BOARD MINUTES

Northern Arizona University Alumni Association
Board of Directors
NORTH UNION – 1899 BAR & GRILL CONFERENCE ROOMS
FLAGSTAFF, AZ
October 23, 2015
Chris Petroff ’03, PRESIDING

NAUAA BOARD MEMBERS PRESENT AT BOARD MEETING: Ben Allen ’03, Colleen Belford ’06, Adam Candee ’01, Meghan Fintland ’99, Elizabeth Goodman ’04, Vice President Marissa Graves ’09, Debbi Grogan ’90, Secretary/Parliamentarian Heidi Hansen ’91, Stephanie Hastings ’96, Carol Lindsay ’61, Robert Orrill ’80, NAU Foundation Board Chair DeeAnn Palin ’93, Steve Pallack ’82, Katie Patten ’09, NAU Foundation Board Past Chair Hank Peck ’75, Steve Peru ’79/’90, President Chris Petroff ’03, Stephanie Smith ’04/’11, and Executive Director Georgette Vigil.

NAUAA BOARD MEMBERS UNABLE TO ATTEND BOARD MEETING: ASNAU President Alexandria Buchta, Josh Aldred’ 03, Immediate Past President Brian Koch ’99/’01, Past Philip Tavasci ’03, Jake White ‘01.

NAUAA PAST PRESIDENTS PRESENT AT BOARD MEETING: Cliff Alexander ’94, Angela DeLa Cruz ’71/’81, Harry Hengl ’76, Dr. Eugene Hughes President Emeritus, Dennis Meador ’67/’71, Kimberly Ott ’82, Chuck Pilon ’59/’66, Larry Schnebly ’52, Past Presidents’ President Nancy Serenbetz ’75.

Guests In Attendance: Carla Andrews-O’Hara Chief Marketing & Communications Officer, Joanne Keene Chief of Staff, Dr. Betsy Mennell Interim VP Advancement, Past Board Member John Clark ’77.

STAFF PRESENT AT BOARD MEETING: Beth Bourget ’02, Rosanne Burton, Brianna Lorents ’09, David Slipher ’09,

CALL TO ORDER
President Chris Petroff called the meeting to order at 8:00 a.m. on Friday, October 23, 2015.

APPROVAL OF MINUTES FROM THE JULY 12, 2015 BOARD MEETING

Stephanie Hastings moved to approve the minutes. Colleen Belford seconded and the motion passed.
REPORTS AND UPDATES

NAU President’s Report
President Cheng thanked the Alumni Board for joining the Homecoming festivities, as well as for the support received over the past couple of weeks during the tragic incident. President Cheng went on to give highlights of what to expect this weekend. She assured all that there would be a rigorous measurement process in place to gauge the effectiveness of moving the Homecoming parade back to NAU Campus.

President Cheng went on to discuss various projects that are in the works around campus. She touched on the following key points through her talk:

- Campus projects nearing completion (i.e. Student and Academic Services Building and the Aquatic and Tennis Complex).
- Smart growth and the record enrollment (More than 29,000 students currently enrolled, 21,000 of those are attending Flagstaff Mountain Campus).
- NAU researchers who are receiving national attention for their work.
- New programs which help educators more effectively incorporate technology into the classroom (Astronomy PhD Program, Ecology, Cyber Security, and Bioengineering in collaboration with Gore).
- More federal funding for other researchers as well as the instructional and public service work that is being executed at NAU.
- NAU is currently engaged in a long term visioning project, it is being called Vision 2025.

President Cheng wrapped up her speech and discussion followed.

NAU Foundation Chair Report
NAU Foundation Board Chair, DeeAnn Palin updated the Alumni Board on the status of the Campaign. She informed the group of the following numbers:

- $89.4 million toward the $100 million goal.
- Campaign will end June 30, 2015.
- Campaign yielded 250 new scholarships which total 18% of all scholarships at NAU.
- The Foundation endowment has increased from $46 million 2009 to $131.6 million in May of this year.

DeeAnn thanked the Alumni group for 100% giving participation. She also wanted to publically recognize Hank Peck for his much deserved Alumni Award.

The Investment committee is exploring environmental, social and governmental investing. The NAU Fossil Free group has approached the NAU Foundation asking them to divest fossil fuels from the current portfolio. The group wanted to be invited to the board meeting but the Foundation board preferred to set up proper channel for this discussion where the group can speak to necessary members of the Foundation Board.

DeeAnn thanked all for having her and expressed excitement for the weekend. She said she is looking forward to seeing all at the January Joint board meeting.

NAU Athletic Department Report
Dr. Lisa Campos began with an update on the academic success of WAC sports, women’s tennis, and women’s volleyball. She reported that graduation success rate is perfect among many of the women’s sports teams here on campus.
• Community Service – Student athletes have committed 2,000 hours this academic year already. The goal is to surpass 5,327 hours.
• Partnership with FUSD – Return on investment will continue to be realized in years to come as more children learn about NAU. She expressed a commitment to NAU’s presence in schools. Dr. Campos wants children to gain exposure to the college world.
• Student Athlete For the Day Program – NAU Athletics brought Kinsey Elementary School kids to campus and they were hosted by a college athlete.
• Welcome Back Jacks – A program where student athletes help new incoming freshmen move into dorms and welcome them to campus. Parents around the nation emailed Lisa with gratitude.
• Lumberjack Academic Mentoring Program – Program which involves 37 professionals in the Flagstaff community who mentor junior and senior high school athletes. Lisa advised those interested in participating to contact her.
• NAU Football was thus far undefeated at home. Lisa asked for all to lend their support at the Homecoming game.
• Volleyball is clicking on all cylinders – they were first place in the league thus far.
• Women’s cross country team is ranked sixth and the men’s cross country ranked eighth in the region.
• Men’s Basketball initiative – the team is traveling to the Navajo Nation to play a game in Fort Defiance at Window Rock High School on Friday November 20, 2016. A fan bus is leaving Flagstaff 3:15 p.m. if anyone is interested.
• Lisa distributed a Road to Reno handout (attached to permanent meeting minutes) – the basketball program has pre-determined a neutral site to hold the Big Sky Basketball Tournament. Now it is known ahead of time where this will occur so there are hopes for a large turnout on NAU’s behalf.
• NAU men’s basketball team will play UA in Tucson on December 16, 2015. A pregame gathering will take place at the University Marriot.
• Lisa announced that today was the unveiling of The Sam Borozan Lumberjack Legacy Society Wall of Honor. This wall will recognize all donors who have established an endowment or planned gift. Lisa expressed that there is no better person to honor than Sam.

Discussion followed with various Board member questions and comments that pertain to Athletics.

** 8:39 a.m.: Following Dr. Campos’s report, President Cheng, DeeAnn Palin, Betsy Mennell, Nancy Serenbetz, Gene Hughes, and Carla Andrews O’Hara all left the Alumni Board Meeting to attend the Foundation Board Meeting.

Lumberjack Alumni Ambassador President (LAA)
Amanda Black, President of LAA delivered the LAA report.
• LAA gained 12 new members this year which has put them at 32 total members, making it one of the largest groups they have had in recent years.
• LAA was selling Homecoming T-shirts. Amanda thanked everyone who purchased a shirt as those profits provide LAA with their operating budget for the year. Any excess money is donated to fund their Student Scholarship.
• The Annual Lumberjack Splash Bash was set to take place that evening with more 250 anticipated students planning to attend.
• Members of LAA have continued the tradition of collecting cans of food on Halloween night to donate to Louie’s Cupboard.
• Amanda informed the Alumni Board that in February 2016 there will be another Student/Alumni Networking Event.
• In April 2016, LAA will participate in Relay for Life, with proceeds going to the American Cancer Society.
• The Big Brothers, Big Sisters BBQ will also take place in spring of 2016. LAA will host a BBQ to engage with the youth of Big Brothers, Big Sisters.

**College of Arts and Letters – Dean Michael Vincent**
Dean Vincent gave a report regarding the College of Arts and Letters. He covered current events and provided an overview of what the College of Arts and Letters encompasses. Dean Vincent also delivered a timeline of events that board members may be interested in attending. In addition to all of this, he distributed handouts (attached to the permanent meeting minutes).

**Dean Michael Vincent answered questions and discussion followed.**

** 9:37 a.m. – President Chris Petroff leaves to deliver Alumni Association report at Foundation Board Meeting**

**Communications Report – David Slipher**
David Slipher provided updates on social media numbers and popular posts since the last board meeting. The most popular post featured the oldest living NAU Alumni.

David shared that there was recently a survey conducted to gauge interest in the Pine magazine. Results indicated that our readers prefer a shorter, more frequent version of the Pine. As a result, there will be a new format of Pine which may include a limited print version.

David wanted to take a moment to thank the Marketing and Communications Committee, as they were instrumental in vetting the upcoming Wordpress website. The website is 90% completed with a few minor changes that need to be worked out.

David wrapped up quickly and kept his presentation to one slide. Discussion followed and David answered a few questions.

**Alumni Relations Report and Homecoming Update – Georgette Vigil**
Georgette delivered the annual Alumni Relations update since time ran short during the July Board Meeting. She touched on the high points of the year as well as what is to come in the future. (Complete report attached to permanent minutes).

• Georgette discussed the Local Lumberjack Alumni Happy Hour and other events held during this fiscal year.
• Georgette touched on highlights from the last fiscal year and provided information on the events that the Alumni Association and Alumni Board executed.
• Georgette explained the Homecoming Volunteer Grid and made sure all involved understood where they needed to be and what was expected of them.
• Georgette reviewed the events set to take place in upcoming months.
• Stephanie Smith was introduced as a new board member (this would have happened at the previous Board meeting, but due to time implications, it had to take place during this Homecoming meeting).

Georgette finished by reporting on the growth that the Alumni Association has experienced this year (see attached Executive Director’s Report attached to permanent minutes).
**External Stakeholder Homecoming Committee – Stephanie Smith**

Stephanie gave a brief report which outlined the External Stakeholder Homecoming Committee, which she served on. The purpose of this committee was to assist NAU and all involved stakeholders with the analysis of measureable factors that contribute to the success and impact, of the movement of the Homecoming Parade back to NAU campus.

Stephanie explained how the committee worked with a class here on the NAU campus. Students from this class will be present at the parade interviewing parade goers about their experience and impressions. Additionally, the students helped design a survey to be sent out to all who participated in the parade, as well as small business owners from the downtown area who may have been impacted by the movement of the parade. The survey will go out after Homecoming weekend. Stephanie indicated that she will be sharing the results with the group in the near future.

**Christy Farley, Vice President Government Affairs and Business Partnerships**

Christy Farley started out by thanking the Board for the work they have done and for speaking to elected officials about our university. She explained that NAU is beginning to outgrow the image of a small university, and people are beginning to recognize the breadth of what NAU does today.

**Important things to keep in mind:**

- Last year was a challenging year for higher education in Arizona.
- Parity of three public universities in Arizona - On per student basis, all three are funded at the same level by the state.
- There are two primary sources of funding for NAU: tuition and state appropriations.
- Significant cuts resulted in $17.3 million dollars less in NAU’s FY 16 operating budget (Christy provided a handout that outlines what this cut looks like on a per student basis as well as other levels).
- NAU is operating at $66 million less from the state since 2008. Some of this has been made up with tuition increases.
- All three universities will ask for $24 million next year to restore the original budget prescribed for this fiscal year. This would mean just over $4.2 million would come back to NAU. It just so happens that about $4 million is NAU’s structural deficit going forward.
- NAU had the highest aggregate number of Arizona resident students out of all three universities this year.
- District fact sheets show how many alumni and students are permanent residents in each of the legislative districts (see attached district sheets).

**What can you do to help?**

- ABOR is always looking for people to write to the legislatures.
- Continue writing/talking to elected officials.
- Talk to residents of District 6 – explain importance of NAU to this district and why what NAU gives back through economic development is greater than what the state invests.
- Talk/write to governor about importance of public universities and higher education.
- Talk to employers and CEOS to speak out to elected officials.

Christy took some questions and discussion followed. For all handouts from Christy *(attached to permanent meeting minutes).*
10:40 a.m. – Chris Petroff thanked Christy for the excellent report. Christy Farley and Joanne Keene depart from Alumni Board meeting.

Board Member Resignation
Chris Petroff informed everyone of Brian Hayes decision to resign from Alumni Board. Chris explained that Brian’s choice was unrelated to the Board itself, but rather a personal matter.

Committee Updates:

Executive Committee
Chris outlined a standardized goal process that he would like to implement in the upcoming fiscal year (FY17). The benefit would be to streamline a comparison of progress year over year. He requested input from all board members and indicated a survey would be coming in the weeks to follow. Discussion and input from other board members followed.

Alumni Outreach Committee
Chair of the Outreach committee, Katie Patten, submitted a written report (attached to permanent meeting minutes). She discussed recent and upcoming events that the committee will be handling.

Fundraising Committee
Ben thanked everyone for accomplishing the goal of 100% giving for FY15 as he was not present to thank everyone in July. Ben encouraged all to weave into conversations the accomplishment of 100% giving as a board. He discussed new ideas for the Fundraising Committee which involved exploring future affinity partnership programs. Ben included the Foundation giving sheet and a handout that includes all Alumni Foundation Accounts as well.

Marketing and Communications Committee
Adam Candee, Chair of Marketing and Communications Committee gave the report. He began by thanking everyone on his committee. Adam discussed how he and committee have assisted David with some website testing and feedback. He suggested that the committee is happy to reach out and assist in any way they can.

Nominations Committee
Steve Pallack, Chair of the Nominations Committee, delivered the committee report. He expressed that there will be many openings on the board in the upcoming fiscal year and there is a need to be thinking about diversity in age. He expressed the importance of looking for greater diversity on the board in regard to age. Steve asked that everyone help get the word out and encourage alumni to apply for our Board.

Traditions Committee
Bob Orrill, Chair of the Traditions Committee gave the committee report. He is happy with the outcome of the Award Winners selection process and is excited to see both Hank Peck and Blaise Caudill being honored. Bob went on to thank Stephanie Smith for her work on the External Stakeholder Homecoming Committee and expressed that going forward he would like to continue to have someone from the Traditions Committee execute that task.

Young Alumni Steering Committee
Marissa Graves, Chair of the Young Alumni Steering Committee gave the report. NAU-TEN has one meeting under their belt. Their biggest success to date has been the “I am NAU-TEN” buttons
which members will be distributing this weekend and in the future to alumni who meet the NAU-TEN requirements (graduates of the last decade).

**Past Presidents**
Chuck Pilon reported on being inducted into the College of Education Hall of Fame. He expressed what an honor it is and what a truly lovely evening it was.

**Last Minute Details**
Chris reminded everyone to sign their Parade Release Forms if they will be involved in the Homecoming Parade. Chris also shared that the entire Alumni Board would be receiving an “Only at NAU” book signed by Lisa Schnebly.

There being no further business, **Katie Patten moved to adjourn the meeting. Adam Candee seconded and the meeting was adjourned at 11:19 AM**

Respectfully submitted by Brianna Lorents

**ATTACHMENTS TO PERMANENT MINUTES – AVAILABLE UPON REQUEST**
Lisa Campos Road to Reno handout
Dean Michael Vincent Report Handouts
Executive Director’s Report
Christy Farley District Reports
Katie Patten – Alumni Outreach Committee Report