

**UNIAA Annual Board
Meeting
April 18, 2020**

Board Members Present Virtually: Debora Blume, Courtney Chabot Dreyer, Drew Conrad, Victoria Crouse, Dan Fick, Eric Hackman, Eric Hammes, Jerry Harris, Michele Haupt, Jason Lau, Steve Jackson, Laurie Krumm, Kevin Mote, Joe Murphy, Beth Primrose, Allison Rickels, Kevin Saville, Coree Smith, Kay Smith, Therese Stevens, Megan Stull, Dustin Toale, Doug Whittle

Staff Members Present: Nate Clapham, Christy Danielsen, Ryan England, Jim Jermier, Amy Mohr, Stacy Robinson, Leslie Prideaux, Amy Tagtow

Special Guests: State Relations Officer Mary Braun, Assistant to the President Andrew Morse, UNI President Mark Nook, Emeritus Board Member Myriam Tyson

Annual meeting was called to order at 8:02 a.m. by UNIAA Board Chair, Megan Stull

Presentation by President Mark Nook, reporting on UNI and COVID-19

Mary Braun and Andrew Morse presented about Legislative Advocacy on a state and federal level. Mary Braun presented on the state level and presented there are a lot of uncertainties pertaining to COVID-19. Right now, the Board of Regents are still waiting to see how much of an impact this will cause the state, but she said the state's rainy day fund is full and will be able to help. Mary reported the Panther Caucus emails have been put on a hiatus until things reopen across the state. The Board of Regents president is planning to open for face-to-face operations for the Fall 2020 semester including classes, residential halls, food services, and other services across campuses.

Drew Conrad asked how the UNI Alumni Board can help. Mary Braun suggested having meetings with local legislators and making sure to express and remind the importance of UNI. Mary referenced this as grassroots advocacy. Another important role is to mention how UNI is serving Iowa students and in turn they are serving the Iowa workforce.

Andrew Morse presented on the federal level. Andrew Morse reiterated the development of the CARES Act and how this was providing a short term relief for the university and students. Andrew reported there was to be another relief package in May, but he will keep the board posted on the progress. UNI is providing an important role in helping the nation's metal casting industry, plus the robotic industry. Andrew reported another side of federal relations for supporting our educator workforce. There are six national organizations for policy action and support to diversify the teacher workforce, with grant funded opportunities noted as the Higher Education Act, once taken up by Congress. As of right now, Andrew reported, we are focused on coronavirus efforts.

Victoria Crouse asked if there were any gaps they were seeing after the CARES Act efforts. Andrew Morse reported only a portion of the revenue loss from COVID-19 was given. Andrew reminded everyone that current students who lost their employment did not get the \$1,200 stimulus check and that efforts were being focused on more aid for those folks. UNI is focusing on what they can offer, with what they currently have.

Jim Jermier reported on the Campaign efforts and UNI Day of Giving.

Jim Jermier provided information that current students were providing personal Thankview videos to donors during this time and that donors were pleased. UNI will be participating in a Day of Giving Tuesday to take place on May 5th, 2020. The Campaign efforts so far have raised \$86,167,182 in support of the \$250 million goal. Jim Jermier also reported the PawPrint efforts, known as the student relief fund from COVID-19. If anyone would like to make a donation, please visit <https://pawprint.uni.edu/g/StudentSupport>

Drew Conrad offered a question regarding Christy Danielsen's role in sponsorships for the alumni association. Jim Jermier reported that Elizabeth Minard, a current UNI Foundation employee, will be switching her role and taking on the efforts of sponsorships and can hone in solely on sponsorship efforts for both the UNI Foundation and the UNI Alumni Association. In return, Christy Danielsen can have some relief in her already full plate and can focus on other important areas.

March Financial Review:

Ryan England presented the March financials and provided information that an audit team was joining him the week of June 8th for a preliminary review and then a final audit will be conducted in August 2020. Due to COVID-19, Ryan reported funds are currently frozen, with a huge loss on investments right now. Hopefully, with the stimulus checks that the population received will help drive the market back up. Ryan also reported that no dollars are being lost right now. Leslie Prideaux also commented that sponsorships are lower and that travel commissions are down because of the coronavirus causing the trips to be cancelled, with some of those trips with a large number of travellers. Christy Danielsen said there will be some last minute expenses with Cubs tickets being purchased, but will not know the status of the game until a decision has been made about the MLB season. Christy also reported if the game is cancelled, they can keep the tickets that were purchased for a game next season. Leslie also reported they do not plan to draw more funds from the UNI Foundation account.

Megan moved a motion to approve financials. Drew Conrad approved. Joe Murphy seconded.

Fall 2019 Meeting Minutes:

Leslie Prideaux asked if there were any questions or corrections in minutes from the October 2019 meeting.

Laurie Krumm motioned to approve the annual minutes. Allison Rickels seconded. Unanimous approval.

2020-2021 Budget:

Leslie Prideaux reported this budget was currently just a draft and that the actual budget will not be approved until June. The alumni association has requested an increase of \$25,000 from the Foundation due to a decrease in commissions, plus because of new initiatives being added. Amy Mohr found Stage Clip, which will record a short video clip of each person who graduates walking across the stage. By sharing this video, the graduate has to provide a non-university email, plus other record updates. If this graduate was a scholarship recipient, then this video can also be sent to the scholarship donor. Leslie also provided information on the Alumni Learning Consortium (ALC), which provides a platform for unlimited virtual events, plus can live stream any event that the alumni association holds. The ALC also offers the opportunity to hold a virtual book club, plus three webinars a month that will be personalized by UNI on topics that we choose. Both of these new expenses will provide alumni engagement opportunities. Other things that were added are the addition of a Phoenix Club, plus advocacy efforts in Washington, D.C. and

Des Moines after the state day at the Capitol.

Drew Conrad posed the question if there were any concerns about receiving additional funds from the Foundation? Jim Jermier responded that everything will be judged and looked at of how it relates to the campaign and its efforts. Jim also responded that all Senior Management staff is doing well with trimming their budgets for the upcoming year.

Staff Report:

Leslie reiterated the efforts of the ALC and that the staff is working on getting the program going as soon as possible. The contract has been signed and training opportunities will be taking place.

Jason Lau posed a question about the membership directory and if it would come back online? Leslie Prideaux responded that there has not been a lot of pushback efforts on their end for the directory and to protect the safety of the data, it will not come back. Leslie offered that if anyone would like to know more about a former alum, the UNI alumni website has a form to fill out to request information.

Drew Conrad wondered if any clubs were doing anything virtual during this time? Christy Danielsen responded that she did conduct a virtual happy hour with all of her clubs and asked if they would like to do anything else virtually. Christy reported some ideas were to host a UNI virtual trivia night, with involvement for kids, as well. Christy was able to receive videos from the Wellness Recreation Center fitness instructors with yoga videos to share on social media. These videos could potentially be shown on the ALC once it is up and running. Drew Conrad also asked about the Campanile and Carillon concerts that were being recorded, if these videos could be shared? Leslie Prideaux offered to share this with our communications team. Megan Stull responded that she attended one of the concerts and could share a recording, if needed. Christy reported she is having an upcoming meeting with Commerce Bank about a new credit card and that she will share her meeting reports at a later time.

Leslie Prideaux reported she is working with Stacy Robinson, the head of our financial team, to analyze the merge of the UNIAA and the UNI Foundation. Leslie is looking for alumni board members to serve on an ad hoc committee to look at the legal and financial ramifications of the merger. Leslie has also reached out to other universities who have experienced this change for advice. If anyone is interested in serving on this committee, please email Leslie Prideaux at leslie.prideaux@uni.edu Debora Blume asked how many people were needed on the committee? Leslie responded that anywhere from three to five people are needed. Leslie wanted to reiterate that we will maintain two separate boards on the external side, but that behind the scenes, it will be seen as one organization.

Strategic Plan Update:

Presentation given for update Strategic Planning Process by Leslie Prideaux

Nate Clapham, Hillery Oberle, Leslie Prideaux, Stacy Robinson, Megan Stull make up the Strategic Plan Team.

Leslie Prideaux provided a brief presentation regarding the efforts of the strategic plan. The division has met together as a whole to discuss stakeholders and important areas for UNI. A SWOT analysis was conducted, with a few small group meetings that took place. Next, the division will meet to set aspirations for the team. As the board comes together again in the fall, another round of ideas will be analyzed.

Nate Clapham identified an area that the division noted during the SWOT analysis of how the onboarding

process could be improved. The next steps are to identify the steps to make this process smooth for new employees in identifying their new roles, the division, etc.

Drew Conrad asked the question if this was to be a three or five year plan? Leslie Prideaux responded that this had not yet been determined. Nate Clapham responded this could potentially end in 2022 to align with the university's strategic plan.

Jason Lau asked how the efforts and priorities of the strategic plan will be affected because of COVID-19? For instance, things have changed in his area of California, such as child care needs, due to the coronavirus. Leslie Prideaux responded that this strategic plan is a working draft, so that we can be nimble and respond to unanticipated changes.

Election of Directors:

The list of nominations was sent electronically to the voting members of the UNI Alumni Association Board for consideration. The proposed nominees were Victoria Crouse 2007, Eric Hackman 2012, and Doug Whittle 1973.

Megan announced the results of the Vice-Chair vote - Drew Conrad was elected Vice-Chair.

All proposed nominees were approved through an electronic vote.

Megan Stull motioned to adjourn. Drew Conrad seconded that motion. The UNIAA annual meeting adjourned at 11:50 a.m.