

UNIVERSITY OF MINNESOTA RETIREES ASSOCIATION (7/1/2020-6/30/2021)

Alumni Association

Liaison Annual Report

by Will Craig

A Benefit Partner Formal Agreement between the organizations was signed in August 2020. The preamble reads says the two groups “agree to work together to provide benefits to members of the Alumni Association and to increase exposure and membership for the UMRA.” The agreement says each group will list the other on its website, mention the other at least annually in communications with our members, and provide “Assistance in other ways, on a project-by-project basis, and only by agreement of both partners.” The agreement is good for two years, but is renewable if both groups agree.

The Alumni Association holds many events throughout the year and UMRA was anticipating participating in some of them; e.g. a Twins game as part of their “UofM Days” program. There was hope that Alumni Association would attend and sponsor an UMRA lunch. All such events were cancelled this year because of the Coronavirus crisis.

A golden opportunity for mutual assistance grew out that crisis. Both groups cancelled live events and moved to Zoom technology. UMRA cancelled its monthly forums and workshops, replacing them with Zoom events, each recorded. The Alumni Association did the same with their events, but further. It created a Zoom clearinghouse to access recordings of popular events across the University. The clearinghouse is called **Gold Mind**. With the permission of our presenters, over two dozen UMRA presentations were reposted on the Gold Mind site this year. As of late May, UMRA presentations on Gold Mind had been viewed by several hundred people, nearly as many as watched the recordings on our own site. (Of course most UMRA members had watched those presentations live.)

In a separate activity, I wrote an article for the Winter 2021 issue of the *Minnesota Alumni* magazine: “Still Making Change: U of M retirees continue to enhance the legacy of their former employer.” The article was based on my analysis of UMRA’s Professional Development for Retirees Grant (PDGR) program. This was a wonderful opportunity to publicize the value of retirees, UMRA, and the PDGR program.

Attached: Benefit Partner Formal Agreement

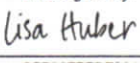
**University of Minnesota Alumni Association and University of Minnesota Retirees Association
Benefit Partner General Agreement 2020-2022**

The University of Minnesota Alumni Association (UMAA) and the University of Minnesota Retirees Association (UMRA) are both committed to honoring and serving the University of Minnesota. As part of this commitment, UMAA and UMRA wish to recognize and support the mission and members of each other's organization by collaborating in the areas described below.


The University of Minnesota Alumni Association shall provide:	The University of Minnesota Retirees Association shall provide:
<ul style="list-style-type: none"> UMRA members with a UMAA membership offer at the U of M employee rate of \$35 annual 1-year (regular \$50 single / \$60 joint). 	<ul style="list-style-type: none"> Free first year of membership to UMAA members meeting UMRA eligibility requirements (regular \$30 single / \$40 couple).
<ul style="list-style-type: none"> Inclusion in Member Benefit section of Alumni Angle weekly email (minimum of two per year). Message to include UMRA membership offer. 	<ul style="list-style-type: none"> Alumni Association discounted membership for UMRA members message to be included in at least one UMRA e-News (monthly email), with link to Member Discounts page on umra.umn.edu.
<ul style="list-style-type: none"> Opportunity for UMRA to purchase additional ad space in Alumni Angle or <i>Minnesota Alumni</i> magazine at a discounted rate. 50% off the one-time rate card price. 	<ul style="list-style-type: none"> Link to Alumni Association website (UMNAlumni.org/join) from the UMRA site.
<ul style="list-style-type: none"> Link to the UMRA website umra.umn.edu from the UMAA Member Benefits page. 	<ul style="list-style-type: none"> Alumni Association membership brochures and signage on site at UMRA events. Marketing materials to be provided by the UMAA.
<ul style="list-style-type: none"> Assistance in other ways, on a project-by-project basis, and only by agreement of both partners. 	<ul style="list-style-type: none"> Assistance in other ways, on a project-by-project basis, and only by agreement of both partners.

This agreement begins on September 1, 2020 and continues for a term of two (2) years. Following this term, the agreement may be renewed for successive two-year periods with the written consent of both the U of M Retirees Association and the Alumni Association.

**Agreed to and Accepted By:
U of M Alumni Association**

DocuSigned by:
by 
Lisa Huber, Sr. Director of Marketing

U of M Retirees Association

by 
William Donohue, President