MINUTES OF THE MEETING OF THE
BOARD OF DIRECTORS OF THE
RUTGERS UNIVERSITY ALUMNI ASSOCIATION
Thursday, November 8, 2012
New Brunswick Campus, Winants Hall

PRESENT: Robert Eichert, Timothy Farrow, Board Treasurer; Maurice Griffin, Vice Chair; Glenn Gnirrep, Kenneth Johnson, Corporate Secretary; Harold Kaplan, Anthony Marchetta, Jennifer O’Neill, Salim Patel, Katty Rivera, Jennifer Sneed, Daniel Swartley-McArdle, Suzy Swartz, Jennifer Tennant, Donna K. Thornton, Vice President for Alumni Relations; Christine Tiritilli, Chair; and Brian Wennersten

ALSO PRESENT: Bob Barraco, RUAA University Senate Liaison; Jennifer Boscia-Smith, Director, Alumni Communications; Lisa English, Director, Alumni Relations Newark; Carla Kantner, Assistant Director, Rutgers Camden, Chuck Mannella, Director, Alumni Relations, Camden; Yvette Martinez, Senior Director of Alumni Relations, Kara McGann, Assistant Director of Outreach Programs; Debra O’Neal, Regional Clubs Committee Chair and Amanda Putzer, Administrative Assistant

EXCUSED: Nikita Desai, Shawn Golhar and Joe Lemkin

CALL TO ORDER:
The meeting was called to order at 6:00 p.m. by Ms. Christine Tiritilli, Chair, who welcomed everyone to the meeting.

MINUTES:
The minutes of the September 18, 2012 meeting of the Board were circulated in advance of the meeting. The minutes were unanimously approved following a motion (Maurice Griffin) duly seconded (Daniel Swartley-McArdle).

CHAIR’S REPORT:
Ms. Tiritilli thanked everyone for attending the meeting, and shared that she hoped everyone was safe and sheltered during the aftermath of Hurricane Sandy. She added how proud she is of Rutgers as it partnered with the State of New Jersey to help citizens in their time of need over the last week. In addition to the Rutgers Alumni Day of Service on November 10, she noted how it is particularly important right now for the RU Family to go out and help our communities in their time of need.

Ms. Tiritilli provided a recap of her experiences at some of the RUAA Fall events including the REAL Awards, ALC Conference and homecomings. Some of the highlights included the MFA Creative Writing Alumni gathering and McGovern’s social in Newark, as well as the Alumni Block Party and Run for RAH in New Brunswick. One new tradition Christine mentioned was the recognition of some of our REAL honorees on the field during the Homecoming football game.
Christine also provided a progress report on the items President Barchi requested the RUAA’s assistance with this year. Those items included the passage of the higher education bond, the alumni voice in the University Strategic Plan process and focus on the alumni participation rate. With the first item achieved, Christine relayed to the Board that information regarding the other two points will be shared when it is necessary in the upcoming months.

In closing, Ms. Tiritilli reminded the group of the RUAA Executive Committee meeting with Committee Chairs, as well as the call for RUAA Board Nominations, were just around the corner in January.

**VICE-CHAIR’S REPORT**

Maurice Griffin provided the Board with a progress report of the RUAA’s Strategic Plan. Changes to the plan include:

**Objective 4, Tactic 25:** *Establish best practices document for choosing alumni discount providers* has changed from RED to GREEN.

**Objective 2, Tactic 6:** *Create and promote a National Freshman Send-Off program* has changed from YELLOW to GREEN

We now have 56 green tactics, 24 yellow tactics and 13 red tactics on the Strategic Plan.

Mr. Griffin asked that all Board members who are on committees to please look at the Strategic Plan with their staff partners in the upcoming weeks, and provide any status updates, roadblocks or color changes to the Executive Committee by December 15th. This information will help in preparing for the Executive Committee Meeting with Committee Chairs on January 31st.

In addition, the Executive Committee will also begin discussing a process to develop the next strategic plan since the current plan is nearing completion. Data was collected during the leadership training at the ALC, and will be used in the new dashboard. Much of the new plan will be dependent on the University’s planning process- as our plan will coincide and mirror what is implemented by President Barchi and his team.

**GREETINGS FROM CHANCELLOR PRITCHETT**

Chancellor Pritchett called in to the meeting to say hello to the Board since the meeting was originally scheduled to take place in Camden. He thanked everyone for coming to the meeting, and understood why it was difficult to travel to Camden in light of the recent weather and gasoline rationing. Chancellor Pritchett reminded the Board that the last meeting held in Camden took place when the restructuring of higher education was at the forefront. In light of this turmoil, the Camden campus has remained intact and is stronger
than ever. Although the campus did not have significant growth this past year, enrollment at Camden remained steady and 19 new faculty members were hired.

Chancellor Pritchett mentioned that the Camden campus was in the process of a strategic plan; which will also mirror the efforts and direction the University wide strategic plan President Barchi is developing. Daniel Swartley-McArdle asked Chancellor Pritchett what the RUAA could do to help the Camden campus. Chancellor Pritchett stated that Rutgers-Camden is a part of the university forever, and that as the plans for the UMDNJ integration transpire it is important that everyone realize that Camden is present and represented throughout the process. He added that President Barchi has emphasized that there will be ONE Rutgers, and that making sure Camden is a part of this process is of the upmost importance.

Anthony Marchetta asked Chancellor Pritchett regarding the status of the former Red Cross building that has been slated to be the future Camden Alumni House. Chancellor Pritchett relayed that the proposal for the building renovations are expected to go before the Board of Governors for approval at their next meeting in December.

VICE PRESIDENT’S REPORT

Donna Thornton thanked everyone once again for attending the meeting and their patience as the logistics were changed from an in-person meeting to a conference call. With much of the state still recovering from the aftermath of Hurricane Sandy, Donna informed the Board that calls from the Rutgers Telefund has been suspended to individuals within the state of New Jersey. For those living out of state, donors are being asked to give to various “Dean’s Funds” – which can be used to assist students in need. There is also information on the RUAA website that provides details on how to provide monetary and other assistance to individuals impacted by the storm.

The RUAA had a very successful Fall with a variety of events, Donna thanked everyone who attended the events, and she thanked the AR staff for their continued hard work. She also noted that Pete McDonough, Vice President for Public Affairs, is very thankful for everyone’s participation and work towards getting the higher education bond referendum passed in the recent election.

The department of Alumni Relations, there has had some recent staff changes. Two new employees were hired in October, 1) Ashley Santillo is the Events Assistant in Outreach Programs (a newly created position), and 2) Kaitlyn Zullo is the Social Media Assistant hired to replace Alyse Mattioli who moved on in July. Brian Perillo, Assistant Vice President for Alumni Relations, recently left to be the Associate Vice President of Alumni Relations at New York University. Brian was a great contributor to Alumni Relations and Rutgers, and his departure creates a void in the department both professionally and personally.

The Rutgers University football team has had an amazing season thus far and is currently
bowl eligible. At this point, the outcomes of the final games in the upcoming weeks will determine what bowl invitations Rutgers will receive. Predictions so far suggest that Rutgers will go to the Orange, Sugar, Belk or Russell Athletic bowls. Once a bowl bid is accepted, arrangements will be made for an alumni tailgate and other donor events. Athletics will be handling any travel programs that will be available for alumni and fans. Information about the bowl and related events will be provided to the Board and all alumni once they are established.

Due to Hurricane Sandy, the presidential event that was scheduled in Southern California on October 30 was canceled. A total of 130 people registered to attend the event. There are discussions to reschedule the event, which will most likely occur after the first of the year.

The RUAA wall calendar is currently in production. Distribution to members of the ALC and alumni with previously established lifetime memberships will occur in the upcoming weeks. The public sale of the calendars will take place at the end of November via the website.

Finally, the presentation originally scheduled for this evening from the RUF’s department of Planned Giving has been canceled. The presenters would prefer to do the presentation in-person rather than over the phone. It is intended to have the presentation at the next RUAA Board meeting in March.

PRESENTATIONS

Alumni Relations and RUAA Budget presented by Donna Thornton

Ms. Thornton presented the Board with a breakdown of the AR budget, which included a budgeting overview and details regarding processes established thru the RUF. The Alumni Relations budget has, over time, become more self-sufficient via royalty and third-party programs. Programs and benefits that generate or result in little to no cost to the AR budget include the alumni calendar, travel programs and football tailgates. There was some inquires in regards to staff salaries, as well as how the RUAA budget compares with alumni programs at other schools. It was noted that staff salaries, those who are state employees, is public information and available online. However, salaries of RUF paid employees are not public information. As far as the staff size of AR, it is much smaller compared to most institutions, and our budget is much leaner as well.

ITEMS FOR DISCUSSION

University Senate Report presented by Bob Barraco

As the RUAA liaison to the University Senate, Dr. Bob Barraco provided a brief report on recent Senate sessions. As the integration takes place, and President Barchi is introduced to the alumni body, the Senate sees an opportunity to involve alumni at a deeper level that will be a major benefit to Rutgers. The inclusion of UMDNJ will call
for an expansion and restructuring in the Senate as schools and alumni are added to the Rutgers family. Changes in the budget will also be forthcoming, which allows for an opportunity to expand the budget for necessary programs and costs towards engagement and academics. The Senate often discusses engagement, as well as issues of disconnect from alumni, as there is a lack of opportunity for involvement. One program that used to be very popular for alumni was RAVIN (Rutgers Alumni Volunteer Involvement Network) which involved alumni going to area high schools to recruit future students. This program, which is through Undergraduate Admissions, has seen a decline, as alumni are no longer involved.

UMDNJ Integration presented by Donna Thornton

Donna provided an update regarding the acquisition of UMDNJ, which will become part of the University on July 1. Once the vote from the BOG and BOT is approved, the University can proceed with the hiring of chancellors, boards and other administrators that will be needed for the transition. There are also various implementation teams at Rutgers that have been forged with the task of finding the best way to handle the acquisition and development of the various schools and programs within UMDNJ. One of the teams is focusing specifically on how to transition the fundraising and alumni relations operations of UMDNJ.

As part of the process, Donna has been fact-finding to obtain information about the alumni relations programs for all seven entities with UMDNJ; which includes approximately 30,000 alumni. Donna noted that when the BOT & BOG approve the final vote on the integration of UMDNJ, an information email will be going out to all alumni.

Rutgers 250th Anniversary presented by Donna Thornton

Donna provided the Board with an update regarding Rutgers 250th Anniversary, which is slated to take place in 2016. Various events that will take place in 2016 will include aspects of the 250th theme, including Homecoming and Reunion. There are several committees that are being formed towards the development of the 250th celebration. Ms. Thornton is a member of the Executive Steering Committee, which also involves her in several components of the anniversary planning. One committee she has been participating in is the Editorial Committee, which is producing a book that will highlight Rutgers history. The committee is looking for stories to be included in the publication, including personal perspectives from alumni. Donna asked that if any Board members know of any alumni that should be a part of this publication who may like to contribute to let her know.

Rutgers Alumni Day of Service presented by Yvette Martinez

Ms. Martinez discussed the plans for the 2nd Annual Rutgers Alumni Day of Service on November 10, 2012. In light of the events witnessed by Hurricane Sandy in the last week, the focus of the service day has shifted towards the needs of New Jersey. The recent edition of ‘Think Scarlet’ displayed this shift, and is asking people to help their neighbors and communities in this time of recovery. In addition, ‘Think Scarlet’ and the
website have portions that are requesting alumni to display how they are helping by submitting photographs which will be shared via social media outlets.

At this time, there are 28 service projects planned, taking place in 6 states. There will also be a coat drive sponsored by Rutgers Alumni Association and Livingston College Alumni Association in conjunction with the Department of Athletics at the home football game on November 10.

Alumni Leaders Conference presented by Kenneth Johnson

Mr. Johnson highlighted some statistics as well as some feedback from the Alumni Leaders Conference, which took place the same weekend as Homecoming in New Brunswick. The conference was attended by 87 members of the ALC (65%), and included representatives from 30 charter groups; the REAL Awards had 231 attendees. During the conference, an S.W.O.C. analysis (which stands for Strengths, Weaknesses, Opportunities and Challenges) was performed in order to gain the alumni leader’s perspective of the RUAA. Feedback received from the analysis was helpful, and will be used towards the development of the next phase of the RUAA Strategic Plan. Other features of the conference included networking, Eric LeGrand as the keynote speaker, opportunities to meet President Barchi, discussions with students and student athletes and Homecoming celebrations. Various seminars were also held and included topics such as social media and the upcoming higher education bond referendum.

A discussion involving the number of charter groups, and their value towards the RUAA began among members of the Board. It was noted that this subject is one that will be handled by the Ad Hoc Committee on Charter Group Relations.

ACTION ITEMS:

Resolution to approve charter applications – presented by Kenneth Johnson

Four charter organizations were put forth and included the following:

- Campus Information Services Alumni Network
- Rutgers Club of Central New Jersey
- Rutgers Newark Chorus Alumni Organization
- Rutgers Spirit Program Letter Winners

There was a motion to approve the resolutions (Harold Kaplan), seconded (Daniel Swartley-McArdle), with an opportunity for discussion. Bob Eichert mentioned that some of the language used in one of the resolutions needed to be modified; Yvette Martinez made note of the changes and would revise the document before it was signed. The resolutions were approved unanimously following a voice vote of all voting members present.

Resolution to Affirm the Electronic Vote Approving the Recommended Nominees to the Board of Trustees presented by Donna Thornton
There was a motion to approve the resolution (Harold Kaplan), seconded (Anthony Marchetta), with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present. Donna Thornton, Christine Tiritilli and Tim Farrow abstained from the vote.

CONSENT AGENDA - MOTION TO ACCEPT WRITTEN REPORTS:

Ms. Tiritilli reminded the Board that the agenda structure will not have verbal committee reports unless a committee must address the Board about an issue, at which point the topic will be placed under the New Business section of the agenda.

Christine Tiritilli calls for motion to accept reports. Motion approved. There was a motion to accept reports (Anthony Marchetta), seconded (Jennifer O’Neill), with an opportunity for discussion. The written reports were accepted unanimously following a voice vote of all voting members present.

PROGRESS REPORT ON RUAA BOARD GOALS presented by Christine Tiritilli

1. Welcome President Barchi to the RUAA and educate him throughout the year on issues of importance to Rutgers alumni.
   President Barchi attended the September 18 RUAA board meeting, and participated in REAL Awards and ALC. Introductory event in Southern California was canceled due to Hurricane Sandy, but will be rescheduled.

2. Educate RUAA Board Members on Advocacy
   a. Partner with the Office of Public Affairs to develop strategies that provide opportunities for the RUAA to support and enhance the University’s efforts to engage Legislators and other public officials with the University.
   b. Partner with the Office of Public Affairs to promote and support the bond referendum for 2012 election
      RUAA has actively and publicly supported the passage of Public Question 1. Distribution of information announcing the creation of The Building our Future Campaign was done at events, through social media channels, and via emails. The VP for Public Affairs attended the RUAA Retreat and the September 18 Board meeting to discuss the Bond and its importance to Rutgers. Former BOG Chair Linda Stamato’s op ed piece was featured in the November edition of ‘Think Scarlet’ and BOG member Gerry Harvey addressed ALC participants regarding the issue. End result was a decisive vote 62/38 in favor of the bond.
3. Monitor the implementation of the restructuring mandated in the legislation adopted in June 2012.
   
   a. **Develop a Communication Plan (to include a visual timeline) to keep alumni informed on the progress of the implementation.**
      VP for AR is working with the Implementation Team at the University to track significant points in the process when alumni will need to receive communications. The first email is tentatively scheduled for November 19.
   
   b. **Develop plan to embrace UMDNJ Alumni.**
      VP for AR is a member of an Implementation Team assigned this task. Meetings with UMDNJ colleagues are scheduled for before Thanksgiving and from there a plan will be developed.

4. **Review status of RUAA Strategic Plan and develop a process by which to draft a new plan.**
   
   *Work closely with University partners and the Rutgers Foundation to ensure the RUAA strategic plan supports and enhances those efforts.*
   
   The RUAA began data collection for the upcoming strategic planning process at the Alumni Leaders Conference.

5. **Partner with the Departments of Intercollegiate Athletics and Student Affairs to further the strategic objectives of the RUAA.**
   
   Partnership agreement with Athletics has been agreed upon, VP for AR is in contact with new leadership in Student Affairs to ensure future collaborations.

6. **Continue to be advocates for establishing alumni centers in Camden, Newark and New Brunswick.**
   
   Camden project is moving forward, Newark is on hold pending university approval, and New Brunswick is also on hold pending discussion with university leadership.

OLD BUSINESS:

None presented.

NEW BUSINESS:

Yvette mentioned that t-shirts for the Rutgers Day of Service are available for Board members. Those present in the room were provided one, and others were encouraged to stop by to obtain one if they wanted to wear it the day of. T-shirts will be mailed to Board members who were not able to pick one up after the event.
ADJOURNMENT:

A motion to adjourn the meeting was moved (Harold Kaplan) and seconded (Maurice Griffin). The meeting was adjourned at 8:33 p.m.

Respectfully Submitted:

Kenneth Johnson
Corporate Secretary

Prepared by:
Amanda Putzer
Administrative Assistant
Alumni Relations, New Brunswick