MINUTES OF THE MEETING OF THE
BOARD OF DIRECTORS OF THE
RUTGERS UNIVERSITY ALUMNI ASSOCIATION
Thursday, September 18, 2014
Camden County Boathouse - Pennsauken, New Jersey

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

ALSO PRESENT: Chancellor Phoebe Haddon, Drew Kaiden, Assistant Chancellor for Development, Tom Hammond, Assistant Vice President for Alumni Relations, Kara Cafasso, Associate Director of Events, Carla Kantner, Assistant Director for Alumni Relations, Rutgers-Camden, Yvette Martinez, Senior Director for Volunteer Engagement, Tara Massey-Kissenberth, Assistant Director of Alumni Programs, Kristy Omlanian, Associate Director for Benefits and Business Development, Scott Owens, Director, Alumni Relations, Rutgers-Camden Mike Rutkowski, Director of Events, Dana Shapiro, Associate Director of Volunteer Engagement, and Patrice Jaskiewicz, Administrative Assistant, Frank Moran and Joe Cairone from the Camden County Parks Department

EXCUSED: Bob Barraco, Carl Burns, Lisa English, Jennifer Sneed, Laura Stanik

UNEXCUSED: Salim Patel

CALL TO ORDER:
The meeting was called to order at 6:12 p.m. by Mr. Maurice Griffin, Chair, who welcomed everyone to the meeting and introductions were made.

MINUTES:
The minutes of the June 17, 2014 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).

PRESENTATION OF COOPER RIVER PARK IMPROVEMENT
Frank Moran, Director of Camden County Parks Department spoke about the vision, preservation and 23 million dollar improvement plan to the park. He explained the partnership between the park and Rutgers University-Camden. He introduced Joe Cairone, Project Manager and explained his role in the improvement project.

CHAIR’S REPORT:
Mr. Maurice Griffin explained the new format of the agenda reflects Board Priorities and at each meeting the top tree Board Priorities will be discussed. Mr. Griffin stated that the new format will generate much discussion.
Mr. Griffin announced the 2014 – 2015 RUAA Committee Chairs and they are:

- Alumni Centers; Anthony Marchetta
- Alumni Leaders Council; Kim Sciallo
- Awards and Recognition; Debra O’Neal
- Benefits/Finance; Ken Johnson
- Executive; Maurice Griffin
- Nominating; Jeff Linfante
- Philanthropy; Ken Johnson

Mr. Griffin stated there is no BOO report since there has not been a meeting yet. The next meeting is scheduled for next month.

Mr. Griffin thanked everyone for attending the Alumni Leaders Conference and REAL Awards and explained that Kim Sciallo would give the debriefing later in the meeting.

VICE-CHAIR’S REPORT

Tim Farrow thanked everyone who responded to the Board Survey. He then went on to present the results of The 5th Annual RUAA Board Survey conducted in the Spring of 2014. Mr. Farrow stated the format and categories were revised from two previous years based on feedback in order to eliminate “policy” section and make format more concise. Seventeen Board members responded—same as last year and the highest number of “I Don’t Know” responses were in three categories:

1. Our Board prepares to do its job better
2. Our Board membership
3. Board meetings: Where the action is

Mr. Farrow went through each of the 3 “I Don’t Know” responses and clarified them in detail.

GREETINGS FROM PHOEBE HADDON, CHANCELLOR, RUTGERS UNIVERSITY-CAMDEN

Chancellor Haddon was introduced by Mr. Griffin who then gave an overview of Rutgers University-Camden and the challenges they face. The focus is on civic engagement and being partners with the community. Chancellor Haddon stated that Rutgers University-Camden is now ranked #22 nationally by “Washington Monthly”; is in the top 25 nationally for getting “the most bang for your buck”, as well as being #1 in New Jersey for a university of its size. Chancellor Haddon also stated that increase in enrollment from 6,600 to 8,000 is an attainable goal in 5 years. A question and answer session followed.

VICE PRESIDENT’S REPORT

Donna Thornton welcomed everyone to the first Board meeting of the year and stated she is looking forward to a great year.
Ms. Thornton explained that Chancellor Haddon is a great partner and very engaged in what alumni want and mentioned the Welcome Reception for the Chancellor that will take place on September 30th in which the Board is invited. Ms. Thornton spoke about moving toward the 1 billion goal in the campaign and we are very confident we will reach the goal by year end. Ms. Thornton asked that everyone support the campaign by year end.

Ms. Thornton informs the Board of the new book by President McCormick and that in it he talks about the reorganization of Alumni Relations during his tenure.

Ms. Thornton addressed the reorganization and realignment of staff. She stated interviews are being conducted presently for the Senior Director for Events position. In addition, Ms. Thornton announced that a new communications team has been formed and Laura Stanik has been promoted to Associate Vice President.

**BOARD PRIORITIES:**

Report on Board Priorities – presented by Donna Thornton

Ms. Thornton explained the top three Board Priorities which are;

1. **Increase Engagement of Volunteers**
2. **Contribute to the Culture of Philanthropy**
3. **Add Value to the Student Experience**

The meeting then continued with reports on each of the seven Board Priorities;

1. **Increase Engagement of Volunteers** – presented by Yvette Martinez

   Ms. Martinez explained the four phases to engage; Outreach, Compile Data, Assess (by conducting a full assessment from outreach efforts, surveying responses & benchmarking research) and Improve (by recommending updates to the charter process and tools).

   Ms. Martinez explained the impact of the RUAA's staff reorganization on the Volunteer Engagement team and how it extends to Newark, Camden and RBHS.

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

   Mr. Johnson explained that there is a brand new Philanthropy Committee which he is chairing and is very excited to be a part of. He stated there have been discussions with Tom Hammond regarding the pathway to philanthropy, including messaging communities; being sensitive to their needs; combination of contribution and participation and getting used to giving shortly after graduation.

   Mr. Johnson stated that he is working on developing this committee and recruiting the right members.

   Tom Hammond added that Annual Giving is expanding and work groups have
been established to increase the participation rate.

3. Add Value to the Student Experience – presented by Yvette Martinez and Tara Massey Kissenberth

Ms. Martinez outlined the plans for Newark, Camden and New Brunswick in order to accomplish this priority:

Starting this September, the Foundation hired Lauren Lachocki, Asst. Dir. of Student Philanthropy, to work on incorporating a student culture of giving across all locations of the university. Ms. Lachocki has been working hard to develop her new student group, T.A.G. Team (Teaching Annual Giving) and has begun meeting with the AR staff leads in all locations to start working on implementing a plan for student philanthropy education this year.

Newark is utilizing Homecoming week to emphasize student awareness of the RUAA. They are working with the graduate school on a new fellowship program. Utilizing students from the Honors College as volunteers on events, as alumni mentees, and for their Day of Service program.

Camden recently worked with the Office of New Student Programs (ONSP) to support Orientation and Welcome Week Activities; as a result of that collaboration the Office of New Student Programs (ONSP) and Office of Campus Involvement (OCI) will be partnering with AR for Homecoming. AR and the Career Center are co-hosting a Careers in Public Administration, Networking and Alumni Panel event. They have helped facilitate the Honors College Alumni Association and the Honors College partnering together and hosting a joint mixer-kickball game next weekend. The Honors College students and student leaders are volunteering at several alumni events, including; Chancellor Haddon event, Homecoming, Alumni Day of Service, Football Game Watch events, Burlington County Historical Tour and they been invited to attend the Opera at a discount.

Additionally, Carla Davenport serves as advisor to the Gleaner, and the AR office is working on becoming advisors for other student groups.

Tara Kissenberth explained that New Brunswick has started developing and piloting an RUAA student group named the Scarlet Council and is currently only being piloted in New Brunswick but will hopefully serve as a starting point for expansions to Newark and Camden in the coming years.

Ms. Kissenberth stated the mission of the Scarlet Council is;

Inspiring a student commitment to lifelong engagement with the university

Scarlet Council Goals & Purpose:

1. Increase awareness of the Rutgers University Alumni Association (RUAA)
2. Provide students with access to the university’s vast alumni network
3. Serve as liaisons to alumni on behalf of the current student body
4. Inspire lifelong commitments within students and foster engagement in the life cycle of the university
5. Foster and develop lifelong leadership abilities

Scarlet Council Leadership:

President: Francine Glaser SAS’15
Vice President: Daniela Jaramillo SAS’16
Communications Co-Chairs: Lauren McGowan SAS’17 and
Kristen Huang SAS’16
Events Co-Chairs: Samantha Mohr SAS’17 and second co-chair (vacant)
Recruitment Co-Chairs: Conor Ryan SAS’17 and Fahad Akhtar SAS’16

Ms. Kissenberth stated there are seven active members on the Scarlet Council that will be responsible for achieving year 1 goals.

4. Increase Awareness of the RUAA – presented by Donna Thornton

Ms. Thornton reminded the Board of the Branding Sessions that they participated in during the Retreat in July and ALC conference in September. She explained that the staff had a separate exercise as well. Laura Stanik and Katie Reilly are compiling the data and will report on the results during the December Board meeting.

5. Engage Alumni through Innovative Programs and Events – presented by Tom Hammond and Mike Rutkowski

Mr. Hammond highlighted three innovative programs; Experience Rutgers, R Game Day and R Fall Family Festival

Experience Rutgers:
RBHS event on October 7th in New Brunswick.
LA event on November 10th.
New York City: February 25th
North Jersey: March 12th
Philadelphia: March 19th
Washington D.C.: April 21st

Mr. Hammond explained we are hosting R Game Day (away football tailgates) for the following games;
Washington State, Navy, Ohio State, Nebraska, Michigan State and Maryland

In addition, the RUAA is sponsoring the R Family Fall Festival 2014 at the president’s residence during homecoming weekend.
Mr. Rutkowski reported on the date change for Alumni Weekend in New Brunswick to coincide with Rutgers Day. He explained there would be more participation to combine the two. Mr. Rutkowski then highlighted the activities for Alumni Weekend.

6. Be a Best Practice Business Model – presented by Kristy Omelianuk and Tom Hammond

Kristy Omelianuk reported on the programming taking place in the RUAA to generate revenue. They include: RUAA presents: Adventures (travel program), Graduating Senior Trip, Online Alumni Store, Liberty Mutual, Long-term Care, Giaconia/Willis Life & Disability, License Plate Program and Credit Card.

Tom Hammond reported on the RUAA budget for FY13/14. He stated we had a very good year and came in under budget. Mr. Hammond thanked the staff for a great job. Mr. Hammond then discussed the budget for FY14/15 and informed the Board of the 4% that was rescinded by the university.

7. Support the Alumni Staff to Better Serve the Alumni Community – presented by Donna Thornton

Ms. Thornton reported that since staff development is an important priority, staff attended various conferences so far this year, including:
- B1G 10 (Senior Staff)
- Sizzler (Several Staff from Communications were presenters)
- CAMMP (Kara Cafasso)
- CASE ASA (Tara Massey-Kissenberth)
- Staff Retreat (All AR Staff)
- Internal Work Groups/Committees within the University and Foundation (Various Staff Members).

ITEMS FOR DISCUSSION:

Alumni Leaders Conference(ALC)/Rutgers Excellence in Alumni Leadership (REAL) Awards Debriefing presented by Kim Sciallo

Ms. Sciallo thanked the RUAA for allowing her to chair the committee this year. Ms. Sciallo explained the itinerary of the day which included the conference and lunch during the day and transitioning to the awards ceremony in the evening. Ms. Sciallo reported that there were 70 conference attendees and 87 attendees at the leader’s luncheon, including 10 student leaders. The attendees included members of Charter Groups and Regional Clubs. In addition, there were 150 attendees and 13 honorees at the REAL awards ceremony.

ACTION ITEMS:

Resolution to approve the Time, Place and Manner for the Annual Meeting of the RUAA – presented by Kim Sciallo
There was a motion to approve the resolution (Kim Sciallo), seconded (Maurice Griffin) with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present

Resolution of Respect for Gloria Wormley – presented by Kim Sciallo

The resolution was read for the record, a copy will be sent to the family and there was a motion to approve the resolution (Kim Sciallo), seconded (Daniel Swartley-McArdle) with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present

Resolution of Approve the At-Large Member – presented by Kim Sciallo

There was a motion to approve the resolution (Kim Sciallo), seconded (Maurice Griffin) with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present

Resolution of Designate the Rutgers School of Nursing – presented by Kim Sciallo

There was a motion to approve the resolution (Kim Sciallo), seconded (Tim Farrow) with an opportunity for discussion. The resolution was approved unanimously following a voice vote of all voting members present

Resolution to Affirm the Electronic Vote of the 2014 REAL Recipients – presented by Kim Sciallo

There was a motion to approve the resolution (Kim Sciallo), 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 (Kim Sciallo), seconded (Jeff Linfante), with an opportunity for discussion. The written reports were accepted unanimously following a voice vote of all voting members present.

OLD BUSINESS:

Donna Thornton stated the Hall of Distinguished Alumni (HDA) Nominees, recommended by the Awards and Recognition Committee will be voted on by the RUAA Board via electronic vote at the end of October. Maurice Griffin asked that everyone keep the nominees confidential.
NEW BUSINESS:
Scott Owens gave an update on progress of the Alumni House in Camden. The project will get underway in October.

ANNOUNCEMENTS: None presented

ADJOURNMENT:
A motion to adjourn the meeting was moved (Maurice Griffin) and seconded (Tim Farrow). The meeting was adjourned at 8:47 p.m.

Respectfully Submitted:
Kim Sciallo
Corporate Secretary

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