BOARD MINUTES

Northern Arizona University Alumni Association
Board of Directors
NORTH UNION – 1899 BAR & GRILL CONFERENCE ROOMS
FLAGSTAFF, AZ
OCTOBER 19, 2012
PHILIP TAVASCI ’03, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: NAU Foundation Board Immediate Past Chair Chris Bavasi ’75/’00, Martin Brown ’82, Adam Candee ’01, Bart Graves ’79, Marissa Graves ’09, Secretary/Parliamentarian Debbi Grogan ’90, NAU Foundation Board Chair Harry Hengl ’76, Brian Koch ’99/’01, Carol Lindsay ’61, Elizabeth Navran ’04, Robert Orrill ’80, Steve Pallack ’82, Jennifer Reichelt ’98/’00, Jeffrey Sears ’98, Vice President Philip Tavasci ’03, Jacob White ’01, ASNAU President Sammy Smart, Honorary Robert Crozier ’53/’71, NAU President Emeritus Eugene Hughes, NAU President John Haeger, Chair of the Board of Regents Rick Meyer, VP for University Advancement Mason Gerety, VP for Intercollegiate Athletics Lisa Campos, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: President Michael Fronske ’85/’89, Veronica Perez ’94, Steven Peru ’79/’90, Karin Philips ’77/’96, Immediate Past President Ted Quasula ’73/’82.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Cliff Alexander ’94, Booker Evans ’69/’70, Dennis Meador ’67/’71, Barb McCloud ’78, Burton Miller ’58, Kim Ott ’82, Chuck Pilon ’59/’66, Larry Schnebly ’52, and Past Presidents’ President Nancy Serenbetz ’75.

STAFF PRESENT AT BOARD MEETING: Rosanne Burton.

CALL TO ORDER
Vice President Phil Tavasci called the meeting to order at 1:40 p.m., Friday, October 14, 2012. Phil Tavasci was presiding over the meeting for President Michael Fronske while he was awaiting the birth of his child. Phil thanked everyone for attending the meeting, particularly those who traveled from out of the state.

APPROVAL OF MINUTES FROM THE JULY 14, 2012, BOARD MEETING
Bart Graves moved to approve the minutes. Martin Brown seconded and the motion passed.
EXTRA REPORT: CHAIRMEN OF THE BOARD OF REGENTS—RICK MYERS
Regent Myers accompanied Dr. Haeger to the Alumni Board Meeting after the Recognition Lunch, and it was fortunate that he spoke to the group. Regent Myers spoke about state funding, being resourceful, performance-based funding and the importance of university presidents. Regent Myers said the presidents are working on performance funding and are focusing on outcomes, looking at things that directly tie to the economic vitality of Arizona. The universities will be able to show they are graduating students in areas that can have an immediate and positive impact on the state. Regent Myers said he would be happy to answer questions. A question was asked where NAU fits in among the other universities in the state. Regent Myers said that each university will play a part in the overall structure by what they do best. It all hasn’t been decided, but he is happy with the cooperation of the university presidents. President Haeger said he believes there is a popular notion that the three state universities don’t cooperate together but says it is simply not true. He said the three universities are productive together because they share the same missions. Bart Graves asked about Regent Myers views on a healthy Greek life on campus. Myers said that he has worked with different Greek life groups throughout his time as a regent on philanthropies and campus issues. While there has been tension between different Greek life and campuses throughout the past few years, he believes Greek Life is a part of the campus experience. He said Greek Life is a way to build families on campus and to make students feel like they belong to something.

NAU PRESIDENT’S REPORT
President Haeger shared some of the information he had given the Foundation Board in his earlier meeting. He was asked what the agenda for the university would be for the next three years until he leaves in June 2015. He indicated there is a lot of change with the Board of Regents which gives him the opportunity to build strong relationships with the board and the incoming members. Other strategies for the future are enrollment diversification. NAU’s enrollment growth is important because it has aided the ability to continue to have outstanding and competitive programs. The growth also helps the university run with the absence of state funding, he believes state funding will not come back to the institutions and therefore the university needs to become more self-sustainable. In talking about diversification, increasing the number of international students will help generate needed revenue. Other changes in enrollment patterns relate to online classes and their popularity. NAU’s online class offerings need to be the best so we can remain competitive in that area. Heavy investment is being made in that area including convincing faculty that online classes and becoming proficient in the sophisticated use of available technology has great benefits, in that it will free up more of their time to work on course content. NAU’s research agenda has slowed, Haeger wants to build the research effort in the areas that are needed particularly in the stem fields and the hard sciences. Getting faculty in these fields will lead to them getting research dollars in these areas. Last year, President Haeger approved hiring 15 new Post Doctorates to the university in the research area. Dr. Haeger also noted that the university has reinvested in athletics. Haeger wants to have the university on the rise when he leaves his position so NAU will attract a new president who is excited about a growing institution. Jeff Sears asked how new degree programs are determined. Dr. Haeger explained degree programs change all the time. Programs need to be necessary, if they become outdated or have low enrollment they can be replaced. Chuck Pilon asked how Mesa and Peoria’s recruiting of universities to come to their areas will impact NAU’s valley sites. Dr. Haeger said there will be competition, because of an ABOR rule, state universities cannot offer 100 and 200 level courses if they are in a certain proximity to a community college. He wants to get that off the books. Phil Tavasci asked about intellectual properties and the work on the bark beetle. He referred the question to Mason Gerety to report on all the intellectual properties the foundation is overseeing. Dr. Gerety reported that NAU
Ventures, a subsidiary of the Foundation is working on commercializing 14 pieces of intellectual property.

**NAU FOUNDATION REPORT**

Harry Hengl reported that the Foundation had a good meeting earlier in the morning. He gave an update on Marion Elliott; she was at the meeting after having a heart attack about a month ago. Harry also mentioned the 20th Annual Yuma Golf Tournament. If anyone would like to play, or donate, or give prizes please see him after the meeting. This is the 20th year and they have raised more than $400,000 for scholarships. Dr. Gerety reported the Foundation is just under 100 million dollars in assets under management at this time. The Foundation will exceed 100 million dollars this fall. We are in the quiet phase of the comprehensive campaign; we have 38 million dollars in campaign fundraising currently and are negotiations for an 8-figure gift to be announced in 3 to 4 months. It is a cash gift and has been in the works for more than 3 years. Once received, that gift will push us over the 60% mark of the campaign, and that will move us from the quiet phase to the public phase of the campaign with a gala to take place in May, 2013. The Real Estate Ventures of the Foundation is active with completion of the new University Services building and is now in contract for a dining addition to the Student Union to accommodate all the students.

**NAU ATHLETIC DEPARTMENT REPORT**

Dr. Campos talked about the three goals she has in the process of developing an athletics strategic plan. Number one is to provide a great student athlete experience culminating in graduation. The next is to create national exposure for NAU through athletics, and the third is to be a source of pride and a place where people can gather through athletic events. Dr. Campos has been very happy with everyone’s enthusiasm on campus and the city of Flagstaff supporting what athletics is trying to build. Football season ticket sales increased this year due to their affordability and team excitement. Women’s soccer has been ranked in the top 20 for attendance out of 350 schools. Volleyball has only had three home matches, but has had great attendance. There have been some staffing changes, Dr. Campos has hired a new Associate Athletic Director from George Washington University who will start November 15th, and they are looking to hire a new major gifts officer. Dr. Campos had high praise for NAU- TV and how well they cover NAU events, as well as Fox Sports. NAU sports teams have had more television exposure this year than any other time. Currently they (athletics) are in the early stages of planning for an athletics facility. The top priorities for consideration are tennis, swimming, and basketball. Recently, Lumberjack Way was added to San Francisco St. and with the help of facilities the NAU logo was painted on the streets of campus to add a bit more excitement. Dr. Campos indicated that athletics is moving forward with their strategic plan and they realize it will take time but have a positive direction. Fan fest has been popular so far and they will continue to look at the game day experience and build on it. Dennis Meador asked about the Basketball facility and Dr. Campos said they are still looking at all options. They are looking forward to the architect renderings and proposals that will be submitted. She indicated student athletes are drawn to places with stellar facilities, so there is a lot to consider. Nancy Serenbetz commented to Dr. Campos how excited people are here with the new energy in athletics.

**ASNAU REPORT**

ASNAU President Sammy Smart updated the board on Homecoming week plans. The Homecoming King and Queen are breaking down gender identity barriers, the king is a female and the queen is a male. ASNAU hosted nearly 4,000 students at their Traditions
Day Carnival on Friday. ASNAU is working with NAU Athletics to build support and student pride. They are also working on a campus-wide Make a Difference Day. ASNAU also registered more than 10% of the campus students to vote in this election beating both ASU and U-of-A with highest percentage to vote.

**ALUMNI RELATIONS REPORT**
Georgette Vigil, Director of Alumni Relations and Community Outreach had a slide presentation for the board ([attached to the permanent minutes.](#)) Georgette recognized several of the board members who have been active in various university events in the past few months, she is logging the hours members are volunteering on behalf of the university. NAU Alumni Relations has a significant following on social media, with 16,618 likes as of 10/18/12 on Facebook. Pine magazine has a new format online. Three Alumni Relations employees were nominated for a Rocky Mountain Emmy Award for the NAU Commercial on the NAU App. The Board of Directors will be riding on the Alpine Peddler in the homecoming parade. Alumni Relations has increased its tailgate space this year, so more alumni can enjoy the experience. Larry Schnebly, an NAU Past President of the Alumni Board is an award winner this year receiving the Joe and Marie Rolle Spirit of NAU Award. Congratulations Larry! If you have an opportunity to attend the V-12 Memorial Dedication you will enjoy it. It is collaboration between the Alumni and Foundation Boards and recognizes our military with a permanent home for the anchor on the North Lawn. Georgette went over all the logistics for the board members participating in all the Homecoming events. Phil Tavasci wanted to thank Georgette and the alumni team for all of the work and organization that has gone into the Homecoming planning this year.

**DISCUSSION AND POSSIBLE ACTION ITEMS**

**Proposed Amendments to the Bylaws**
Jeff Sears reported that at the last meeting Veronica Perez indicated a change was necessary to the bylaws to accommodate bringing board members on to the board throughout the year. Jeff indicated this was not necessary because the bylaws already provide the ability to allow board members to come on the board at any time. No action was needed and none was taken.

**Board Member Service Pledge Forms**
No action taken.

**Presentation on Social Media**
Adam Candee presented “Facebook in 5 minutes or less” and advised everyone should be familiar and on Facebook because it is a way to stay connected with the Alumni Office. Adam walked everyone through how to sign up on Facebook. He let them know everyone can share as much information as they feel comfortable with. Feel Free to contact Adam if you would like a print out of his presentation.

**COMMITTEE UPDATES AND ACTION AS NEEDED**

**Traditions**
Brian Koch is the chair. The committee noticed that often times the amount of information known about award nominees vary greatly which may skew the selection process.
Therefore, they want to change the nomination form to make it more standard. They also are trying to directly engage new alumni. The committee is looking into creating an award for recent graduates. Chuck Pilon pointed out that the NAU Alumni Association used to give a Junior Alumni Award. He is wondering what happened to it. Georgette Vigil would like to meet with the committee to learn more of the award’s history.

**Marketing and Communications**
Jennifer Reichelt is the chair. The committee had a conference call in mid-September to discuss the ‘Like us’ tent they are hosting at tailgating. Their goal is to get people more aware of what is happening with the alumni board and staff. Georgette Vigil thanked the committee for putting together a project for homecoming so quickly.

**Outreach**
Jake White is the chair. The committee met in August and September. They are looking into hosting a “get to know your board member” event in Phoenix. They also put together “Connect with NAU Alumni” forms that can be filled out so board members can learn more about alumni in their area. Jake wants to follow up with Georgette regarding a potential plan to boost the number of alumni volunteers.

**Fundraising**
Steve Peru, the chair, was not present. Debbi Grogan reported for Steve. The committee had a conference call Oct. 12. The Fundraising Committee is concerned that they are getting in the way of the Foundation. They are exploring the options of hosting events or starting affinity programs. However, Debbi Grogan said she realizes she would have to work closely with the Foundation as to not interfere with their work. She said they also need to determine where the money raised will go.

**Past Presidents**
Nancy spoke for the Past Presidents. There are 12 past presidents. Nancy advised to use the past presidents as a resource for information and help.

**Nominations**
Phil Tavasci is the chair. Karen Phillips had to resign from the Alumni Board, but said she is still committed to the Alumni Outreach committee. The Nominations committee sent out a five-question survey nearly two weeks ago to help identify the board’s skill sets. Georgette Vigil will email the results out.

There being no further business, **Brian Koch moved to adjourn the meeting. Jake White seconded and the meeting was adjourned at 3:40 pm.**

Respectfully submitted by Rosanne Burton

**ATTACHMENTS TO PERMANENT MINUTES**
Executive Director’s Quarterly Report