

University of Minnesota Alumni Association

Liaison Tool Kit
Will Craig, July 2021

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 (All but the magazine opportunities were skipped in 2020-2021 because of covid shutdown.)

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. Open for articles that interest alumni. My "Still Making Change" article about the impact of UMRA's PDGR program was published in the Winter 2021 edition of the magazine..

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.

Gold Mind. This new opportunity opened in 2020 as UMRA and others were eliminating live face-to-face presentations and moving to Zoom and other electronic presentations which were easy to record. The Alumni Association created Gold Mind as a clearinghouse for distributing such presentations from a wide range of UofM colleges and organizations. Their only rule was that the presentations be of wide interest. UMRA added the stipulation that we get permission from the presenter for that wider distribution.

Gold Mind is a *public* YouTube channel, meaning people can search and find their video programs using Google or other search tools. UMRA recordings are accessible from the UMRA website, but our own recordings are on an *unlisted* channel; people need to visit our site to find one of these presentations. To handle the transformation, the Alumni Association downloads from UMRA's website, then reposts on

their Gold Mind site. UMRA gave them permission to do so. We were worried that others might grab our presentations and edit them, so created label our collection “You may not download or repost videos without the permission of UMRA.”

UMRA’s first presentation, *Japanese American WWII Relocation Camps*, was uploaded to Gold Mind in early 2020. Through June 2021, 28 videos were reposted to Gold Mind, while 11 were not. UMRA decides which to hold back. Through mid-May, UMRA recordings on Gold Mind had been viewed by several hundred different people, with videos about health, police, and family history being the most popular. Each Gold Mind listing is labeled, “Presented by the University of Minnesota Retirees Association (UMRA).”

I use the following process for screening and submitting UMRA presentations to Gold Mind.

1. I review presentations, looking for those with broad appeal, qualifying candidates for Gold Mind. Sometimes I seek advice of others in making this decision.
2. I seek permission from the presenters of qualified programs. Sometimes that permission has been granted earlier. If not, I seek it, typically through the UMRA person who organized the session. I save records of permissions.
3. With permission of the presenter, I [submit content to Gold Mind](#), providing them with the URL of UMRA's YouTube recording.

Key UMAA Personnel

The following individuals have been key contacts at the Alumni Association

Steve Davis (davis937@umn.edu) Interim Associate Vice President & Director of Affinity 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
- Steve is our primary Gold Mind contact. He is willing to provide regular counts on the number of views of each of our video presentations.

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*. I worked with her in publishing my 2021. Article.