

University of Minnesota Alumni Association

Liaison Tool Kit
Will Craig, August 2020

Partnership Agreement

In August 2020 UMRA signed a partnership agreement with the University of Minnesota Alumni Association (UMAA). The agreement is good for two years but can be renewed for successive 2-year periods with the written consent both parties. A copy of the agreement is attached.

Two items in that agreement required regular activity by UMRA, at least annual:

- A least one UMRA newsletter per year much mention the discounted UMAA membership rate for UMRA Members.
- UMAA membership brochures and signage must be presented at one or more UMRA events per year. Materials will be provided by UMAA.

Potential Dates/Opportunities to Connect

Day of Service. Usually early Fall. Coordinate with Eric Hockert and URVC

U of M Days. Opportunities throughout the year (usually). Try for Twins game in Spring. In 2019 we sat far down the 1st-base line, but people scattered. In 2020 I opted for right field grandstand seats; that game was cancelled because of COVID-19.

UMAA Day at UMRA meeting. We are obliged to have UMAA brochures and signage at a UMRA event. Worth asking UMAA to sponsor a Forum.

UMRA Article in Minnesota Alumni Magazine. This award-winning magazine is widely read. It would be a great opportunity to spread the word on UMRA. In late August 2020 I contacted the editor and was encouraged to submit an article about UMRA and "keeping U of M institutional knowledge and ties intact" through UMRA.

Collegiate Alumni Representatives. Each college (and campus) has its own alumni staff (some large, some not so much); some are co-funded with the Alumni Association, some are fully paid by their college. But UMAA works to coordinate their efforts overall. The meetings are probably monthly. In September 2019, Donohue and Rinehart attended to introduce the members to UMRA. Other opportunities may arise.

Key UMAA Personnel

The following individuals have been key contacts at the Alumni Association

Steve Davis (davis937@umn.edu) Director of Infinity Engagement.

- Steve was the central point of contact while developing the partnership agreement. He was interested in sponsoring a Forum, but backed off because we did not have a partnership in place.
- He is also the key contact for UoM Days outings, which have included a group of UMRA members attending a Twins game together.

- Steve took the lead in assessing UMRA/UMAA membership overlap in 2019. His findings were
 - 34% of the people on the list are currently UMAA members (19% of that is Life Members) and 66% are not members
 - Of the people who are not members, 24% were members in the past and 42% have never been a member. So 58% of the total people on your list have been involved with the Alumni Association at some point
 - Only 45% of the people on the list are alumni of the U of M

Jon Rusek (ruzek010@umn.edu) Vice President of Engagement. Steve's boss. The guy who watched over the partnership agreement. Present at all the face-to-face negotiations. He is also our main conduit to the collegiate alumni representatives.

Shannon Juen (edho0002@umn.edu) Marketing Manager. Handled getting UMRA text/graphic on UMAA website and generated UMAA text on UMRA website. Both listings presenting discounted membership information about the partner organization.

Kablia Thao (thao0245@umn.edu) Director of National Engagement. She runs UMAA's [Day of Service](#), an annual volunteer event. Erik Hockert of URVC has made contact with her and is leading the effort to get retirees involved in that day.

Kelly O'Hara Dyer (ohara119@umn.edu) Editor, Minnesota Alumni Magazine.