

**ARIZONA STATE UNIVERSITY RETIREES ASSOCIATION
BOARD MEETING
MINUTES OF 11 September 2013**

Board Members Present: Art Ashton, Barry Bruns, Barbara Bradford Eschbach, Cecelia Fiery, Elmer Gooding, Karen Hammann, Glenn Irvin, Dick Kelly, Gary Kleemann, Jo Madonna, Barry McNeill, Bill Moor, Bill Stasi, Jan Thompson, Hal White

Board Members Absent: Jeannette Robson

Ex-Officio Members Present: Abby Polito

Committee Chairs Present: Gary Anderson, Sue Blumer, Joan Leard, Wilma Mathews, Connie McNeill, Val Peterson, Dave Schwalm, Linda Van Scoy

Executive Staff Present: Carol Moore

Guests Present: None

I. CALL TO ORDER

II. INTRODUCTIONS AND WELCOME TO GUESTS

III. ADOPTION OF TODAY'S AGENDA

MSPassed to adopt agenda.

IV. REVIEW AND APPROVAL OF THE MINUTES

8 May 2013 Board Meeting

MSPassed to accept minutes with one correction submitted by Connie McNeill. The correction is to item IX.F.4 paragraph 2: Connie reported that the membership forms as well as the ASURA database have been amended to conform to the By-Laws to include the two new membership categories: individuals who once worked for ASU but did not retire from ASU, and individuals who retired from other universities. The first year of membership is gratis.

V. FINANCIAL REPORT / TREASURER'S REPORT (BARRY BRUNS, CAROLYN MINNER)

A. REVIEW OF FINAL 2012-2013 FINANCIAL & EVENTS REPORT

MSPassed to accept the financial and events report

B. PRESENTATION OF 2013-2014 ASURA BUDGET

Barry Bruns reported on the budget and distributed a pie chart of the budget breakdown. He indicated that there are no significant changes from last year's budget.

Connie McNeill asked about approximately \$200 for renovating the conference room. Barry B indicated that there were discretionary funds to cover that cost.

MSPassed to accept the 2013-2014 budget.

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VI. EX-OFFICIO REPORTS

A. Alumni Association.

No report

B. Emeritus College

Elmer Gooding reported that this will be an active year for the Emeritus College.

C. Human Resources

No report.

D. University Club Liaison

No report.

E. University Liaison

No report.

F. University Senate

No report.

G. University Staff Council

No report.

H. Public Affairs

Abby Polito expressed her availability to assist ASURA with Public Affairs issues.

VII. WHITE PAPER ON STRATEGIC GOALS

A. DISCUSS WHITE PAPER

Barry McNeill discussed the evolution of the goals identified in the White Paper and emphasized their helpfulness in determining the focus and direction of the organization. A survey seems appropriate to address the first three goals, but probably not the fourth. Barry proposed that there be five working groups to write questions for the survey areas. He outlined an October-November timeframe to develop the survey, which will probably be sent out in January. There would be three surveys: one for current members, one for lapsed members, and one for retirees who have never joined the association.

Discussion ensued about the time and resources that will be necessary to develop a good survey. The consensus was that the Association may need to call on assistance from experts on surveys, and it may be most efficient to involve expertise from the beginning of the project.

Some discussion arose about the time frame and communications with ASU Human Resources to contact upcoming retirees. In the future, there

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may be a need for surveys to address specific issues, such as travel preferences.

MSPassed unanimously to accept the proposal.

After the motion passed, Barry M distributed a sign-up sheet for the groups to develop survey questions.

VIII. ASURA HISTORY BOOK

A. PRESENTATION OF FINAL COMMITTEE REPORT

Val Peterson reviewed the final report on the History Book project. Val thanked the committee members and others who participated in the project, especially Wilma Mathews and Judith Smith for their skilled editing work, Mary Stevens for assistance with copyrights and legal activities, Connie McNeill for extensive work on the Photo Gallery, content and format of the book, as well as current website development for book access online, and lastly the authors for their contributions.

Actual cost of the book was \$2402 rather than the \$3000 in the report.

Barry McNeill thanked Val and the Committee for an outstanding job on the book. The Board offered its appreciation as well. Several board members commended Val's leadership in the project.

MSPassed to accept the report. The Committee has now completed its work.

B. POLICY FOR DISTRIBUTION OF BOOK

Connie McNeill presented the plan to distribute the book. Barbara Bradford Eschbach suggested an additional event, the luncheon at Friendship Village for those who lack mobility. It appears that ASURA has already received enough donations to cover the cost of printing the book.

Bill Moor suggested personal presentations of copies to President Crow, Virgil Renzuli, and the new Provost when that person is appointed. Discussion ensued regarding distribution of remaining copies of volume I.

Bill Stasi moved to approve the proposal with Bill Moor's suggestion regarding personal presentation of copies, and Connie McNeill's suggestion that we should also allow organizers of other ASURA events to have books available, at their option.

The motion Passed unanimously.

IX. STANDING COMMITTEE REPORTS

A. Community Outreach Committee - Subcommittee Reports

1. Adopt-A-Family (Joan Leard)

Joan reported that the Committee is preparing for the upcoming year, and currently requesting the name of family from Tempe schools worker. A package will be prepared for the Thanksgiving holiday.

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2. Scholarship Committee (Sue Blumer)

Sue indicated that the Committee will begin advertising for scholarship recipients. This year's recipient will be featured in a *Prime Times* article. Sue has been receiving inquiries this summer about the scholarship. She thanked the Committee for their contributions and effort.

3. Video History Project (Linda Van Scoy)

Linda reported that the Committee did some work over the summer and conducted two interviews. The total now is 95, but not all interviews are edited. The Committee will look into hiring some student editors to assist with this, and will resume interviews in October.

B. Events Committee and Subcommittee Reports

1. Events Committee Coordination (Jo Madonna)

Jo Madonna reported that eight ASURA members and two others participated in a KAET Pledge Drive during the summer. It was a successful and enjoyable event.

2. Luncheons & Special Events (Barbara Bradford Eschbach)

Barbara reported that there are three events scheduled: The Meet & Greet (which has 71 participants), the Luncheon at Friendship Village Tempe, and the Holiday Potluck, 19 Dec. The Committee will probably organize the Fashion Show again in the spring.

3. Retirees Day

Barry McNeill reported that this Committee will meet 12 September for the first time. It is just beginning its work.

4. Seminars (Jan Thompson)

Jan reported that the 1st Seminar is on 11 September. A major seminar is scheduled for October 17: Part 1 will be on Medicare, Part 2 on ASRS and ADOE, and Part 3 will be for questions and individual consultation with the presenters. The Committee is planning a seminar on Wellness for Seniors in January.

5. Travel (Gary Anderson)

Gary Anderson reviewed the trips planned so far: the 25 October trip to Apache Junction to attend the Kingston Trio show (limit of 20 people), and the 7 December Spirit of Phoenix Christmas Show. Gary Kleemann discussed the 15 May trip to Russia.

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C. Finance Committee (Barry Bruns)

1. Golf Tournament (Dave Schwalm)

David reported that \$4500 has been committed in sponsorships. The tournament will be at Karsten on 11 November. He is hoping to have around 80 golfers and would like to get more women out on the course.

2. Book Collection (Mary Stevens)

Mary reported that there is no quarterly statement available yet. There were many book donations during the summer and it appears that distributing the book donation forms with the membership renewal last May was effective.

Wilma Mathews reported ASURA has been listed as a participant in the Phoenix Public Library Books for Good project.

D. Government Liaison Council

1. ASRS General

No liaison

2. Legislature (Cecelia Fiery)

Barry McNeill reported that he believes Cecilia has registered as a Lobbyist. Art Ashton inquired about access to a program that tracks legislative bills and Abby Polito offered some suggestions he might pursue.

E. Health Insurance Liaison Council

1. ADOA (Art Ashton)

Art reported on the upcoming Health Expo which should be very helpful. Health providers as well as representatives from ADOA are present and you can talk with them. He also pointed out that if anyone is having any difficulty with a health care provider, there is a feature on the ADOA website that can assist in resolving the issue.

2. ASRS

No Liaison has yet been identified. Cecilia Fiery will cover this in the interim.

F. Membership and Communications Committee – Subcommittee Reports

1. Membership Update (Dave Schwalm)

David reported that membership is up over last year, and participation in events has increased as well.

2. Prime Times (Wilma Mathews)

Wilma reminded the Board that the deadline for submissions is 23 September. She is receiving more material than *Prime Times* can handle and is having to do more editing.

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3. Obituaries

No Report

4. History Committee (Val Peterson)

See VIII.A

5. Web Site and Database (Connie McNeill)

Connie reported that the ASURA membership enrollment form is being modified to gather information about which health plans the members are enrolled in. This information will help ASURA focus its health plan efforts. New links have been added to the website and are marked with a yellow “explosion”. The format for the Photo Gallery has been changed to a black background.

X. UNFINISHED BUSINESS

Hal White inquired whether ASURA has a liaison from the University Senate. Barry McNeill responded that he has been attempting to file this role. It has been several years since we have had an active Senate liaison.

Hal also pointed out that during his tenure as President the Senate approved having ASURA send a representative to the Senate meetings; currently no representative has been attending, or even invited.

XI. NEW BUSINESS

XII. ANNOUNCEMENTS

Next Meeting: *October 9 in CSB 303.*

Carol Moore noted the new chairs for the conference room. She alerted the Board to the building-wide issue with the office phone, which should be repaired in a week or so. She noted that there is now a \$50 food charge for all rooms in the building except the cafeteria, and suggested that when the room is reserved, food not be ordered.

Bill Stasi mentioned an upcoming campus tour that includes a building not usually open to the public.

XIII. ACTION ITEMS

XIV. MEETING ADJOURNMENT

The meeting adjourned at 11: 15 a.m.

Event	Date(s)	Registration Fees		Event Costs				Net Gain/Loss
		Collected	Refunded	Travel & Related	Food, Entertainment & Related	Lodging & Related	Other	
Meet & Greet Luncheon	09/12/12	0.00	0.00	0.00	354.87	0.00	0.00	-354.87
Sante Fe, New Mexico Trip	10/15-10/18/12	C A N C E L L E D						
*Fundraiser Golf Tournament	11/12/12	7,667.00	0.00	0.00	5,130.00	0.00	0.00	2537.00
Fall Luncheon	11/15/12	632.00	0.00	0.00	679.13	0.00	0.00	-47.13
**Fundraiser Holiday Potluck	12/13/12	0.00	0.00	0.00	26.16	0.00	0.00	-26.16
Wild West Day Trip	02/07/13	1,378.00	123.00	507.50	552.00	0.00	0.00	195.50
***Retirees Day	02/23/13	3,650.00	0.00	0.00	3,766.21	0.00	0.00	-116.21
Spring Fashion Show & Brunch	05/09/13	161.00	0.00	0.00	238.74	0.00	0.00	-77.74

Net gain (loss) - all completed non-fundraising events

-426.61

Net gain (loss) - all non-fundraising events

-426.61

*Collections include sponsor donations

**Net loss includes \$26.16 for Holiday Potluck Fundraiser

***Collections include \$950 support from Operations

Account Categories	Approved Budget	Actual YTD Amount	% Realized/Expended	COMMENTS
ASURA Operations - Income				
Balance Forward	30,734	30,734		
Current Year Revenue				
Events Registration Fees & Donations Collected	7,500	4,871	65%	
Membership Donations ("Dues")	17,000	18,378	108%	
General Operations Donations	2,000	2,467	123%	
Sale of University History Book	0	570		Proceeds from sale at Retirees Day Event
Total ASURA Operations Current Year Revenue	26,500	26,286		
ASURA Operations - Expenses				
<i>Printing and Mailing Costs</i>				
Annual Report	150	99	66%	
Events - Advertising	1,600	210	13%	
Bylaws & Ballots	400	748	187%	
Membership Drive	900	838	93%	
<i>Other Operations Costs</i>				
Purchase of University History Book	0	653		Books to be sold at Retirees Day Event
Business Luncheons/Staff Appreciation	800	840	105%	Tri-Univ Luncheon; Past Presidents' Luncheon
Events - All Costs Except Advertising	7,500	5,298	71%	Includes \$26.16 for Holiday Potluck Fundraiser
Seminars - All Costs	300	41	14%	
Membership Database	1,200	1,293	108%	This cost covers a full year + 2 months
Office Equipment & Supplies	1,000	1,702	170%	Includes color laser printer approved by Board
Prime Times	0	645		5000 shells (expected to cover minimum of 2 years)
Retirees Day - Speaker & Guest Lunches	200	200		
Retirees Day - Additional Support	750	750		
Service Appreciation Gifts	500	484	97%	
Transfer to History Book Project	0	500		
Transfer to new Video History account	0	902		
Transfer to new Adopt-a-Family account	0	1,555		
Transfer to Special Projects	0	782		
Foundation Management Fees	900	890	99%	
Total ASURA Operations Expenses	16,200	18,429		
Increase (Decrease) in Fund Balance for Current Year	10,300	7,857		
Uncommitted ASURA Operations Funds	41,034	38,591		

Account Categories	Approved Budget	Actual YTD Amount	% Realized/Expended	COMMENTS
Public Affairs Allocation				
<i>Printing & Mailing Costs</i>				
Membership Drive	1,500	1,458	97%	
Prime Times	3,300	3,744	113%	Includes Summer Edition missed at yearend
<i>Other Public Affairs Operations Costs</i>				
Annual Meeting Refreshments	300	554	185%	
Copier/FAX Equipment Annual Lease	1,900	0	0%	Miscommunication - Invoiced instead of direct billed - Invoice was not received
Total Operation Expenses Covered by PA	7,000	5,755	82%	
Special Projects				
Special Projects - Income				
Balance Forward	15,406	15,406		
Current Year Revenue				
Adopt-A-Family Donations		445		
Video History Donations		407		
History Book Donations	500	165	33%	
Transfer from Operations	0	782		Covers shortfall created after transferring donations received for the History Book & Video History Projects.
Bake Sale Income	0	237		
Friends/Phx Library Book Sale Net Income	900	496	55%	
Golf Tournament	0	8,667		Add'l \$1000 received for upcoming tournament
Total Special Projects Current Year Revenue	1,400	11,199		
Special Projects - Expenses				
2012/2013 Scholarship	10,000	10,000		
Golf Tournament	0	5,130		
Video History Production Expense	0	502		
Transfer 1/3 golf tournament net revenue to B. Winkles	0	846		
Transfer 1/3 golf tournament net revenue to Endow. Scholshp	0	846		
Transfer 1/3 golf tournament net revenue to Video History	0	846		
Transfer to new Video History account	0	4,800		
Transfer to new History Book account	0	575		
Transfer to new Adopt-a-Family account	0	445		
Foundation Management Fees	200	321	160%	
Total Special Projects Expenses	10,200	24,310		
Increase (Decrease) in Fund Balance for Current Year	-8,800	-13,111		
Uncommitted Special Projects Funds	6,606	2,295		

Account Categories	Approved Budget	Actual YTD Amount	% Realized/Expended	COMMENTS
Adopt-A-Family				
Adopt-a-Family - Income				
Balance Forward	0	0		
Current Year Revenue				
Adopt-A-Family Donations	2,000	578	29%	
Transfer from Operations	0	1,555		
Transfer from Special Projects	0	445		
Total Adopt-A-Family Current Year Revenue	2,000	2,578		
Adopt-A-Family - Expenses				
Adopt-A-Family	2,000	2,004	100%	
Foundation Management Fees	42	46		
Total Adopt-A-Family Expenses	2,042	2,050		
Increase (Decrease) in Fund Balance for Current Year	-42	529		
Uncommitted Adopt-A-Family Funds	-42	529		
Video History				
Video History - Income				
Balance Forward	0	0		
Current Year Revenue				
Video History Donations	1,000	1,180	118%	
1/3 net revenue from Golf Tournament	0	846		
Transfer from Operations	0	902		
Transfer from Special Projects Account	0	4,800		Transfer includes donations less expenses incurred
Total Video History Current Year Revenue	1,000	7,728		
Video History - Expenses				
Production	2,400	385	16%	
Transfer to History Book Project	0	100		Donation posted to Video History in error
Equipment	0	1,795		Camcorder; 2 Memory Cards; Replacement Battery; Battery Chargers; Mini-Blind; Camera Bag
Foundation Management Fees	50	67		
Total Video History Expenses	2,450	2,346		
Increase (Decrease) in Fund Balance for Current Year	-1,450	5,382		
Uncommitted Video History	-1,450	5,382		
History Book				
History Book - Income				
Balance Forward	0	0		
Current Year Revenue				
Transfer from Operations	0	500		
Transfer from Special Projects	0	575		
Transfer from Video History	0	100		Donation posted to Video History in error
History Book Donations	0	1,615		
Total History Book Current Year Revenue	0	2,790		
History Book - Expenses				
History Book	0	2,319		500 printed copies
Foundation Management Fees	0	83		
Total History Book Expenses	0	2,402		
Increase (Decrease) in Fund Balance for Current Year	0	388		
Uncommitted History Book	0	388		

Account Categories	Approved Budget	Actual YTD Amount	% Realized/Expended	COMMENTS
Scholarship Endowment Fund				
Scholarship Endowment - Principal				
Endowment Balance July 1	36,715	36,715		
Invested Funds Gain (-Loss)	7,000	4,629		
Transfer to Scholarship Endowment - Spending	-900	-1,031	115%	Accrued Payout
Foundation Management Fees	-600	-569	95%	
Transfer from Scholarship Endowment - Spending	1,778	1,778	100%	
Current-Year Contributions	2,000	1,765	88%	Member contributions
Total Scholarship Endowment Principal	45,993	43,286		
Scholarship Endowment - Spending				
Balance July 1	1,778	1,778		
Payout from Endowment	900	1,031		Accrued Payout
Reinvest in Endowment	-1,778	-1,778		
Scholarship Support from Endowment	0	0		
Current-Year Contributions	0	846		1/3 of Golf Tournament Proceeds
Total Scholarship Endowment Spending	900	1,877		
Total Scholarship Endowment	46,893	45,163		

Event	Date(s)	Registration Fees		Event Costs				Net Gain/Loss
		Collected	Refunded	Travel & Related	Food, Entertainment & Related	Lodging & Related	Other	
Meet & Greet Luncheon	09/11/13	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingston Trio	10/25/13	0.00	0.00	0.00	0.00	0.00	0.00	0.00
*Fundraiser Golf Tournament	11/11/13	1,000.00	0.00	0.00	0.00	0.00	0.00	1000.00
Fall Luncheon	TBD	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spirit of Phoenix Chorus	12/07/13	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fundraiser Holiday Potluck	12/19/13	0.00	0.00	0.00	0.00	0.00	0.00	0.00
**Retirees Day	02/23/13	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spring Luncheon	TBD	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Net gain (loss) - all completed non-fundraising events

Net gain (loss) - all non-fundraising events

*Collections include sponsor donations

**Collections include \$950 support from Operations

Account Categories	Last Year	Proposed Budget	Actual YTD Amount	% Realized/Expended	COMMENTS
ASURA Operations - Income					
Balance Forward	30,734	38,591	38,591		
Current Year Revenue					
Events Registration Fees & Donations Collected	4,871	5,000	0	0%	
Membership Donations ("Dues")	18,378	18,000	2,730	15%	
General Operations Donations	2,467	2,000	335	17%	
Sale of University History Book	570	100	0	0%	
Total ASURA Operations Current Year Revenue		25,100	3,065		
ASURA Operations - Expenses					
<i>Printing and Mailing Costs</i>					
Annual Report	99	100	0	0%	
Survey & Ballots	748	800	0	0%	
Membership Drive	838	900	223	25%	
<i>Event Costs (exclusive of Advertising)</i>					
Paid Events		5,000	0	0%	
Meet & Greet	355	400	69	17%	
Seminar - All Costs	41	40	0	0%	
Annual Meeting Refreshments	554	600	0	0%	
Holiday Potluck & Fundraiser	26	50	0	0%	
Retiree's Day - Presenter & Guest Lunches	200	200	0	0%	
Retiree's Day - MU Room Fees	750	750	0	0%	
<i>Other Operations Costs</i>					
Scholarship Award		8,123	8,123	100%	Balance of \$10,000 paid from Endowment
Business Luncheons/Staff Appreciation	840	800	0	0%	
Membership Database	1,293	1,000	0	0%	
Office Equipment & Supplies	1,702	1,000	51	5%	
Service Appreciation Gifts	484	500	0	0%	
AROE Membership Dues		100	0	0%	
Transfer to Adopt-a-Family account	1,555	1,000	0	0%	
Foundation Management Fees	890	900	61	7%	
Total ASURA Operations Expenses		22,263	8,527		
Increase (Decrease) in Fund Balance for Current Year		2,837	-5,462		
<i>Uncommitted ASURA Operations Funds</i>		41,428	33,129		

Account Categories	Last Year	Proposed Budget	Actual YTD Amount	% Realized/Expended	COMMENTS
Public Affairs Allocation					
Opening Balance	7,000	7,000	7,000		
<i>Printing & Mailing Costs</i>					
Membership Drive	1,458	1,500	684	46%	
Envelopes and Other	3,744	1,391	1,334	96%	Letterhead & Return Envelopes
Prime Times		2,500	0	0%	
<i>Other Public Affairs Operations Costs</i>					
Conference Room Chairs		109	109	100%	Chairs for conference room
Copier/FAX Equipment Annual Lease		1,500	1,306	87%	
Total Subsidized Expenses		7,000	3,432		
Uncommitted PA Funds For Operations		0	3,568		
Special Projects					
Special Projects - Income					
Balance Forward	15,406	2,295	2,295		
Current Year Revenue					
Bake Sale Income	237	200	0	0%	
Friends/Phx Library Book Sale Net Income	496	500	0	0%	
Golf Tournament	8,667	9,000	0	0%	
Total Special Projects Current Year Revenue		9,700	0		
Special Projects - Expenses					
Golf Tournament	5,130	6,000	0	0%	
Transfer 1/2 golf tournament net revenue to Endow. Scholarship	846	1,500	0	0%	Last year split 3 ways with Winkle Endowment
Transfer 1/2 golf tournament net revenue to Video History	846	1,500	0	0%	Last year split 3 ways with Winkle Endowment
Foundation Management Fees	321	400	0	0%	
Total Special Projects Expenses		9,400	0		
Increase (Decrease) in Fund Balance for Current Year		300	0		
Uncommitted Special Projects Funds		2,595	2,295		

Account Categories	Last Year	Proposed Budget	Actual YTD Amount	% Realized/Expended	COMMENTS
Adopt-A-Family					
Adopt-a-Family - Income					
Balance Forward	0	529	529		
Current Year Revenue					
Adopt-A-Family Donations	578	521	170	33%	
Transfer from Operations	1,555	1,000	0	0%	
Total Adopt-A-Family Current Year Revenue		1,521	170		
Adopt-A-Family - Expenses					
Adopt-A-Family	2,004	2,000	0	0%	
Foundation Management Fees	46	50	3	7%	
Total Adopt-A-Family Expenses		2,050	3	0%	
Increase (Decrease) in Fund Balance for Current Year		-529	167		
Uncommitted Adopt-A-Family Funds		0	695		
Video History					
Video History - Income					
Balance Forward	0	5,382	5,382		
Current Year Revenue					
Video History Donations	1,180	1,000	85	9%	
1/2 net revenue from Golf Tournament	846	1,500	0	0%	Last year split 3 ways with Winkle Endowment
Total Video History Current Year Revenue		2,500	85		
Video History - Expenses					
Production	385	5,000	0	0%	
Equipment	1,795	150	0	0%	
Foundation Management Fees	67	150	2	1%	
Total Video History Expenses		5,300	2		
Increase (Decrease) in Fund Balance for Current Year		-2,800	83		
Uncommitted Video History		2,582	5,465		
History Book					
History Book - Income					
Balance Forward	0	388	388		
Current Year Revenue					
History Book Donations	1,615	105	105	100%	
Total History Book Current Year Revenue		105	105		
History Book - Expenses					
History Book	2,319	0	0		
Foundation Management Fees	83	0	2		
Total History Book Expenses		0	2		
Increase (Decrease) in Fund Balance for Current Year		105	104		
Uncommitted History Book		493	491		

Account Categories	Last Year	Proposed Budget	Actual YTD Amount	% Realized/Expended	COMMENTS
Scholarship Endowment Fund					
Scholarship Endowment - Principal					
Endowment Balance July 1	36,715	43,286	43,286		
Invested Funds Gain (-Loss)	4,629	4,300	0	0%	
Transfer to Scholarship Endowment - Spending	-1,031	-1,000	0	0%	
Foundation Management Fees	-569	-600	-648	108%	
Transfer from Scholarship Endowment - Spending	1,778	1,000	0	0%	
Current-Year Contributions	1,765	1,800	50	3%	
Total Scholarship Endowment Principal	43,287	48,786	42,688		
Scholarship Endowment - Spending					
Balance July 1	1,778	1,877	1,877		
Payout from Endowment	1,031	1,000	0		
Reinvest in Endowment	-1,778	-1,000	0		
Scholarship Support from Endowment		-1,877	-1,877		
Total Scholarship Endowment Spending	1,031	0	0		
Total Scholarship Endowment	44,318	48,786	42,687		

ASURA STRATEGIC GOALS AND PROPOSAL FOR ADDRESSING THE GOALS

By Barry McNeill, September 7, 2013

During the summer I sent out a request to the Board and Committee chairs for ideas about what we might hope to achieve by surveying our membership. I received a number of helpful suggestions and comments. As I thought about these I realized that the proposed survey objectives could all be thought of as ideas for obtaining information that would help the Board address underlying strategic goals. I've listed those below. These are, of course, not new goals. Some actions that I know the Board has taken to address them in the past include creating the Introductory Membership, expanding membership eligibility, raising dues, holding the Golf Tournament and the Book Drive creating our seminar programs.

I hope and believe we can agree that the objective for our survey is to obtain information that will inform the Board as it considers actions that would address the first three strategic goals. For the most part, I don't think that a member survey would be particularly helpful in addressing the fourth goal.

To obtain information for use in addressing Goal 4, I think we can ask the Finance Committee to prepare a report on the long-term financial health of the organization with recommendations as appropriate, and we can, as a Board, have discussions about such things as merging with the Emeritus College, recruiting the volunteers to carry on after us, etc.

Strategic Goals

- **Goal 1 – Increase Membership**
The Association exists only if it has members, and the benefits to members and others are closely tied to the number of members: if we have more members our potential benefits increase.
- **Goal 2 – Better Serve our Members**
The Association exists for its members and hence needs to do its best to offer services that are desired by and beneficial to its members.
- **Goal 3 – Review Community Outreach Portfolio**
Engaging in community outreach has been one of the Association's long-standing activities. With over 30% of current expenses associated with outreach programs it is important to determine if the portfolio needs to be adjusted.
- **Goal 4 – Ensure Long Term Health of the Association**
If the Association is to continue to be effective it is important to make decisions that ensure financial health, suitable office space, and the existence of a committed and active group of people to lead the organization and to carry out its functions.

ASURA STRATEGIC GOALS AND PROPOSAL FOR ADDRESSING THE GOALS

By Barry McNeill, September 7, 2013

Creating & Reviewing Survey Instruments

Step 1 of the proposed survey creation process which I send out this summer has been completed with the creation of the Strategic Goals and it is now time to move onto Steps 2 and 3 of the process.

Step 2 – Draft Survey Questions

The work of creating survey instruments that will focus on our strategic objectives should begin with the drafting of survey questions, with a goal of having drafts by the **October Board meeting**.

Eventually there will be three surveys: one for current members; one for members who have chosen to not renew, i.e., lapsed members; and one for those eligible retirees who have never joined. For right now we can concentrate on writing questions without worrying about how they will be organized in the survey instruments.

To draft questions, we need small groups, 2 to 3 people, focusing on questions in each of the strategic areas, as follows:

- Question Group 1 - Membership
Group 1 is to write survey questions associated with Goal 1. This group will write questions for all three of the surveys. Some of the possible objectives for the survey would be to learn why members joined, how they were recruited, why they did not renew, and why some never joined.
- Question Group 2 – Member Services - information
Group 2 is to write questions that address the information component of member services which will be only for the Members Survey. The objective would be to determine if the Association provides the sort of information members want to have, e.g., health insurance, obituaries, legislative action, past events, Board Meeting minutes, ASU news, etc.
- Question Group 3 – Member Services – social activities
Group 3 is to write questions that address the social activities component of member services, which will be only for the Members Survey. The objective would be to determine if the Association provides the sorts of social activities members want to have, e.g., seminars, travel, luncheons, wine & cheese, informal, etc.
- Question Group 4 – Member Services - communication
Group 4 is to write questions that address the communication component of member services, again only for the Members Survey. The objective would be to determine if the Association's communication methods, e.g., *Prime Times*, e-mail, website, are keeping the members informed, determine how sensitive members are to getting "too many" e-mails, determine if there are other communication methods, e.g., social media, that members would find useful, etc.

ASURA STRATEGIC GOALS AND PROPOSAL FOR ADDRESSING THE GOALS

By Barry McNeill, September 7, 2013

- Question Group 5 - Outreach

Group 5 is to write question which address the issues associated with Goal 3. This group will write questions only for the Members Survey. The objective would be to determine a level of support for the current outreach projects and to see if there are new projects the Association might consider.

There are two types of questions: Open ended and Closed or Structured. Open ended questions require the responder to write something and offer the opportunity to get some new ideas but are harder to analysis and the answers can go off topic. Closed questions are easier to analyze but restrict the answers to those supplied. There are a number of sources on how to write good questions. One published in *Principle*, March/April 2009, page 46, is attached.

Each Question Group should prioritize its draft questions (most important to least important) so that if it becomes necessary to drop questions due to survey length it will be clear which questions to drop.

Step 3 – Review Questions

A good survey always has some type of review process to help ensure that the questions are not ambiguous or confusing. To this end, Each Question Group will be asked to review the questions from one other Question Group. Review assignments will be made no later than the October Board Meeting, questions will be sent to the review group shortly thereafter, and reviews should be completed before the **November Board meeting**.

A good way to review questions is to attempt to answer the questions as if taking the survey.

Once a Question Group has completed their review they should compile a list of questions and suggestions and send it to the authoring group.

Later Steps

Steps 4 and following will address creating and administering the survey instruments, and compiling results.

A Three-Step Guide to Developing Effective Surveys

T rue or False: *Surveys help educational professionals make important decisions for school improvement.*

OK, I'll admit that's a trick question. The answer depends on the quality of the survey.

In my experience working with principals, survey data is often used as frequently as student test scores to indicate school progress. When you administer a survey, however, the challenge is to make sure it elicits responses that give you viable information you can use. Although it's possible you might find a previously developed

survey that fits your needs, it's more likely you will not. That means you will have to create one.

The way in which you write and present both the questions and the response choices determines how reliable your results will be. The road to reliability begins with a clear objective for each question, a well-designed structure, and a correct choice of responses to match the question. When created in this way, the survey will deliver consistent responses with repeated use, which leads to confidence in the results.

The following three steps will guide you in developing an effective survey.

1. Creating the Right Questions

The most important step in the survey process is the first one: Write a question that will lead to a reliable response. Here are some helpful points to remember during the question design process.

Do:

- Make questions as clear, concise, and simple as possible;
- Cover one point only in each question—the more specific the question, the more likely the answer will produce useful information;
- Use familiar language—the reading level of the survey questions should match the reading level of your respondents; and

"The use of surveys in the educational community has grown remarkably as a method to collect data and present evidence in high-stakes decisions."

- Make sure the meaning of the question will be interpreted in the same way by every respondent.

Don't:

- Phrase questions in the negative, using the word "not"—some respondents will fail to read that word, skewing the results; –
- Create leading questions—those that point the respondent to a particular answer;
- Use words with emotional connotations or stereotypes, including gender or race demographics, unless that information is specifically important to your results; and
- Use jargon, slang, or unfamiliar terms.

Here is an example from a recent survey, with rewording suggested to

meet these guidelines.

Original wording: *Over the past few years, I have been encouraged not to fail students.*

Revised wording: *During the past three years, I have been encouraged by the school administration to pass students who were not sufficiently prepared for the next grade.*

2. Using Ordinal Scales for Responses

The most commonly used way to measure survey responses is with an ordinal scale, sometimes referred to as a Likert scale. An ordinal scale asks respondents to rank their response on a continuum from positive to negative. The format of a typical five-level ordinal scale is: *Strongly agree; Agree; Neutral; Disagree; Strongly disagree*. However, the savvy principal can also use other response terms after determining the choice that best matches the question. Consider the following possibilities:

Magnitude. When you want to determine the degree of importance of a question, you can offer responses such as: *To a very great extent; To a great extent; To some extent; To a very little extent*. Other choices could be: *Extremely; Moderately; Slightly; Not at all*. For example: How much confidence do you have in your child's yearly achievement test results, as reported during parent conferences? *A very great deal; A great deal; Quite a bit; Some; Little; None*.

Satisfaction. At times you might wish to determine satisfaction with a process, a program, or an event. Use response items that will bring forth the intended response. For example: Are you satisfied with the 7 a.m. school start time? *Very satisfied; Somewhat satisfied; Satisfied; Somewhat dissatisfied; Very dissatisfied*.

Here's an alternate example: Using a scale of 1 to 5, with 5 representing perfect satisfaction and 1 representing not at all satisfied, how satisfied are you with the 7 a.m. school start time?

Frequency scales. *Always; Very often; Fairly often; Sometimes; Almost never; Never*.

Comparison scales. *Much more than others; Somewhat more than others; About the same as others; Somewhat less than others; Much less than others*.

Endorsements. *Definitely true; True; Don't know; False; Definitely false.*

Paired Opposites. At times you may find that paired opposites work better than an ordinal scale for answering a question. This method asks respondents to plot their answer on a continuum between the two opposing poles (Bainbridge, 1989). Such responses usually use a scale of 1 to 5, as shown here:

Creative 1 2 3 4 5 Uncreative
Compatible 1 2 3 4 5 Incompatible
Friendly 1 2 3 4 5 Unfriendly

For example: Using a scale of 1 to 5, where 1 indicates friendly and 5 indicates unfriendly, please rate your perception of the friendliness of our school office staff when greeting you on the phone.

3. Reviewing and Pretesting Questions

Many inexperienced survey developers skip the review and pretest stage of the survey question design process. Although somewhat time-consuming, this crucial phase is worth the investment and will result in a higher rate of returned surveys and more reliable data.

First, have your questions reviewed by people knowledgeable about writing survey questions, such as a local university professor. Next, have your questions reviewed and answered by a few potential respondents. When asking for feedback, be specific and ask reviewers to respond to the following:

- Are instructions for completing the survey clearly written?
- Are the questions easy to understand?
- Are response choices mutually exclusive? Can only one choice be made?
- Is privacy respected and protected?
- Do you have suggestions regarding the addition or deletion of questions, or any improvements in format?
- Which rating scale is best for these responses?

In your own words, what does each question mean to you? (Fink, 1995)

Open-ended Questions

Closed-question or forced-choice surveys are likely to be more efficient and practical for the busy principal to administer and analyze. However, occasionally you might need to ask open-ended questions such as "What reasons do you have for choosing ABC Middle School?" There are a few caveats about these kinds of questions:

- Open-ended questions are best used when you don't know all the facets of an issue or believe there are unanticipated answers you can't determine in advance;
- Because they are more difficult to compare and interpret, open-ended questions are less likely to yield reliable data without additional time and effort; and
- Open-ended questions also require more time and thought from respondents, thus the rate of return may be disappointingly low.

The use of surveys in the educational community has grown remarkably as a method to collect data and present evidence in high-stakes decisions—for example, in principal evaluation or continued certification. To obtain reliable information, focus on well-designed questions and response choices.

Question: With these guidelines, how likely are you to successfully create your own survey and gather reliable results?
Answer: Extremely likely! —

Mary Lynne Derrington, a former principal, is an assistant professor of educational administration at Western Washington University. Her e-mail address is MaryLynne.Derrington@wwu.edu.

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ASURA Board Report – History Committee Final Report

By Val Peterson, Committee Chairman

September 3, 2013

The work necessary to produce a book capturing the important history of the second decade of the ASU Retirees Association (ASURA) has now been completed.

The early beginnings of this project took place at the December 2011 ASURA Board of Directors meeting with a proposal made by Val Peterson to *“create and utilize a committee of its members to conduct necessary research and produce a written volume that captures the salient historical information, documents, photos, etc. necessary to produce a historical written work similar to the association’s initial book titled, A Decade of Success.”* The Board accepted the proposal, approved an initial project budget of \$500, and Peterson was asked to chair the suggested committee, to select committee members and move forward with the project. The committee’s name was called the ASURA History Committee.

The committee structure was organized with eight (8) committee members and three (3) technical consultants. Committee members included Val Peterson, chair, Sue Blumer, Joyce Hartman Diaz, Elmer Gooding, Wilma Mathews, Dave Scheatzle, Judith Smith and Mary Stevens. The Technical Consultants were Connie McNeill, Linda Van Scoy and Dean Smith. The untimely death of Dean Smith shortly thereafter cut short his service on the committee. Over time the other Technical Consultants were merged with the full committee to allow them the opportunity to function as full-fledged committee members.

The first meeting of the ASURA History Committee was held in February 2012 where Dean Smith shared his thoughts about the current project, gave insights into the creation of ASURA’s first decade history and offered suggestions for the current history project. At this meeting the groundwork was laid for the strategy and approach needed to create the second decade history of the association, the potential contents of the book and the role of each committee member.

Soon thereafter an outline for the book was generated which captured the vision of the book envisioned by the committee which was intended to exceed the scope of the first book’s materials with the inclusion of additional information on programs, events and activities beyond that discussed in chapters highlighting the ten presidents who served in the second decade. With the book outline in place, authors for the various sections and chapters, including the past presidents that served during the second decade were identified and asked to document in a written article or chapter specific information that documented their particular area of service, expertise or chairmanship. At this time the History Committee determined that in order to reach all prospective readers, including those who were not computer literate, consideration should be given to the production of a hard copy book in addition to the digital or online version initially envisioned and approved by the Board. Also the notion of identifying sponsors to help offset the costs of printing was suggested. These recommendations were submitted to the Board for consideration and approval.

As the book's many authors finished their work, various committee members worked at editing the materials so as to meld their various writing styles and techniques into a uniform mode of expression. Early in the year 2013 these materials all started to come together and a full working draft or manuscript of the book was generated for the committee's use.

Along with this effort, Connie McNeill worked independently to collect, digitize, label and organize ASURA's photos, and to make the photos available in a searchable Web-based photo gallery. Several people helped with this project, especially Barry McNeill and Hal White. The committee met several times to select photos from the gallery for inclusion in the book, and their selections, along with many others, were added to the text by McNeill. In addition, McNeill converted the book's text to a format suitable for printing and worked with Wilma Mathews and Val Peterson on the final edits. She also created a cover for the book, following Dave Scheatzle's suggestion that it be the same as the "First Decade" covers except with reversed colors, and she provided the digital files to the printer for the printing of both the books and their covers. Connie agreed to prepare a version of the book that uses color photos and to make that version available on the ASURA Web site.

In May 2013 a financial plan was submitted to the Board that fully identified the committee's view of the need for a hard copy of the book, the suggestion of obtaining sponsors to help fund the book's printing and specific printing costs for the book. After a thorough and thoughtful discussion of this matter the Board approved printing 500 copies of the book. The Board had also requested the Financial Plan to include recommended and/or potential uses for the book which was done.

Arrangements were made to have 500 copies printed by Alphagraphics for just over \$3,300 with the copies delivered to the ASURA Office. Payment for the printing came from funds raised by sponsors, ASURA members, a negotiated printer's discount, and the project's original budget of \$500. The remaining balance was funded from the ASURA budget. The printing was completed in July and the books delivered to a storage room designated by ASURA office staff.

Following the printing of the book, Mary Stevens worked through the filing process to have the book copyrighted by the U.S. Copyright Office.

The second decade history books carrying the title *A Second Decade of Success* are now awaiting final plans for their usage and distribution.

Proposal for Distribution of “A Second Decade of Success”

Now that the History Committee has completed its work and the organization has a supply of 500 copies of *A Second Decade of Success*, it is up to the Board to set policy on how to distribute the book.

DISTRIBUTION PROPOSAL

1. Make Free Copies of the Book Available to Members and Prospective Members

For an indefinite number of years, make free copies of the paperback version of the book available to members, prospective members, and Board liaisons at the following:

- HR Retiree planning meetings (and continue to offer copies of the first book there as well);
- ASURA Board meetings;
- Fall Meet & Greet;
- Retirees Day;
- Annual Meeting;
- The ASURA office;

2. Present Copies to Authors, Sponsors and to Select ASU Officers and Libraries

- Mail copies of the paperback version of the book to any authors who have not picked them up by 11 September 2013, at no cost to those people.
- Mail copies to the three companies who made sponsoring contributions to the History Book account. All other sponsors are members and are entitled to a copy because of that.
- Personally present a copy to Virgil Renzulli – presentation by the ASURA President. Include note of appreciation for his support with the book.
- Mail copies (7 in all) to President Crow, the Executive Vice President & Provost (Betty Phillips), the Executive Vice President, Treasurer and Chief Financial Officer (Morgan Olsen), Senior Vice President & University Planner (Rich Stanley), Senior Vice President for Knowledge Enterprise Development (Panch Panchanathan), Senior Vice President for Educational Outreach and Student Services (Jim Rund) and Senior Vice President & Secretary of the University (Christine Wilkinson). *Note:* The following are also listed as Vice Presidents on the ASU Leadership page: General Counsel (José Cárdenas), Human Resources (Kevin Salcido), University Affairs/Chief of Staff, Office of the President (Jim O’Brien), University Athletics (Steve Patterson), University Technology (Gordon Wishon).
- Mail a copy to the ASU archives;
- Mail copies to any other libraries upon receiving a request;
- Use the History Book account for all associated costs. Transfer money to cover from the Operations Account if needed.

3. Allow Members to Receive a Copy by Mail

- Mail a copy of the paperback version of the book to any member who requests it for their own use at the cost of mailing, \$2.75 per book (media rate). Require a check for that amount before mailing (no cash or credit cards).
- Use the History Book account for associated costs and income.

Proposal for Distribution of “A Second Decade of Success”

4. Allow For Purchase of the Book

- Anyone may purchase a copy of the paperback version of the book for \$5, which is close to cost. Office staff are authorized to handle such transactions, and will issue receipts. Checks only;
- If the purchaser wishes his/her copy to be mailed, the cost would be \$7.75 (media rate).
- Record all purchase income in the History Book account, along with any costs associated with making books available for purchase.

5. Make the Current and Previous Book Available in Digital Form

- Make both the *First Decade* and the *Second Decade* available in PDF (Adobe Reader) format via our Web site.
- Do not make special versions available for people’s e-book readers. People can make their own e-book (or CD) versions from the PDF version on our Web site.
- Pay for digitization of the *First Decade* book from the History Book account. Transfer money from Operations to cover if necessary. Estimated cost: \$45.

6. Advertise the Book

- Advertise the book immediately in *Prime Times* (Fall issue). Advertise it again in the Winter and Summer issues of *Prime Times*.
- Try to get a feature article about the book in one of the ASU news outlets – the e-mail newsletters that they send out daily. Ideally, the feature would be accompanied by a photo of the President of ASURA handing Virgil Renzulli his copy.

7. Continue Soliciting for Contributions to the History Book for the Time Being

- Keep the line item for contributions to the History Book account on membership enrollment forms until all costs associated with initial printing and distribution of the *Second Decade* and digitization of the *First Decade* have been covered.
- Once these costs have been covered by donations, discontinue soliciting for donations to the History Book account, until such time as our supply of paperback books is running low.

OTHER POSSIBILITIES

These two items were brought up by the History Committee, and are not specifically covered in the above proposal:

- Investigate the possibility of marketing the book through the ASU Bookstore at a cost to be determined between ASURA and Folletts.
- Continue to make gifts of books to individuals who make special contribution to ASURA programs and activities, such as speakers, performers, etc.

ASURA MEMBERSHIP TOTALS

2014 Membership Year

Counts	As Of		This Yr - Last Yr .	More Counts	
	9/6/2013	9/6/2012		Current Members w/ Arizona Address	Current Members' Level of Activity
Current-year Members	549	513	36	501	
Renewals from Prior Years (any prior year)	508	485	23		
New This Year	77	28	49		
Introductory Members	55	N/A	N/A	76	
Paid for the Current Year, Now Deceased	8	0	8	0	
Last Year's Members Who Have Not Renewed	113	177	-64	226	
Last Year's members Who Are Now Deceased	8	9	-1	56	
			0	177	
Current Members by (Approx.) Time Since First Joining					
Members for 0-2 Years	84	71	13	377	
Members for 3-5 Years	118	145	-27	820	
Members for 6-10 Years	146	104	42	102	
Members for more than 10 Years	201	193	8		
Members by Communications They Want to Receive¹					
Upcoming Event Announcements (e-mail)	379	333	46		
Obituary Notices (e-mail)	318	277	41		
Prime Times (US Post)	521	508	13		
Other ASURA Communications (e-mail)	371	333	38		
None of The Above	12	5	7		
Current Members by Former Employment Category					
Faculty and Faculty w/ Admin Appointment	248	241	7		
Academic Professional	36	35	1		
Staff	172	161	11		
Service Professional	62	52	10		
Administrative	28	24	4		
Other University	0	N/A	N/A		
Non-employee and Unspecified	2	0	2		

¹All members receive the annual Board of Directors ballot, and membership renewal notices. Those with e-mail addresses also receive confirmation notices (by e-mail) about renewal, event registrations, and donations.

Note: Since membership enrollment forms are mailed in May, we begin processing them, with associated dues and donations, before the start of the membership/fiscal year. Therefore it is not possible to use these counts to determine the correct dollar value of membership donations in the current fiscal year.