

**UAF Alumni Association Board of Directors**  
**Fall Meeting Agenda**  
September 13, 2024 in the [Globe Room of the Elvey Building on UAF's West Ridge](#)  
September 14, 2024 in the Alumni Lounge, 201 Constitution Hall

**Friday, September 13, 2024**

**I. Called to Order by President Rhonda Widener at 9:35 with Roll Call**

<b>Seat</b>	<b>Individual</b>	<b>Attendance</b>
President, Seat 9C - FNSB	Rhonda Widener	in-person
Vice President, Seat 11C - Anchorage Municipality	Thomas Farrugia	in-person
Treasurer, Seat 2A - Southcentral Alaska	Birch Foster	in-person
Secretary, Seat 10C - outside of Alaska	Lorna Shaw	excused
Seat 1A - rural Alaska	DeeDee Ivanoff	
Seat 3A - FNSB	Ryan Tilbury	in-person
Seat 4B - Southcentral Alaska	Meredith Cameron	in-person
Seat 5B - FNSB	Valerie Demming	in-person
Seat 6B - At Large	Darryl Lewis, Sr.	in-person
Seat 7B - Southeast Alaska	Tim Lamkin	virtual
Seat 8C - At Large	George Cromer	excused
Hockey Chapter, ex officio	Scott Roselius	
UAF Development & Alumni Relations Director, ex officio	Theresa Baker	in-person
Alumni Relations Manager, ex officio	Felicia Burrard	in-person
Alumni Storytelling Manager	Katie Straub	

**II. Adoption of Agenda**  
MOTION: "The Board adopts the agenda as presented."  
Moved by Birch Foster, seconded by Darryl Lewis. Adopted without objection

III. **Approval of the Spring 2024 Meeting Minutes**

MOTION: "The Board approves minutes for the Spring 2024 meeting."

Moved by Valerie Demming, seconded by Birch Foster. Adopted without objection

IV. **Land Acknowledgement** -- read by Rhonda Widener

*The UAF Alumni Association acknowledges the Alaska Native nations upon whose unceded traditional lands we are located. Our offices and facilities are located on Troth Yeddha, a sacred site of the Lower Tanana Dene people. We acknowledge and honor the ancestral & present land stewardship and place-based knowledge of the peoples of these territories.*

V. **Report from UAF leadership**

Tom Hough, Executive Director of University Advancement

Report from executive director Tom Hough about university priorities. Theresa Bakker is going to lead the development and alumni relations team, which has been reunited under advancement. Number one priority is Troth Yeddha' Indigenous Studies Center. Other updates include planetarium at the UA Museum of the North and better branding opportunities on campus.

There are many strategic initiatives (R1, Troth, Hockey arena) and we need help from alumni in communicating the WHY. For example, not everyone is into hockey. But that new arena is not just about hockey. We need more equality in sports, the number of female sports has not really grown. We should probably have a women's hockey team. A new arena means we also get out of the Carlsson, which means the Borough gives back the largest indoor heated space in our community.

Board member Ryan Tilbury asked for an update on the Veterans' memorial. Tom said a new person will be hired to fill the position. It will be a priority

Board member Thomas Farrugia asked for an update on the hotel. Tom said it's been discussed by the Board of Regents. The hotel is tied to the hockey arena. Trying to do a public-private partnership as the funding model.

But this year the biggest goal is Troth, which will be \$56M. We have about \$5M right now. Yesterday at Convocation, we put up a poll about which one they thought was the most important. Troth received 41% of the vote. This year, 24% of students are Indigenous and Alaska Native. We need to be the center of indigenous studies in the US, and if it's not us in AK, it'll be somebody outside of Alaska.

VI. **Standing Reports/Committees**

A. Executive Committee/ President's report – Rhonda Widener

President Rhonda welcomed the board to the upper campus. Shared that the R1 initiative is a priority. The alumni association will be sponsoring the UAF event at the American Geophysical Union conference in Washington DC. Yesterday, Chancellor White hosted the annual

convocation, and the campus is buzzing! While other universities are losing students, we are gaining. UAF has a lot of momentum around the state. A lot of our leaders are UAF people! Chancellor White had great attendance and that was great to see cause people are excited to be part of this. I hope that throughout our weekend here, you will all feel that good energy.

#### B. Executive Director Report – Theresa Bakker

Theresa shared that the alumni association played a role in the R1 advocacy for legislative funding. Her role has changed in the last week. She was interim director of Advancement and that was very instructive. Now working closely with Tom Hough as the development and alumni relations director, It's a personal achievement. Came into this job to bring together the engagement and fundraising work. One of the biggest missed opportunities is not asking people how they would like to contribute.

Board member Valerie Demming asked how Theresa sees her job role? Theresa said we had a test run for this. Felicia was the acting alumni relations director. And Felicia will be the new associate director so that Felicia is doing more and more of the organizing. It's been a steady transition.

The presidents' letter asking for Centennial support is about to go out, so we are just starting our fundraising for that special event. Please donate at any level that works for you. Included in your board packet is our annual report, which is shared each fall. This year it includes our new branding, Nanook Nation: Leaders Connected. We've made lots of progress since we talked about the strategic plan almost 5 years ago. The university is starting the next stage of strategic planning and we will make sure to be part of those conversations.

President Rhonda said that while Theresa was the interim executive director of advancement, everything ran really smoothly and it was seamless, so thank you Theresa and Felicia and Katie!

#### C. Network Reports – As available

No reports here.

#### D. Scholarship – Lorna Shaw

Lorna was unable to attend today's meeting but shared that despite some scheduling challenges and FAFSA related delays, we received an overwhelming number of applicants and scholarships for the fall semester were awarded. Thanks to Felicia for her wonderful support and coordination and thanks to the committee members for your flexibility and thoughtful participation

#### E. Legislative – Meredith Cameron

Meredith reported that there is a vacancy in the legislative affairs team. Now that we have Tom at UAS, we're hoping that it will be a true 3-university effort..There are some things we could do better next time, like pre-writing thank you cards and wearing branded jackets.

The last legislative session was very successful, we got lots of meetings and provided a Lunch n' Learn session. There were significant wins both for UA and UAF.

Board member Tim Lamkin said he would be happy to help promote the alumni event at the next session and jazz up participation. The Governor's budget comes out Dec 18th.

F. Awards – Darryl Lewis Sr.

We'll be getting the word out for candidates for the 2025 awards. I. If I can get people to give letters of recommendation. Nominations for awards closes Nov 29th. We need at least 3 letters of recommendations (including the nomination).

G. Governance – Rhonda Widener

Committee hasn't met yet. The elections are the big thing coming up. George (at large) and Thomas (Anchorage) are terming out. Rhonda and Lorna are up for reelection. Strategic planning and bylaws are part of the governance work. Tomorrow we'll talk about strategic planning. It's work but it helps guide us.

H. Finance – Birch Foster

Current account balances

Investment Account	\$988,176.08
Denali State Bank - Operating	\$35,089.38
Denali State Bank - Benefactor	\$38,626.61

Centennial Fund -- \$26,000 (currently in the Benefactor account)

Birch is catching up on the work of the treasurer after talking over from Thomas. Our operations expenses continue to be under our operations revenue. We approved the FY25 budget in the Spring. We haven't taken anything out of the Investment Account since 2016. We directed the alumni office to create the Centennial fund and to move \$25k from Benefactor to Centennial fund.

Theresa: The next task for the treasurer will be putting together the budget, and that will start happening soon.

## NEW BUSINESS

VII. **UAF at AGU – GI Team**

Laura Conner, Associate Director of the UAF Geophysical Institute

Becky Lindsey, Associate Director of Communications, GI

GI created by an act of congress in 1946. Today: 400 employees, 60 grad students, 30 undergrads, \$115M mostly through grants and contracts. Monitoring hazards (Alaska earthquake center, Alaska volcano observatory), monitoring change.

AGU is the largest professional science conference in the nation (24,000 attendees). GI has attended for close to 20 years - increases prestige and visibility of GI and UAF (important to R1). Potential collaboration with UAF - the booth at AGU is a UAF Research booth, partnering with CFOS, IARC, IAB, etc...

Asking the alumni association to support a reception on Dec 10 to engage with UAF experts and alumni. Will highlight research capacity, engage with potential students,

learn about UAF. Reception cost: \$28k, expecting 250 attendees, looking for partnerships across UAF. Already have a few commitments for support. The reception will happen regardless, but the booth is also very expensive, so more help is important. Looking at a range of \$5-10k, but any amount would be helpful.

**IX. Geophysical Institute tour**

After the tour the meeting was recessed until Saturday, September 14 at 10 AM. UAFAA board members participated in a networking opportunity at the pub and attended Volleyball Alumni Night at the Patty Center.

**Saturday, September 14, 2024**

President Rhonda Widener reconvened the meeting at 10:00 am with the following participants:

<b>Seat</b>	<b>Individual</b>	<b>Attendance</b>
President, Seat 9C - FNSB	Rhonda Widener	in-person
Vice President, Seat 11C - Anchorage Municipality	Thomas Farrugia	in-person
Treasurer, Seat 2A - Southcentral Alaska	Birch Foster	in-person
Secretary, Seat 10C - outside of Alaska	Lorna Shaw	virtual
Seat 1A - rural Alaska	DeeDee Ivanoff	
Seat 3A - FNSB	Ryan Tilbury	in-person
Seat 4B - Southcentral Alaska	Meredith Cameron	in-person
Seat 5B - FNSB	Valerie Demming	in-person
Seat 6B - At Large	Darryl Lewis, Sr.	in-person
Seat 7B - Southeast Alaska	Tim Lamkin	virtual till 10:45
Seat 8C - At Large	George Cromer	virtual at 12:00
Hockey Chapter, ex officio	Scott Roselius	
UAF Development & Alumni Relations Director, ex officio	Theresa Baker	in-person
Alumni Relations Manager, ex officio	Felicia Burrard	in-person
Alumni Storytelling Manager	Katie Straub	in-person

## NEW BUSINESS

### X. **Centennial Discussion** - Tim Lamkin, Chair

Had a meeting to begin the process. Discussed a celebration of alumni and UAF to include a play with key scenes/events/moments. Working on pulling this together and conduct research. Needs to put out a call for stories to the community and begin interviews. UAF Summer Sessions has a Legacy Lecture series online that may be a great resource for some of the oral histories.

Three areas of concentration - 1. programming and events, 2. the pre-work and early engagement, 3. fundraising.

Kick off November 2026 as the 100th year. Fundraising goal is \$100K

Felicia is the lead for a book project with a third party contractor - UAFAA does a data pull. No cost to UAFAA but are given the ability to edit. Theresa to look up feedback from the last project with this vendor.

Events - including reunion ideas for 2027: Alumni Day at Dredge 8, and perhaps other community attractions - cobranding and events beyond campus. Possible "all star" style music event

Next committee meeting to be scheduled for December - date TBC

### VII. **Revisit AGU sponsorship request** – All

AGU reception discussion - massive event that UAF sends 140+ people to event Highly visible event and a recruiting opportunity for graduate students Have suggested hosting a reception Tuesday, 12/18 at event City Taphouse in Wash DC

Engage local DC alumni and link to students - also outreach to congressional delegation Budget for last year's UAFAA event was \$5K. GI asked for \$5-\$10K. Incorporate UAFAA branding at reception and booth

UAFAA staff will negotiate details of sponsorship and participation levels.

MOTION: "The Board approves a sponsorship of up to \$7,500 to support the AGU event."

Moved by Thomas Farrugia, seconded by Darryl Lewis. Adopted without objection

### XI. **Strategic Planning** - Jim Williams

Jim walked through the strategic planning process and the balanced score card approach Suggested sending staff to the balanced scorecard training. Jim confident in the ability of the staff and board to lead themselves through the process to update the plan First step is to evaluate whether the vision needs to be revised: Nanook Nation - Leaders Connected. Second step is SWOT (change the W to challenges) analysis - to be added to the next EC call. Theresa to prepare materials to survey existing board and other stakeholders about the existing vision

XII. **Meet with Coach Frank Ostanik, men's basketball**

Role has two components - a window into UAF and goal is to produce extraordinary men

Two major challenges -

1. Building a program people will be proud of; say to recruits: not calling you because you're a good player - yes, you're talented but we want you because you're a person of good character and that you want a degree - have to find the right players, and build a product people have pride in and want to support
2. Grow the community - basketball camps will be cobranded with UAF - 450+ boys and 250+ girls

How can the UAFAA help the program? The foundation has been started. We have been successful out the gate, but have lofty goals. Working to build relationships and a bench of support to ensure success. Bring in about \$100K/ year to UAF on non-scholarship students who would likely not be at UAF without basketball

UAFAA board members former basketball players Darryl and George were both very supportive of Coach O's return to UAF, as were all of the other board members.

XIII. **Good of the Order--Roundtable**

Next BOD meeting – Jan. 25, 2025 -- Winter Board teleconference

XIV. The meeting was **adjourned at 2:34 pm.**

Available board members attended the Blue & Gold Celebration at the Wood Center.