MINUTES OF THE MEETING OF THE
BOARD OF DIRECTORS OF THE
RUTGERS UNIVERSITY ALUMNI ASSOCIATION
Thursday, September 16, 2010
Board Room, Winants Hall

PRESENT: Cara Bufanio MGSA ’85; Carlos Dequina NCAS ’89 (via telephone); Nikita Desai DC ’01 (via telephone); Timothy Farrow CLAW ’98; Maurice Griffin NLAW ’94; Charles Ivory, CCAS, ’69; Ken Johnson ENG ’66; Anthony Marchetta, RC’71; RBS ’95; George Rears RC ’89; James Rhodes CCAS ’94; Katty Rivera LC’04, GSE’09; Kate Sweeney CC ’79; Donna K. Thornton, Vice President for Alumni Relations; Christine Tiritilli DC ’92; Brian Wennersten CC’02 (via telephone)

ALSO PRESENT: Jennifer Boscia-Smith, Director, Alumni Communications; Yvette Choma, Director, Volunteer Development; Donna Donahue, Assistant Director, Alumni Programs; Lisa English, Director, Alumni Relations, Newark; Jason Goldstein LC ’02; Angela Green, Administrative Assistant; Matt Manfra, Director of Regional Clubs; Chuck Mannella, Director Alumni Relations Camden; Kristy Omelianuk, Assistant Director of Alumni Services; Mike Rutkowski, Assistant Director, Director of Reunions

EXCUSED: Frank Hundley RC ’86; GSC ’01; Harold Kaplan RC ’57; Ian Leonard, CCAS ’00; Tamara Remedios RC ’97, RBS ’97; Michael Williamson RBSG ’01; Gloria Wormley UCNB ’04

CALL TO ORDER:
The meeting was called to order at 5:39 p.m. by James Rhodes, Chair, who welcomed everyone to the meeting.

MINUTES:
The minutes of the July 31, 2010 meeting of the Board were circulated in advance of the meeting. Mr. Griffin made a request for corrections or additions to the minutes. The minutes were unanimously approved upon a motion (Rears) duly seconded (Farrow).

CHAIR'S REPORT:
Mr. Rhodes noted that the summer was a very busy time. The new board members met with the officers for an orientation meeting. There were also meetings with the three outgoing board members.

Mr. Rhodes reviewed the proposed Board goals for the 2010-2011 year. A resolution will be presented later in the meeting to adopt these goals. Future board meetings for the will have a progress report regarding these goals.

Mr. Rhodes drew the attention of the Board to the new structure of the meeting agenda. The new format now includes the addition of a consent agenda. This is being done to aid in moving the meeting along in a timelier manner. Please take the time to review the documents under the
consent agenda in advance of the meeting. If you would like to remove an item from the consent agenda, please communicate that in advance of the meeting and the item will be moved under the “New Business” section of the agenda. Mr. Rhodes explained that there are now time limits listed for each item on the agenda. They are guidelines and are provided to again move the meeting along.

Mr. Rhodes requested reports from the Officers and the Board members, to which there were no responses.

**VICE PRESIDENT'S REPORT:**
**Communications:** Ms. Thornton reported that the fall issue of the Rutgers Magazine will soon be delivered. She drew the Board’s attention to pages 60-61 of the magazine, “Past, Present & Future” which illustrates the progress of the RUAA. There is also a terrific story about Douglas College and Douglas Residential College.

**Campaign Gala:** Ms. Thornton encouraged the Board to RSVP for the Gala on October 13. It promises to be a fun night with emcees Greg Brown and Becky Quick.

**University Wide:** Ms. Thornton informed the group that 56,206 students were welcomed to Rutgers this year.

**AR Staff:** Ms. Thornton informed the group that Jon Horowitz, the Editorial/Media Specialist for Alumni Relations left the department 2 months ago for a position at Princeton. His replacement has been hired and will start working soon. Paula Burns, Department Administrator, is retiring after 42 years with the University. Her last day will be September 30. There will be a breakfast in her honor at 9:00 a.m. on Monday, September 20. Board members are welcome to join. Ms. Tiritilli inquired if a note can be drafted on behalf of the Board to thank Ms. Burns for her service.

**Overview of the RUAA Budget:** Ms. Thornton made a PowerPoint presentation regarding the RUAA Budget (presentation attached to minutes). She explained that the funding for the RUAA comes from several different places. Ms. Thornton noted that the Strategic Plan will play a critical role in determining how we are doing. The goal is to break even on all our events. In addition, the position held by Ms. Burns will not be filled. The Foundation and current staff will pick up her responsibilities.

**PRESENTATIONS:**

**Solutions for Charter Group Money Management:** Mr. Rears made a PowerPoint presentation on the topic of Charter Group Money Management (presentation attached to minutes). Mr. Rears explained that the biggest issue is how we can help the charter groups to manage their money. There is not one solution for every group. He outlined three proposed solutions. Solution #1 – Charter organizations can open a bank account. Mr. Rears explained this would be a good way for the group to operate when they need to do cash in/cash out types of events. Solution #2 – Chartered organizations can utilize the Rutgers Foundation accounting office to manage funds for them. Mr. Rears explained this could be a good solution for the newer groups. The RUF accounting office will manage the funds for them. Solution #3 – Charter organizations can continue to operate by whatever methods they have been
utilizing. If they are having no issues with the current method under which they are operating, they should continue to operate as usual. One important note was made that the Rutgers University Federation Tax ID number may not be valid much longer.

**Homecoming:**
Mr. Goldstein updated the group on the upcoming Homecoming celebrations on the Newark, New Brunswick & Camden campuses. He handed out a postcard which highlights the events in Newark including a “Mr. & Mrs. Rutgers” event, Scarlet Spirit Day and a tribute to Lena Horne. Three charter groups will be participating in the weekend. Please let Ms. English know if you are planning to attend. Mr. Goldstein went over the schedule for the New Brunswick events on October 1, 2 & 3. The Friday night event will be similar to last year and include “Homecoming Idol” and fireworks. Volunteers are needed. The Saturday “Scarlet Square” event will begin 3 hours before game time. There will also be a “March Men of Rutgers” presentation by Dean Stauffer at the Visitor Center. The Sunday “Run for RAH” event already has 93 participants registered. Camden Homecoming events include a hot dog eating challenge, alumni VIP tents, crew and men’s soccer. Mr. Mannella added that WMMR and Chancellor Pritchett will be there on Saturday. Alumni Crew will be presenting a check to the Athletic Department. This money was earned during the Regatta event. They are also looking for volunteers for the weekend.

**Alumni Leaders Conference:**
Mr. Griffin spoke about the Alumni Leaders Council Conference which is taking place on October 22-23. Friday morning will begin with several volunteer presentations on topics which include programming and collaboration. Several members of the University leadership will be present for the luncheon. Mr. Goldstein will be the emcee for the Friday night REAL awards ceremony. The Saturday programming will focus more on alumni engagement. It will be followed by a game watch party.

**Strategic Plan:**
Mr. Johnson informed the group that the Strategic Plan has been completed and released. There is a Resolution on the tonight’s agenda to accept the current plan. Mr. Johnson noted that the steps for this year include implementing that plan and developing metrics. 1) Implementation – Must first convert the plan to a set of operational plans. This then needs to be embedded in the fabric of RUAA management. We need to create a process for information to flow so that we are always presenting the most current data. Training forums must be developed to coach committee chairs on how to implement this. This responsibility will fall under the position of the Vice-Chair of the RUAA. Mr. Johnson stressed that the committees should not wait for this to be completed in order to set goals. 2) Developing Metrics – Metrics must be developed that identify our success in engaging alumni. We will use a process to identify a large set of measurable. The process will be a small group of people identifying a large number of measureables. They will need to develop a collection methodology. There should be about 75-100 things that we want to measure. Mr. Johnson stated that a dashboard reporting format will be utilized which has both performance and goals setting. Mr. Johnson commented that it will be a very difficult task.

**Alumni Center:**
Mr. Marchetta made a PowerPoint presentation on the Alumni Center Committee update (presentation attached to minutes). There have been 2 meetings of the committee to date. The Committee came up with a timeline for their work through June 2011. There have been 2 site visits, University of Maine and University of Maryland, with additional trips being planned for
Penn and West Virginia. The committee has some resources from the Rutgers University Federation available to fund these trips. Mr. Marchetta informed the group that a survey will be prepared to ascertain what alumni would like to see in an alumni center. The alumni centers are also going to be a priority in the current campaign.

**Directors Desk:**
Ms. Thornton spent several minutes showing the Board the Directors Desk application. It is the new software program that all the Boards (including the Board of Governors, Board of Trustees and Board of Overseers) will use for their meetings and it takes the place of Sakai. She informed the Board members that they all should have received an email invitation to join Directors Desk. The University has only 300 licenses for the software, so not all of the RUAA committees members will have access at the same time. There is support offered 24 hours a day, 7 days a week and when you contact them, they will get back to you within a half hour.

The process to choose a new application was convened by the Secretary’s office. The committee looked at six different groups. Fortunately, the use of this software will not be charged to the Alumni Relations budget.

**CONSENT AGENDA:**
The consent agenda for the September 16, 2010 meeting of the Board were circulated in advance of the meeting. The consent agenda was unanimously approved upon a motion (Griffin) duly seconded (Marchetta).

**ACTION ITEMS:**

**Resolution to Approve the Recipients of the 2011 Rutgers Hall of Distinguished Alumni Award**
Mr. Farrow reported that the HDA (Hall of Distinguished Alumni) Selection Committee is presenting the Resolution to Approve the Recipients of the 2011 Rutgers Hall of Distinguished Alumni Award. Mr. Farrow commented that the Committee had a very difficult decision in choosing from the 45 nominations. The HDA Selection Committee was very well balanced with people who were new to the committee and veteran committee members. The recommended recipients include James Cusumano RC’64, GSNB’68, Mark Fields RC’83, Jules Plangere, Jr. RC’44, Joan Snyder DC’62, MGSA’66, Terry Stewart ENG’69, and Elizabeth Warren NLAW’76. The Committee has also chosen alternates should it be necessary to go to an alternates list. There was a motion to approve the Resolution (Rears), duly seconded (Marchetta), with an opportunity for discussion. The Resolution was adopted unanimously upon a voice vote of all voting members present. A copy of the Resolution shall be filed with the minutes.

**Resolution to Designate the Rutgers Club of North Jersey as a Chartered Alumni Organization**
Mr. Griffin reported that the Committee recommended that chartered status be granted to one new applicant, the Rutgers Club of North Jersey and forwarded to the RUAA Board the recommended resolution. The Resolution was posted to Directors Desk in advance of the meeting. Mr. Griffin presented the resolution and asked for comments from the Board. There was a motion to approve the Resolution (Rears), duly seconded (Farrow), with an opportunity for discussion. The Resolution was adopted unanimously upon a voice vote of all voting members present. A copy of the Resolution shall be filed with the minutes.

**Resolution to Adopt 2010-2011 RUAA Board Goals**
Mr. Rhodes presented the Resolution to Adopt the 2010-2011 RUAA Board Goals to the Board. There was a motion to approve the Resolution (Johnson), duly second (Ivory), with an opportunity for discussion. The Resolution was adopted unanimously upon a voice vote of all voting members present. A copy of the Resolution shall be filed with the minutes.

Resolution to Adopt the Rutgers University Alumni Association Strategic Plan
Mr. Johnson presented the Resolution to Adopt the Rutgers University Alumni Association Strategic Plan to the Board. There was a motion to approve the Resolution (Johnson), duly second (Ivory), with an opportunity for discussion. Mr. Rhodes remarked that the Strategic Plan will now become a public document. It will show what the goals and objectives are of the RUAA Board and will be great to share with our alumni leaders. It is a living, breathing document and by adopting the resolution today, we are approving the process. This document is just a snapshot. Mr. Ivory commended Mr. Johnson and Ms. English for their work throughout the process. He expressed concern over the Board’s capacity to maintain the integrity of the document. The Resolution was adopted unanimously upon a voice vote of all voting members present. A copy of the Resolution shall be filed with the minutes.

PROGRESS REPORT ON RUAA BOARD GOALS:
Mr. Rhodes explained that this is the portion of the meeting where progress on the newly adopted 2010-2011 RUAA Board Goals will be reported in future meetings.

PROGRESS REPORT ON THE STRATEGIC PLAN:
Mr. Rhodes explained that this is the portion of the meeting where progress on the newly adopted Strategic Plan will be reported in future meetings.

UPCOMING EVENTS:
Mr. Rhodes reviewed the upcoming events:

- Wednesday-Saturday, September 22-25, 2010 – Rutgers Newark Homecoming
- Friday, September 24, 2010 – President’s Annual Address
- Friday – Sunday, October 1-3, 2010 – Rutgers New Brunswick Homecoming
- Saturday, October 9, 2010 – Rutgers Camden Homecoming
- Friday & Saturday, October 22-23, 2010 – Alumni Leaders Conference
- Friday, October 22, 2010 – REAL Awards
- Thursday, November 11, 2010 – RUAA Board Meeting, Camden
- Thursday, March 24, 2011 – RUAA Board Meeting, Newark
- Thursday, June 23, 2011 – RUAA Board Meeting, Winants

OLD BUSINESS:
None.

NEW BUSINESS:
Mr. Ivory reported that the Nominating Committee for the Board of Trustees is scheduled to meet on October 7. He informed the Board members that they would be receiving an email soon after the meeting and need to submit an electronic vote. There is need for a quick turnaround since the recommended nominees must be submitted to the Secretary’s office by October 11, 2010.
Ms. Tiritilli reported that she participated in the Student Convocation. It was a very fun, well organized event. There was mention of the Alumni Association several times throughout the program. Although the RUAA had no speaking role, it was good to be invited to the event.

Mr. Rears reported that this month’s South Jersey magazine had an article in which it was reported that Mr. Farrow was voted by his peers to be one of the top attorneys in his field.

ADJOURNMENT: Motion by Rears to adjourn the meeting. Second by Marchetta. The meeting was adjourned at 8:05 p.m.

Respectfully Submitted:

Maurice Griffin
Corporate Secretary,
Rutgers University Alumni Association