MINUTES OF THE MEETING OF THE
BOARD OF DIRECTORS OF THE
RUTGERS UNIVERSITY ALUMNI ASSOCIATION
Tuesday, April 1, 2014
Newark Campus, Paul Robeson Center

PRESENT: Carl Burns, Robert Eichert, Timothy Farrow, Board Treasurer; Glen Gnrrep, Maurice Griffin, Chair; Kenneth Johnson, Treasurer; Joseph Lemkin, Jeff Linfante, Debra O’Neal, Kim Sciallo, Jennifer Sneed, Daniel Swartley-McArdle, Suzy Swartz, Jennifer Tennant

ALSO PRESENT: Alexandra Brown, Administrative Assistant, Newark; Nancy Cantor, Chancellor, Newark; Lisa English, Director, Alumni Relations, Newark; Tom Hammond, Assistant Vice President of Alumni Relations; Bonnie Kenselaar, Assistant Director, Newark; Yvette Martinez, Senior Director of Alumni Relations; Tara Massey-Kissenberth, Assistant Director of Alumni Programming; Scott Owens, Director, Alumni Relations, Camden; Mike Rutkowski, Director of Reunions & Homecoming and Alumni Relations, New Brunswick; Dana Shapiro, Associate Director of Volunteer Engagement; Laura Stanik, Director, Alumni Communications; Donna K. Thornton, Vice President for Alumni Relations; Zahara Wadud-Pinkett, Assistant Director, Alumni Relations, Newark

EXCUSED: Jennifer O’Neill, Shawn Golhar, Sean Murphy, Kara Cafasso, Assistant Director, Outreach Programs, Kristy Omelianuk, Assistant Director of Alumni Services

UNEXCUSED: Salim Patel

CALL TO ORDER:
The meeting was called to order at 6:01 by Mr. Maurice Griffin, Chair, who welcomed everyone to the meeting.

MINUTES:
The minutes of the December 5, 2013 and March 3, 2014 meetings of the Board were circulated in advance of the meeting. The minutes were unanimously approved following a motion (Jeffrey Linfante) duly seconded (Kim Sciallo).

GREETINGS FROM CHANCELLOR NANCY CANTOR:
Mr. Griffin introduced the chancellor of Rutgers University-Newark, Nancy Cantor, who presented her vision and informed the Board of the exciting happenings occurring on the Newark campus.

Chancellor Cantor thanked the Board for attending and expressed that she was happy to be at the meeting.

The chancellor began her presentation by stating that Newark can be an anchor institution in the community. Rutgers University-Newark is in the midst of the revitalization of Newark.
Chancellor Cantor explained that higher education is the key to enhancing social mobility and economic competitiveness. She discussed the idea of city dividends, created by CEOs for Cities, which is a concept that calculates the financial success that a city could have if college attendance is increased by one percent. City dividends consist of the talent dividend, green dividend, and opportunity dividend. The talent dividend approximates that the increase of four-year college attainment rate in the nation’s 51 largest metropolitan areas by 1% would result in a 124 billion dollar increase in aggregate annual personal income. The green dividend is the estimation that the reduction of vehicle miles traveled (VMT) per person by one mile per day in 51 largest metro areas is equal to 29 billion dollars in annual household savings. Lastly, the opportunity dividend estimates that the reduction of poverty rates in metropolitan areas by one percent will equal a 13 billion dollar decrease annually in public sector outlays for family assistance, Medicaid and food stamps.

Chancellor Cantor quoted Dr. Clement Price by stating that “all roads lead to Newark.” Newark’s position in the metropolitan area makes the city unique. Rutgers University-Newark has a majority of commuter students. New Jersey Performing Arts Center, Prudential Center, The Star Ledger, and Panasonic are all located near Rutgers University-Newark, which is a reflection of Newark’s growth.

The chancellor communicated that Newark is a college town. There are 60,000 students at six colleges in Newark. She emphasized that the Rutgers University-Newark students should be remembered for their excellence. The Rutgers University-Newark National Debate Team had recently achieved top honors, which is an example of the great achievements that students are making.

Rutgers University-Newark represents new immigration, which aligns with the history of Newark and how the city’s history was established. Students frequently convey their appreciation of the diverse population at Rutgers University-Newark. Chancellor Cantor encourages the RUAA to continue building connections with the students and galvanize the intellectual human capital.

The chancellor expressed that there are incredible projects at Rutgers University-Newark, such as the Institute of Jazz Studies. The Institute of Jazz Studies, an archive of jazz and jazz-related materials, located in the Dana Cotton Library, is the largest and most comprehensive library in the world.

Newark has the potential to be the next Brooklyn in regards to revitalization and development. Newark’s economic development is on the rise. New York City feeds off of Newark in regards to broadband superiority.

There are various efforts being made by Rutgers University-Newark schools and departments to partner with the city of Newark. Rutgers Biomedical Health Sciences and Newark Housing Authority are working together to build strong healthy neighborhoods. The Chancellor expressed that it would be beneficial for Rutgers University-Newark Newark art students to be incorporated into the arts and culture district because they will
be more inclined to stay in the neighborhood.

Rutgers University-Newark is working with various foundations, New Jersey Institute of Technology, Essex County College, and the Newark Housing Authority to increase post-secondary education in the Newark area.

The chancellor stated that “this is our opportunity and our moment.” The work done at Rutgers University-Newark can resonate all over the world. Education acts as an engine in revitalization.
Chancellor Cantor declared that there will be listening tours that examine why and how Rutgers University-Newark is an example of what higher education should be. There will be listening tours with alumni groups in the fall, which will explore how the RUAA can connect with our students to cultivate leadership.

The chancellor concluded her presentation.

**CHAIR’S REPORT:**

Maurice Griffin thanked Chancellor Cantor for attending and sharing her vision. Mr. Griffin thanked Carl Burns for the match program. The class of 2014 pledged over $9,000. Mr. Griffin expressed that this is a wonderful fundraising concept.

Fifteen RUAA Board members made gifts to the current campaign. Mr. Griffin encouraged Board members to make donations. Mr. Griffin attended a Board of Overseers meeting where he learned that 820 million dollars have been raised. Nevin Kessler, President of the Rutgers University Foundation, is confident that the Rutgers University Foundation will meet the 2014 goal. Yon Won Cho’s position has been eliminated and Nevin Kessler is taking on Principal Gifts.

Timothy Farrow is functioning as corporate secretary until Jennifer O’Neill returns.

Mr. Griffin provided information on the presidential events that will occur over the next few months. Be a Part of This Moment: New York City with President Barchi took place on April 10, 2014 at The Westin New York Grand Central Hotel. The final presidential event will be in Philadelphia at the Union League on June 26. He encourages Board members to contact Yvette Martinez if they’d like to attend.

Feedback has been incorporated in the Strategic Plan document.

Mr. Griffin provided an update on the plans for the New Brunswick Alumni House. It is not a part of the capital plan; therefore, it has not been discussed. Nevin expressed that higher priorities currently exist; however, the concept should be kept alive, so that alumni can see its benefit. The Alumni House will be classified as unfinished business.

**VICE-CHAIR’S REPORT:** Tim Farrow had nothing to report.
VICE PRESIDENT'S REPORT

Donna Thornton discussed the brochure titled, “Myth vs. Fact,” which was distributed to the Board. This brochure was mailed to alumni who have yet to give a gift to Rutgers. It is Volunteer Recognition Month and 1,400 thank you cards will be mailed the week of April 7 to alumni volunteers.

As of July 1, the College of Nursing and the School of Nursing will become one unit. Dean William Holzemer will be the dean of the combined school and Susan Salmond will become executive vice dean.

Ms. Thornton introduced Thomas (Tom) Hammond, Assistant Vice President of Alumni Relations. Tom’s first few weeks have been busy with his work on the strategic plan and budget.

Ms. Thornton also commended Lisa for her commitment in her roles. Over the past year, her roles included interim director of Alumni Relations-Camden and Acting Executive Director for Alumni Relations, while also remaining the director of Alumni Relations on the Newark campus. Donna also thanked the Alumni Relations staff for keeping the RUAA moving forward.

Scorecards for the members of the Board were distributed before the meeting to each Board member who was present. Board members can increase their points by attending upcoming events.

The Hall of Distinguished Alumni will take place on Saturday, May 3, 2014 at the Heldrich Hotel in New Brunswick.

The Rutgers University Foundation now has a strategic plan. Nevin Kessler wants to ensure that the RUAA budget and strategic plan align with that of the Foundation strategic plan. A new budget and new programs have been built. The strategic plan requires alignment of resources to match the budget. There will be discussions regarding the Board’s committee structure in terms of effectiveness.

Rutgers first day in the BIG10 conference is on July 1, 2014. Alumni of universities in the BIG10 conference will be attending an evening rally in Time Square on June 26, 2014. All Rutgers alumni may attend. The BTN Big10 10k race will take place in Chicago on Saturday, July 26, 2014. Participants may wear their team’s colors.

The Alumni Leaders Conference will take place September 12-13, 2014, which will coincide with a BiG10 game against Penn State.

PRESENTATION

Review 2014-2015 RUAA Board Calendar presented by Maurice Griffin
Mr. Griffin presented the 2014-2015 RUAA Board Calendar. The Board of Governors, Board of Overseers, and Board of Trustees meeting dates may not be on the calendar because that have not been set yet.

ITEMS FOR DISCUSSION

University Senate Report presented by Bob Barraco
Mr. Barraco’s report appears on page 14 of the meeting book.

Board Survey Question Clarification presented by Maurice Griffin
Mr. Griffin decided to pass over this item.

RBHS Alumni Update presented by Donna Thornton

All biographical data from Rutgers Biomedical and Health Sciences has been converted to AWA. Gift data is still being worked on. RUAA cards will be mailed to RBHS alumni in a few weeks.

RUAA Strategic Plan presented by Tim Farrow

Our first strategic plan was adopted in 2009 and much was accomplished. There were many discussions about tactics and status. Ninety percent of tactics were either accomplished or there was progress. A solid foundation for the RUAA was laid.

The Rutgers University Strategic Plan was the first university-wide strategic plan in more than 15 years and was adopted by the Board of Governors on February 4, 2014. This plan sets a clear direction for Rutgers and is broken down to concise, clear goals.

The Rutgers University Foundation departments were asked to submit goals to be developed into a strategic plan. This plan is the basis for the 2015 fiscal year budget. The Foundation’s priorities are to successfully finish the historic 1 billion dollar campaign, increase alumni participation, and improve the student experience.

The RUAA Strategic Plan was created after staff met during a retreat to identify priorities. Board members provided input via email and via a conference call. Mr. Farrow thanked everyone for their thoughtful and timely input. He also thanked Tom and Laura for composing the strategic plan document.

Mr. Farrow expressed that we must improve organizationally, improve alumni and student engagement, and improve fundraising to deliver the best alumni relations program.

The first goal of the RUAA Strategic Plan is to engage alumni through programming and events in high density markets that are innovative and relevant. Examples of high density marker areas are North, Central, and Southern New Jersey; furthermore, Washington DC
and the metropolitan areas of New York and Philadelphia are also high density markets to consider. Mr. Farrow explains that we aren’t solely focusing on these areas; however, these are priorities.

The second goal of the strategic plan is to add value to the student experience at Rutgers through relevant programming and volunteer opportunities.

The third goal is to increase engagement of alumni volunteers through enhanced service and support to chartered organizations and volunteer leaders with particular attention to those in high-density areas. Mr. Farrow states that this isn’t a new goal. We hope to bring greater focus towards organizing chartered organizations and how to effectively use them.

The fourth goal is to continue to create a culture of philanthropy at Rutgers through support and participation in the Rutgers University Foundation. We can incorporate this into our engagement efforts.

The fifth goal is to increase awareness of the RUAA through enhanced, cohesive brand management, strengthening of marketing and communication efforts that foster understanding, excitement, and engagement.

The sixth goal is to strengthen and improve organizational training, education, professional development, and infrastructure in support of the RUAA staff to better serve the alumni community.

The last goal is to create a best-practice alumni association business model through enhanced revenue streams and targeted budgeting approaches.

Mr. Farrow requests that the RUAA adopts the strategic plan tonight. The Executive Committee will ask Board to consider a new committee alignment. The focus in programming will change over the next year to align with certain priorities. These priorities are: high-density areas, charter group support, and student engagement; in addition, our priorities will consist of hosting events and programs that are high impact and low investment.

Glenn Gnrrep inquired about the parties that will collaborate with the RUAA. Tom Hammond responded by stating that the collaborators will depend on the area that we are focusing on. Mr. Gnrrep also asked whether the strategic plan is on five year horizon. Ms. Thornton elaborated that the plan could be utilized for 1-3 years and will get us through the current campaign. There is a possibility that this plan could carry into the next campaign. The next campaign will have sub campaigns, which will correspond with the Rutgers 250th celebration.

**ACTION ITEMS**

Resolution to approve charter applications – presented by Tim Farrow
Three charter organizations were put forth and included the following:

- Rutgers Club of Southwest Florida
- Rutgers School of Health Related Professions
- Rutgers Alumnae Women’s Professional Network

There was a motion to approve the resolutions (Kenneth Johnson), seconded (Joe Lemkin), with an opportunity for discussion. The resolutions were approved unanimously following a voice vote of all voting members present.

The resolution to designate the Rutgers Camden School of Law-NYC Area Alumni Club was postponed.

Resolution to Adopt the Time, Place and Manner for the Annual Meeting of the Rutgers Alumni Leaders Council presented by Tim Farrow

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

Three Resolutions presented by Joe Lemkin were put forth and included the following:

- Resolution to Approve At-Large Council Members
- Resolution to Approve the Recommended Nominees to the University Senate
- Resolution to Approve the Slate of Regular Members of the RUAA Board of Directors

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

Donna Thornton stated that motions and resolutions should be kept confidential until members and organizations have been notified.

Resolution to Adopt the Rutgers University Alumni Association Strategic Plan presented by Donna Thornton

There was a motion to approve the resolution (Carl Burns), seconded (Kenneth Johnson), 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. Griffin reminded the Board that if a Board member would like to discuss any item listed under the consent agenda, the item will be removed, at which point the topic will be placed under the New Business section of the agenda.
There was a motion to accept reports (Daniel Swartley-McArdle), seconded (Kim Sciallo), with an opportunity for discussion. The written reports were accepted unanimously following a voice vote of all voting members present.

OLD BUSINESS: None presented.

NEW BUSINESS:

Robert Eichert announced that fellow Board member, Jennifer O’Neill, will be recognized at the Douglass Founders Day Awards Recognition Luncheon on April 12, 2014. Former Board chair, Christine Tiritilli, is being honored at the Loyal Sons and Daughters Awards Ceremony on April 12, 2014.

ADJOURNMENT:

The meeting was adjourned at 8:05 pm

Respectfully Submitted:
Timothy Farrow
Vice Chair & Interim Corporate Secretary

Prepared by:
Alexandra Brown
Administrative Assistant
Alumni Relations, Newark