MINUTES OF THE MEETING OF THE
BOARD OF DIRECTORS OF THE
RUTGERS UNIVERSITY ALUMNI ASSOCIATION
Tuesday, September 18, 2012
New Brunswick Campus, Winants Hall

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

ALSO PRESENT: Jennifer Boscia-Smith, Director, Alumni Communications; Donna Donahue, Assistant Director of Alumni Programming; Lisa English, Director, Alumni Relations Newark; Carol Herring, President, Rutgers University Foundation, Chuck Mannella, Director, Alumni Relations, Camden; Yvette Martinez, Senior Director of Alumni Relations, Tara Massey, Reunion Committee Chair; Peter McDonough, VP for Public Affairs, Kara McGann, Assistant Director of Outreach Programs; Brian Perillo, Assistant Vice President of Alumni Relations; Amanda Putzer, Administrative Assistant; George Rears, Volunteer Engagement Committee Chair; Mike Rutkowski, Director of Reunions & Homecomings; Dana Shapiro, Manager, Volunteer Services;

EXCUSED: Shawn Golhar, Glenn Gnirrep & Suzy Swartz

CALL TO ORDER:
The meeting was called to order at 5:45 p.m. by Ms. Christine Tiritilli, Chair, who welcomed everyone to the meeting.

MINUTES:
The minutes of the June 21, 2012 meeting of the Board were circulated in advance of the meeting. The minutes were unanimously approved following a motion (Timothy Farrow) duly seconded (Harold Kaplan).

CHAIR’S REPORT:
Ms. Tiritilli provided a brief introduction to the meeting. To start, the 20th President of Rutgers University, Robert L. Barchi, officially began his term on September 1; where his first order of business was to welcome incoming freshman at Convocation. He will be presenting at the Board meeting later this evening.

Planning for RUAA fall events is well underway at the AR Offices. Homecomings are set for all three campuses with a brief snapshot provided later in the meeting. The Alumni Leaders Conference is scheduled for October 26-27; and will also coincide with the REAL Awards and Homecoming. The second annual Rutgers Alumni Day of Service will take place on Saturday, November 10, which is also Charter Day. Various charter
groups are currently signed up to for volunteer projects, and all Board members are encouraged to plan, develop or join a volunteer effort as well.

Some new additions were made to the RU family in the past few months. Board member Jennifer Tennant welcomed her son Alexander in July; and Kristy Omelianuk, Assistant Director for Alumni Benefits, welcomed daughter Cora in August. Also, Tara Massey, Reunions Committee Chair, recently became engaged and is planning a wedding for next year.

VICE-CHAIR’S REPORT

Maurice Griffin relayed that there were not any additions to the Strategic Plan since the last Board meeting, but that the development of the Dashboard was forthcoming. The Strategic Plan is entering its fourth year of the five year process.

VICE PRESIDENT’S REPORT

Donna Thornton informed the Board that traditionally a budget presentation takes place at the September meeting. However, due to the busy agenda for this evening’s meeting the budget presentation will be done at the next meeting in November.

President Robert L. Barchi took office on September 1st, and would be joining the Board meeting later in the evening. At the current time, President Barchi has agreed to attend ALC, HDA, New Brunswick Homecoming and Reunion. There will also be a series of welcome events planned throughout the state and country. Donna mentioned that she will provide updates to the Board as details develop and are confirmed.

Ms. Thornton mentioned that with Governor Christie recently signing the bill for Higher Education Restructuring in New Jersey, the integration of UMDNJ and other changes are forthcoming in the upcoming months. As part of the process, an Integration Team has been formed to decide the best process for the changes among all campuses.

A recent agreement was reached between the RUAA and Intercollegiate Athletics to promote engagement and consistent messaging of the RUAA. Aspects of the agreement include an exclusive RUAA section in both the RAC and High Point Solutions Stadium, where there are an allotment of tickets available to RUAA designated groups in both locations. The tickets for football games will be offered to different groups each week including an exclusive game for Camden and Newark alumni. There are also opportunities to feature Rutgers coaches as guest speakers at different alumni events.

There are currently two positions within the department of Alumni Relations that are being advertised. One is the Marketing Assistant in the Communications Department, which has been vacant since Alyse Mattioli left in July for a position at SC&I. The other is an Events Assistant in the Outreach Programs Department, which is a position that was created as a part of the recent reorganization in AR. Also, Donna mentioned that she is
no longer handling the HR functions for the RUF; CFO Chris Zraly assumed this role on June 30.

Eric LeGrand is slated to be the keynote speaker at this year’s Alumni Leaders Conference on October 26-27. Eric’s book, *Believe*, will be released on September 26, and will be offered to conference participants at the event.

On a sad note, Tom Kindre, the founder of the Rutgers Living History Society, passed away on September 11, 2012. He was viable in finding the RLHS, and was a main component in the development of the oral history archives. A memorial is being planned for him at Kirkpatrick Chapel on October 14.

**PRESENTATIONS**

Review 2012-2013 RUAA Board Goals presented by Christine Tiritilli

Ms. Tiritilli presented the 2012-13 Board Goals, which were first discussed at the RUAA Board Retreat in July. The discussion provided the development of the following goals:

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

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

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.
   b. Develop plan to embrace UMDNJ Alumni.

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

5. **Partner with the Departments of Intercollegiate Athletics and Student Affairs to further the strategic objectives of the RUAA.**

6. **Continue to be advocates for establishing alumni centers in Camden, Newark and New Brunswick.**
Long Term Care Benefit Program for Alumni presented by Timothy Farrow

Mr. Farrow presented the progress made by the Alumni Benefits Committee over the last few months. The committee was in the process of establishing a long-term care program that can be offered to all alumni. After some research, the committee opted to go with Auego, the company that the RUAA currently works with for home and auto insurance. Building a relationship with Auego will also allow for further insurance bundling down the road, and greater royalties and returns for its members long term.

Review 2013 Hall of Distinguished Alumni Honorees presented by Joseph Lemkin

Mr. Joseph Lemkin presented the class for the 2013 Hall of Distinguished Alumni as voted by the RUAA Awards & Recognition Committee. The Board was provided a listing of intended honorees, which must be kept confidential until an official announcement has been made. The HDA gala will be on Saturday, May 4, 2013.

Homecoming 2012 presented by Michael Rutkowski

Mr. Rutkowski highlighted some of the programs and events that are taking place for Homecoming on all three campuses. The Homecomings are scheduled as follows: Newark, September 24-29; Camden, October 6; and New Brunswick, October 27-28. Mike added that the Run for RAH will be taking place on Sunday, October 28th. Members of the Board agreed to form teams and sign up for the race.

Alumni Leaders Conference presented by Kenneth Johnson

Mr. Kenneth Johnson discussed the upcoming Alumni Leaders Conference on October 26-27; which will once again coincide with New Brunswick Homecoming. Ken added that President Barchi would be a guest at the conference. Special pricing is being presented to individuals who sign up for the conference and the REAL Awards on Friday night, as well as the football game on Saturday. Brochures about the conference were shared with the Board.

ACTION ITEMS:

Resolution to approve charter applications – presented by Kenneth Johnson

Two charter organizations were put forth and included the following:

- Rutgers United Nations Alumni Interest Group
- Rutgers Navy/Marine Corps Alumnae/i Group

There was a motion to approve the resolutions (Anthony Marchetta), seconded (Daniel Swartley-McArdle), with an opportunity for discussion. The resolutions were approved unanimously following a voice vote of all voting members present.
Resolution to Adopt the Time, Place and Manner for the 2013 Annual Meeting of the Rutgers Alumni Leaders Council presented by Kenneth Johnson

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

Resolution to Approve the 2012-2013 RUAA Board Goals presented by Christine Tiritilli

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

Resolution to Adopt a Long Term Care Program for Alumni presented by Timothy Farrow

There was a motion to approve the resolution (Harold Kaplan), seconded (Joseph Lemkin), with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present.

Resolution to Approve the 2013 Hall of Distinguished Alumni Honorees presented by Joseph Lemkin

There was a motion to approve the resolution (Jennifer Sneed), seconded (Katty Rivera), 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:

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 (Daniel Swartley-McArdle), with an opportunity for discussion. The written reports were accepted unanimously following a voice vote of all voting members present.

REMARKS FROM PRESIDENT BARCHI

President Barchi addressed the RUAA Board of Directors and shared his plan for ONE Rutgers, which will unite the campuses while each maintains their unique features and diversity. Aligning each campus in this fashion will make Rutgers strong, and allow it to be the world class institution it is. One of the first challenges in this plan will be to reorganize the management team of the university, which will include the assignments of Chancellors and Provosts University wide. Other aspects of his plan include:
Integration of UMDNJ: since this will include the acquisition of medical and health sciences, logistics need to be implemented that will allow for a seamless transition when it occurs in July 2013.

Development of a Strategic Plan: proposed as a 5-year process, this will not be a top down development, but one that will involve all Rutgers faculty and staff. Town hall meetings will be set up to allow input, and the concept of ONE Rutgers will be at the helm of the transition.

Billion Dollar Campaign: although a great deal has been raised, the campaign still has a long way to go in accomplishing its end goal.

Rebranding: there is a need to develop a new marketing plan to project Rutgers and its brand outward, which will allow for greater awareness on a national and international basis.

President Barchi thanked the Board for being so involved with their alma mater, and raising the level of awareness of Rutgers with fellow alumni and all residents of New Jersey.

Presentation: Review of Higher Education Presented by Peter McDonough:

Mr. Peter McDonough, Vice President for Public Affairs, came to the Board this evening to discuss the upcoming Higher Education Bond. The Building Our Future Bond Act, which will be voted on in upcoming election this November, is of great importance to universities across the state, including Rutgers. The bond, if supported will create a $1.2 billion capital construction fund for higher education, and will be the first higher education bond in New Jersey in 25 years. The funds can only be used for non-revenue generating academic facilities, with a focus being on “shovel ready” construction projects. Pete noted that the biggest challenge is going to be to get voters to remember to vote on the ballot question, which will be a “down ballot” question. He encouraged the Board to inform fellow alumni, family and friends across New Jersey to remember to vote for the bond, as it will be greatly beneficial to Rutgers now and in the future.

OLD BUSINESS:

None presented.

NEW BUSINESS:

Fellow Board Member Anthony Marchetta is being honored as the Bloustein School’s Alumnus of the Year. An award ceremony will be taking place on Tuesday, October 2nd at the Hyatt in downtown New Brunswick. Details on how to register will be forwarded to the Board by Amanda.
**ADJOURNMENT:**

A motion to adjourn the meeting was moved (Daniel Swartley-McArdle) and seconded (Salim Patel). The meeting was adjourned at 9:00 p.m.

Respectfully Submitted:

Kenneth Johnson  
Corporate Secretary

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