MINUTES OF THE MEETING OF THE
BOARD OF DIRECTORS OF THE
RUTGERS UNIVERSITY ALUMNI ASSOCIATION
Tuesday, March 19, 2013
Newark Campus, Paul Robeson Center

PRESENT: Nikita Desai, Robert Eichert, Timothy Farrow, Board Treasurer; Glenn Gnirrep, Shawn Golhar, Maurice Griffin, Vice Chair; Kenneth Johnson, Corporate Secretary; Joseph Lemkin, Salim Patel, Katty Rivera, Jennifer Sneed, Daniel Swartley-McArdle, Suzy Swartz, Jennifer Tennant, Donna Thornton, Vice President for Alumni Relations; and Christine Tiritilli, Chair

ALSO PRESENT: Bob Barraco, RUAA University Senate Liaison; Jennifer Boscia Smith, Senior Director, Alumni Communications; Alexandra Brown, Administrative Assistant; Donna Donahue, Assistant Director of Alumni Programming; Lisa English, Director, Alumni Relations-Newark; Bonnie Kenseelaar, Assistant Director, Alumni Relations-Newark, Yvette Martinez, Senior Director, Alumni Relations; Tara Massey, RUAA Awards & Recognition Committee Member, Tiffany McDermott, Associate Director, Gift Planning; Kristy Omelianuk, Assistant Director of Alumni Services; Debra O’Neal, Regional Clubs Committee Chair, Mike Rutkowski, Director, Reunions and Homecomings; Jorge Schement; Dean, School of Communications and Information; Dana Shapiro, Assistant Director of Volunteer Engagement; Elizabeth Truslow, Executive Director, Gift Planning; Zahara Wadud-Pinkett, Assistant Director, Alumni Relations Newark; and Matthew Weisman, Senior Director, University Relations

EXCUSED: Harold Kaplan, Anthony Marchetta, Jennifer O’Neill, George Rears, Volunteer Engagement Committee Chair, and Brian Wennersten.

CALL TO ORDER:

The meeting was called to order at 6:05 p.m. by Ms. Christine Tiritilli, Chair, who welcomes 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 (Ken Johnson) duly seconded (Tim Farrow).

CHAIR’S REPORT:

Ms. Tiritilli provided the Board with a brief update regarding meetings and events she has participated in since the last meeting in November. To start, President Barchi has been conducting town hall meetings to inform alumni, staff, faculty and students about the university wide strategic plan that is being conducted. A special town hall was provided to alumni leaders
on March 11th - which had a total of 92 participants and included RUAA Board members, committee chairs and chartered organization members.

Christine has been asked to be a member of the search committee for the next Rutgers University Foundation President. Carol Herring will be stepping down from this role on June 30, and the intent is to have her replacement by this date.

It is spring, and with the warmer weather comes several RUAA events. Christine encouraged Board members to purchase tickets to the Hall of Distinguished Alumni Awards Gala, which is taking place on May 4 at the Heldrich Hotel in New Brunswick. In addition to reunions and senior toasts, she made note of the RUAA Annual Meeting. This meeting will be taking place on June 6 in New Brunswick, and will feature discussions on the Big Ten and the Committee on Institutional Cooperation.

**VICE CHAIR’S REPORT**

Maurice Griffin updated the Board with changes to the RUAA Strategic Plan. Ten tactics have been changed out of the 93 tactics.

**The following changed from yellow to green:**

**Objective 1, Tactic 6:** Assess diversity represented by current charter groups

**Objective 1, Tactic 7:** Identify charter groups that need assistance in developing goals aligned with RUAA mission

**Objective 4, Tactic 19:** Track the emails and phone calls we get as staff

**Objective 6, Tactic 10:** Solicit volunteer opportunities from local community

**Objective 2, Tactic 8:** Connect alumni charter groups to one another across similarities of groups

**Objective 3, Tactic 5:** Integrate student interests with alumni programming by inviting students to participate in alumni events – HDA, Reunion, Homecoming, etc.

**Objective 4, Tactic 5:** Involve alumni in Commencement (50+ class escort new grads; Reunion classes speaker at podium)

**Objective 4, Tactic 14:** RUAA Chair and leaders meet with University leadership twice per year

**Objective 6, Tactic 6:** Hold open RUAA meetings

**The following changed from red to green:**

**Objective 2, Tactic 3:** Board members and Alumni Leaders Council members to personally advocate for RU and RUAA

Mr. Griffin reported that to date 71 tactics are green, 17 are yellow, and 5 are red. The new Strategic Planning process will coincide with the University’s planning process.
VICE PRESIDENT’S REPORT:

Ms. Thornton began her report by thanking the Newark staff for the preparations made for tonight’s meeting. She affirmed that the Board of Governors voted in favor of the UMDNJ acquisition, and that the integration process is moving along smoothly. Questions have emerged about how the UMDNJ alumni will be integrated. Donna assured that more information about the integration of alumni will be shared when it is available.

Donna noted that she is working on the 250th celebration. There are many opportunities for everyone to get involved. More information about the planning of the celebration will be presented by Dean Schement and Matt Weisman later in the meeting.

Donna reported that in November 2012, Rutgers announced that it would become a part of the Big Ten conference; furthermore, Rutgers University has been invited to join the Committee on Institutional Cooperation (CIC). Rutgers will benefit greatly from this invitation as Alumni will be able to interact with other alumni from universities within The Big Ten conference. Richard Edwards, Executive Vice President for Academic Affairs, will speak at the Annual Alumni Leaders Council Meeting.

Ms. Thornton provided a staffing update for the Alumni Relations department. The Assistant Vice President of Alumni Relations position has been posted. A new Director for Alumni Relations on the Camden campus should be appointed by April 2013; Donna thanked Lisa English taking on this role interim in Camden in addition to her Newark responsibilities. Katie Reilly has been promoted as the Assistant Director of Integrated Communications. Amanda Putzer, will be taking on an interim role handling special projects for the AR department including the UMDNJ integration; as a result, Patrice Jaskiewicz will provide administrative support to Donna Thornton and correspond with the RUAA Board.

PRESENTATIONS:

Rutgers 250th Anniversary- Presented By: Dean Jorge Schement and Matt Weisman

The Dean for the School of Communication and Information, Jorge Schement, and Director of University Relations, Matt Weisman, presented information about the Rutgers 250th Anniversary celebration. Rutgers 250th, which will take place in 2016, will provide opportunities that create enthusiasm for Rutgers among the campuses and larger public, provide a new platform for fundraising and increase the overall appreciation of Rutgers for everyone. Other universities in The Big Ten Conference and the CIC have significant anniversaries in the future, which may provide an opportunity to invite them to the Rutgers celebration.

There are a variety of committees that have been formed in preparation for the celebration which involve a number of staff members throughout the university. A focus of the anniversary
celebration will be to celebrate the “R” brand, and show our gratitude to constituencies who have helped Rutgers over the centuries. Some ideas under construction are a Rutgers 250 website/virtual museum, development of commemorative merchandise line, and collaborative programming across campuses and units.

Planned Gift Presentation- Presented By: Elizabeth Truslow and Tiffany McDermott

Elizabeth Truslow, Executive Director of Gift Planning, and Tiffany McDermott, Assistant Director of Gift Planning, led a presentation informing the Board about the importance of planned gifts in the “Our Rutgers, Our Future” campaign. Gift Planning’s efforts are spent securing estate gifts and other types of planned gifts to the University. They work directly with alumni, faculty, staff, and friends on planned gifts; and provide support to unit Development Officers with planned gift solicitations and stewardship of the Colonel Henry Rutgers Society members.

The ways an individual can become a “Henry” is by doing one of the following:
- Naming Rutgers in their will
- Naming Rutgers as a beneficiary of a life insurance policy or retirement plan
- Establish a charitable trust to benefit Rutgers
- Make a gift of residence to Rutgers while retaining the right to live there

Anyone can become a “Henry” and it is an easy process. Many provisions can be made with little to no cost to the donor. Planned giving allows for multi-generational participation. Many giving vehicles are revocable, should circumstances change. The Department of Gift Planning is always willing to help and can be contacted directly or through any of the Foundation or Alumni Relations staff members. Board members can assist Gift Planning’s efforts in the campaign by notifying the department that they’re interested in, make a planned gift to Rutgers, and talk to others about planned giving.

2013-2014 RUAA Board Calendar- Presented By: Christine Tiritilli

Christine Tiritilli asks everyone to review the Board Calendar on page 23 of the meeting book. She requested that she or Donna be informed if anyone is unable to attend any meetings listed on the calendar. It was noted that Homecoming on the New Brunswick campus is October 25-27, 2013.

ACTION ITEMS:

Resolution to approve charter applications – Presented by: Kenneth Johnson

Five charter organizations were put forth and included the following:
- Rutgers Chemistry Alumni of the Northeast Region
• Rutgers Club of the Villages
• Rutgers University Programming Alumni Association
• Rutgers Mechanical & Aerospace Engineering Alumni Association
• Rutgers Camden Educational Opportunity Fund Alumni Association

The organizer of Sigma Lambda Gamma (Sigma Delta Chapter) Alumnae withdrew their application.

There was a motion to approve the resolutions (Jennifer Sneed), seconded (Daniel Swartley McArdle). The resolutions were approved unanimously, following a voice vote of all voting members present.

Resolution to Approve the At-Large Council Members- Presented by: Donna Thornton

Donna Thornton presented the Nominations Committee’s recommendation for the following alumni to be considered At-Large Council Members:

• Raymond Brush RC’72, RBSG’83
• James Cappola GSNB’72
• James Cummings UCN’73, GSED’82
• Jessica Diaz CCAS’07
• Cheryl Figlin DC’88
• Cynthia Height PHAR’79
• Amit Jani SAS’12
• Jose Rogueiro LC’86, UCN’91
• Matteo Ronga RC’73
• Matthew Sheehy UCNB’77
• Lana Sternberg NCAS’67
• Hector Vazquez CCAS’88, SBC’88
• Douglas Waite SBC’92

There was a motion to approve the nominees (Donna Thornton) seconded (Kenneth Johnson). The resolution was unanimously approved following a voice vote of all members present.

Resolution to Approve the Recommended Nominees to the University Senate- Presented By: Donna Thornton

Donna Thornton presented the Rutgers University Alumni Association (RUAA) Board Nominating Committee’s recommendation for the following alumni to be elected to the University Senate:

University Senators for a three year term ending June 30, 2016

• Christine Delnevo RC’89
• William Norville UCNB’98, SMLR’98, GMLR’03

There was a motion to approve the nominees (Donna Thornton), seconded (Kenneth Johnson) with an opportunity for discussion. The resolution was approved unanimously following a voice vote from all voting members present.

Resolution to Approve the Slate of Regular Members of the RUAA Board of Directors - Presented By: Donna Thornton

Donna Thornton presented that the Nominations Committee was unanimously in favor for the slate of regular Board Members as follows:

Board Members for a two year term July 1, 2013 – June 30, 2016:

- Carl Burns RC’64, RBS’73
- Jeffrey Linfante CC’85
- Sean Murphy LC’06
- Debra O’Neal LC’87
- Kim Sciallo UCNB’97

There was a motion to approve the nominees (Donna Thornton), seconded (Kenneth Johnson) with an opportunity for discussion. The resolution was approved unanimously following a voice vote from all voting members present.

Resolution to Approve the Slate of Officers of the RUAA Board of Directors - Presented By: Donna Thornton

Donna Thornton stated that the Nominations Committee was unanimously in favor for the slate of new RUAA Board Officers as follows:

Board Officers for a term July 1, 2013 – June 30, 2015:

  Chair: Maurice Griffin NLAW’94
  Vice Chair: Timothy Farrow CLAW’99
  Treasurer: Kenneth Johnson ENG’66
  Corporate Secretary: Jennifer O’Neill DC’95, SC&I’95, ’03

There was a motion to approve the candidates (Donna Thornton), seconded (Jennifer Sneed). The resolution was approved unanimously following a voice vote from all voting members present. Maurice Griffin, Kenneth Johnson, and Timothy Farrow abstained.

There was an opportunity for discussion. It was agreed that the every Rutgers campus is represented amongst the Officers, which creates a balance of geography. Christine Tiritilli expressed that the newly elected slate of Officers of the Board are a great group and will carry on great work.
Consent Agendas-Written Reports  Presented By: Christine Tiritilli

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 (Kenneth Johnson) seconded (Jennifer Sneed), 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

Christine Tiritilli provided the Board with an update regarding the progress that has been made towards fulfilling the 2012-2013 RUAA Board Goals

1) Welcome President Barchi to the RUAA and educate him throughout the year on issues of importance to Rutgers alumni.

   The RUAA has made by progress by hosting President Barchi at an RUAA Board of Directors meeting and the Rutgers Alumni Leaders Conference. Alumni gatherings have also been organized in California, New York City and Washington D.C.

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.

      Donna Thornton, Vice President for Alumni Relations, and Peter McDonough, Vice President for Public Affairs are collaborating to develop a program.

   b. Partner with the Office of Public Affairs to promote and support the bond referendum for 2012 election

      The Bond referendum passed in November and the RUAA was successful in informing NJ alumni about its impact on Rutgers

3) Monitor the implementation of the restructuring mandated in the legislation adopted in June, 2012; develop a Communication Plan, including a visual timeline, to keep alumni
informed on the progress of the implementation. Develop a plan to embrace UMDNJ alumni.

Jennifer Boscia Smith noted that Rutgers has an integration website, which provides updates on the restructuring. Both of these goals await the actions of other entities; however, Alumni Relations has been involved in various aspects of the integration when appropriate.

4) Review status of RUAA Strategic Plan and develop a process by which to draft a new plan by working closely with University partners and the Rutgers Foundation to ensure the RUAA strategic plan supports and enhances those efforts

Participants in the Rutgers Alumni Leaders Conference provided data in a S. W.O. C. analysis of the RUAA. Donna Thornton has been interviewed by the university’s strategic planning consultants and is assisting by providing information on how to include alumni in the university strategic planning process.

5) Partner with the Department of Intercollegiate Athletics and Student Affairs to further the strategic objectives of the RUAA

We partnered with Athletics at the Russell Athletic Bowl and have a marketing agreement with Athletics to give the RUAA more exposure in athletic venues. Student Affairs is currently in a state of reorganizing; however, the RUAA continues to work closely with the Student Affairs staff to coordinate our established programming.

6) Continue to be advocates for establishing alumni centers in Camden, Newark, and New Brunswick

In December, the Board of Governors approved funding for the renovation of the building designated for this purpose for the Rutgers Camden Campus. Progress in New Brunswick and Newark has been delayed as the committee re-thinks its strategies in promoting the projects. Fund raising efforts need to be led by alumni and the RUAA’s leadership will be crucial in this effort.

OLD BUSINESS

None presented

NEW BUSINESS:

The opportunity for resubmittal of a chartered organization application will be available between now and the next Board meeting.

ADJOURNMENT:
A motion to adjourn the meeting was moved (Kenneth Johnson) and seconded (Maurice Griffin). The meeting was adjourned at 8:01 p.m.

Respectfully Submitted:

Kenneth Johnson
Corporate Secretary

Prepared by:
Alexandra Brown
Administrative Assistant
Alumni Relations, Newark