

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

Thursday, September 29, 2016
Camden Alumni House

PRESENT: Timothy Farrow, *Chair*, Joe Lemkin, *Vice Chair*, Kim Sciallo, *Corporate Secretary*, Debra O’Neal, *Treasurer*, Donna K. Thornton, *Vice President for Alumni Relations*; Julie Bianchini; Greg Bedard, Neal Collins, Jim Cummings, Michael Duncan, Amanda Ebokosia; Michael Esposito; Ken Johnson, Houshang Parsa, Keanna Ralph, Iesha Suber; Gloria Vanderham; Mary Clare Venuto, Linda Wray

ALSO PRESENT: *Chancellor* Phoebe Haddon; 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*, Yvette Martinez, *Senior Director for Volunteer Engagement*, Kristy Omelianuk, *Associate Director, Benefits and Business Development*, Mike Rutkowski, *Director of Events*, Dana Shapiro, *Associate Director of Volunteer Engagement*

EXCUSED: Squire Servance, Charles Spingler

WELCOME: At 5:55 p.m. Tim Farrow introduced Chancellor Phoebe Haddon who provided a brief update on Rutgers University-Camden.

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

ICEBREAKER: Debra O’Neal and Keanna Ralph facilitated the icebreaker, “RUAA Stand-up” with the attendees.

MINUTES:

The minutes of the June 16, 2016 meeting of the Board was circulated in advance of the meeting. The minutes were unanimously approved following a motion (Tim Farrow) duly seconded (Joe Lemkin)

PRESENTATION: Rutgers Giving Day-Next Generation Alumni Giving Opportunity (Melissa Halpin, Director, Next Generation Philanthropy)

- Ms. Halpin presented an overview of Rutgers Giving Day 2016 taking place on November 29 and the different giving opportunities available.
- There is an online initiative, donor/mobile-friendly giving form, social media challenges, in addition there will be Community/Student Engagement opportunities via Student Center tabling.
- Ms. Halpin gave the Board suggestions on helping to make the day a success.

CHAIR'S REPORT (Tim Farrow)

- Mr. Farrow reminded the Board that the Alumni House ribbon cutting is on Saturday, October 8 at 10:00 am and all are invited. The official opening will take place in December.
- Committee assignments were handed out and Mr. Farrow thanked everyone for participating in these important roles.
- In FY'16 the board had a 100% participation rate per our standing goal to give to the university.

VICE CHAIR'S REPORT (Joe Lemkin)

- Mr. Lemkin is hosting a weekly radio show called "Rutgers Football Preview" on Fox Sports Radio 920 The Jersey which airs on Tuesday evenings from 6:00 to 7:00 pm. AVP Tom Hammond and Marco Battaglia from Athletic Development have been co-hosts on the show. He encouraged all to tune in or watch the livestream.

VICE PRESIDENT'S REPORT (Donna Thornton)

- Ms. Thornton thanked everyone for coming to the beautiful and symbolic alumni house.
- In Newark the drawings for the alumni house are being finalized. Hoping to open sometime next year.
- Revolutionary Thinkers will be held on Charter Day, November 10th, the universities 250th anniversary. It will take place on all three university locations. There will be 100 speakers in New Brunswick alone.
- The evening festivities will include fireworks simultaneously in New Brunswick, Newark and Camden.
- Ms. Thornton gave an update on several staff changes.
- The Foundation's Executive Leadership Group (ELG) continues to work on a 3-5 year strategic plan.
- Provided an update on alumni participation.

Board Priority 3: *Add Value to the Student Experience* (Michael Duncan)

- Mr. Duncan gave an update on the Scarlet Council's accomplishments such as attending a CASE conference in Atlanta.
- Implemented the integration of alumni speakers at info sessions, The Scarlet Scoop – Keeping it all in the Family, Mentoring Program and the Food for Thought Program.
- The Council has many upcoming events and initiatives planned.

Awards and Recognition Report (Greg Bedard)

- Copies of the resolution to approve the 2017 Hall of Distinguished Alumni nominees along with short bios were distributed to the board.
- Mr. Bedard explained that there were about 25 nominees overall.
- After reading each nominee bio, and the resolution, a motion to accept the sleight of nominees was made by board member, Linda Wray, seconded

by Jim Cummings. The sleight was accepted unanimously following a voice vote of all members present.

- Mr. Bedard reminded everyone to save the date of May 6, 2017 for the annual gala.

Board Priority 1: *Increase Engagement of Volunteers*

- Kim Sciallo reported on the upcoming REAL Conference and Awards Ceremony taking place on October 14th. The conference will take place in the Theological Seminary during the day and the REAL Awards ceremony will take place in the evening at the Hyatt. Ms. Sciallo encouraged everyone to register soon. Coach Steve Pikiell will be the breakfast speaker and Professor Bell and a student will be the keynote speakers.
- There will be an in-person Marketo training session taking place on the evening before the conference for any volunteer that is interested.
- Ms. Sciallo reported that the Grant Program has just begun to advertise. There is \$40,000 available at \$1,500 per grant. Squire Servance is heading the committee and charter groups must be in good standing to be eligible.
- Keanna Ralph reviewed the results of the board survey, results are as follows:
 - Sixteen board members replied and the feedback was great.
 - A basketball game and a theatre night were the top two activities selected.
 - A service focused activity scored high as well.
 - Recommendations include a holiday party, a volunteer project in 2017 – welcome feedback on what that would look like and will integrate social media to create awareness of the events.
 - Will follow-up with staff and Scarlet Council.
- Houshang Parsa, Chair for the Committee on Diversity reported about the focus group meeting which took place on September 13 at the Rutgers Club. The purpose was to bring together a group, “think tank” to strategize on building a diverse leadership pipeline for the RUAA. A committee of interested members will assemble in the fall to define priorities using the focus group’s input.
- Yvette Martinez reported on the creation of a new position, Director of Career Development, in partnership with Career Services in New Brunswick. The position will have an office in Career Services, but will report to Ms. Martinez. The role will serve alumni university-wide. There have been 56 applicants, 6 of them strong candidates. Interviews will follow.

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

- Mr. Johnson reported the overall 2016 participation rates for the alumni leaders’ council. The goal is 100% participation. Previous rate was 44% participation and it increased to 54% this year, a 10% increase.

- The Philanthropy Committee has developed strategies and recommendations to increase the numbers. They include:
 - Partner with the RUAA Nominating Committee
 - Selection of Board members, ALC At-Large, University Senators.
 - Use a 'scorecard' which includes philanthropy in selection processes.
 - A 'requirement' for nominations (exceptions are allowed).
 - Partner with the RUAA ALC Committee
 - Oversight of RUAA Chartered Organizations.
 - Develop methods of influencing C/Os in the selection of their leaders.
 - Help get philanthropy on the agendas of the C/Os.
 - Partner with the RUF Communications Team
 - Develop and deliver messaging highlighting philanthropy success.
 - Develop Integrated Strategies with RUF Dep't of Annual Giving.
 - Develop roles for RUAA Board in RUF initiatives.
 - Influence RUF in selection of top priorities (one, each semester).
 - Relationship with RUAA Board
 - Return to original charter of Advise and Support.

Mr. Johnson asked that if the Board had any ideas or suggestions, to email him or Scott Owens.

Board Priority 5: *Engage Alumni through Innovative Programs and Events:*
(Hilary Cohen)

- Ms. Cohen highlighted some recent events and the number of attendees since the Board retreat in July, including R Game Day at Washington State with 251 attending and Alumni on Location; New Jersey Wines and Vines with 77 attending.
 - Ms. Cohen reported on some upcoming events such as several R Game Day's at away football games (Ohio State Oct 1, Minnesota Oct 22, Michigan State Nov 12, and Maryland Nov 26).
 - Fall Family Fest at the President's residence on Homecoming weekend in New Brunswick on Oct 15.
 - Alumni on Location: A Mazeing Day on the Farm at the Happy Day Farm in Manalapan NJ, on Oct 29.
 - Alumni on Location: Learning from Lincoln at the National Constitution Center in Philadelphia on Nov. 6.

- Experience Rutgers – Cybersecurity in Princeton on Dec 1.
- A complete list of all events is always available at Ralumni.com/events.

Board Priority 6: *Be a Best Practice Business Model*

- Debra O’Neal reported on the credit card launch which kicked off on August 22. It is being marketed via email, mail and social media. There are 231 accounts booked through Dec 31 just for the R250 card.
- Kristy Omelianuk reviewed the alumni benefits which include local discounts, discounts to national vendors and the alumni store.
- Renewed 7 year contract with Augeo, our alumni benefits provider and working on program enhancement and website redesign.

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 (Debra O’Neal), seconded (Greg Bedard), 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 provided an update from the list of the upcoming events.

OLD BUSINESS: None presented

NEW BUSINESS: None presented

ANNOUNCEMENTS:

- Greg Bedard reminded the Board of the Prudential-RU Connect event being held on October 25 at Prudential in Newark. Pat Hobbs will be the keynote speaker.
- Dana Shapiro announced that the charter groups have many events and to go to www.ralumni.com for more information.
- Scott Owens thanked Donna Thornton and Tom Hammond’s support in getting the Alumni House completed. The ribbon cutting ceremony will be held on October 8. Tonight was the first meeting in the building.

ADJOURNMENT:

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

Respectfully Submitted:

Kim Sciallo

Corporate Secretary

Prepared by:

Patrice Jaskiewicz

Executive Assistant

Alumni Relations, New Brunswick