MINUTES
NORTHERN ARIZONA UNIVERSITY
ALUMNI ASSOCIATION BOARD OF DIRECTORS MEETING
APPLIED RESEARCH & DEVELOPMENT BUILDING #56
LARGE POD CONFERENCE ROOM
NAU MOUNTAIN CAMPUS - FLAGSTAFF
OCTOBER 23, 2009
MARC ATONNA ’95, PRESIDING

BOARD MEMBERS PRESENT: President Marc Attonna ’95, NAU Foundation Board Chair Chris Bavasi ’75/’00, Secretary/Parliamentarian John Clark ’77/’81, Michael Fronske ’85/’89, Joy Gaeraths ’98/’05, Bart Graves ’79, Heidi Harvey ’72, Megan Kondrich ’03, Immediate Past President Barbara McCloud ’78, Dick Nothstein ’59/’63, Vice President Kimberly Ott ’82, Veronica Perez ’94, Marvin Peterson ’61, Karin Philips ’77/’96, Ted Quasula ’73/’82, Jennifer Reichelt ’98/’00, David Will ’61/’64, NAU President John Haeger, VP for Advancement Mason Gerety, Athletic Director Jim Fallis (Ex Officio), ASNAU President Kathleen Templin (Ex Officio), Honorary Joseph Rolle ’41, and Executive Director Neil Goodell ’76/’96.

BOARD MEMBERS UNABLE TO ATTEND: LaTrice Brewster ’92, Yvette Martin ’92, Dan Slayton ’78, Treasurer Bruce Turner ’79, and Honorary Robert Crozier ’53/’71.

PAST PRESIDENTS PRESENT: Art Attonna ’69, Lee Attonna ’69, 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: Kevin McCabe ’81 (radio 1060 AM – Phoenix), Frank Prickett ’02, Colleen Raglan ’68, ‘Doug Rutan ’71, and NAU Alumni Board Scholarship recipients – Charles LaRue, Jenna McLaughlin, Amber McMahon, Amanda Shapter, and Caitlin Thede.

STAFF PRESENT: Judi Burk.

CALL TO ORDER
The meeting was called to order at 2:06 p.m. by President Marc Attonna.

APPROVAL OF MINUTES FROM JULY 17-18, 2009 BOARD MEETING
Marv Peterson moved to approve the minutes. Heidi Harvey seconded and the motion passed.

RECOGNITION OF ALUMNI BOARD SCHOLARSHIP RECIPIENTS
Marc asked the award recipients to introduce themselves, provide some personal background as well as their educational interests. All were appreciative of the scholarship award and financial assistance.

NAU FOUNDATION REPORT
Mason Gerety said University Advancement is continuing to fill staff positions in preparation for NAU’s comprehensive campaign. He said a national search for the Director of Development in the College of Engineering, Forestry & Natural Sciences is nearing completion. A national search is also being conducted for a new position that will help leverage the corporate campaign. This position is a Director of Leadership Gifts who will focus entirely on contributions of $50,000 and larger. This position will begin with a portfolio that is split between athletics and KNAU (the effort includes building KNAU’s endowment). Mason said a new student recreation center and athletic facility, where Lumberjack Stadium was located, is being built to house women’s soccer, tennis, etc. There is an opportunity for fund raising in that area. It was also noted there may be naming opportunities available in the Skydome after renovation is completed. An additional challenge remains with the Associate Vice President for Advancement who is continuing to function as Development Director for the W.A. Franke College of Business. The next hiring process will focus on replacing this Development Director position.

Mason said the comprehensive campaign is currently in the “silent phase” pre-planning year. The top 2,300 prospects have been assigned to Development Directors and they are in the process of assessment and qualification. He said they are working on a list of the top 150 prospects. The feasibility study will be starting in February 2010. Volunteer support and assistance to create broader connections will be crucial as the Foundation proceeds through the silent phase of the campaign. A case statement is also being developed and refined for the campaign.

Mason indicated that NAU’s financial aid/scholarship package is not as competitive as it needs to be. He said there are efforts to create a mini-campaign that will be called the Arizona Opportunity Fund. The idea is to replace unsubsidized student loans in financial aid packages.

Mason announced the fundraising goal for the Native American Cultural Center has been achieved. He also gave a synopsis of the fundraising process. He explained it is achieved in stages beginning with research and prequalification using our databases to pre-screen. Also some sophisticated modeling has been developed to build a set of probabilities that people would contribute to us as either an annual fund donor, as a major gift donor, or as a planned giving donor. This will assist in assigning the gift range for a potential donor. Next, an assessment qualification is completed where a Development Officer visits with donors to determine their giving potential and attitude toward NAU. Mason said if the effort is completed properly, 90 percent of the time the person will follow through with funding support. After that it is stewardship, which is saying thank you and making sure donors are effectively kept in the pipeline.

**NAU President’s Report**
President Haeger said NAU has stabilized its budget for this fiscal year. He is, however, very concerned about fiscal years 2011 and 2012. One of the realities is that the budget will never rebound to what it had been in previous years. Another reality is the limit on the amount that tuition can be increased. There is a point of diminishing return as tuition is increased and we must monitor that very carefully. He said nationally, as soon as health care is completed, broader discussions about education will emerge. He suggested the university needs to change the manner in which it conducts business and operates on a day-to-day basis. He also noted that if students are not successful academically, it is not automatically their fault. The university must develop creative methods to help them achieve success in math and science, and enable them to graduate and move on to
successful careers. He said there is no doubt the federal government will begin holding universities more accountable.

President Haeger mentioned he has established a $1 million innovation fund. He is also establishing a policy audit group to take a hard look at long-standing institutional beliefs as a method of ensuring that institutional policies do not hinder the success of students and faculty. He suggested more needs to be required of students as they enter a university setting to get them on track as soon as possible. They should not be devoting a semester or two to determine what they want to pursue. There is a growing national push to have students graduate in three years?

ASNAU REPORT
Kathleen Templin, ASNAU President, reported about the activities of student government, including:
- Coordinating a tailgate at every home football game;
- Creating contests to help attract students to athletic events;
- Demonstrations around campus and calls to senators regarding a bill before Congress called the Student Aid and Fiscal Responsibility Act (SAFRA);
- ASNAU fields a considerable number of parking related questions – students are unhappy with the parking situation;
- Student leaders are working to conduct a survey regarding a student fee of probably $30 per semester. NAU is the only school in the state that doesn’t have this fee.

In response to a question about how information is disseminated to students, Kathleen said each student senator is assigned to a college which gives them good access to the dean as well as students within that college. Social networking is also critical through Facebook and Twitter with considerable viral messaging as a primary method of communication among students.

NAU ATHLETIC DEPARTMENT REPORT
Jim Fallis, Athletic Director, reported that student attendance at athletic events has improved dramatically as a result of Kathleen Templin’s efforts and coordinated outreach by ASNAU. Women’s soccer is doing well as is women’s volleyball. The football team is doing extremely well so far this season. There was also discussion about video streaming and Jim will look into some of the questions about quality.

PRESENTATION ABOUT UNIVERSITY ADVANCEMENT AND ALUMNI DATA
Frank Prickett, Database Manager in University Advancement, explained the attached report which provides a breakdown of alumni by college. Representatives from Marts & Lundy (the consultants for the comprehensive campaign) requested the report. He explained the true number of alumni is 121,539, noting there are some duplicates because 14,752 alumni have multiple degrees. The Active Donors column only reflects current fiscal year.

DISCUSSION AND POSSIBLE ACTION ITEMS
Marc introduced a new topic under this agenda item. He had a request that morning from Regent Ernest Calderón to have the Board recommend to the University and Board of Regents that Timber become the official NAU fight song. There was considerable discussion surrounding this topic. Lee Attonna noted the band currently plays three songs
including Timber during football games. John Clark moved to put this on the agenda for the next Board meeting. Bart Graves seconded. It was suggested that the Traditions Committee be tasked with this. Marc said the charge for the committee is to look into this request and provide recommendations to the board regarding NAU’s traditional songs. The motion passed.

Lee Atonna suggested the words to the songs be scrolled on the large screen in the Skydome during football games so everyone is able to sing along.

**JOINT MEETING WITH NAU FOUNDATION ON FEBRUARY 5, 2010**

Marc said having a joint meeting with the Foundation in essence moves the scheduled January 22-23, 2010, NAUAA Board meeting to Friday afternoon, February 5, 2010, for the joint meeting and the regular NAUAA Board meeting being held on Saturday, February 6, 2010. Heidi Harvey moved to accept this change. Marv Peterson seconded and the motion passed.

**NOMINATION AND ELECTION OF MARTIN BROWN TO FILL BOARD TERM VACATED BY DAVID MOLINE**

Jennifer Reichelt reported the Nominations Committee met via teleconference in August to review the top three alternates for the board position vacated by David Moline. The committee is recommending Martin Brown fill the vacant position through June 2011 which represents David’s unfinished term. Also, the committee recommended Jacob White be the next alternate to fill any other board vacancy that occurs this year.

Jennifer Reichelt moved to accept the recommendation of the Nominations Committee. Bart Graves seconded and the motion passed.

**NAME CHANGE FOR COMMUNICATIONS & ADVOCACY COMMITTEE**

Kimberly Ott requested a name change for the Communications & Advocacy Committee to Communications & Marketing to reflect the true focus of the group. Marc noted that no bylaw change is needed because this is not a standing committee. There was consensus to move forward with this change.

**RECOGNITIONS**

Marc said Kevin McCabe has been a great supporter of NAU in the Phoenix market, providing equal billing with the other two universities. Kevin noted he frequently gives NAU more notoriety and publicity than the other institutions.

John Clark told the group how instrumental Dick Nothstein had been in the veteran recognition effort, including donating the Band of Brothers bronze sculpture. He also gave a “hats off” to Neil for the work that he and staff have devoted to the celebration. Neil recapped the homecoming and veteran recognition schedule for Saturday.

It was noted that this has provided considerable recognition to the alumni association especially from a university perspective. Barb McCloud said it is really phenomenal what can be accomplished if the group works together toward a common goal.

Marv Peterson said one suggestion for next year in to honor the Chain Gang, past and present, by hosting a reunion.
Frank Prickett returned to the meeting (in response to a question during his report) to clarify that of the 1,049 active donors, there are actually 970 distinct alumni. For 970 alumni, just for this fiscal year, they have given $243,380. There have been 2,128 gifts so the average gift being processed is $114. Neil said Frank’s responsiveness is a perfect example of the level of service provided by the ITS group.

**COMMITTEE SUMMARIES**

*Please see the attached Committee Summary*

**Traditions**
Dave Will reported the Chain Gang has expressed an interest in re-establishing Winter Carnival and he will turn over all his information to them.

The Board is waiting for a recommendation from the Traditions Committee regarding the establishment of a new alumni award for which faculty and staff could be nominated. The committee will continue to work on this effort.

There was considerable discussion about having jackets, sweaters or shirts that Board members could wear to show they are a member of the NAUAA Board of Directors. Dave Will said the Traditions Committee will work on determining what the item should be. It was suggested a price point be set before selecting an item. Neil will ask alumnus Tim Dwyer with Pinnacle Prints & Embroidery to attend the February Board meeting to present ideas and pricing options.

**Volunteer Outreach**
Joy Gaeraths referred the Board to the summary. She also noted there are more parent volunteers participating this year.

**Communications & Marketing**
Kimberly Ott referred the Board to the summary. Current social networking numbers are Facebook 2,955, Twitter 312, and LinkedIn 1,187.

**Resource Development**
Marc Atonna referred the Board to the summary. He said the committee is basically looking for any opportunities in an attempt to recoup at least part of the income we will be losing from Bank of America.

**Nominations**
Jennifer Reichelt referred to the summary particularly pointing out there will be five board vacancies for next year. The committee will be working with Communications & Marketing to identify a pool of candidates.

**Events**
Again, Marc Atonna referred to the summary. He said he would like to see the calendar filled with events. This would make it possible to involve more alumni. Ideas should be sent to Yvette Martin.

There being no further business, Michael Fronske moved to adjourn the meeting. Heidi Harvey seconded and the meeting was adjourned at 4:45 p.m.
Respectfully submitted by Judi Burk

**ATTACHMENTS TO PERMANENT MINUTES**
University Advancement – Alumni Counts by College
NAU Alumni Association Committee Summary