MINUTES OF THE MEETING OF THE 
BOARD OF DIRECTORS OF THE 
RUTGERS UNIVERSITY ALUMNI ASSOCIATION 
Wednesday, February 25, 2015 
Winants Hall – Board Room, New Brunswick, New Jersey

PRESENT: Maurice Griffin, Chair; Timothy Farrow, Vice Chair; Kenneth Johnson, Treasurer; Kim Sciallo, Corporate Secretary; Donna K. Thornton, Vice President for Alumni Relations; Greg Bedard, Carl Burns, Bob Eichert, Jeff Linfante, Sean Murphy, Debra O’Neal, Houshang Parsa, Squire Servance, Jennifer Sneed, Daniel Swartley-McArdle, Jennifer Tennant, Mary Clare Venuto

ALSO PRESENT: Kim Manning, Vice President, University Communications and Marketing, Tom Hammond, Assistant Vice President for Alumni Relations, Kara Cafasso, Associate Director of Events, Hilary Cohen, Senior Director for Events, Lisa English, Director, Alumni Relations, Rutgers-Newark, Patrice Jaskiewicz, Administrative Assistant, Cassie Kingsbury, Assistant Director for Volunteer Engagement, Yvette Martinez, Senior Director for Volunteer Engagement, Scott Owens, Director, Alumni Relations, Rutgers-Camden, Katie Reilly, Director, Alumni Communications and Marketing, Mike Rutkowski, Director of Events, Conor Ryan, Scarlet Council, Dana Shapiro, Associate Director of Volunteer Engagement and Laura Stanik, Associate Vice President for Foundation and Alumni Communications, Zahara Wadud-Pinkett, Assistant Director for Volunteer Engagement

EXCUSED: Bob Barraco, Jim Cumming, Kristy Omelianuk

UNEXCUSED: Salim Patel

CALL TO ORDER: 
The meeting was called to order at 6:03 p.m. by Mr. Maurice Griffin, Chair, who welcomed everyone to the meeting and introductions were made.

MINUTES:
The minutes of the September 18, 2014 meeting of the Board were circulated in advance of the meeting. The minutes were unanimously approved following a motion (Tim Farrow) duly seconded (Ken Johnson).

PRESENTATION OF THE “REVOLUTIONARY” MARKETING CAMPAIGN AND THE REDESIGN OF THE UNIVERSITY SHIELD

Kim Manning presented two Power Point presentations to the Board. The first presentation was regarding the new “Revolutionary” Marketing Campaign which aims to raise awareness of Rutgers and coincides with the Rutgers 250th celebration. A video was shown to the Board that has aired recently on television.
The second presentation focused on the redesign of the University Shield. Ms. Manning presented various designs being considered and asked for feedback from the Board. A lively discussion ensued.

**CHAIR’S REPORT:**

Maurice Griffin thanked everyone for their flexibility with this board meeting.

Mr. Griffin reported the expanded ALC is formed and more activity is expected from the ALC this spring. There are two subcommittees’, one addressing the chartering process as well as addressing the rights and responsibilities of the charter groups. The Philanthropy Committee will hold its first meeting next week. A subcommittee of the Awards and Recognition Committee has been formed to discuss ways to improve the diversity of nominations for our various awards and for the RUAA leadership. The Nominations Committee will meet next month to recommend new RUAA Board members, including a new slate of officers, At-Large members and University Senators.

Nineteen board members have made their FY 2015 gifts to Rutgers, the highest percentage of board members fulfilling this obligation by December 31 ever.

Mr. Griffin concluded by congratulating Rutgers on raising $1,037,000,000, a terrific achievement for our alma mater! He thanked everyone for being a part of this impressive campaign.

**VICE-CHAIR’S REPORT**

Tim Farrow reported there is a shift in process this year regarding the Strategic Plan. We will continue to work on the seven goals of the strategic plan that was adopted last year.

Mr. Farrow explained this year is a tactical year for us and the RUAA staff will present their proposal for this year a little later, but no re-writing of the plan.

**VICE PRESIDENT’S REPORT**

Donna Thornton welcomed everyone to the meeting. She mentioned that each board member has at their place, R Game day polo - branded and may be the home game version, along with a pennant and pin from the Quick lane Bowl in Detroit. Also at their place is their updated Score Sheets. Ms. Thornton asked if there were any errors on the score sheet to please let Patrice know.

Ms. Thornton brought up the campaign and how we still have some things to do. The fundraising goal for this year is 160 million. She thanked everyone for their participation and support. The president’s strategic plan was published last year and the goal is to increase alumni participation; a goal of the foundation as well. Ms. Thornton stated that we are ranked by the rates and Alumni Relations is working with Annual Giving to increase the participation rate.
As of September, the unit rates were:

New Brunswick 5.6% - Goal is 9%
Newark 2.9% - Goal is 5%
Camden 2.17% - Goal is 3.8%

Ms. Thornton also stated they are working hard to find new investors.

Ms. Thornton reported that 27% of the Alumni Leaders Council are donors and that number should be closer to 100%.

New approaches have been instituted to increase giving; R Game day has added a donation line on the registration page. In addition, there was a new approach to the holiday calendar; 2300 were mailed out with appeal letters and the effort was successful.

Ms. Thornton reported on the Chancellor Cantor’s event in New York last night. She said it was a great event and there were many alumni that had never attended any of our events before. Ms. Thornton thanked Lisa English and her staff for their efforts.

Ms. Thornton concluded with staff announcements;

- Welcome Hilary Cohen, Senior Director for Events to the Alumni Relations team.
- Katie Reilly has been promoted to Director of Public Relations and Marketing.
- Tara Massey-Kissenberth will be returning to work in March after being on maternity leave.
- Kristy Omelianuk is currently on maternity leave.

BOARD PRIORITIES:

1. Increase Engagement of Volunteers – presented by Yvette Martinez

Ms. Martinez gave a progress update on the RUAA Charter Organizations; conducted benchmark research and surveyed all of the RUAA charter leaders, resulting in data sharing and feedback from the Alumni Leaders Council Committee. The responsibilities and expectations of the charter organizations has been updated. Increased ALC committee membership and formed two sub-committees to compliment the responsibilities and expectations. They are Chartering, chaired by Jeff Linfante and Resources, chaired by Squire Servance. The next steps are to make recommendations to the RUAA Board.

2. Contribute to the Culture of Philanthropy – presented by Ken Johnson

Ken Johnson reported that a steering committee was formed which included Tom Hammond, Scott Owens and Ken Johnson. They held meeting with Barbara Turman, AVP for Annual Giving and the RUAA Philanthropy Committee was formed – a resolution establishing the committee is expected to pass tonight.
The committee’s discussions included:

- The participation rates are unsatisfactory and low for each of the three Rutgers units.
- Moving them up is very difficult-many say it can’t be done—but we will
- Messaging, inspiration and the motivation to participate is very different for age groups and demographics
- Young alumni and student groups (already in place or in formation) may help with understanding
- Nice big challenge and worth our energy and attention.

Mr. Johnson reported that the full Philanthropy Committee has been contacted and have agreed to work. The first meeting is scheduled for March 4.

Donna Thornton added that a university-wide pilot program will begin in May titled “Giving Day” to raise awareness on the importance of giving.

3. Add Value to the Student Experience – presented by Cassie Kingsbury

Ms. Kingsbury gave an update on the progress of the Scarlet Council. She stated that the goals are to establish leadership, brand and operations for the organization and to spread awareness to both students and alumni.

Ms. Kingsbury went through the accomplishments so far, one of them being the recruitment of 7 executive board members. She introduced board member, Conor Ryan who was in attendance.

The Council’s accomplishments to date include:

- Created foundational documents
- Launched a brand, in partnership with Communications (including logos, website, social media, gear, etc.)
- Held bi-weekly meetings throughout the fall, including the RUF staff
- Partnered with Athletics to promote home football games
- Participated in RUAA events (ALC, REAL Awards, Run for Rah, Homecoming Fall Fest and more)
- Hosted three informational student recruitment sessions
- Created a new member application

Ms. Kingsbury continued her report by announcing the Goals for spring 2015:

- Recruit 20 new members
- Participate in/represent RUAA at key Student Life hosted events
- Scarlet Council to attend RUAA signature events (HDA Student Contest and the Senior Reception)
- Host Aresty Research Center student-alumni event
- Host social event for Scarlet Council and RUAA Board
- Host alumni organization “exit” involvement fairs for seniors
- Partner with Annual Giving for “TAG” Day (Teaching Annual Giving) in April

4. Increase Awareness of the RUAA – presented by Donna Thornton
Ms. Thornton gave an overview of the brand ideals and gave specific examples from well-known brands. Ms. Thornton explained the re-branding process and recommendations for the Brand Ideal which is to inspire lifelong pride, resulting in the Tagline: Scarlet Forever. Ms. Thornton stated what the Brand Assets are where the tagline would be used and concluded with the next steps, which are:

- Market research (underway)
- Share with university colleagues (Admissions, Athletics, Student Life)
- Share with the president
- Trademarking
- Other

5. Engage Alumni through Innovative Programs and Events - presented by Hilary Cohen

Ms. Cohen gave an overview of upcoming spring events, including Experience Rutgers – Climate Change, Hall of Distinguished Alumni Awards Gala (HDA), Alumni Weekend/Rutgers Day and the Barnes Museum event.

Ms. Cohen went over some of the highlights and attendance numbers of the fall New Brunswick events, including R Game Day, Run for Rah, Homecoming, R Fall Family Fest, Experience Rutgers and R Game Day: Bowl Edition.

Scott Owens and Lisa English also reported on the previous events in Camden and Newark.

ACTION ITEMS:

Resolution to Affirm the Electronic Vote of the 2015 Hall of Distinguished Alumni Recipients – presented by Debra O’Neal

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

Resolution to Adopt the Philanthropy Committee Description – presented by Kim Sciallo

There was a motion to approve the resolution (Debra O’Neal), seconded (Jeff Linfante) 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 consent agenda, the item will be removed, at which point the topic will be
placed under the New Business section of the agenda.

Maurice Griffin called for a motion to accept reports. Motion approved. There was a motion to accept reports (Daniel Swartley-McArdle), seconded (Jennifer Sneed), 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:

Tom Hammond spoke about the Alumni Opinion Survey. On March 17, two companies will present to the internal committee and they will decide which one to work with.

Jennifer Sneed spoke of the challenges that the SCIAA, one of the oldest charter groups is facing. Their primary focus is SCI alumni, faculty and students. They have created an endowment and now have new board members and an events chair. They are trying to increase membership, but it is challenging.

ANNOUNCEMENTS:

Ms. Thornton congratulated board member, Debra O’Neal who will receive the Loyal Sons and Daughters of Rutgers Award on April 18th.

Ms. Thornton announced that the Rutgers 250th Commemorative Books are available to purchase online for $50.00 until March 1st.

Bob Eichert announced that the Rutgers Marching Band is celebrating its 100th anniversary on March 12th with a tribute concert at the State Theatre. He encouraged everyone to go to the Mason Gross website for ticket information and to help support the fundraising efforts.

ADJOURNMENT:

A motion to adjourn the meeting was moved (Maurice Griffin) and seconded (Tim Farrow). The meeting was adjourned at 8:32 p.m.

Respectfully Submitted:
Kim Sciallo
Corporate Secretary

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