MINUTES OF THE MEETING OF THE
BOARD OF DIRECTORS OF THE
RUTGERS UNIVERSITY ALUMNI ASSOCIATION
Thursday, September 15, 2011
Winants Hall Board Room, New Brunswick Campus

PRESENT: Carlos Dequina, Timothy Farrow, Board Treasurer; Glenn Gnerrip, Maurice Griffin, Vice Chair; Charles Ivory, Kenneth Johnson, Corporate Secretary; Joseph Lemkin, Anthony Marchetta, Jennifer O’Neill, Katty Rivera, Suzy Swartz Donna K. Thornton, Vice President for Alumni Relations; Christine Tiritilli, Chair; Brian Wennersten

ALSO PRESENT: Jennifer Boscia-Smith, Director, Alumni Communications; Lisa English, Director, Alumni Relations, Newark; Matthew Manfra, Director of Outreach Programs; Chuck Mannella, Director, Alumni Relations, Camden; Tara Massey, Reunion Committee Chair; Bill Morrison, guest speaker; Kristy Omelianuk, Assistant Director for Alumni Benefits; Brian Perillo, Assistant Vice President of Alumni Relations; Amanda Putzer, Administrative Assistant-Alumni Relations; Mike Rutkowski, Director of Reunions & Homecomings; Jennifer Sneed, Communications Committee Chair

EXCUSED: Nikita Desai, Harold Kaplan, Shawn Golhar, Frank Hundley, Yvette Martinez, Director, Volunteer Development; George Rears, Student Engagement Committee Chair; Lori Riley, Acting Director of Alumni Communications; Kate Sweeney, Gloria Wormley

CALL TO ORDER:
The meeting was called to order at 6:12 p.m. by Christine Tiritilli, Chair, who welcomed everyone to the meeting, and asked that all present introduce themselves to one another. She noted special guest Mr. Bill Morrison, a consultant with Affinity Advisors, was present and would be doing a presentation for the Board later in the meeting.

MINUTES:
The minutes of the July 29, 2011 meeting of the Board were circulated in advance of the meeting. The minutes were unanimously approved upon a motion (Maurice Griffin) duly seconded (Jennifer O’Neill).

CHAIR’S REPORT
Ms. Tiritilli stated that the summer was very busy filled with fall event planning and Board business. Events on the horizon include the President’s Annual Address on September 16, the REAL Awards on October 14, and the annual Alumni Leaders Conference (ALC) October 14-15. Ms. Tiritilli mentioned that former RUAA Board Chair, Jim Rhodes, will be honored with the Old Queens Tribute award at the REAL ceremony, and that the ALC will feature special guest speaker, Coach C. Vivian Stringer. Both of these events are scheduled to coincide with this year’s New Brunswick Homecoming weekend (October 14-16).
Over the summer, new board member orientations were conducted, and the annual board retreat was held and produced new Board goals for the 2011-12 year. In addition, a member role and responsibility acknowledgement form was filled out by every member of the RUAA Board.

The class for the 2012 Hall of Distinguished Alumni has been selected, and will be presented to the Board for approval during the meeting. Christine noted that this year’s gala will mark the 25th anniversary of the event, and will be produced by alumnus and former Board member, Jason Goldstein.

Ms. Tiritilli added that she was a part of the search committee for the new Rutgers President. Christine asked that if members of the Board had specific criteria for the new president, or individuals they would like to suggest, to please provide her with potential names and characteristics.

**VICE CHAIR’S REPORT**

Maurice Griffin provided a quarterly report regarding the RUAA Strategic Plan. At the annual board retreat on July 29, board members and staff partners worked together and reviewed priority tactics within the plan. This review provided a basis for the establishment of the 2011-2012 RUAA Board goals.

Mr. Griffin noted that there were no requests to the Executive Committee to change any tactic colors at their last meeting on August 25th. However, some requests for color changes were recently suggested and will be addressed at the next Executive Committee Meeting on November 1st.

**VICE PRESIDENT’S REPORT**

Ms. Donna Thornton welcomed new Board members and committee chairs to the meeting. Donna first provided the Board with an Alumni Relations departmental staffing update. Angela Green left the University for a position with the Robert Wood Johnson Foundation, which allowed former receptionist, Sybil Carroll, to be promoted as the new Administrative Assistant in Outreach Programs. A new receptionist was hired, Patrice Jaskiewicz, who started with the department in early September. Diana Byrd, former Administrative Assistant in Camden, is now with the Rutgers Business School, and Karla Ramos has also left her position as the Administrative Assistant in Newark.

Donna extended a thank you to Lori Riley, who has been the Acting Director of Communications while Jen Boscia Smith was out on maternity leave. Jen is expected back on a part-time basis starting in October, and hopefully back full-time after the first of the year. Yvette Martinez is currently in Italy assisting with the alumni travel abroad program.

Janine Purcaro, CFO of the Rutgers University Foundation for the past seven years, is leaving for a position as the CFO for Rutgers Athletics. In the interim, Donna has been asked by RUF President, Carol Herring, to take on Janine’s HR responsibilities in conjunction to her role as VP
for AR. This temporary assignment will also allow Donna to take part in the search for the new CFO.

Ms. Thornton highlighted many of the events planned by Alumni Relations over the summer which included an outing at the Philadelphia Zoo, a whitewater rafting trip, the young alumni beach party (with approximately 700 participants), a welcome reception for Camden Dean Kristie Lindenmeyer, and the annual Newark golf outing (which raised $1,960 for RAH). Donna also noted that fall event planning was also done over the summer months, with many events occurring in the upcoming weeks. Donna concluded her report by announcing that Jim Cusumano, 2011HDA honoree, has agreed to be the emcee for this year’s 25th anniversary gala.

RUAA Budget Presentation- Brian Perillo

Ms. Thornton introduced Brian Perillo, AVP for Alumni Relations, who manages the AR departmental budget. Providing the Board with a more transparent view of the AR budget, Brian presented a budgeting overview and details regarding processes established thru the RUF. Mr. Perillo noted that the cost of department operations have gone down, with primary costs of the department encompassing 1) staff salaries and benefits (60%), 2) alumni programming (10%), and 3) the magazine (30%). Although many of the funding sources for the AR department have had a variety of sources, the budget is becoming more self-sufficient and is earning more royalties through third-party contracts. 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. Mr. Perillo noted that there has been an increase to the budget allocated to Volunteer Development due to the increase in engagement which involves web resources, charter group assistance and the purchasing of Rutgers promotional items.

PRESENTATIONS

Review of Alumni Benefits- Bill Morrison

Mr. Bill Morrison with Affinity Advisors presented the results of a recent alumni benefits survey which was conducted from July 15 thru August 15. A total of 171,911 alumni responded to the survey, and resulted in a 4% response rate. One notable question asked alumni if they had an alumni benefit card which 53% answered “yes”, and 47% answered “no” or “unsure”. Overall, the survey suggested that alumni have a “good” awareness of the benefits program available to them via the RUAA. It was also apparent in the survey results that alumni want benefits that are valuable and relevant to their lives.

The survey also asked questions regarding individual buyer attributes, and inquired as to what services or discounts alumni would be interested in. Services and discounts most alumni listed on the survey included: travel, mortgage programs, retirement services, airline discounts, laptop/electronic discounts and Rutgers branded items. These trends also noted that alumni are more comfortable with services and discounts offered if they are specifically endorsed by Rutgers.
Review of 2010-2011 Board Evaluation Results- Christine Tiritilli

Ms. Tiritilli discussed the results of the 2010-11 Board evaluation, which 12 out of 21 Board members returned. An evaluation report was provided with the meeting agenda and highlighted the responses and category breakdowns. There were 58 questions on the evaluation instrument and 48 questions, or 83%, were answered “yes” with a score of 9 or higher. Feedback from the survey was reviewed as well. It was noted that the survey instrument needs to be condensed, and that some of the questions need to be clarified.

RUAA Board Goals- Christine Tiritilli

As part of the RUAA Board annual retreat, goals for the Board were discussed and established. This year’s goals were circulated in advance of the meeting with the agenda. Ms. Tiritilli mentioned that one of the goals was the need to have a code of ethics for the RUAA Board, and that Mr. Griffin would be presenting a code for the Board to consider for adoption momentarily.

Ms. Tiritilli added that another Board goal calls for 100% participation from the Board in supporting the capital campaign and annual fund. At the current time, four out of twenty Board members have contributed. Brian Wennersten asked if there was a specific fund or department they should make contributions to. It was relayed that donations made by Board members can be allocated to any department or fund they desire.

Code of Ethics- Strategic Plan Objective 6, Tactic 2- Maurice Griffin

Mr. Griffin presented to the Board the University’s code of ethics policy. Maurice pointed out that this is the same code of ethics that the Board of Governors and Trustees abide by. He added that not all sections of the policy will apply to the RUAA Board, which is why the Board will use the code of ethics to the extent that it applies to the RUAA Board and its members.

Alumni Centers- Anthony Marchetta and Charles Ivory

Anthony Marchetta discussed potential sites for the New Brunswick alumni center as suggested by University facilities, and reviewed by the architects with ikon 5. Three potential sites have been identified, with access analyses and architectural renderings being produced for all three. Progress at this point is still in the conceptual stages. Considerations for costs will be determined when the site is decided upon, and necessary square footage established.

Charles Ivory was very excited about the significant progress the Camden alumni center project has made. The former Red Cross building off of Cooper Street has been established as Camden’s future Alumni House, and will require approximately $1,000,000 for the renovation project. A fundraising committee has been formed, and consists of 30 members. Individuals on the fund raising committee not only provide a monetary commitment for the project, but also seek out other potential donors. On September 22, the committee will tour the future alumni center, which is projected to open in the late summer/early fall of 2012.
Homecoming 2011- Glenn Gnirrep

Mr. Glenn Gnirrep informed the Board of the various events and activities taking place at all three Rutgers Homecomings. Newark’s Homecoming, from September 20-24, involves a variety of speakers and workshops during the week, including Scarlet Spirit Day, Fall Fest Carnival, a social at McGovern’s, women’s volleyball games, and a young alumni happy hour at Martini 494. New Brunswick’s Homecoming, October 14-16, starts off with a young alumni social on Friday night, Scarlet Square prior to the football game on Saturday, and the Run for RAH Sunday morning. Glenn added that there are alumni and student teams signed up for the run, and that student awards would be given out to encourage future student participation. Some of the student awards include the most number of participants, and the most food donated. On October 22, Camden’s Homecoming will feature hot dog and donut eating contests, a men’s soccer game, and a festival with a Mr. & Mrs. Rutgers contest and other fun activities.

Rutgers University Alumni Day of Service- Charles Ivory & Brian Wennersten

Brian Wennersten explained how the Rutgers Alumni Day of Service initiative was presented at the June 2011 Board meeting, and will be taking place this November 10, 2011 (Charter Day). At the end of August, a letter from Christine Tiritilli, RUAA Board Chair, was sent to all charter leaders inviting them to participate, and join a conference call on September 13 as a “call to action” for the initiative. The conference call included various charter leaders, and many campus projects were discussed. Charles Ivory added that volunteer opportunities will be available near all three campuses for alumni to participate in within the state. President McCormick is also planning to participate at a project in the New Brunswick area. Charles concluded the discussion by stating that this initiative will bring together Rutgers alumni, and is bound to grow in 2012.

Review of 2012 Hall of Distinguished Alumni Honorees- Katty Rivera

Ms. Rivera stated the Awards & Recognition Committee was unanimously in favor of and recommended the following 2012 class Hall of Distinguished Alumni Honorees:

- Dennis M. Bone RBSG’84
- Robert E. Campbell RBSG ‘62
- Flora D. Darpino CLAW’86
- George C. Hill CCAS’61
- Kathryn L. Holloway CCAS’80
- Shaun O’Hara LC’99

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 (Ken Johnson), seconded (Charles Ivory), with an opportunity for discussion. The written reports were accepted unanimously upon a voice vote of all voting members present.

**ACTION ITEMS:**

**Resolution to adopt the code of ethics to the extent that it applies to Trustees, Governors and Officers of the University—presented by Maurice Griffin**

There was a motion to approve the resolution (Carlos Dequina), seconded (Anthony Marchetta), with an opportunity for discussion. It was noted by Maurice Griffin and Christine Tiritilli that the RUAA Board is adopting the University’s code of ethics as it applies to RUAA Board members. The resolution was approved unanimously upon a voice vote of all voting members present.

**Resolution to approve the 2011-2012 RUAA Board Goals—presented by Christine Tiritilli**

There was a motion to approve the resolution (Charles Ivory), seconded (Jennifer O’Neill), with an opportunity for discussion. The resolution was approved unanimously upon a voice vote of all voting members present.

**Resolution to approve charter applications – presented by Kenneth Johnson**

Two charter organizations were put forth and included the following:

- Sigma Delta Tau

There was a motion to approve the resolution (Charles Ivory), seconded (Anthony Marchetta), with an opportunity for discussion. Donna Thornton noted there was some discussion regarding the need for the word “alumni” to be present in name of the Sigma Delta Tau charter organization. This differentiation was suggested in order to avoid confusion with the undergraduate chapter of the fraternal organization. Chuck Mannella spoke to one of the club members who agreed with the name change. It was decided to accept conditional approval for the resolution, and that the word alumni will be included in the naming of the charter organization. The resolution was conditionally approved unanimously upon a voice vote of all voting members present.

- Rutgers Club of South Asia

There was a motion to approve the resolution (Charles Ivory), seconded (Jennifer O’Neill), with an opportunity for discussion. The resolution was approved unanimously upon a voice vote of all voting members present.
Resolution to affirm the electronic vote for the 2011 REAL Award Recipients – presented by Katty Rivera: Ms. Rivera stated the committee was unanimously in favor for the following REAL Award recipients:

**Walter H. Seward Rutgers for Life Award**  
John J. Heldrich UCNB’50 and Regina Heldrich DC’42

**Old Queen’s Tribute Award**  
James Rhodes CCAS ’94

**Richard P. McCormick Award**  
James Hughes ENG ’65, GSNB ’69, GSNB ’71

**Scarlet Oak Meritorious Service Award**  
Saskia Agustin LC’04, SPAA’10  
Tom Carpenter RC ’57  
Michael Shenberg RC ’82  
Marty Siederer LC ’77  
Brenda Snyder DC ’73

**Block R Award**  
Ioannis Anthanasopoulos NCAS’06, SCJ’07, NLAW’10  
Bill Brown CCAS’81  
Barbara Capuano CCAS’62  
George Fore CCAS’66  
James Savage AG’71  
Susan Somers-Kozinski NCAS’76

**Rutgers Spirit Award**  
Marko Filipovic RC’09  
Lloyd Freeman CLAW’07

**Ernest E. McMahon Award**  
Rutgers Business School Alumni Association (RBSAA), NJPAC Reception

**Rutgers Legacy Award**  
Carpenter Family

There was a motion to approve the resolution (Ken Johnson), seconded (Charles Ivory), with an opportunity for discussion. The resolution was approved unanimously upon a voice vote of all voting members present.

Resolution to approve the 2012 Hall of Distinguished Alumni Honorees – presented by Katty Rivera:

There was a motion to approve the resolution (Charles Ivory), seconded (Anthony Marchetta), with an opportunity for discussion. Jennifer O’Neill inquired in regards to the issue of confidentiality, which it was stated that discussion of the honorees is not permissible until the class is officially announced. The resolution was approved unanimously upon a voice vote of all voting members present.

**OLD BUSINESS:**
None presented.

**NEW BUSINESS:**
Anthony Marchetta announced that the Bloustein School was holding their annual meeting on Monday, September 26 at the Trenton Marriott. The meeting will mark the 20th anniversary of Bloustein as a school of the University. Ken Johnson added the School of Engineering was planning their 2nd annual alternative energy symposium. The event features alumni speakers.

Ms. Tiritilli noted that the November 10 Board meeting in Camden has been rescheduled to Tuesday, November 29. Christine also announced that she has decided to start an RUAA Board walking team for the Run for RAH event at Homecoming. She asked that all interested individuals please sign up online.

Donna Thornton mentioned Brian Perillo’s contribution to the City of New Brunswick and the Voices of 9/11 remembrance event on September 11th. Ms. Thornton noted that President McCormick asked Brian to represent Rutgers on this collaboration, which required working with various groups to piece this event together. Donna congratulated Brian on a job well done regarding this special task. President McCormick spoke at the event, and Donna was present to read the names of the 37 alumni lost in the tragic attack ten years ago.

Ms. Tirtilli concluded that the following Board members were excused from this evening’s meeting: Nikita Desai, Harold Kaplan, Shawn Golhar, Frank Hundley, Kate Sweeney and Gloria Wormley.

**ADJOURNMENT:**
A motion to adjourn the meeting was moved (Kenneth Johnson) and seconded (Charles Ivory). The meeting was adjourned at 8:34 p.m.

Respectfully Submitted:

Kenneth Johnson  
Corporate Secretary

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