

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

Thursday, September 28, 2017
15 Washington Street
Rutgers University-Newark

PRESENT: Joe Lemkin, *Chair*, Debra O’Neal, *Vice Chair*, Greg Bedard, *Corporate Secretary*, Squire Servance, *Treasurer*, Donna K. Thornton, *Vice President for Alumni Relations*; Julie Bianchini; Maurita Bivans; Neal Collins; Michael Duncan; Amanda Ebokosia; Michael Esposito; Francine Glaser; Houshang Parsa; Laura Ann Pontelandolfo; Keanna Ralph; Kim Sciallo; Marty Siederer; Iesha Suber; Gloria Vanderham

ALSO PRESENT: Hilary Cohen, *Senior Director for Events*; Lisa English, *Director, Alumni Relations, RBHS*; Josh Harraman, *AVP for Alumni Relations*; Patrice Jaskiewicz, *Executive Assistant*; Bonnie Kenselaar, *Associate Director-Alumni Relations Rutgers-Newark*; Tara Kissenberth, *Associate Director for Student Engagement*; 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*; Gloria Walker, *Director, Alumni Relations Rutgers-Newark*

EXCUSED: Charles Spingler; Linda Wray

CALL TO ORDER: The meeting was called to order at 6:01 p.m. by Joe Lemkin, Board Chair.

MINUTES:

The minutes of the June 8, 2017 meeting of the Board was circulated in advance of the meeting. The minutes were unanimously approved following a motion (Debra O’Neal) duly seconded (Gloria Vanderham).

CHAIR’S REPORT: (Joe Lemkin)

- Mr. Lemkin reported on the Board retreat follow-up regarding board members getting to know each other.
- Gloria Vanderham, Keanna Ralph, and Bryan Wilson are using the research to choose three to four engagement opportunities. More information to follow, but likely an event in January.
- Yvette Martinez explained the details of Board Communications-Engagement Plan, including tactics. A discussion followed regarding the different social media platforms available.

- Mr. Lemkin continued his report by letting everyone know that the Foundation Strategic Plan has been completed and everyone should have received a copy. In the past, the vice chair has been the lead on strategic planning.
- Mr. Lemkin attended the Scarlet Senior event this past week with several other board members in attendance.

VICE CHAIR'S REPORT (Debra O'Neal)

- Ms. O'Neal welcomed all the board members and encouraged the new members to be active and engaged and bring their passion for Rutgers to the table.

VICE PRESIDENT'S REPORT (Donna Thornton)

- Ms. Thornton thanked Gloria Walker for helping to arrange having the meeting in 15 Washington Street. Ms. Walker explained the historical background of the building; it was once occupied by an insurance company. It became the law school building and now it is a residence hall for upperclassmen. Clements Place is on the first floor where jazz events take place.
- Ms. Thornton provided an update on staff;
 - Tara Kissenberth has been promoted to Associate Director for Student Engagement.
 - Laura Stanik's last day is October 6. An interim plan is being determined.
 - Christine Rizzo has joined Alumni Relations from TCNJ as a Benefits Coordinator.
 - Donna introduced our new AVP for Alumni Relations; Josh Harraman.
 - Josh introduced himself and gave some background information.
 - Ms. Thornton thanked Yvette Martinez for her leadership as the Interim AVP.
 - Lisa English was a faculty member for CASE Summer Institute of Alumni Relations.
- Ms. Thornton provided an update on the Alumni Houses in Newark and Van Nest. Target move-in date for Newark Alumni House is May 1st and sometime in March for Van Nest as well as Liberty Plaza.
- University Communications and Marketing has made Rutgers Today a daily distribution. Board members will begin to receive emails daily.
- Provided an update regarding the two projects with SimpsonScarborough.
- Rutgers Giving Day has been moved to March 21.

Board Priority 1: *Increase Engagement of Volunteers*

- REAL Conference and Awards preview; Greg Bedard provided an update; the conference will take place on Friday, October 20 at the Rutgers Hillel followed by the evening awards ceremony in the tent located on the grounds of the Honors College. A great start to Homecoming weekend.
- Committee on Inclusion and Diversity report – Houshang Parsa distributed an informational postcard to the board. Rutgers is hosting a conference “Diversity in Higher Ed’ in New Brunswick Oct 5-7. Two Chancellors attending. Livestreaming is available.
- Yvette Martinez provided an update on Alumni Career Development and the work Colin von Liebttag is doing in University Career Services.

Board Priority 2: *Contribute to the Culture of Philanthropy: No report*

Board Priority 3: *Add Value to the Student Experience*

- Tara Kissenberth provided an update on the various programs the Scarlet Council is organizing, including B1G 10 Welcomes, Scarlet Conversations, Founder’s Day, Food for Thought and partnering with the Riot Squad.

Board Priority 4: *Increase Awareness of the RUAA: No report*

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

- Ms. Cohen reviewed the upcoming signature events.
- Scott Owens from Camden, Gloria Walker from Newark and Lisa English from RBHS reported on events happening in their university units.

Board Priority 6: *Be a Best Practice Business Model: No report*

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

ACTION ITEMS

Resolution to Designate the Rutgers Club of Houston and Southeast Texas as a Chartered Alumni Organization presented by Greg Bedard

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

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 (Squire Servance), seconded (Gloria Vanderham), 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: Debra O’Neal brought up some thoughts about the strategic plan.

NEW BUSINESS:

- University Senate Report by Houshang Parsa – Refer to written report in packet.
- Michael Esposito expressed some thoughts on student engagement in the four chancellor led university units.

ANNOUNCEMENTS:

- Gloria Walker provided information regarding parking.

ADJOURNMENT:

A motion to adjourn the meeting was moved (Debra O’Neal) and seconded by (Greg Bedard). The meeting was adjourned at 8:21 p.m.

Respectfully Submitted:
Greg Bedard
Corporate Secretary

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