BOARD MINUTES

Northern Arizona University Alumni Association
Board of Directors

PHOENIX BIOMEDICAL CAMPUS
VIRGINIA G. PIPER AUDITORIUM AND CLASSROOM 2208
600 E VAN BUREN
PHOENIX, ARIZONA
FEBRUARY 8, 2014
PHILIP TAVASCI ‘03, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Ben Allen ’03, Adam Candee ’01, Meghan Fintland ’99, Immediate Past President Michael Fronske ’85/’89, Elizabeth Goodman ’04, Secretary/Parliamentarian Marissa Graves ’09, Debbi Grogan ’90, Heidi Hansen ’91, Vice President Brian Koch ’99/’01, Bob Orrill ’80, Chris Petroff ’03, Steve Pallack ’82, Steve Peru ’79/’90, President Philip Tavasci ’03, Jacob White ’01, Christy Farley ’93, VP of Government Affairs and Business Partnerships, Dr. Lisa Campos, VP of Intercollegiate NAU Athletics and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Martin Brown ’82, Jennifer Reichelt ’98/’00, NAU Foundation Board Past Chair Harry Hengl ’76, NAU Foundation Board Chair Hank Peck ’75, Ted Quasula ’73/’82.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Art Atonna ’69, Lee Atonna ’69, Angela DeLa Cruz ’71/’81, Burton Miller ’58, Dennis Meador ’67/’71, Chuck Pilon ’59/’66, Larry Schnebly ’52, Past Presidents’ President Nancy Serenbetz ’75.

Guests In Attendance: Lisa Schnebly Heidinger ’87.

STAFF PRESENT AT BOARD MEETING: Rosanne Burton.

CALL TO ORDER
President Phil Tavasci called the meeting to order at 10:10 am on Saturday, February 8, 2014. He welcomed everyone, especially those travelling from out of state, Adam and Meghan. Phil also thanked Michael Fronske and Liz Goodman for attending with the very busy legislative session underway. Phil also congratulated Ben Allen on the birth of his baby girl Avery.

APPROVAL OF MINUTES FROM THE OCTOBER 18, 2013, BOARD MEETING
Liz Goodman moved to approve the minutes. Steve Peru seconded and the motion passed.
Phil requested the board accept the April board meeting date change from April 19, 2014 Easter Weekend to April 12, 2014. Debbi Grogan moved to accept the date change. Steve Peru seconded and the motion passed.

Phil conferred that he had received a resignation letter from Jennifer Reichelt. He explained that her work demands have made it too difficult to remain on the board and stay engaged. Liz Goodman moved to accept Jennifer Reichelt’s resignation from the board. Steve Peru seconded and the motion passed.

BIOMEDICAL CAMPUS SPEAKER
Nancy Serenbetz introduced the Executive Dean of the College of Health and Human Services, Dr. Leslie Schultz. Christy Farley, VP of Government Affairs and Business Partnerships gave an overview of how the biomedical partnership started. The Biomedical Campus is a partnership with the University of Arizona, the City of Phoenix, TGen, as well as Arizona State University. All of these entities are on the biomedical campus. There are three historic buildings in front of the new biomedical building, the classroom where the alumni meeting was held, and the auditorium where the joint meeting was held. They are the old Phoenix Union School District Buildings, and NAU has a long-term lease to use the buildings. This building we are in today is where The College of Medicine – Phoenix started. The first cohort had 40 students and used the three buildings as classroom and office space. The new biomedical building opened one year ago in the fall of 2012. There will be tours of the new building later in the day. ASU had originally planned to occupy space in the new building but the timing coincided with the expansion of the downtown ASU campus and it was decided to house their nursing program at the downtown campus with their faculty. ASU does however have masters programs in nursing here at the biomedical campus. U of A and NAU are maximizing their investment in the campus. There are priority spaces that both universities utilize depending on class size and programs, but there is also shared space, such as conference rooms and libraries. Both universities sharing the facility allows for a sharing of operating costs related to health programs. The state of Arizona invested in this campus through the first round of infrastructure with approximately four hundred fifty million dollars. Four hundred fifty million dollars was dedicated to this campus, and the costs were split between the three state universities. On the horizon is a second research building which is primarily a U of A project. To give some background on these projects, in 2006 President Haeger requested a consultant come in and advise NAU on health professions programs and areas of need for the workforce; where there was student demand both nationally, regionally and locally. We were not producing the number of health care professionals to meet workforce demands and health care providers were importing people to fill the jobs. The consultants’ report showed what the deficit in health programs looked like, where people were being educated in the health professions and from where NAU could draw a student base. That report was issued in 2007 and NAU went to the legislature and requested three million dollars to kick off the health professions programs. That was approved and the research infrastructure was passed, with planning for the new programs well underway. By mid-year 2008 the financial climate had changed and the economy among other issues, was taking a significant downturn. As a result NAU had to give back the three million dollars and over the next seven years NAU returned sixty million dollars of state investment back to the state of Arizona. Under President Haeger’s leadership the university worked out ways to keep quality education available to students. NAU needed to protect what it had and take the next steps to further its investment for the benefit of the state and to meet student demand. That has happened with the biomed campus; NAU has invested twelve to fifteen million dollars over a seven year period in the operations of the biomed campus. The vision of funding for this campus is to be self-sustaining so that it will not be
susceptible to future downturns in the economy. In order to do this there are hefty fees for the graduate programs, but the university is constantly looking for ways to keep costs affordable for students. These are year-round programs; students attend the full year and summers. Dean Schultz mentioned the type of student NAU is recruiting for their programs are students interested in staying in Arizona. She also mentioned that currently the cost of the NAU programs are about half the cost of those in other areas of the country. NAU receives a large number of applicants for the programs. For example, this year 50 students will be accepted to the physicians’ assistant program and more than 600 applications have been received. The programs are truly competitive and the price is right.

NAU Athletic Department Report
Dr. Campos provided a report handout to the board (attached to permanent minutes) that listed data from 2012/2013. It featured student athlete “Academic Highlights” and accomplishments with an impressive 3.13 cumulative grade point average for all sports. “Community Service Highlights” showed student athletes completed 3,850 hours of community service. Dr. Campos was particularly happy with the “Ticket Growth Highlights” showing a 43% increase in football season ticket sale with an increase in revenue of 14%. In addition, men’s basketball season ticket sales grew by 154% with an increase in revenue of 53%. The increase in the numbers shows that more people are supporting the sports teams. “Donation Growth Highlights” also show growth, as the total gifts to the NAU Athletics Department grew by 38.5% from the previous year. Ryan Weigand [Director of Annual Giving] is doing a good job and ahead of the goals set for 2013/2014. Dr. Campos also mentioned they have hired an employee who is focused on corporate sponsorships, already in his first year he has increased corporate sponsorships by seventy-five thousand dollars. The value of media exposure from television and radio was greater than 2.5 million dollars. NAU has won the Big Sky Conference President’s Cup for only the second time in school history. The President’s Cup is awarded to the most well-rounded program. The remainder of Dr. Campos’ report focused on “Challenges and Opportunities”. The “Athletic Spending” portion of the report illustrates where NAU ranks in relation to other conference members. In April an updated report will come from the NCAA and give a more concise picture of where NAU ranks in athletic spending. Dr. Campos is happy with all the support athletics has received from the university. When reviewing institutional expenditures, the athletic budget is 2.7% of the total university budget. Facilities remain a concern for athletics; the sharing of locker rooms remains a challenge. The new tennis and aquatic facility will help tremendously with the tennis and swimming programs. Dr. Campos reminded the group of previous discussions surrounding the Master Facilities Plan and building a new arena. It would be a 55 to 60 million dollar initiative and not something athletics feel they can raise the funds to support. Currently, they are thinking about a Health, Research and Student Performance Center. This would be a 35 to 40 million dollar project, but would benefit all student athletes as well as the academic components of the program. The re-branding initiative is also going on. The current logo is very expensive to reproduce. Dr. Campos thanked everyone who was part of the focus groups to talk about the new proposed logo. Athletics listened to the feedback and they are very excited to be able to unveil the new logo on April 26, 2014 at the spring game. That will be the initial launch and athletics will work to get the new logo and rebranding effort as much exposure as possible.

ALUMNI RELATIONS REPORT
Executive Director Georgette Vigil presented the Alumni Relations Report (attached to permanent minutes) and a paper copy was also distributed to the board. Georgette mentioned we were behind schedule; she would keep that in mind while giving her
Committee Updates

The Alumni Board President, Phil Tavasci, gave the Executive Committee report and reminded the board that one of the goals was to have 100% participation in giving. Currently the board is at 60% and there are eight members who have not yet given. The Alumni Board Endowment for Outreach is an endowment set up by Barb McCloud, she is giving ten thousand dollars per year for ten years, and hopefully she will be coming to the April 12, 2014 meeting to talk about her vision for this endowment. Phil also talked about the education partnership between NAU and the Phoenix Suns, which is a three year commitment. He mentioned DeeAnn Palin, who is on the Foundation Board and is employed with the Phoenix Suns, and her large role in making that happen. Phil asked if Alumni Board members happen to see her at the game, please thank her.

Alumni Outreach

Chair of the Alumni Outreach Committee, Jake White, reported that the Outreach Committee hosted the 2013 Alumni Award Winners at the downtown breakfast in Phoenix. Finding a good date was problematic as Fox Sports was only televising three games, he hopes that will change with the coming season and as more dates become available. The event was a good time for alumni to meet and socialize. Marissa Graves reported that the committee hosted the football viewing party in Phoenix on Homecoming morning. He also talked about hosting the football viewing party in Flagstaff and the committee is looking into having a bus bring NAU fans from the valley to Flagstaff for the football playoff games. He informed the board that a survey will be going out to Phoenix Alumni with questions on what types of outreach activities they would be interested in attending and planning. The committee is hoping to work with the Phoenix Alumni Club to host events in Phoenix. Finding a good date was problematic as Fox Sports was only televising three games. The event was a good time for alumni to meet and socialize. Marissa Graves reported that the committee hosted the football viewing party in Phoenix on Homecoming morning. He also talked about hosting the football viewing party in Flagstaff and the committee is looking into having a bus bring NAU fans from the valley to Flagstaff for the football playoff games. He informed the board that a survey will be going out to Phoenix Alumni with questions on what types of outreach activities they would be interested in attending and planning. The committee is hoping to work with the Phoenix Alumni Club to host events in Phoenix.

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Steve Peru handed out two examples *(attached to permanent minutes)* of what the pieces may look like or be patterned after.

**Marketing and Communications**
Chair of Marketing and Communications Committee Adam Candee reported on the one page document that Meghan Fintland worked on, which includes facts and talking points so that we are all prepared to answer questions related to the university. He thanked Meghan and David Slipher in Alumni for putting this document together. He also mentioned he has been in touch with Barb McCloud to get more information on the Alumni Board Endowment for Outreach she founded so there would be talking points to enable other alumni to promote her vision.

**Fundraising**
Chair of the Fundraising Committee Debbi Grogan reported that the Fundraising Committee sent out a survey to the board to gauge their interest in having a “Signature Event” fundraiser. She expressed her disappointment in only getting 12 responses to the survey. Debbi then went through the questions on the survey and the responses that were given. It was determined that more thought needs to go into narrowing down the suggestions made. There are still too many unanswered questions of what people would like to see. Chris Petroff offered an idea of having alumni participate in small plate food offerings from alumni vendors; someone came up with “Taste of NAU”. This suggestion was well received. Debbi is going to get with the Fundraising Committee to narrow down the scope of the questions for the next survey.

**Traditions and Nominations**
Chair of the Traditions Committee Liz Goodman and Chair of the Nominations Committee Steve Pallack are working together with both of these committees. Steve spoke about the NAUAA Demographic Information handout *(attached to permanent minutes)* and the need to have a more diverse board. He is hoping for more women applicants and alumni that graduated in 2010 and later as a starting point. He reminded the board that applications are due March 24, 2014. Liz asked board members to nominate deserving people for Alumni Awards; she indicated that she would contact college deans for suggestions on alumni worthy of being nominated for an alumni award. Georgette informed board members on the demographic information handout. Those that are eligible for a second term are listed; if you do not wish to have a second term please let her know as soon as possible.

**Past Presidents**
President of the Past Presidents Club Nancy Serenbetz had to leave the Alumni Board Meeting to attend the Foundation Board meeting, so Dennis Meador gave the report. He reported the past presidents remain committed to help the alumni board. Phil thanked the past presidents for their attendance at the meeting today and for always being ready to help. Chuck Pilon reported that the $25 dues for 2014 are due and that the Atonna’s and Pilon have paid. Phil indicated he would be in touch with Nancy as he would like to have a past president sit on each committee, so he will work on making that happen.

**Final Business**
Georgette reminded everyone the joint meeting is taking place next door in the auditorium. She also reminded those going to the Suns Basketball game they can pick their tickets up at the NAU kiosk on 1st Street and Jefferson.
There being no further business, Adam Candee moved to adjourn the meeting. Steve Peru seconded and the meeting was adjourned at 11:55 am.

Respectfully submitted by Rosanne Burton

**ATTACHMENTS TO PERMANENT MINUTES**

Executive Director’s Report  
Athletic Report  
NAUU Demographic Information  
Outreach Committee Flyers