BOARD MINUTES
Northern Arizona University Alumni Association
Board of Directors
NORTH UNION – 1899 BAR & GRILL CONFERENCE ROOMS
FLAGSTAFF, AZ
MAY 18, 2013
MICHAEL FRONSKY ’85/’89, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: NAU Foundation Board
Immediate Past Chair Chris Bavasi ’75/’00, Martin Brown ’82, Adam Candee ’01,
President Michael Fronske ’85/’89, Bart Graves ’79, Marissa Graves ’09,
Secretary/Parliamentarian Debbi Grogan ’90, Brian Koch ’99/’01, Carol Lindsay ’61,
Elizabeth Navran ’04- teleconference, Robert Orrill ’80, Veronica Perez ’94, Steve Peru
’79/’90, Jennifer Reichelt ’98/’00- teleconference, Jeffrey Sears ’98, Vice President Philip
Tavasi ’03, Jacob White ’01. Honorary Robert Crozier ’53/’71, NAU President Emeritus
Eugene Hughes, NAU President John Haeger, Executive VP M.J. McMahon, VP for
Intercollegiate Athletics Lisa Campos, VP for Finance and Administration Jennus Burton
and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: Steve Pallack ’82, NAU
Foundation Board Chair Harry Hengl ’76, ASNAU President Sammy Smart.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Cliff Alexander ’94, Chuck Pilon
’59/’66, Past Presidents’ President Nancy Serenbetz ’75, and Immediate Past President
Ted Quasula ’73/’82.

STAFF PRESENT AT BOARD MEETING: Rosanne Burton.

“Your NAU Experience” Panel Discussion with the Development Officers

CALL TO ORDER
President Michael Fronske called the meeting to order at 9:22 a.m., Saturday, May 18,
2013. He thanked both the NAU Alumni Board and the NAU Staff for attending the
meeting.

APPROVAL OF MINUTES FROM THE FEBRUARY 1, 2013, BOARD MEETING
Bart Graves moved to approve the minutes. Martin Brown seconded and the motion
passed.
NAU President’s Report
President Haeger reported this is the time of the year the university is dealing with the state about the budget for next year. The budget prospects were looking dim; however the situation is showing improvement. The projects that are looking for funding are the Phoenix Bio Medical Campus which is important for NAU and the U of A and the state in general. The request was for eight million, though right now the budget is four million. In addition we are also trying to get parity money. Parity money was granted two years ago which means per student funding should be the same for all undergraduate students at all universities in the state. Right now the U of A is way above in funding per student. The parity money was taken out of the budget, but now it is back in but the exact dollar number has not yet been determined. The last item in funding consideration is Performance Funding. Not funding the number of students, but funding by how well the university does in the retention rate, graduation rate, and research output. The university is watching the legislature closely and NAU VP for Government Affairs Christy Farley is working with her contacts in the legislature to keep things moving in the right direction. NAU is being well represented. President Haeger feels we will get our base budget of $101 million with possibly four to six million dollars more but that will probably be all. NAU is continuing to work on enrollment growth; tuition dollars are a very important funding for the institution. We are going to be graduating the first group of students from NAU Yavapai in Prescott Valley. Currently 14 students are graduating from the three-year program; the hope is that will continue to grow as we continue to offer programs at a lower cost at different sites. Universities are under scrutiny. They can’t continue to raise tuition costs and fees and ABOR has been discussing a tuition freeze. NAU has to find a way to deliver education at less cost. NAU has been working to offer choices at different price points and different campuses around the state where each offers specific value to the student. Another program that delivers education at a reduced cost is the program that was started four years ago, CCC2NAU. We are also in a race for students and faculty which has become international in scope. We now have more than 1,000 international students on the Flagstaff campus this year. We are recruiting in Asia because it’s closer, particularly in China. We are considering establishing an office in Beijing to recruit students. Personalized learning has afforded us the ability to make investments in technology, driving down the cost to deliver content. NAU is driving the technology agenda very hard. President Haeger also stated we are continuing to invest in health-related programs. Students and their families have figured out jobs are in the science-based fields. We currently have more than 1,400 biology majors on the campus and there is a great deal of growth in the health professions. Veronica Perez asked if there was going to be any addition of non-clinical based professions to go along in the health field such as public health or health care policy. President Haeger said there are. He attended the Colton House Round Table where people in the health field were asking: “where are the needs that should be addressed?” (policy and data storage, for example) “what new programs should the university develop?” Jeff Sears expanded on Veronica’s question, as he is in health care marketing. He feels there will be an increase in new programs because of the increased impact with health care reform. President Haeger agreed he feels the new programs are needed with science research, namely “informatics or big data". Bart Graves posed the question to President Haeger how to have alumni feel more connected with Greek Life. President Haeger advised him to sit down with David Bousquet or Art Farmer. Steve Peru asked what will be happening with the Yuma Campus. Haeger indicated the campus has not grown, even with the large size of the town. The new NAU Regent Ram Krishna wants to expand the NAU presence in Yuma. Currently the university is leasing a building downtown which will be more visible and therefore utilized more. Adam Candee asked how board members should be talking to prospective parents who may not be in favor of using so much online teaching for
students. Haeger indicated changing up the delivery method of content to students frees up faculty to spend more time with students. Brian Koch asked about the Prescott Valley campus and are we going to increase our number of campuses or just deliver online. President Haeger indicated we have 31 sites around the state and we haven't lost students but they are not on the campuses, instead that they prefer online. In the future we may have a presence of one building but deliver the content online. Dr. M.J. McMahon also commented that the site would be for students that need extra services they can’t access from the web.

NAU FOUNDATION REPORT
Chris Bavasi gave the Foundation Report as Dr. Mason Gerety and Harry Hengl were unable to attend as the Foundation Board Meeting was being held simultaneously. Chris mentioned he felt it was a disservice to everyone to hold both meetings at the same time. He went on to report the Foundation now has $100 million in assets under management. The Capital Campaign will kick off in October and the name is NAU- Connect, Discover, Engage. The Foundation is now helping with a third real estate project for the university and that is the Dining Hall Expansion Project. He went on to say this has been a banner year for fundraising and he still believes alums are our greatest asset.

NAU ATHLETIC DEPARTMENT REPORT
Dr. Campos stated she is excited for the Town Hall that will be held in Prochnow Auditorium this afternoon. She then went on to talk about the four goals she has for the Athletic Department, 1. Give student athletes an exceptional experience resulting in graduation. 2. Be competitive in the Big Sky Conference and the WAC (Western Athletic Conference) 3. Ensure through NAU athletics that we have national exposure, and 4. We have a place for all to celebrate being a part of NAU. Dr. Campos is very proud of the student athletes. With 50 students graduated this year, they have an 83% graduation success rate. The NCAA also wants to see if universities are having success with student athletes and out of 1,000 athletes 977 are returning, staying eligible and graduating. The NAU athletes are performing well in the classroom and in their sports. Dr. Campos has been at NAU a year now and has been happy with the support she has received. She and the department are trying to elevate the program. They are evaluating the programs and making changes. There have been some staff changes and staff additions all in an effort to improve NAU. The coaches’ caravans will continue throughout the state promoting NAU and will go to San Diego as well as we have many student athletes from the area. They are developing a strategic plan and looking long-term at what is necessary to be competitive. Part of the plan is to develop a stronger NAU athletic brand. Dr. Campos wants input from all groups on their ideas about NAU athletics, which is why they are having the Town Halls. Chuck Pilon asked the questions why there were chain link fences around the activity center; could it be for a basketball center? Dr. Campos said no. Consultants are telling athletics that a new arena should be built, or a new practice facility. Dr. Campos said both of those suggestions require major fundraising. She does understand the need for a basketball facility, however. Adam Candee asked the question, “what recommendations did the consultant have with regard to the NAU facilities?” She reiterated facilities for tennis and men’s and women’s basketball. Chuck Pilon stated he thought Dr. Campos has done so much for the program in the short amount of time that she has been here. She thanked him and said she has gotten a lot of support from Dr. Haeger and that it is important that he wants to make an investment in the athletic program.

ASNAU REPORT

NO REPORT GIVEN.
Campus Update
Jennus Burton thanked the board for the support they have shown the administration with regard to the improvement made on campus; it is very much appreciated. Burton gave a snapshot of the projects that are underway on campus this year. One of the handouts he distributed is the 2010 Master Plan Document which has to be updated every 5 years and submitted to the board for approval (attached to the permanent minutes); this will be done again in 2015. The second document is the 2012-2013 Major Campus Projects map, it shows what is currently under construction or renovation as well as future projects that will be worked on (attached to the permanent minutes.) Burton touched on each building shown and gave a short overview of the changes being implemented. He also stated the university is trying to make campus more pedestrian-friendly. Bart Graves asked if there were plans to build a Greek Village. Burton said no, he said there have been no discussions to expand the Greek facilities at this time.

Chuck Pilon said he was happy the Wall Aquatic center was being rebuilt, he initially wondered why it couldn't have been updated, but after hearing about advancements in the pool building technology, he understands. Adam Candee asked when the completion date for the Chem Lab would be, Burton said completion date is April 2015. Brian Koch asked why can the university build so many new buildings, but can’t spend money for a basketball arena which would help the university and give us more national exposure. Burton indicated the university can use student tuition and fees to offset the debt service to operate academic buildings, that can’t be done with athletic facilities. Burton indicated that are trying to work on funding for a facility, he knows it is a needed building. **Break: 10:45 a.m.-10:55 a.m.**

ALUMNI RELATIONS REPORT
Georgette Vigil, Director of Alumni Relations and Community Outreach announced that Michael Fronske had to leave to attend the Foundation Board Meeting which was also meeting at the same time as the Alumni Board Meeting. She then made an announcement that Barb McCloud a former Alumni Board President and now a current Foundation Board member has given a generous endowment for Alumni Outreach. She is giving $100,000, $10,000 per year for ten years. It will be known as the 10 for 10 program; Georgette then presented a slide presentation for the board which covered 2/1/13 through 5/18/13 (attached to the permanent minutes.) Georgette thanked the board members who participated at different events. Georgette mentioned she has met with quite a few board members, but there are a few she has not met with, she will be going to Yuma to meet with Harry Hengl and Steve Pallack next. Georgette also gave an update on the number of nominations that have been received thus far for the Alumni Awards that are presented at Homecoming. Georgette went on to talk about the alumni events that have been happening and what a great way for all of us to interact with our alumni. Georgette asked if anyone had any announcements, Debbi Grogan said she is putting on “Blues & Brews” June 29, 2013 if anyone would like tickets let her know.

**DISCUSSION AND POSSIBLE ACTION ITEMS**

ELECTIONS- PHIL TAVASCI, CHAIR OF NOMINATIONS COMMITTEE
Michael Fronske returned from the Foundation Board meeting. Phil asked for a motion to approve the following people for their second term on the Alumni Board, they are: Adam Candee, Jake White, Phil Tavasci, Brian Koch and Steve Peru. Bart Graves made the motion to approve the members, Carol Lindsay seconded and the motion passed. Ballots were handed out for voting on two positions, Brian Koch for Vice President and Marissa Graves for Secretary/Parliamentarian. There were no write-in nominations, no other nominations made from the floor. Chuck Pilon, one of the Past Presidents of the Alumni Board, counted the votes and Cliff Alexander another Past President verified the count which was unanimous for both candidates. Debbi Grogan moved to accept Brian Koch as
Vice President and Marissa Graves as Secretary/Parliamentarian. Michael Fronske seconded and the motion passed.

Phil Tavasci asked Brian if he would like to say a few words as the incoming Vice President. Brian said he felt the Alumni Board should raise the bar and do more as a board and be more cohesive. Jake White asked the question of Brian, how does he plan to get people more active. One of the things Brian mentioned was to have the members interact much more between meetings. Chuck Pilon commented that the Alumni Board could be a lobbying organization for NAU to get things done. Perhaps the board could be helping to get a basketball arena to keep NAU in the national spotlight. Bart Graves said he felt the board was on the right track because of Georgette. She was trying to engage everyone to have a voice on the board and its accomplishments. Steve Peru also mentioned that at graduation alumni were there handing out pins to the graduates and that in addition to that, someone from the board should be on the podium to welcome the new alumni. Phil then went on to talk about the candidates the nominations committee received applications from for new board member positions. The committee received 11 applications reviewed them and selected seven for a phone interview. Four candidates stood out among the seven interviewed. The committee recommended four candidates. They are: Chris Petroff, Heidi Hansen, Meghan Fintland and Ben Allen. Debbi Grogan motioned to accept all four people nominated, Michael Fronske seconded and the motion passed.

COMMITTEE UPDATES AND ACTION AS NEEDED

Executive Committee
Michael Fronske thanked all the committee chairs for the work they did. He appreciates everyone’s time and effort. He also wants to remind board members to give; you can choose where you would like your donation to go, but most important is to give. He mentioned 66% of the board gives currently.

Traditions
Brian Koch is the chair. He stated the Traditions committee had four goals this year. 1. Establish a recent graduate award, which they were able to do. 2. Utilize the past presidents wisdom to make sure traditions are being maintained. 3. Lean on NAU clubs and affiliates and engage them more. 4. Talk with current students and see what they have that might become a tradition.

Marketing and Communications
Jennifer Reichelt is the chair. No report given, telephone problems.

Outreach
Jake White is the chair. Jake and Marissa partnered to host an outreach event at “32 Shea” for 17 people. It was successful and the responses were positive. Jake also worked with Jeff Sears to have the phone-a-thon people ask if they would be willing to donate their time, if they can’t make a monetary donation. Georgette has been working with Abraham Kelley to get that finalized. Jake also worked with Beth Bourget to find people to volunteer for VAN and he was able to get needed volunteers, thank you Jake!

Fundraising
Steve Peru is the chair. He said they have not met. The question remains, what do we want to raise funds for? He feels we need to have a clear focus. Georgette has pledged to help the fundraising committee have better focus. She has spoken to Nate Cairney who is the Director of the Annual Fund and they will brainstorm on the best way for the committee to proceed.
Past Presidents
Chuck Pilon gave the report for the past presidents as Nancy Serenbetz had to leave and attend the Foundation Board Meeting. Chuck indicated that have not been getting a good turnout of past presidents to attend the board meetings. They do collect dues, but they have 3 past presidents that do not pay dues. The past presidents provide seed money for projects that are worthy or recommended by the Alumni Board. Some of the projects they have helped with: RC Gorman statue, V-12 memorial, some campus signage, just to name a few.

Nominations
Phil Tavasci is the chair. Phil wanted to get the board’s opinion on hosting a “get to know the board” at his house in June. The board thought it was a great idea, so Phil will put the plan together. Jeff Sears commented that the nominations committee did a great job in getting 11 applications and having enough interested parties to hold interviews. Phil in turn thanked the alumni staff for their help in getting applications filled out. Georgette also mentioned that the people which did not get on the board were going to be contacted and asked if there was another way they would like to be engaged, so we don’t lose them as a resource.

New Committee Chairs
Michael Fronske referred the discussion about new committee chairs to Phil Tavasci as the new incoming president. Phil asked if anyone is interested in chairing a committee please let him know. He also feels people should serve on one committee instead of two. He will also look over the committees and see which ones are working and are there any that should be discontinued that are not standing committees. Jake White stated he would like the executive committee to take on more of an oversight role in monitoring the committees and holding them accountable. He also said the Vice President position should have more responsibilities in his opinion.

Jeff Sears stated this May meeting will be his last. We wish Jeff the best of luck in his new adventures, he will be missed!

There being no further business, Bart Graves moved to adjourn the meeting. Carol Lindsay seconded and the meeting was adjourned at 12:20 pm.

Respectfully submitted by Rosanne Burton

ATTACHMENTS TO PERMANENT MINUTES
Executive Director’s Quarterly Report
Master Plan Document
Major Campus Projects Map