Membership: 242 (as of 1/12/04)

Present: Stephanie Bettermann, Kristeen Bullwinkle, Connie Burkhart, Deb McKinley, Alan Olson, Lani Payette, Jennifer Schulz, Pam Stenhjem, Deb Stull Erickson, Lori Ann Vicich

Minutes
Kristeen made a motion to approve the minutes, which was seconded by Connie. The minutes were approved as submitted (with one previously submitted correction).

Treasurer’s Report
Nicole was unable to attend, so there was no treasurer’s report.

Action & Discussion Items

New member welcome: Jennifer reported that she has purchased $5 gift certificates to be used at any UDS location. Board members should contact her if they need a certificate. She also passed around the names of several new members to welcome. Each month, she will bring the list of new members.

Awards committee budget: Kristeen requested an increased budget to purchase higher quality “Maroon” awards this year. Kristeen made a motion for a $600 increase. Connie seconded the motion, which was approved. Kristeen added that if six people enter each category, the fees will cover the increase.

Website resources section: The resources section of the website needs to be updated and now is a good time since we are redesigning the site. Lani said she didn’t feel comfortable asking her committee to create content in addition to redesigning the site. A variety of ideas were discussed, such as asking students, retirees, a volunteer member, or simply sending an email to the listserv asking for suggestions. Lani offered to send an email request to the listserv. Jennifer later told Lani she would follow up on it.

Conference scholarships: Due to the positive situation of our budget and the potential that cash-strapped departments won’t pay for attendance at the conference, the board discussed the possibility of conference scholarships. Many pros and cons were discussed, such as members thinking we have “too much money,” how to award the scholarships fairly, or whether to simply lower the price for everyone. It was decided that we not offer scholarships. Lori Ann made a motion to create a “Volunteer of the Year Award.” The board would choose a winner in April during Volunteer Week. The winner would receive free attendance to the conference. Alan seconded the motion, which was approved.

Cultivating future leadership: It is time to start recruiting new board members for next year. All current board members are welcome to return. We all should start thinking of high-potential members who would be a good addition to the board.
Committee Reports

Awards:
- Redesigned all of the forms
- Will start soliciting judges from outside the University. A suggestion was made to ask people who attended the conference last year from outside organizations
- Will have a People’s Choice Award. Each conference attendee will receive some sort of token to drop in a jar in front of their favorite entry

Conference:
- Will be May 5th; Coffman is reserved but still looking at other options (such as the Campus Club)
- Still need closing speaker/session; send ideas to Alan

Marketing & Promotions:
- Member appreciation event will be Feb. 3, 3-4:30 p.m. in the Mississippi Room of Coffman Union; invitations going out on Thursday; collecting door prizes; will have a “Jeopardy”-style gameshow with Alan as the host; board should “meet and greet”
- Pam needs help finding content for the newsletter
- Distributed summary of survey results

Program:
- Invitations are out for the January program, “A Capitol Conversation: Legislative Update,” Jan. 22, 3 p.m., 101 Walter Library
- Bonnie Marten, program committee, is tallying the evaluations from the programs
- Feb. program will feature Amy Anderson, U Relations, discussing “Branding the University of Minnesota: Update and Next Steps”
- March program will feature a preview of the Maroon & Gold awards
- April program will discuss some aspect of the web, which has been a highly requested subject

Technology:
- Moving content to the new site
- Looking for input on any content changes

Executive board:
- Connie and Deb M are trying to set up meetings with our chosen “senior communicators”

Adjourn: Pam made a motion to adjourn. Deb SA seconded the motion, which was approved.

Next Meeting:
Tuesday, Feb. 10, 2004
250 McNamara Alumni Center (Deb M)

Respectfully submitted by Jennifer Schulz, recorder
Follow-Up Tasks
☐ Call new member(s), if you volunteered to do so (call Jennifer for a UDS gift certificate)
☐ Jennifer will follow up on updating the resources section of the website
☐ Begin to identify high-potential members and cultivate new board members
☐ Send ideas for closing session/speaker to Alan
☐ Send content for newsletter to Pam
☐ Connie and Deb M. will set up meetings with senior communicators
☐ Send ideas website content changes to Lani

For Future Discussion
☐ Volunteer of the Year Award
☐ Student involvement/projects for communications students