

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

Thursday, September 13, 2018

Rutgers University-Newark

15 Washington Street

Newark, NJ 07102

PRESENT: Joe Lemkin, *Chair*, Debra O’Neal, *Vice Chair*, Greg Bedard, *Corporate Secretary*, Squire Servance, *Treasurer*, Donna K. Thornton, *Vice President for Alumni Relations*; Matthew Aquino; Julie Bianchini; Maurita Bivans; Andy Ciancia; Amanda Ebokosia; Michael Esposito; Francine Glaser; Daryl Johnson; Houshang Parsa; Marty Siederer; Linda Smith; Iesha Suber; Gloria Vanderham; Brian Wilson

ALSO PRESENT: Hilary Cohen, *Senior Director for Events*; Lisa English, *Director, Alumni Relations, RBHS*; Josh Harraman, *AVP for Alumni Relations*; Patrice Jaskiewicz, *Alumni House Manager*; Yvette Martinez, *Senior Director for Volunteer Engagement*; Kristy Omelianuk, *Director, Business Development and Operations*; Scott Owens, *Director, Alumni Relations Rutgers-Camden*; Mike Rutkowski, *Director of Events*; Colin von Liebttag, *Assistant Director for Career Development*; Gloria Walker, *Director, Alumni Relations Rutgers-Newark*

EXCUSED: Tennille McCoy, Laura Ann Pontelandolfo

CALL TO ORDER: The meeting was called to order at 6:16 p.m. by Joe Lemkin, Board Chair.

MINUTES:

The minutes of the June 7, 2018 meeting of the Board was circulated in advance of the meeting. The minutes were unanimously approved following a motion (Marty Siederer) duly seconded (Michael Esposito).

CHAIR’S REPORT: (Joe Lemkin)

Mr. Lemkin spoke about a former board member, Glenn Gnrrep who passing away recently. Donna Thornton added that Mr. Gnrrep donated two panels of stained glass with the image of Old Queens on them. The RUAA took possession of them in May and they will be displayed in the Alumni House. There are plans for a celebration in his memory sometime in the future.

Mr. Lemkin mentioned the US News and World Report that ranked Rutgers University 56th in national public universities.

Mr. Lemkin stated that the electronic vote passed regarding a new charter document, superseding the document signed in 2008 regarding the “Resolution to Designate the Rutgers Alumni Association as a Chartered Alumni Organization of the Rutgers University Alumni Association.”

VICE CHAIR'S REPORT (Debra O'Neal, Treasurer)

Ms. O'Neal thanked everyone for their continued work on the Strategic Plan.

VICE PRESIDENT'S REPORT (Donna Thornton)

Ms. Thornton stated this is a record breaking fundraising year for the Foundation. She thanked everyone for their role in helping to achieve that.

The Alumni House in New Brunswick is open. The staff have moved in and are getting ready for the soft opening on September 20 from 4:00-6:00 pm. Ms. Thornton encouraged all to attend. The Grand Opening and ribbon cutting will take place on October 19 from 6:00-8:00 pm. The program will be more formal than the soft opening.

Newark Alumni Center will hold its ribbon cutting ceremony and grand opening on October 10. All are welcome to attend.

Ms. Thornton provided a staffing update; We welcomed John Borgese, new Director for Workplace Engagement. Cassie Kingsbury has moved on and will be missed after being here for ten years. Congratulations to Patrice Jaskiewicz on her new role as Alumni House Manager.

RUAA STRATEGIC PRIORITIES UPDATE (Josh Harraman)

Mr. Harraman thanked the board, staff and Ms. O'Neal for all of their input over the past year. The staff is pulling together the tactics.

Mr. Harraman referred to the Board committees' handout. Assignments were based on results of the survey and thanked the board members who were responsible for the task. Staff liaisons are reaching out to the champions for each strategic priority and then the workgroups will convene. Mr. Harraman asked that each group get together and assemble for ten minutes. After the ten minutes, Mr. Harraman thanked everyone and is looking forward to getting started.

- **Strategic Priority #4;** Provide value to Rutgers alumni through comprehensive career services.
 - **RUAA Alumni Career Services Presentation;** Progress, Updates and Next Steps (Colin von Liebttag)
Mr. von Liebttag gave a presentation regarding Alumni Career Services; the program background, points of contact, program elements such as engagement, advising and resources. Next steps are to build the program so there is 24 hours, 365-day access.

- **Strategic Priority #5;** Transform alumni engagement efforts with a data-driven culture of assessment, analysis, training and action
 - **Alumni Engagement Metrics Presentation** (Josh Harraman & Mike

Rutkowski)

Mr. Harraman explained that under strategic priority #2, the tactics include measuring engagement and segmenting the alumni population by stage of life. Under strategic priority #5, Mr. Harraman and Mr. Rutkowski outlined what measuring engagement entails, the engagement metric cycle and the benefits and next steps.

CONSENT AGENDA - MOTION TO ACCEPT WRITTEN REPORTS:

Mr. Lemkin 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.

Joe Lemkin called for a motion to accept reports. Motion approved. There was a motion to accept reports (Debra O’Neal), seconded (Bryan Wilson), with an opportunity for discussion. The written reports were accepted unanimously following a voice vote of all voting members present.

UPCOMING NOTEWORTHY DATES

Joe Lemkin provided an update from the list of the upcoming events.

OLD BUSINESS: Houshang Parsa encouraged everyone to attend the Rutgers-Prudential Connection event on October 17th.

NEW BUSINESS: None presented

ANNOUNCEMENTS:

- Greg Bedard announced that the REAL Conference and Awards is approaching on October 5th.
- Marty Siederer announced that nominations for the Loyal Sons and Daughters of Rutgers are due at the end of the month. The annual gala is in April. Marty will provide more information.

ADJOURNMENT:

A motion to adjourn the meeting was moved (Debra O’Neal) and seconded by (Greg Bedard). The meeting was adjourned at 8:11 p.m.

Respectfully Submitted:
Greg Bedard
Corporate Secretary

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