

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

Tuesday, October 20, 2015

Paul Robeson Campus Center – Newark, NJ

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

ALSO PRESENT: Arcelio Aponte, *Vice Chancellor for Administration and Chief Financial Officer*, Bob Barraco, *University Senator*, Nicole Chasen, *Assistant Director, Marketing and PR*, Danielle Chirico, *Assistant Director for Millennial Philanthropy*, Hilary Cohen, *Senior Director for Events*, Lisa English, *Director, Alumni Relations, Rutgers-Newark*, Tom Hammond, *Assistant Vice President for Alumni Relations*, Patrice Jaskiewicz, *Administrative Assistant*, Cassie Kingsbury, *Assistant Director for Volunteer Engagement*, Tara Kissenberth, *Assistant Director for Volunteer Engagement* Yvette Martinez, *Senior Director for Student Engagement*, Irene O’Brien, *Vice Chancellor for Development*, Kristy Omelianuk, *Associate Director, Benefits and Business Development*, Scott Owens, *Director, Alumni Relations, Rutgers-Camden*, Dana Shapiro, *Associate Director of Volunteer Engagement*, Barbara Turman, *Associate Vice President for Annual Giving*, and Zahara Wadud-Pinkett, *Associate Director for Volunteer Engagement*

EXCUSED: Kim Sciallo, *Corporate Secretary*, Neal Collins, Mike Rutkowski, Laura Stanik

CALL TO ORDER: The meeting was called to order at 6:05 p.m. by Tim Farrow, Chair.

MINUTES:

The minutes of the June 16, and July 17, 2015 meetings of the Board were circulated in advance of the meeting. The minutes were unanimously approved following a motion (Greg Bedard) duly seconded (Ken Johnson).

PRESENTATION:

Tim Farrow introduced Arcelio Aponte, *Vice Chancellor for Administration and Chief Financial Officer*.

Mr. Aponte described the vision for the master plan to run a "spine" through the center of campus all the way to Military Park. Mr. Aponte stated that Rutgers University-Newark has the fastest free Wi-Fi in the nation.

Mr. Aponte described the historic renovation of the neo-classical building, 15 Washington Street, now home to 333 students, including 233 graduate and professional, and 100 undergraduate students.

The grand re-opening of 15 Washington is scheduled for November 17th from 4 to 6 pm.

There also have been numerous upgrades to teaching, learning, and social spaces: dozens of classrooms have seen renovations from top to bottom –

Construction has begun on Life Sciences 2 and renovations are well along at the massive, former Hahne & Co. building that will house Express Newark: A University-Community Collaboratory focused on the arts and cultural disciplines. The Paul Robeson Campus Center (PRCC) will see upgrades to the game room and work will begin on an interfaith prayer space. We have also acquired an iconic former mansion on Washington Street to be the **new alumni house**, encouraging RU-N graduates' continuing interaction with the university community.

CHAIR'S REPORT: Mr. Farrow gave the following report:

- a. Board giving through September 8/19 board members have given in this fiscal year.
- b. Law School Merger
 - i. The Camden and Newark Law schools and the RUAA are hosting 6 events in 4 weeks a various law firms in the region. These events are intended to bring the alumni of the two law schools together with the deans to discuss the benefits of the merger and answer questions. Two have been held so far and have been extremely successful.
- c. Rutgers 250
 - i. Mark your calendars for November 10. There will be a public celebration on the Old Queens campus to launch the Rutgers 250 yearlong celebration. Following that, the Board will be invited to attend a reception at the Zimmerli.
- d. Board of Overseers
 - i. The BOO has not yet had a meeting but the Executive Committee holds its first meeting of the year tomorrow evening.

VICE CHAIR'S REPORT: No Report

VICE PRESIDENT'S REPORT: Ms. Thornton presented the new organizational charts of the areas she oversees. Ms. Thornton explained the collaboration within each of the three departments; Alumni Relations, Annual giving and Communications and as of September 21, they are under one department head.

Ms. Thornton spoke about some changes in the organization. It was announced today that Tom Hammond was promoted to Associate Vice President. Andy Germack was hired as Director for International Alumni Relations/Development reporting to Lavinia Boxill in Major Gifts with a dotted line to Ms. Thornton in Alumni Relations. Kara Cafasso has accepted a position in Donor Relations as a Director for Special Events. We are moving to replace Kara.

In Annual Giving, under Barbara Turman's supervision, the goal is to advance alumni

participation. AG is working with the Philanthropy Committee. Crowdfunding has been implemented and Yvette Martinez is the AR curator of the program. Ms. Thornton explained that crowdfunding was used last year to help raise funds so the Marching Band could purchase new uniforms. Ms. Thornton explained that the telefund is now being operated by an outside vendor and positive results are expected.

Ms. Thornton spoke about the changes in Communications and that they are in the process of filling several positions.

Ms. Thornton gave an update on the numerous Rutgers 250 events that are available to participate in. The kick-off of the RU250 website was yesterday and there is a lot of information available there. Ms. Thornton highlighted some of the upcoming RU 250 events such as the Kick-off Celebration on the lawn of Old Queens on November 10, followed by the reception at Zimmerli in which all the board members were invited. Ms. Thornton also mentioned the following programs; Blacks on the Banks, Day of Revolutionary Thinking, Rutgers 250 Fellows, the Byrnes Seminar and the coffee table book available to purchase. Ms. Thornton encouraged everyone to visit frequently www.250.rutgers.edu for the complete list of events.

RUTGERS GIVING DAY PRESENTATION by Danielle Chirico, Assistant Director, Millennial Philanthropy and Nicole Chasen, Assistant Director, Marketing & PR
Ms. Chirico and Ms. Chasen gave a presentation about Giving Day which will take place on December 1, "Giving Tuesday" and the goals that have been set and how social media will play a role.

ALUMNI SURVEY PRESENTATION featuring findings from SimpsonScarborough – Tom Hammond gave a presentation of their findings. (Not public information at this time)

AWARDS AND RECOGNITION COMMITTEE REPORT AND RESOLUTION -
Greg Bedard, the committee chair, stated that the committee met in September to select the 2016 recipients of the Hall of Distinguished Alumni Award. Bios and a resolution of the recommended recipients were distributed at the meeting. Mr. Bedard read each of the nominees' bios.

There was a motion to approve the resolution (Jeff Linfante), seconded (Debra O'Neal) with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present. The awardees will be announced in March.

Board Priority 1: Increase Engagement of Volunteers

Dr. Jeff Linfante reported on the Alumni Leaders Conference that took place in September. He stated it had a different feel to it this year. The speakers were interesting, location was good and the feedback was positive. The opportunity to tour the Honors College was a bonus as well as the lunch hosted by the Scarlet Council.

Regarding the Annual Meeting this year, Dr. Linfante stated it has been suggested to

combine it with the conference in the fall.

Yvette Martinez spoke about the Charter Group Communications Plan and we have chosen the vendor, Marketo to assist by providing central data management, security, robust email delivery tool, segmentation, ease of use, product suite, reporting and analytics, vendor support and social media integration. The timeline shows data upload, training and implementation to take place between October and February.

Board Priority 2: *Contribute to the Culture of Philanthropy*

Mr. Ken Johnson gave an update for the Philanthropy Committee and stated a discussion on philanthropy was included in the September 25th Alumni Leaders Conference

- a. Jointly presented by Danielle Chirico and Ken Johnson, and included the topics:
 - The status of alumni participation today, the opportunity for improvement - especially among more recent graduates
 - A case for participation - especially the smaller gift
 - Giving to your passion - with 3-4 examples among thousands of options
 - Getting Philanthropy on the Chartered Organization agenda(s)
 - Methodologies and talking points
 - Expectations
- b. We promised to provide help to “move the needle”
 - Handouts & Talking Points
 - Scarlet Voice
 - Assistance with discussions
- c. Presentation and messages were well-received

Mr. Johnson reported about the first meeting of the Philanthropy Committee was held October 7 and the topics covered:

Setting targets for this year

- Keep the published goal at 100% ALC Participation while working to capture at least 70% (around 50% now)
- Develop a target for the Chartered Organizations' members

Roll out information and aids, including

- Develop a roll-out methodology
- Use of Scarlet Voice
- Pamphlets & Sources
 1. Myths v Facts

2. Cool things to know about Rutgers
 3. Information Sessions
- Need a distribution methodology

Second (next) meeting scheduled ahead of the Dec 1 Giving Day

Board Priority 3: *Add Value to the Student Experience* - Conor Ryan from the Scarlet Council highlighted the groups accomplishments so far this Fall, including:

- Participating in the Charity Bed Races
- Run for Rah, earning the Most Team Participants Award
- Hosting lunch at the Alumni Leaders Conference
- Attending the REAL Awards
- Hosting recruitment information sessions and social receptions.

Mr. Ryan stated that looking ahead they would be holding a Revolutionary Moments Photo Reenactment next month as well as handing out giveaways at two home football games. Applications for new members will be received from November 5, 2015 through January 17, 2016.

Board Priority 4: *Increase Awareness of the RUAA – No Report*

Board Priority 5: *Engage Alumni through Innovative Programs and Events – No Report*

Board Priority 6: *Be a Best Practice Business Model* – Kristy Omelianuk highlighted the alumni travel program and spoke about our new partner, the Florida Keys Tree Institute and their partnering with us to have two trips to Cuba in 2016, the first in January and the second in April. AESU is running the second Graduating Seniors tour and they hope to double the amount of travelers this year.

The Financial Services RFBP will go out next month and the proceeds will benefit the Alumni Career Services program in FY'17

Board Priority 7: *Supporting the Staff to Better Serve the Alumni Community – No Report*

ACTION ITEMS:

Resolution to Designate the Rutgers Club of Indiana – presented by Joe Lemkin

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

Resolution to Designate the Rutgers Club of Burlington County – presented by Joe Lemkin

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

CONSENT AGENDA - MOTION TO ACCEPT WRITTEN REPORTS:

Mr. Farrow 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.

Tim Farrow called for a motion to accept reports. Motion approved. There was a motion to accept reports (Ken Johnson), seconded (Houshang Parsa), with an opportunity for discussion. The written reports were accepted unanimously following a voice vote of all voting members present.

UPCOMING NOTEWORTHY DATES – Tim Farrow read the list below to the Board:

Wednesday, Oct 21 - Rutgers Law Reception in New York City

Thursday, Oct 22 - New Jersey Women’s Lawyer Network in Camden

Sunday, Oct 25 - Alumni on Location at the Bronx Zoo

Wednesday, Oct 28 - Rutgers Law Alumni Reception in Morristown

Thursday, Oct 29 - Prudential/Rutgers Networking Reception in Newark

Friday, Oct 30 - Alumni Networking Happy Hour at Cooper River Distillery, Camden

Saturday, Oct 31 - R Game Day at Wisconsin

Wednesday, Nov 4 - Alumni on Location at the Spy Museum in Washington DC

Wednesday, Nov 4 - Rutgers Law Alumni Reception in Haddonfield

Saturday, Nov 7 - R Game Day at Michigan

Tuesday, Nov 10 - Charter Day & 250th Kick-Off

Thursday, Nov 12 - Rutgers Law Alumni Reception in Washington DC

Wed, Nov 18 - Rutgers Law-Camden Alumni Assoc. Distinguished Alumni Awards Celebration in Haddonfield

Saturday, Nov 21 - R Game Day at Army

January 2016 - Call for RUAA Board nominations

Thursday, Jan 21 - Officers/Committee Chairs meeting

OLD BUSINESS: None presented

NEW BUSINESS: University Senator, Bob Barraco gave his report from the quarterly meeting held last week. *Issues discussed this quarter: (available at senate.rutgers.edu under Reports tab)*

ANNOUNCEMENTS: None presented

ADJOURNMENT:

A motion to adjourn the meeting was moved (Jeff Linfante) and seconded (Tim Farrow). The meeting was adjourned at 8:59 p.m.

Respectfully Submitted:

Kim Sciallo

Corporate Secretary

Prepared by:

Patrice Jaskiewicz

Administrative Assistant

Alumni Relations, New Brunswick