also faculty and staff. Marc noted, similar to the other awards, this award does not need to be presented annually. After a bit of modification, the wording proposed for the NAU Alumni Faculty and Staff Award is:

*This fulltime NAU Faculty and Staff member will possess a transcript verifying he or she has a minimum of 30 accredited NAU hours. The honoree will have demonstrated his/her willingness to go far beyond their daily campus duties, to promote NAU by volunteering, showing Lumberjack spirit, academic achievements that promote the university, and by being a visible enthusiastic participant in campus extracurricular activities.*

The names and data for all nominees must be submitted by alumni, administrators, faculty members or university staff.

*The Alumni Board Traditions Committee will review and recommend candidates for final selection by the full Board.*

If approved, this award will begin this year – 2010.

*Barb McCloud moved to accept this proposal as stated above. Jennifer Reichelt seconded and the motion passed.*

**NAU Alumni Association 100th Anniversary Celebration**
Marc announced that this year’s homecoming will focus on the 100th anniversary of the founding of the Alumni Association. He said today is an opportunity for brainstorming. Kimberly ran through some initial thoughts from the Communications and Marketing Committee meeting held in January:

*• Use the minimal information we have about Creola and the formation of our association, and ask alumni and friends from subsequent decades for quotes and/or testimonials, including video clips that we could link from our electronic communications.*

*• We will try to use archival issues of Pine and Pinecone to find tidbits for some sort of “This Day in History” column. Personal and anecdotal material should not be too hard to find, but the question is, to what end – what is the focus, and can we leverage the anniversary to obtain more e-mail addresses? Or do we try to do something more tangible for the celebration rather than just pure publicity?*

*• We will place an announcement of the anniversary on the web and social media channels targeted toward NAU legacy families, e.g., a call for yearbooks we are missing, interesting/touching stories from NAU generational families, etc.*

*• Promote a contest that links to the celebration. The winners (possibly up to five people or couples) might win a weekend at Homecoming with participation in the events – ride on the fire engine, free football tickets, discounted hotel rates, airline ticket discounts. We will call on board members, alumni and friends to assist with*
fundraising to help create an attractive prize package. Another possible tie-in is with True Blue Fridays by working with Collegiate Licensing Company and the NAU Bookstore for potential prizes and merchandise. Other thoughts include having alumni pick a year and detail an experience from that year; request alumni photos and NAU blue & gold gear or memorabilia from years gone by.

- Investigate an aerial photo of multigenerational alumni spelling out “100,” and publicize photo-op.
- Encourage previous alumni board members to attend a special reunion – probably at Homecoming.
- Generate media interest about how the association has grown by featuring congratulatory quotes/videos from prominent alumni, friends, community leaders and our many “quiet heroes.”

Some of the suggestions from the floor were:

- Top 100 reasons why you love NAU.
- What was created at the same time as the Alumni Association?
- For every $100 donated, people would get some sort of recognition.
- Submission of favorite NAU photo(s) or your favorite photo of you at NAU.
- Photos by decade.
- Historical timeline.
- Do something similar to NPR’s Story core.
- Old Main as a “cat’s meow.”
- T-shirts for sale.
- Favorite things to do at NAU by decade.
- Target all past Board members and all Alumni Award winners (this would be a good partnership event with the Foundation).
- Video (NAU alums could help with this).
- A book of then and now in some form.
- Commemorative yearbook – maybe something on website.
- Fronske Studio photos (donated to and archived in Cline Library).
- Poster collage.
- Calendar.
- Use jumbotron to highlight the various decades.
- Get news media (Channel 8, Arizona Highways with Robin Sewell) to help in terms of NAU being the fastest growing university – how far NAU has come. Would get alums interested when they hear the information.
- Silent auction – items from alums – use to fund banquet(s).
- Lead-up events in Tucson, Phoenix, culminating in Flagstaff. Partner with Foundation to help support Homecoming events.

Neil suggested the point committee for this project be Communications & Marketing. A list of bulleted ideas will be emailed for board members to select the top five or so ideas for additional consideration.

**Presentation by Off Madison Avenue about NAU Advertising & Marketing Campaign**

Lindajean Western, Assistant Vice President – Marketing, NAU Extended Campuses, and Roger Hurni, Executive Creative Director, Off Madison Avenue presented NAU’s new marketing campaign *(attached to permanent minutes).*
COMMITTEE REPORTS

Resource Development

Bruce Turner said the Resource Development Committee is still working on the following:

- Text to give – Megan Kondrich will connect with Krista Perkins on staff to develop this idea
- Kiva-type program
- Payroll deduction more electronic
- 100th-Year pin if donors give $100 for the anniversary celebration

Nominations

Jennifer Reichelt reported the Nominations Committee has reviewed the applications for new board membership. The committee will recommend five new board members to the full board for election at the April meeting. She said the election of officers is coming up and Neil will be asking for nominations in the next couple of weeks. Officers for 2010-11 will also be elected at the April meeting.

Traditions

David Will said there was quite a discussion last time regarding songs. Regent Calderón brought all this up with Marc at Homecoming and he wanted to know what fight songs we had, where Timber fit in, etc. David reported that Regent Calderón sent an email to Dan Schmidt, Lumberjack Band Director, and received all the information that he needed, especially regarding the current fight song. Any questions regarding this have been solved. David also has received a recording from Arizona State College in 1958 with “brass fanfare and vocal performance of Timber.”

The committee also discussed the V-12 program and David made reference to the book Arizona War Town, written by John Westerlund. The creation of the V-12 program allowed the college to remain open. It was mostly Navy and submariners who came to campus for officer training in WWII. David is suggesting the creation of an on-campus memorial – perhaps an anchor from a Navy ship that is being scrapped. They are working on this idea. It was also noted by Michael Fronske that all the Fronske Studio pictures, including those of V-12 members are archived in Cline Library.

Neil reported that Joe and Marie Rolle received the Arizona Board of Regents Higher Education Distinguished Award last year. NAU submitted a nomination for Harold and Marion Elliott and they will be receiving the award this year.

With regard to frustration surrounding the proposal to bring the Winter Carnival tradition back to campus, Neil said we shared the board’s frustration of nothing yet occurring on campus. He said when student groups are approached about new projects, results normally take considerable time to take hold. Neil said to make this happen right now staff would need to take ownership of another major project and this is just something he is not willing to do. We need to put our collective efforts behind ensuring the continuation of important board projects such as Chain Gang and Logging Wheels. Right now those projects continue to require considerable internal support and dedication of staff time. He said to organize the Winter Carnival and have ongoing success would require a considerable investment of staff and university time. It was noted by Burton Miller that he started the Winter Carnival. Michael Fronske said this type of activity occurred all over the country during this period of time. Basically television wiped out all of this – it’s nationally
and culturally tied to the times. He said it doesn’t mean you can’t figure a way to resurrect it but these types of activities were created by folks figuring out a way to entertain themselves in the evenings – it was a creature of its time. A couple of board members suggested it really would need to be a grassroots effort among students.

Communications & Marketing
Kimberly Ott said the committee continued the conversation of ideas for the 100th Anniversary Celebration at Homecoming. The idea is to send out a list of ideas presented this morning and have everyone pick their top three to five and then the committee could focus doing those well rather than attempting ten activities not completed very well. The committee spent some time generating additional ideas concentrating on telling NAU stories over the generations, talking about an on-line forum on the website including five questions that will be developed, opportunities to upload photographs, promote the chance to tell those stories with the media as well as feature stories looking at newspapers, Channel 8 and Arizona Highways magazine. The committee continued the dialogue and generated additional ideas, including how we might obtain resources through capstone projects created by classes and others at NAU.

Volunteer Outreach
Joy Gaeraths said the committee brainstormed some ideas about increasing outreach and methods to include more volunteers. The committee suggested trying to increase informal events such as those occurring through LinkedIn. There was an idea to invite Foundation Board members to sit in on Volunteer Alumni Network events to get an appreciation for how these are handled. Spring Admissions events will be on the website soon. An idea that came up was sending a postcard to some of our alums who we haven’t heard from in awhile that says “we miss you, here’s what’s coming up” – just a friendly and less formal note. This idea is obviously something for the future considering current funding. Joy said this might help with the upcoming 100th Anniversary Celebration.

Events
Marc thanked Bruce Turner for taking over as chair of this committee because Yvette isn’t currently able to devote additional time. Bruce will take over for the remainder of this year. Bruce mentioned the event on March 4th – spring training game between the Angels and White Sox at Tempe Diablo Stadium. The committee would like to have more events that people come to expect on an annual basis. This would help us to not have to meet the challenge of always coming up with new events each year. Bruce said obviously Homecoming is always the focal point for the year but maybe having a couple of events like a gathering at Desert Botanical Garden that are annual events that increase in attendance over time. Possibly offer a Tucson, Phoenix, and Flagstaff sequence of events. These would be annual events that are built on each year, get better each year, and grow to be bigger events over time rather than try to reinvent the wheel all the time. He said the committee would also like to have some learning element associated with the events. The committee is still focused on a golf tournament, probably not for this spring but possibly for spring 2011.

Past Presidents
Nancy Serenbetz reported the group had a great discussion about the 100th Anniversary Celebration and how the Past Presidents can effectively participate.

David Will said he and Marvin Peterson were talking and he had a suggestion that there should be a person on the Board designated as a Historian who could be tapped into to
check on questions. Marc said questions could probably be answered by sending out an email requesting information. Michael Fronske said we could ask Cline Library staff if they would be amenable to responding to questions from alumni. Neil said the alumni staff maintains a very good relationship with library staff because of many partnership projects.

Marc said the Executive committee of the NAUAA Board and the Executive committee of the Foundation Board will be getting together to discuss the mechanics of working together and coming up with some ideas and a schedule to benefit both Boards. He said in the meantime he would like to get feedback and suggestions for this collaboration. Neil said one of his recommendations will be to create a joint marketing committee to establish greater collective focus on the comprehensive campaign.

There being no further business, Marc Attona moved to adjourn the meeting. David Will seconded and the meeting was adjourned at 3:30 p.m.

Respectfully submitted by Judi Burk

ATTACHMENTS TO PERMANENT MINUTES
NAU Alumni Association Presentation to Foundation Board
Presentation by Off Madison Avenue