

UNIVERSITY OF MINNESOTA RETIREES ASSOCIATION (July 2023 to June 2024)

Alumni Association

Liaison Annual Report

by Will Craig

UMRA and the UofM Alumni Association (UMAA) have been working closely together since a Partnership Agreement was signed in summer 2020.

The following document cooperative activities

- UMRA programs posted for public viewing on UMAA's Gold Mind site.
 - 74 videos submitted to Gold Mind in the past 4 years – 11 this year
 - 4213 views in 4 years – 838 this past year
 - Our most popular programs are those dealing with family history and health issues facing older people.
 - Number 1 video overall remains *Family History: Discovering Ancestral Homelands* (10/22), now with 422 views
 - Most popular video this year was *An alarming movement in the U.S. to ban books* (42)
 - Some videos have peaks in popularity. A pair of 2021 programs each drew more than 100 views this past year: *Minneapolis Megamurder* and *Could Climate change turn Minnesota into the new Kansas?* Both doubled their previous total. Maybe they were class assignments.
- Alumni Association's Day of Service
 - I let URVC engage in the Alumni Association's Day of Service this year.
- UofM Day at Target Field (2 events, both in the 2023-2034 academic year)
 - July 2023. Ticket price included a co-branded UofM/Twins cap. UMRA sold 13 tickets.
 - June 2024. Price was to include a co-branded UofM/Twins jersey. Buyers could choose their size. Very disorganized. Not clear whether the Twins or the Alumni Association were at fault. Price was advertised as \$40-50 and not set until last minute. Twins ran out of jerseys. UMRA members were seated in a single section, but not together as a group. These issues need to be fixed next year.

Our Partnership Agreement is on a 2-year renewal cycle. Both sides agreed the partnership is going well and it was renewed September 2022 and will need to be renewed in 2024.