

**MINUTES OF THE MEETING OF THE  
BOARD OF DIRECTORS OF THE  
RUTGERS UNIVERSITY ALUMNI ASSOCIATION**

Thursday, June 16, 2016  
Winants Hall Board Room

**PRESENT:** Timothy Farrow, *Chair*, Joe Lemkin, *Vice Chair*, Debra O’Neal, *Treasurer*, Donna K. Thornton, *Vice President for Alumni Relations*; Greg Bedard, Carl Burns, Neal Collins, Michael Duncan, Ken Johnson, Jeff Linfante, Sean Murphy, Houshang Parsa, Keanna Ralph, Squire Servance, Charles Spingler, Mary Clare Venuto, Linda Wray

**ALSO PRESENT:** Nevin Kessler, *Rutgers University Foundation President*, Hilary Cohen, *Senior Director for Events*, Lisa English, *Director, Alumni Relations, RBHS*, Tom Hammond, *Assistant Vice President for Alumni Relations*, Patrice Jaskiewicz, *Executive Assistant*, Bonnie Kenselaar, *Interim Director, Alumni Relations Rutgers-Newark*, Tara Kissenberth, *Assistant Director for Volunteer Engagement*, Cassie Kingsbury, *Assistant Director for Volunteer Engagement*, Yvette Martinez, *Senior Director for Student Engagement*, Kristy Omelianuk, *Associate Director, Benefits and Business Development*, Dana Shapiro, *Associate Director of Volunteer Engagement*, and Zahara Wadud-Pinkett, *Associate Director for Volunteer Engagement*, Marina Costa, *SIDAR*, Nirali Patel, *Scarlet Council*

**EXCUSED:** Jim Cummings, Kim Sciallo

**CALL TO ORDER:** The meeting was called to order at 6:05 p.m. by Joe Lemkin, Vice Chair.

**MINUTES:**

The minutes of the March 22, 2016 meeting of the Board was circulated in advance of the meeting. The minutes were unanimously approved following a motion (Jeff Linfante) duly seconded (Joe Lemkin).

**VICE CHAIR’S REPORT (Joe Lemkin)**

- o Mr. Lemkin reminded board members to fill out the 2016-2016 Board Evaluations on Survey Monkey. There are four responses so far. Donna Thornton stated that the evaluations help us to improve and will be reviewed in advance of the Board Retreat next month.

**VICE PRESIDENT’S REPORT (Donna Thornton)**

- o The Camden Alumni House is nearing completion. A ribbon cutting ceremony is tentatively scheduled for September.
- o Newark Alumni House is about one year behind in the process. It is in the design phase and looking at a fall 2017 occupancy.
- o Ms. Thornton thanked all for attending the Hall of Distinguished Alumni Awards Gala. The format change was very popular and will have the same format next year. She then thanked the team for all their hard work.

- The Foundation's Executive Leadership Group (ELG) is working on a 3-5 year Strategic Plan. The RUAA will be looking at its strategic plan to be sure it is in line with the Foundation's and University's Strategic Plans
- We will be bringing in The Education Advisory Board (EAB) here for training our staff relating to engagement and participation sometime in the fall.
- Ms. Thornton introduced Marina Costa, the Alumni Relations intern for the summer in the SIDAR program (Student Interns in Development and Alumni Relations.) Ms. Thornton explained the background of this new program which was the brain child of Nevin Kessler and implemented by Tahsin Alam.

**PRESENTATION:** Tom Hammond presented the results from SimpsonScarborough's Alumni Study Phase 2; Program Initiatives

**CHAIR'S REPORT: (Tim Farrow)**

Mr. Farrow thanked the Board for making sure the RUAA board was represented – and represented well – at all of our functions. Mr. Farrow referred to University Commencement and what an incredible day it was for the University and hoped everyone has a chance to view it.

**Outgoing Board Member Presentations**

Mr. Farrow thanked all for their participation and advocacy and for sharing their views, talents and excitement for Rutgers. We have a gift of appreciation for each of you.

**1. Carl W. Burns RC'64, RBS'73**

- Awards and Recognition Committee Member
- Philanthropy Committee Member
- Chartered Group President – Oral History
- Loyal Son of Rutgers
- Advocate for Vietnam Veterans Memorial

**2. Kenneth R. Johnson ENG'66**

- Alumni Leaders Council Committee (Chair and Member)
- Philanthropy Committee Chair (Chair)
- Ad Hoc Committee Strategic Planning Chair
- Chartered Group (RAA, Engineering, Mechanical and Aerospace)
- Board (Corporate Secretary, Treasurer)
- Benefits Committee Chair
- Reunion Campaigns
- RAA Class Officer
- RAA board
- Loyal Son of Rutgers
- Distinguished Engineering Society Awardee
- Reunion Campaigns
- Ken will stay active with the RUAA Board as he has agreed to chair the Philanthropy committee this year.

3. **Jeffrey C. Linfante CC'85, RSDM'90**
  - Awards and Recognition Committee Member
  - Nominations Committee Chair and Member
  - Alumni Leaders Council Committee Member
  - Sub Committee Chair – ALC Chartering
4. **Sean Murphy LC'06**
  - Awards & Recognition Committee Member
  - Chartered Group Member (California)

**Welcome Incoming Board Members:**

- **Julie Bianchini SAS'10**
- **Amanda Ebokosia NCAS'08**
- **Michael Esposito SCJ'15**
- **Iesha Suber DRC' 06, SPH' 11**
- **Gloria Vanderham RC'00, SCILS'00**

**Board Priority 1: *Increase Engagement of Volunteers***

**Senate Nominations**

- Squire Servance gave an update explaining that an alternate was moved up due to the resignation of one of our Alumni University Senators

**REAL Nominees**

After the nominees' bios were distributed, Greg Bedard explained each award and the Awards and Recognition Committee selection process. This was followed by Mr. Bedard putting forth the **Resolution to Approve the Recipients of the 2016 Rutgers Excellence in Alumni Leadership (REAL) Awards:**

*Individual Awards:*

**Scarlet Forever Award**

Robert Eichert RC'78

**Young Alumni Service Award**

Matt Aquino LC'08

**Volunteer of the Year Award**

Tom Struble COOK'81

**Honorary Alumna/us Award**

Barbara B. Jacoby

***Charter Group Awards:***

**Collaboration**

Rutgers School of Law - Newark Alumni Association & Rutgers School of Law -  
Camden Alumni Association (Introducing Rutgers Law School)

***Student Engagement***

Graduate School of Applied & Professional Psychology (GSAPP) Alumni Organization  
(Mentoring Program)

***Professional Development***

Rutgers Alumnae Women's Professional Network  
(How to find/be a mentor)

***Community Service***

Rutgers Club of Raleigh-Durham  
(Food Bank Volunteering)

***Philanthropy***

The Queens Guard Alumni Association  
(The Queens Guard Alumni Association Veterans Scholarship Endowment)

***Communications***

Honors College Alumni Association at Rutgers-Camden  
(Honors College Reunion)

There was a motion to approve the resolution (Jeff Linfante), seconded (Houshang Parsa) with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present

Tim Farrow thanked Greg Bedard and the members of the committee for their work.

**ALC Report (Yvette Martinez)**

- Marketo – there are 5 live work spaces within the volunteer groups with 6 additional coming onboard soon
- Moving to a self-paced model
- The ALC committee discussed keynote speakers for the conference and favored the topic of celebrating the history of Rutgers in our 250 anniversary year

**Board Priority 2: *Contribute to the Culture of Philanthropy* (Ken Johnson's Report)**

- RUAA Board Member Participation expected to reach 100% for 2015-16
- 25 Day Campaign - "25 Days, 10 Campaigns, So many reasons to give" Novel, crowd-funding approach to foster participation
- Committee is committed to support the Student Leadership Development; 13 of 15 made an additional gift (87%). Also used as outreach to ALC Leaders
- ALC Outreach; renewed contact with ALL ALC Leaders, focus on non-donors; participation was 54% (up from 44% last year)
- Committee members –and- heir connections flooded Social Media outlets; messages included "Cool things to know about RU –and- direct requests
- Preliminary Planning is underway for:
  - Chartered Organizations – "Aggregate Giving"; continue to look for solutions
  - Rutgers Annual Day of Giving; need to begin earlier; Committee / Board roles to be developed
  - Help for Chartered Organization Leaders with their discussions with their constituents; create "amplifiers" of the RUAA Board & Committee and provide examples of success; shift from "asking" to "showing"
  - Drive to 100% ALC Participation, 100% Board Participation

**Board Priority 3: *Add Value to the Student Experience* (Nirali Patel's Scarlet Council Report)**

- Accomplishments this year are; graduated 2 students (total of 3 alumni); expanded leadership; increased partnerships
- Looking Ahead there are 16 NSO sessions (June-August);
- Attending CASE ASAP Conference August 4th – 6th in Atlanta, GA
- Summer planning is underway for Fall '16 and Spring '17
- Participating in the board retreat in July
- further developing the SC-RUAA board liaison role

**(Mike Duncan's Scarlet Council/Board Liaison Report)**

- Goals are to:
  - Assist in raising awareness about the student organization to the broader alumni community
  - Champion board attendance at Scarlet Council events
  - Assist in fostering connections and interactions between Scarlet Council students and members of the board
- Looking Ahead:
  - Alumni/Board Interaction w/Scarlet Council
  - Opportunity to increase the interaction and build relationships with Scarlet Council/RUAA Board