

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

Thursday, April 16, 2015

Newark Campus-Institute of Jazz Studies in the Dana Library

**PRESENT:** Maurice Griffin, *Chair*; Timothy Farrow, *Vice Chair*; Kenneth Johnson, *Treasurer*; Kim Sciallo, *Corporate Secretary*; Donna K. Thornton, *Vice President for Alumni Relations*; Greg Bedard, Carl Burns, Jim Cummings, Bob Eichert, Jeff Linfante, Sean Murphy, Debra O'Neal, Houshang Parsa, Squire Servance, Jennifer Sneed, Daniel Swartley-McArdle, Jennifer Tennant, Mary Clare Venuto

**ALSO PRESENT:** Nevin Kessler, *President*, Rutgers University Foundation, Tom Hammond, *Assistant Vice President for Alumni Relations*, Kara Cafasso, *Associate Director of Events*, Hilary Cohen, *Senior Director for Events*, Lisa English, *Director, Alumni Relations, Rutgers-Newark*, Francine Glaser, *Scarlet Council*, Patrice Jaskiewicz, *Administrative Assistant*, Cassie Kingsbury, *Assistant Director for Volunteer Engagement*, Yvette Martinez, *Senior Director for Volunteer Engagement*, Scott Owens, *Director, Alumni Relations, Rutgers-Camden*, Katie Reilly, *Director, Alumni Communications and Marketing*, Dana Shapiro, *Associate Director of Volunteer Engagement* and Laura Stanik, *Associate Vice President for Foundation and Alumni Communications*, Zahara Wadud-Pinkett, *Assistant Director for Volunteer Engagement*

**EXCUSED:** Bob Barraco, Kristy Omelianuk and Mike Rutkowski

**UNEXCUSED:** Salim Patel

**CALL TO ORDER:**

The meeting was called to order at 6:26 p.m. by Mr. Maurice Griffin, Chair, who welcomed everyone to the meeting and introductions were made.

**MINUTES:**

The minutes of the February 25, 2015 meeting of the Board were circulated in advance of the meeting. The minutes were unanimously approved following a motion (Jeff Linfante) duly seconded (Debra O'Neal).

**RUTGERS UNIVERSITY FOUNDATION REPORT**

Nevin Kessler greeted everyone and stated how pleased he is with the performance of the Alumni Association staff and to thank the Board for their support.

Mr. Kessler highlighted the RUAA's deliverables, such as the Experience Rutgers events; the work of the Alumni Leaders Council, in putting together a model for the chartered organizations that really focuses on engagement and the early success of the newly founded Scarlet Council.

In closing, Mr. Kessler asked that everyone be sure to save the date for the June 10 Momentum event. This event will give a sneak peek of the Honors College and celebrating all of the accomplishments over the past two years.

### **CHAIR'S REPORT:**

Maurice Griffin went over the upcoming spring events and his role in each beginning with him speaking at Newark's Alumni Weekend Brunch this coming Saturday, April 18. Mr. Griffin reported he will be attending the Loyal Sons and Daughters of Rutgers dinner that evening with Donna Thornton, Tim Farrow, Kim Sciallo, Joe Lemkin and Chris Tiritilli.

Mr. Griffin stated he will be attending New Brunswick's Alumni Weekend on April 24 and 25 beginning with Old Guard Dinner on the 24<sup>th</sup> and various event and dinners on the 25<sup>th</sup>. HAD is on May 2 and Camden's Alumni Weekend is May 9<sup>th</sup>. Vice Chair, Tim Farrow will speak at the Golden Raptors Dinner.

Mr. Griffin complimented all on their committee work this winter, including ALC, Philanthropy, Nominations and the Diversity sub-committee.

So far, 16 out of 19 board members had made their fiscal year 2015 gifts to Rutgers.

Mr. Griffin concluded with informing all he had attended the Board of Overseers winter meeting at the BEST engineering building. There was a presentation from the Dean and students that was very inspirational.

### **VICE-CHAIR'S REPORT**

Tim Farrow stated that one of the Vice Chair's roles is to report on the Strategic Plan, however, due to a shifted approach and a more active plan as seen at the previous meeting, that role may be revisited. Committee Chairs and Staff are now reporting on the Strategic Plan.

Mr. Farrow said he will be representing the Executive Committee at Camden Reunion on May 9 and encouraged all to attend.

### **VICE PRESIDENT'S REPORT**

Donna Thornton welcomed everyone to the meeting. Ms. Thornton gave an update on the status of the Alumni Directory being compiled by PCI. The company is in the process of data verification. The company will be offering different packages, including a digital option via flash drive.

Ms. Thornton reported we have contracted with SimpsonScarborough to develop an Alumni Opinion Survey. The timeline to develop the survey is late May into June. The vendor will use a sample size of 800 alumni. The last similar project took place in 2006. Ms. Thornton thanked Tom Hammond for chairing the sub-committee.

Ms. Thornton stated that in line with the Alumni Participation Project, “Giving Day” will be launched on May 6 to encourage alumni staff and non-donors to give as well as celebrating those who are donors. Ms. Thornton then thanked Lisa English for co-chairing the project.

Ms. Thornton announced December 1 is National Giving Day and this will be a much larger project.

Ms. Thornton thanked Lisa, Bonnie, Alex, Hilary and Patrice for making tonight’s meeting happen.

## **BOARD PRIORITIES:**

### **1. Increase Engagement of Volunteers**

- i. Board Nominations Jeff Linfante reported that the Nominations Committee met on March 25 to review ballots and develop slates for RUAA Board Officers, Members, At-Large Members and University Senators. Bios for each slate can be found on page 13 of the meeting book. The slates are represented on the resolutions put forth for a vote this evening.

#### **Officers:**

##### **2 year term (July 1, 2015– June 30, 2017)**

- Chair: Timothy Farrow CLAW’99
- Vice Chair: Joseph Lemkin RC’90
- Treasurer: Debra O’Neal LC’87
- Corporate Secretary: Kim Sciallo UCNB’97, SMLR’97

#### **Board Members:**

##### **3 year term (July 1, 2015– June 30, 2018)**

- Neal Collins RWJMS’83
- Michael Duncan UCNB’08, RBS’08
- Keanna Ralph CCAS’04, GSC’05
- Charles Spingler RC’85
- Linda Wray CCAS’74, ‘76

#### **At-Large Council Members:**

##### **2 year term (July 1, 2015– June 30, 2017)**

- Raymond J. Brush RC’72, RBSG’83
- John Cifelli CC’10
- Dorothy Clay DC’77
- Robert P. Eichert RC’78
- Michael Esposito SCJ’15
- Maurice A. Griffin, Esq. NLAW’94

- Michael Haley RC'73
- Lynda L. Hinkle GSC'08, CLAW'09
- Dana Jones DC'04, GSBC'07, CLAW'07
- John Kendall CCAS'80
- Maxim Kind CCAS'07, GSC'09
- Jason Newcomb CC'93
- George A. Rears RC'89, RBSG'95
- James H. Rhodes CCAS'94
- Mark G. Robson CC'77, GSNB'79, '88, '95, SPH'95
- Jennifer Rodrigues UCN'99, RBS'99
- Matthew J. Sheehy UCNB'77
- Jennifer C. Sneed RC'03, SC&I'03
- William J. Spych, Jr. UCC'96, GSC'11
- Daniel Swartley-McArdle CCAS'09, GSC'13
- Jennifer McClain Tennant CC'02
- Anita Van Wingerden SHRPU'89

**University Senators  
(July 1, 2015--June 30, 2018)**

- Robert Barraco RC'85, RWJMS'89
- Rachel Pereira GSE'00, '03

- ii. ALC Committee Report on Charter Recommendations – Kim Sciallo went over the internal document on Chartering Process (refer to page 14 in meeting book)
- iii. Squire Servance reported on the new RUAA Grant Program (refer to page 23 of meeting book). The purpose of the program is to provide financial assistance to eligible charter organizations for the implementation of existing new programs to increase engagement and retention. The funding will be available for fiscal year 2015-2016 and \$50,000 has been allocated to the program. The maximum award available is \$1,500.00 per fiscal year, per charter group.

**2. Contribute to the Culture of Philanthropy** – presented by Ken Johnson

i. Philanthropy Committee Report

Ken Johnson stated there are now 15 committee members and they have had two meetings to date. The first initiative is ALC participation for the 200 members. The participation goals are:

- a) 100% participation in the ALC
- b) Get the subject of philanthropy on the agendas of all chartered organizations
- c) Create 200 Ambassadors for RU and for philanthropy
- d) Work with ALC leaders to develop time-frame to introduce expectation of

- giving; develop communications for their use; arm them with informative giving documents and develop a toolkit for them
- e) Engage Directors of Development from each school
- f) Make philanthropy a discussion at all RUAA events

**3. Add Value to the Student Experience;** Scarlet Council Report– presented by Francine Glaser

Ms. Glaser stated it was a fun year being the new president of Scarlet Council. The goal is to bridge the gap between undergraduates and alumni as a student. Ms. Glaser then highlighted the Spring 2015 goals and accomplishments and then outlined the Fall 2015 goals for the group.

**Spring 2015 Goals:**

Increase student leader participants, spread awareness, and execute and host first Scarlet Council event.

**Accomplishments:**

Completed 18 new student leader interviews  
Established induction tradition and transition procedures  
Marketed Scarlet Council (gear, social media, print, etc.)  
Co-hosted the first ever Aresty Research Center Student–Alumni Networking Reception  
MARK Conference  
HDA Student Contest  
Senior Reception

**Fall 2015 Goals:**

Develop signature event  
Engage with chartered organizations  
Create a new student leader orientation program  
Finalize the Scarlet Council-RUAA Board liaison position  
Host social event for Scarlet Council and RUAA Board  
Continue work on foundational documents  
Increase growth through marketing and recruitment  
Build upon philanthropy efforts, in partnership with TAG

**4. Increase Awareness of the RUAA – No Report**

**5. Engage Alumni through Innovative Programs and Events**

Donna Thornton reported on Experience Rutgers – Climate Change with President Barchi and faculty members. So far, there were two events; one in New York City attended by 175 people and the second in Philadelphia with 100 attending. There are 147 registered for the Washington DC event as of today which takes place on April 21. So far we have 22 donors through the program, 3 are first time donors and the total is \$986.

Hilary Cohen gave an update on past events and number of attendees as well as upcoming events:

**Newark:**

Chancellor's Invitation at NJ Devils - 100  
School of Criminal Justice 40th Anniversary Event - 100  
Alumni Panels  
Career workshop on What to Expect in the Background Check - 90  
Chancellor Cantor at School of Law-Newark Board Meeting  
Shark Tank Auditions at RBS - 90

**New Brunswick:**

Experience Rutgers: NYC – 175  
Experience Rutgers: Philly – 100

**Camden:**

Treno Law Alumni Gathering - 185  
Barnes Foundation - 63

**Upcoming Noteworthy Events:**

Saturday, April 18 – Newark Alumni Weekend  
Tuesday, April 21 - Experience Rutgers: Climate Change Control – DC  
Thursday, April 23 – Camden Law NYC Reception  
Thursday, April 23 – RBSAA WebEx: Resume 101 for the Digital World  
Fri-Sat April 25-25 - New Brunswick Alumni Weekend  
Saturday, April 25 - Rutgers Day  
Wednesday, April 29 – Camden Law DC Reception  
Saturday, May 2 - Hall of Distinguished Alumni Awards  
Saturday, May 9 - Camden Alumni Weekend  
Thursday, May 14 – Camden Law AC Reception  
Thursday, May 14 – Old Queens Senior Reception & Newark Graduating Student Toast  
Sunday, May 17 - University Commencement  
Monday, May 18 – Rutgers University - Newark Commencement  
Friday, May 22– Rutgers University - Camden Commencement  
Friday, May 22 – Rutgers University Newark Law and RBS-Graduate Programs Commencements  
Monday, June 1 - REAL Nominations Due  
Thursday, June 4 – ALC Annual Meeting  
Friday, July 10 – RNAA Annual Alumni Golf Outing at RUGC

**6. Be a Best Practice Business Model**

**a) Budget Report**

Tom Hammond gave a brief update on the RUAA budget

**b) Benefits Committee Recommendation**

Ken Johnson reviewed the reasons for the resolution put forth this evening to eliminate designated revenue to charter groups as determined by the Benefits and Finance Committee. They are;

- Very little revenue from the program
- Groups are not marketing the program as originally intended
- Huge administrative tasks involved to maintain program
- Many checks issued to groups go uncashed

**ITEMS FOR DISCUSSION:**

- a. 2015-2016 RUAA Board Calendar – presented by Maurice Griffin  
Mr. Griffin referred to the calendar on page 25 of the meeting book and asked that everyone mark the dates on their calendars.

**ACTION ITEMS:**

- a. Resolution to Approve the Slate of Officers of the RUAA Board of Directors – presented by Jeff Linfante
- b. Resolution to Approve the Slate of Regular Members of the RUAA Board of Directors– presented by Jeff Linfante
- c. Resolution to Approve the Recommended Nominees to the University Senate - presented by Jeff Linfante
- d. Resolution to Approve the At-Large Council Members - presented by Jeff Linfante

There was a motion to approve the above four resolutions (Debra O’Neal), seconded (Bob Eichert) with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present

- e. Resolution to Eliminate Designation of Revenue to Charter Groups from the Block “R” License Plate Program – presented by Ken Johnson

There was a motion to approve the resolution (Ken Johnson), seconded (Daniel Swartley-Mc-Ardle) with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present

- f. Resolution to Adopt Chartering Document – presented by Kim Sciallo

There was a motion to table the resolution (Bob Eichert), seconded by Jeff Linfante; a vote was taken and the motion failed.

Maurice Griffin announced the resolution would be discussed following the Consent Agenda

**CONSENT AGENDA - MOTION TO ACCEPT WRITTEN REPORTS:**

Mr. Griffin reminded the Board that if a Board member would like to discuss any item listed under consent agenda, the item will be removed, at which point the topic will be placed under the New Business section of the agenda.

Maurice Griffin called for a motion to accept reports. Motion approved. There was a motion to accept reports (Maurice Griffin), seconded (Jennifer Sneed), with an opportunity for discussion. The written reports were accepted unanimously following a voice vote of all voting members present.

**ACTION ITEMS (Continued):**

*Resolution to Adopt Chartering Document – presented by Kim Sciallo*

After a lengthy discussion, there was a motion to adopt the resolution (Maurice Griffin), seconded (Tim Farrow). The resolution was approved 16 in favor, 2 opposed, no abstentions, following a voice vote of all voting members present.

**OLD BUSINESS:** None presented

**NEW BUSINESS:**

Carl Burns announced there is an event being planned with our Vietnam Veteran alumni at the War Memorial in Holmdel, NJ to mark the 40<sup>th</sup> Anniversary of the end of the Vietnam War. Details will be announced as they become available.

Lisa English thanked all who attended Newark's Alumni Weekend, especially Maurice Griffin for speaking at the Alumni Brunch.

**ANNOUNCEMENTS:** None presented

**ADJOURNMENT:**

A motion to adjourn the meeting was moved (Maurice Griffin) and seconded (Tim Farrow). The meeting was adjourned at 8:48 p.m.

Respectfully Submitted:  
Kim Sciallo  
Corporate Secretary

Prepared by:  
Patrice Jaskiewicz  
Administrative Assistant  
Alumni Relations, New Brunswick