

UNIVERSITY OF MINNESOTA RETIREES ASSOCIATION (July 2024 thru June 2025)

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. A new agreement was signed in January 2025. Like earlier agreements, it extended for 2-years. In a major change, the agreement will “auto renew with a biannual check in 60 days prior to the renewal.”

Cooperative activities during this July 2024-June 2025 period

- UMRA programs posted for public viewing on UMAA’s Gold Mind site, giving us a reach beyond our own membership.
 - 98 videos were submitted to Gold Mind in the past 5 years – 20 this past year
 - 5,347 views in 5 years –1,134 this past year.
 - Our most popular programs are those dealing with family history, health issues facing older people, environment, and university leadership.
 - Demand can vary greatly. This year our 2021 *Minneapolis Megamurder* video about crows doubled its viewership to 690, making it our all-time most popular video. Perhaps a University class or environmental group chose this video for study. It is too early to say which of our most recent videos will become popular with the public.
- 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. This has been an annual event, but both 2024 and 2025 events occurred outside the time window of this report.