

LUA BOARD MEETING
Thursday, January 20th, 2011

Attendees: J. Tremblay, A. Battistoni, S. Viau, Y. Jeong, R. Lafraniere, T. Frawley, G. Riikonen, M. Trebb, L. Demers (ex-officio)

Regrets: D. White, S. Bradley, S. Rossi, B. Smith, E. Donato, D. Mihalek

Guests: T. Zsolnay, J. Kaltiainen

1. Call to Order at 6:03

- A. Battistoni thanked everyone for attending and wished everyone a Happy New Year

2. Approval of Agenda

- moved by S. Viau seconded by J. Tremblay

3. Approval of Minutes - June 9, 2010 and November 18, 2010

a) June 9, 2010

-moved G. Riikonen, seconded by S. Viau

b) November 18, 2010

-moved J. Tremblay, seconded by S. Viau

4. Business arising from minutes

- S. Viau asked for a follow-up on her request for a copy of the tasks of Alumni Relation members- L. Demers will compile that information and will develop and complete a summary of 50th Anniversary expenditures.

5. Declaration of Conflict of Interest

- none declared

6. President's Report

- S. Fortier has resigned from the Board and A. Battistoni thanked her for her service. Applications for a new member to join the Board will be accepted until February 15, 2011.

- S. Viau will be moving to Ottawa but will stay on to complete her duties with the Board

7. Committee Reports

A) Finance: T. Frawley identified the current year's expenditure and noted that the Alumni Association was on track for the year.

MOTION #1

Change the existing LUAA funding disbursement policy

FROM: The LUAA Finance Committee will have the authority to disburse funds up to \$1,000 per request. Notwithstanding, the LUAA shall allocate an amount to the Finance Committee, not to exceed 20% of net forecasted affinity revenues of that fiscal year. Any funds not disbursed at the end of the fiscal year are set off in new fiscal year.

TO: The LUAA Finance Committee will have the authority to disburse funds up to \$1,000 per request. Notwithstanding, the LUAA Finance Committee shall meet before the end of the fiscal year (ending April 30th) to determine the overall amount to allocate in the next fiscal year. This amount will be ratified at the last meeting of the LUAA board for that fiscal year.

Moved J. Tremblay, seconded by S. Viau CARRIED

- L. Demers highlighted the proposed changes to the Funding Request Application for students groups and alumni (December 2010).

MOTION #2

That the Alumni Association Board adopt the proposed changes to the Funding Request Application

Moved J. Tremblay, seconded by M. Trebb CARRIED

MOTION #3

The LUAA Finance Committee will allocate \$10,000 for Funding Requests for the Winter semester (January 1 to April 30, 2011)

- S. Viau asked what would happen to the allocated monies that weren't used at the end of the year
- T. Frawley said that at the end of the year the monies will be reviewed

Moved J. Tremblay, seconded by S. Viau CARRIED

B) Chapters Committee: S. Viau reports no new activity

C) Affinity Committee: G. Riikonen reports no new activity

D) Marketing and Communications Committee:

- A. Battistoni thanked D. Michalek for her work on developing a

DRAFT Alumni Strategic Plan. The Board acknowledges and thanks D. Michalek for the time and effort she put into developing the document. A. Battistoni asked for input from Board members.

- T. Frawley thought that the plan was very comprehensive and focused well on the goals and priorities of the committee.
- R. Lafraniere asked whether the Marketing and Review Committee had already prioritized the Alumni 'Goals' in the Draft Strategic Plan.
 - L. Demers said that the marketing committee would propose the exact priorities at a later meeting.
- S. Viau thought that the 5-year plan would be a reasonable and appropriate timeline.
- T. Zsolnay suggested that measureable and specific goals be set to determine the success and attainment of these strategic Alumni priorities. J. Tremblay suggested and reiterated that the document should contain precise goals- perhaps for whole year intervals.
- M. Trebb reiterated T. Zsolnay's comments that the plan needs to be modified to contain measureable successes. For a 5-year plan, she suggested that the Board choose one or two action plans to narrow the focus of the document.
- G. Riikonen thought that the document was well done and echoed the sentiments of other board members.
- Y. Jeong suggested that the document define what is meant by the terms: "new alumni" and "young alumni."
- L. Demers cautioned the use of the word "media" in the document, as there are many alumni that are not in the Sudbury area.
- T. Zsolnay suggested that the Vision Statement, Mission Statement and Strategic Goals/Priorities be discussed prior to giving the Marketing and Communications future directions.
- The members of the Board discussed and the developed the Vision and Mission Statements for the Draft Strategic Plan:

VISSION STATEMENT: To engage current and future alumni to become lifelong partners with Laurentian University.

MISSION STATEMENT: The Laurentian University Alumni Association connects, celebrates and engages current and future alumni to build lifelong relationships that support Laurentian University.

STRATEGIC GOALS:

1. Develop an Alumni Communications Plan that will inform current and future alumni about the University and the Laurentian University Alumni Association, as well as identify ways to highlight successful alumni.
2. Keep Laurentian University alumni connected to the University and to each other through accurate alumni records.
3. Facilitate the development of student and alumni leaders.
4. Recruit current and future alumni as Laurentian University Alumni Association volunteers.

- These changes will be brought to the Marketing and Communications Committee for review for the next meeting.

8. Alumni Relations Committee

- L. Demers reports no new activity

9. New Business

- J. Kaltainen was approached by the Student General Association to partner with the LUAA to co-host a concert during frosh week 2011 that would have students and alumni invited to the event.
 - L. Demers suggests that the Executive discuss the issue at their next meeting
 - J. Kaltainen will follow-up with the Student General Association and report back to the Laurentian University Alumni Association

10. ADJOURNMENT: 8:03 Moved by S. Viau, seconded by M. Trebb

11. NEXT MEETING Thursday, March 24th, 2011