



Alumni Board of Directors

January 17, 2017 | 6 p.m.

- I. Welcome
- II. Review and Approve November Meeting Minutes
- III. Alumni Board President's Report
- IV. Committees
 - a. Reports
 - i. Advancement
 - ii. Benefits and Services
 - iii. Programs and Events
 - iv. Membership
 - v. Marketing
- V. Office of Alumni Relations Report
- VI. Old Business
 - a. Charger Statue
 - b. Centennial Celebration
- VII. New Business

Next Meeting: February 21, 2017



University of New Haven

ALUMNI BOARD OF DIRECTORS

January 13, 2017

Steven H. Kaplan, Ph.D.
Philip H. Bartels, Esq.
University of New Haven
300 Boston Post Road
West Haven, CT 06489

Dear President Kaplan and Chair Bartels,

On behalf of the Alumni Association Board of Directors, I write to you at the mid-point of the 2016-2017 academic year to report to you, and other members of the University community, about the Alumni Board's efforts to turn its Mission Statement into actions to:

- enhance the reputation of the University that will attract prospective students;
- advance the University in preparation for its second centennial; and
- offer programs and services to the University community, inclusive of engaging alumni, young and old.

The Alumni Board's actions are designed to impact the recruitment of the best applicants into our body of matriculated students; retention of admitted students through graduation by adding value to their experiential learning and scholarships to meet their financial needs; and the advancement of a return-on-investments strategy by mutual exchanges between the University and its alumni.

The 2016-2017 Alumni Board is tending to the momentum of the past in several areas:

- Kenney Johnson and Paul Goglia are continuing to provide leadership in the Charger Challenge, Scholarship Ball and Advancement Committee tasks.
- Dawn Alderman and the Programs and Events Committee have continued to develop "Micro-Networks" around infinity groups, such as life science professions, lawyers, and accountants as well as geographic proximity, e.g., International Students, Atlanta, Israel, and Malaysia as well as support other programs and events.
- Walter Hoff has continued to provide leadership to our Marketing Committee that examined the alumni associations of six members of the New Alliance of Colleges and Universities (NACU) in search of innovative and current efforts like ours and has proposed several new strategies for our University to more closely study or implement.
- Christine Falcha and the Benefits and Services Committee are expanding Services and Benefits offerings and providing avenues for alumni Give-Backs.
- Steve Dunnigan is our steward of the Board's Membership Committee and our efforts in vetting prospective members to ensure that we are able to sustain our efforts with the renewal of our volunteer base.

This year, the Alumni Board has taken several actions to improve its linkage to points of emphasis within the University community that we anticipate in the coming year and years:

- Vice-President David Galla has been designated as the Alumni Board liaison to the University for centennial planning. He is the point person to ensure that the Alumni Board develops a presence in that activity and can liaison with the University community members who are taking charge of planning.
- Michael Qiu has taken a similar role for the Charger Statue as that concept is consistent with advancing new traditions at the University.

The Alumni Board also sees opportunities for improvements:

- develop a formal presentation about the Association, the Directors and various activities presented above.
- formally incorporating the alumni of our newest college, the Lyme Academy College of Art.

The Alumni Board is planning to strengthen the continuity within our own Association's history by honoring our Past Presidents in a Round Table Discussion about our past, present and future as an alumni association. The Alumni Board stands ready, willing and able to adjust its priorities as needs shift and new opportunities emerge.

The Alumni Board appreciates the professionalism of the Office of Alumni Relations (OAR), Jennifer Pjatak, Heather Alpaugh, Anthony Distasio and Brittany Stanchak as well as other University personnel who directly and indirectly support our activities and shared interests. Our NACU study revealed that our structure and OAR staffing are models to embrace.

It is humbling to me to hear the stories our alumni and their accomplishments. There is no doubt in my opinion that the University is a dynamic, vibrant, ever-changing and complex organization that is thriving. The synergy of today speaks volumes about the future. It is equally humbling for me to report that the Alumni Board of Directors are engaged, duly constituted with a strong set of members, and committed to working with the Board of Governors and the Administration as we head into the second half of 2016-2017 academic year and in the years to come.

Respectfully,

A handwritten signature in black ink, appearing to read 'Nyle Davey', with a stylized flourish extending to the right.

Nyle Davey '76 M.A., J.D.
President, Alumni Association Board of Directors

Alumni Association Board of Directors Meeting
November 15, 2016

Attendance: In person, Paul Goglia, Chrissy Falcha, Stephen Donnegan, Nyle Davey, Michael Qui, Dave Gallo, Lou Tedesco, Cindy Kohan, Richard Rotella-President of Graduate Student Council and representative to the Board

Video/Phone: Walter Hoff, Reece Buendia, Kelly Delaney, Ahmed, Antonio McDonald, Chris Campbell

Video: Walter Hoff, Reese, Kelly Delaney, Al Paglia, Antonio McDonald, Chris Campbell

Alumni Office: Heather Alpaugh, Brittney Stanchak, Tony Destasio

The meeting was opened by Nyle Davey at 6:00pm, Richard Rotella, the president of the Graduate Student Council and representative to the BOD was introduced. He gave a brief synopsis on what the Graduate Student Council's goals were for the year. They are planning activities for the graduate student in the hopes that the Graduate Students will be able to network and become more cohesive.

Approval of October's minutes: Minutes of the October meeting were approved. Vote to approve noted by Dave Galla second by Paul Goglia.

Board President's Report: Nyle reported that he participated in a video to promote the "Get Crackin' Challenge". Several board members attended Homecoming and also participated in the re-dedication of the WHNU radio station.

Michael Qui had agreed to serve as the point person for the Charger Statue activities.

Committee Reports

Advancement: Ice cream social is currently happening. This includes the Advancement Office philanthropy initiative to write thank you notes to donors. The area is crowded and well attended. Several members of the BOD stopped by to speak with the students participating.

Lets Get Crackin' campaign has raised approximately \$45,000 so far. The University is honoring seniors who have donated with a graduation chord. Reece had an opportunity to speak with the students involved in the phone-a-thon. She was a caller for 3 years while a student.

Upcoming projects listed in the report included crowd funding for the Zebra fish project, the Delta Phi Epsilon Scholarship, funds to hold a mass casualty event and potentially, a fund for Mechanical engineers, Marching Band and the Cheerleaders.

Benefits and Services: the Board is somewhat behind in hours donated to the university. We expect the hours have not been captured. Chrissy asks that anyone who networked with student speak with her so that we can capture the hours.

The Committee is working on project with Marketing Committee to begin to market the alumni benefits.

Get Involved Survey was originally started as a way to gauge ABOD interest. It has since expanded to an on line survey. This is now being rolled out to some of the engaged micro-networks. It will be a way to develop a directory of individuals willing to help along with their specific interests.

Marketing Committee would like to highlight some of the individuals who give back to the University.

Program and Events: Discussed the direction of the micro-networks. The Committee would like to have at least one member of the board attend Alumni events.

The Life Science micro network has 55 members. The group attended homecoming. They also floated 3 job postings through the micro-network.

Two Roads Brewery event was very successful with about 145 members attending. Many compliments to the Office of Alumni Relations for their work spear heading that event.

Membership: Steve suggested that members associated with the micronetwork solicit potential members. We do have an international member, *Nicky (Sp) Katz*, who is in Hong Kong. He does communicate with Heather although has been unable to attend the meeting.

Office of Alumni Relations:

517 people pre-registered for Homecoming. (about 350 last year). President's hospitality tent had about 130 attendees. They were pleased with event. In addition, the Alumni House hosted a breakfast for donors.

UConn game function: about 130 people attended. Post game reception was held at City Steam Brewery.

Malaysia event. Jackie Shu from admissions helped coordinate. The function was very well attended. Minister of Higher Education in Malaysia is a UNH alumnus. President Kaplan attended and was pleased with the contacts he was able to make. The university is working on increasing Malay admissions and felt this function could assist with this. They were very pleased with the reception.

Florida receptions are planned for the following year.

Graduate student Council is working to make organization better known and a better advocate for the graduate student. They had a successful graduate student breakfast prior to the Homecoming events. Other networking/alumni events are being planned through graduate student services. Graduate Student Showcases is a major event to highlight their research. Graduate student council is looking to fund travel to conferences.

Old Business:

Charger Statue:

M. Qui is point person. There is one potential location that has been identified. They are awaiting drawings before presenting to President Kaplan.

New Business:

Looking at developing a gift for donors to the Charger Statue. Preliminary discussion is a smaller statue with an electronic charger---“Charger Charger”

Legacy Program: to capture a way to acknowledge multi-generation attendees of the university. Plans include:

- Waive the application fee.
- Have seniors acknowledge that their family members are alums and they can get a “legacy cord”.
- Gift from the alumni association to new grads---horseshoe pin on behalf of the alumni association. Hope to have this in place by the May 2017 graduation.

December commencement is on December 18th.

The meeting was adjourned at 7:10 pm

Submitted by:

Cynthia Kohan,
Secretary

Advancement Committee

Update for Alumni Board of Director Meeting of January 17, 2016

The objective of the Advancement Committee (AC) is to foster loyalty and financial support for the University and aligns with the Office of University Advancement. The Committee participates in programs and events that raise funds for the various University endeavors, proposes and employs ideas that increase fiscal assistance, and encourages local companies to invest in campus programs and activities. The Committee, along with the entire Alumni Board, participates in stewardship activities which includes writing thank you notes to alumni donors and acquiring items to donate to the Scholarship Ball auctions.

Committee members are:

Kenney Johnson – (Co-Chair)

Paul Goglia - (Co-Chair)

J. Russell Sharpe

Cindy Kohan

Reece Buendia

Updates:

Through Academic Year Ending 8/31/17

1. **April 22, 34th Annual Alumni Scholarship Ball**
2. **The 2016 Homecoming Challenge: Let's Get Crackin'.** This challenge, being hosted on <https://myimpact.newhaven.edu>, lends itself many ABOD engagement opportunities.
 - Encourage ABOD to participate in **The 2016 Homecoming Challenge: Let's Get Crackin'.** Through ABOD participation, help the University receive \$50,000. There are approximately 50 designation options to choose from. The theme of this campaign is tied into the Homecoming Clambake theme. Ties into overall goal of growing alumni participation year over year.
3. **Alumni Association Scholarship Fund** has been identified as a funding priority as part of the Challenge under "Scholarships." The University has nearly 200 alumni who have received this scholarship and the committee would like to make a direct ask to them to support this fund. We think a targeted email from Nyle Davey to this group would be very effective.
4. **Crowdfunding projects** (smaller in scope compared to our Homecoming Challenge) come to University staff attention daily. Since all of our ABOD members have a different history/relationship with the University, we imagine that one or more of our projects this year will relate to each ABOD member.
 - Make it a goal that each member of the **ABOD "gets behind"** a crowdfunding project and helps spread the word about these projects. This could mean many different things depending on the respective board member. It could mean sharing a cause, offering

feedback to Advancement about the history of the affinity group, helping to identify potential participation prospects or project ambassadors (people will to help spread the word). Committee feels we can find a way for each ABOD member to fulfill this goal.

- Upcoming projects:
 - i. Zebrafish 2.0 – Launch early December 2016
 - Fundraising for microinjector machine to do research on zebrafish in all areas (Lyme disease, cancer research, etc.)
 - We were very successful with the Zebrafish Project this fall and the lab was installed on campus.
 - ii. Delta Phi Epsilon Scholarship – Launch February 2017
 - Fundraising for their scholarship that is awarded to a sorority member each year and applied directly to their UNH bill.
 - iii. Mass Casualty Event – Launch February 2017
 - Fundraising for annual mass casualty simulation event in April 2017 focused within Lee College but is expanding to A&S this year and hopefully other areas.
 - This event is very impressive and provides opportunities for students to apply their knowledge and skills in a real-world setting.
 - iv. Possible future projects:
 - Mechanical engineers
 - Marching band 2.0
 - Cheerleaders
 - Baseball Spring Break goal of \$16K

5. **ABOD Thank You Note campaign.** Committee has historically run this campaign in the spring and there is definitely the opportunity to do so this academic year. Committee is also *suggesting that the ABOD also be involved with the fall thank you notes in response to gifts to the Alumni Association Scholarship, should we move forward with this project. These thank you notes will be ready for the ABOD in November.*
6. On Tuesday, November 15 (the same night of our ABOD meeting) the University is hosting a **November Philanthropy Month Student Ice Cream Social and Thank a Donor Night.** **Best** attended student philanthropy event ever. 400 notecards and over 200 students. We had 9 ABOD members who worked on thank you notes and four members who attended the event.

UNH Alumni Board Benefits & Services Committee - BY 16-17 – January 2017 Update

The purpose of the Benefits and Services Committee is to ensure that the benefits and services offered to alumni provide engaging value and foster lifelong partnerships with current and future alumni. The Committee evaluates current benefits and services available to alumni; facilitates the growth of new benefits and services; and develops means to communicate knowledge of the offerings to alumni.

Members

Chrissy Falcha, Chris Campbell, Kris Conroy, Tom Wilkinson, Cindy Kohan, Andrew Guzewicz, Arlevia Samuel

2016-2017 Benefits & Services Committee Goals

1. Support engagement at the University by actively supporting alumni/students by committing to 115 hours of ABOD participation in outreach programs for alumni/students/prospective students.
 - 11/9/16 – R.Buendia connected with Phoneathon callers on (1hr)
 - 11/10/16 – M.Qui for accounting society networking event (hours TBD) – needs confirmation
 - 11/12/16 – C.Falcha at Grad School Open House (4hrs)
 - 11/15/16 – ABOD members at “Thank-A-Donor” (hours TBD) – needs confirmation

ABOD Action Requested: Have hours? Let B&S committee know! (Micro network events, student engagement opportunities, etc.)

2. Continue to promote the benefits/services offered to the Alumni Association through the following proposed actions:
 - Complete - Inventory the benefits to review for ‘customer’ experience and determine if any additional information or updates are necessary (C.Campbell)
 - In Progress: Review inventory and obtain utilization benchmark data from OAR with focus on Liberty Mutual and Plum Benefits. Update the Alumni Benefits page as needed.
 - Next: Connect with the Marketing Committee to develop a promotional campaign.
 - Pending: Execute promotional campaign with Marketing Committee and Office of Alumni Relations over the course of BY16-17
3. Continue to develop a presence with current students through the following actions:
 - Attend Undergrad Student Gov Association (USGA) and Graduate Student Council (GSC) meetings during board year.
 - ✓ Ensure that we have a regularly assigned Graduate Student Council (GSC) and Undergraduate Student Government Association (USGA) representatives to attend ABOD meetings.
4. Continue to provide support to the use of the “Get Involved” survey tool to foster meaningful engagement through the following:
 - ✓ Done: distribute to new BY 16-17 ABOD members
 - ✓ Done: Refresher review on “Get Involved” history, progression and purpose.
 - Next: launch to active micro-networks – to be discussed with Programs & Events Committee
 - Pending: launch to former ABOD members

Committee Meetings Conference calls at 6:30 PM EST on the dates below. Phone: (712) 770-4035 Access Code: 806486

February 7, 2017

March 7, 2017

April 11, 2017

May 9, 2017



Program and Events Committee (PEC)

2016-2017 PEC Committee Report

January Update

January 17, 2016

The Program and Events Committee (PEC) presents here its January Status update. The committee had its monthly meeting on Jan 10.

1. Micro-Network Status

a. Current Network Status and Pending Actions

Micro-network	Leader	Status	next steps
Accountants	Michael Qiu	meeting metric	completed an event
Atlanta Area	Dan Vanacore	meeting metric	update metrics
Cambridge England	Dawn Alderman/no leader	concept phase	identify interest level of potential group
Chicago Area	no leader	concept phase	identify micro-network lead
Forensic	Erica Nadeau	meeting metric	update metrics
Human Resources	no leader	concept phase	identify micro-network lead
International	Michael Qiu	meeting metric	complete MN sharing sheet
Isreal	no leader	concept phase	identify micro-network lead
Lawyers	Nyle K. Davey	meeting metric	update metrics
Life Sciences	Dawn Alderman	meeting metric	reach out to network
NYC Metropolitan	Zak Rosen	start-up	complete MN sharing sheet
Social Engineers	John Capoozo/Dan Markwat	concept phase	complete MN sharing sheet
Southeastern	Cynthia Lamb	concept phase	complete MN sharing sheet
Up-State New York	Arpad Kolozsvary	meeting metric	update metrics
West Coast	Reece-Ann/no leader	concept phase	identify interest level of potential group
WNHU	Russell Sharpe	concept phase	complete MN sharing sheet
Young Engineers	John Capoozo	start-up	complete MN sharing sheet

b. Updates

- i. Life Sciences Alumni Micro-Network: The study and industrial application of living organism, botany, zoology, microbiology, physiology, biochemistry and related areas is an affinity to many alumni. Board Member Dawn Alderman continues to provide leadership to a micro-network with a particular emphasis in the university to employment transition, including impacting intern opportunities.
 1. **Update**: Network currently has 59 members on Facebook. List has been updated with current contact info by OAR.
 2. **Outstanding Action**: Need to work on Linked In.
 - a. **Update**- Working with Tony to share the group.
- ii. WNHU Alumni Micro-Network: First broad casting on July 4, 1973, WNHU has touched the lives of many University students by way of its programming and as an on-campus activity. Board Member Russell Sharpe has good vibes about an affinity group to provide support to WNHU which now broad casts at 88.7 FM and over the internet via the University's website and "tunein.com/radio/WNHU".

1. **Outstanding Action:** Dawn Alderman to reach out to Russ Sharpe and discuss next steps.
- iii. **Alumni Lawyers Micro-Network:** Micro-Network members Lou Todisco and Nyle Davey are the leads. Network members will continue to be solicited to participate on affinity topics, including serving as mock argument judges, mock interviews and class presentation on “lawyering.” A membership drive may also be considered for 2016-2017 as the membership has continues to hover at about 20.
 1. **Action:** Nyle Davey is looking for a new lead for this Micro network.
- iv. **New York City Metropolitan Area Alumni Micro-Network:** This Micro-Network has existed since the kick-off event held in the Spring of 2014. Former OAR Zak Rosen is now working in the City and has agreed to continue to support this effort. An agenda and focus will be developed during 2016-2017.
 1. **Update:** Met with Zack Rosen at Two Roads event. He is interested in having another event.
 2. **Outstanding Action:** Dawn Alderman to reach out to Zack Rosen
- v. **The Social Engineer:** This started as a “pop-up” opportunity that the Board has supported. It has a core of approximately 200 engineers, most of whom are University of New Haven alumni that were already organized by their own efforts. Board Member John Capozzo and OAR’s Heather Alpaugh have been communicating with the members to foster closer ties to the University as a Micro-Network interfacing with a larger entity that includes engineers with common interests, but not affiliated with the University. Continued development is anticipated during 2016-2017.
 1. **Update:** Dan Markwat is working with John Capozzo to determine next steps. A facebook page exists. It is currently an open to all page, not limited to UNH Alumni.
- c. New Committee discussions
 - i. ReeceAnn Buendia is looking into the feasibility of a West Coast Micro Network.
 1. **Update:** Working with Heather in the OAR.
 - ii. UK Alumni-Dawn Alderman is looking into a UK Alumni event. Email list provided by OAR and email sent.
 1. **Update:** No feedback to date

No Changes below:

2. Events: Events attended to date.
 - a. TCoE Alumni Dinner and Hall of Fame Awards -October 13
 - i. Cynthia Lamb attended
 - b. Oktoberfest-Oct 27, 2016
 - i. Dawn Alderman, Dave Galla
 - c. Homecoming-Nov 5, 2016
 - i. Dawn Alderman-Life Science Micro Network table
 - d. Accounting Society and Micronetwork meeting-Nov 10, 2016
 - i. Michael Qiu

3. Committee Goals (revised Nov 2016):

- a. Represent the ABOD at University events
 - i. *Goal: Have at least 1 ABOD member attend alumni programs and events planned by the University’s OAR.*
- b. Micro-Networks

- i. *Goal: Update and evaluate current Micro-Networks.*
- ii. *Goal: Propose two new Micro-Networks and/or add additional programs within a Micro-Network.*

UNH Alumni Board Membership Committee

January ABOD Meeting Status Report

Membership Committee The purpose of the Membership/Nominating Committee is to identify research and nominate a slate of candidates for membership on the Alumni Association Board of Directors, subject to the approval of the Board and thereafter election by the general membership of the Association. This process is performed on an annual basis or as otherwise needed to ensure membership on the Alumni Association Board of Directors complies with the Constitution of the University of New Haven Alumni Association.

Committee Members:

Steve Dunnigan (Chair), Christine Falcha, Dawn Alderman, Dave Galla

Status

Meeting call scheduled January 23rd 6:30 PM to further validate membership committee metrics and planning tasks/dates.

Committee Focus and Benchmarks for 2016-2017 Academic Year

Identify, screen, nominate, elect and induct new members of the University of New Haven Alumni Board.

ACTIVITY	TASK / STEPS	BENCH MARKS	Resp. Party/ Resources	DATES	Status
Annual Plan	Organize Committee	Appoint Chairperson and Members	President	Completed	Completed
	Develop Metrics	Metrics Plan Document	Committee/Staff	Completed	Completed
	Adopt Plan	Finalize Detailed Plan	Committee/Staff	Completed	Completed
	Assess Current Membership	Development of Targets and Profiles (Historical Tracking)	Committee/Staff	11/30-12/29	Completed
		Statement of Need for Candidates (Anticipated Change: Renewals & Term Limits)	Committee/Staff	11/30 - 12/29	Completed
Identify	Re-assess Prior Candidate Pool	Review 2016 Non-Selected Candidates	Committee/Staff	12/12 – 12/29	In Progress
	Solicit 2017 Candidates	List of 2017 Candidate Pool	Staff	01/02 – 02/28	In Progress
Screen	Assess recommendations	Production of Profiles / Data (Confidential)	Staff	02/01-02/28	
Nominate	Selection of Candidates for Nomination	Membership Committee meeting to review all candidates and select class	Committee/Staff	03/01-03/21	
	Selection of Nominees	Presentation by Committee to Board	Board Approval	03/21	
	Interview / Informal Meetings	Designation of "liaison" and initiation of contacts.	Committee / Staff	03/21-04/30	
Elect	Alumni Association Voting	Voting in accordance with By-Laws	Association Approval	05/01-05/12	
	Election Certification by Board	Compliance with By-Laws	Board	Post Election	
Induct	Induction of New Members	Members Elect attend Annual Meeting.	Association/Board	June	
Orientation	Members Elect Orientation	Orientation information and general information to Members Elect.	Committee / Staff	Summer 2017	
	Mentorship Assignments	Designate Board members as mentors for new	Committee/Staff	Summer 2017	

Goals

- Identify candidate(s) to recommend to fill unannounced openings on the Alumni Board of Directors
- Develop strategy and process for reengaging or transitioning currently non-participating members of the board of directors
- Continue to work to increase diversity to match demographics of the University of New Haven's Alumni population
- Identify a minimum of 1 international alumnus to serve of the board starting in 2017.

Currently developing communications plan to ensure continued engagement of current board members and identifying potential new members.

To All Board Members: Please take the initiative an get involved by nominating a person who you feel will be a great addition to the ABOD! That's how you got here.



**Alumni Board of Directors
Marketing Committee**

Committee Members: Walter Hoff – Chair; Kelley Delaney, Russ Sharpe, Antonio McDonald, Michael Qui, Jo-Lynn Price, Reece Buendia

Purpose: To increase the engagement of the alumni population by elevating the awareness of the Alumni Board and Alumni Relations, ultimately leading to greater numbers of alumni becoming more emotionally and financially involved with UNH.

Marketing Committee Update: January 2017

Since we are at the start of a new year, and at the mid-point of the school year, we looked at the progress we have made thus far and planned ahead through May:

Goal: Continue to increase Alumni participation on our four Social Media platforms.

Social Media Strategy

	Start 7/1/2016	As of 1/12/17	Percent Increase	Number Increase	Goal by 6/30/17
Facebook (likes)	3367	3477	3%	110	3,703
Twitter Followers	596	660	11%	64	715
LinkedIn Members	1,307	1316	1%	132	1,437
Instagram Followers	152	293	93%	134	304

Progress: Largest gain is with Instagram followers. Upcoming activities to engage alums being coordinated by Alumni Relations should really provide a boost to the numbers in the other platforms. Our Board needs to stay active on sites that they are comfortable using by liking, commenting, and posting. This activity will hopefully engage alums more.

Alumni Board of Directors Marketing Committee

Goal: Work with the Benefits and Services Committee (BSC) to promote the many diversified benefits that alumni can take advantage.

- We will work with the BSC to help them with the messaging. Chris Campbell of the BSC will spearhead the effort of pulling together the benefits and decide on the sequencing of what benefits will be presented to alumni
- Antonio McDonald will work with Chris to develop the messaging for each featured benefit
- Alumni who take advantage of promoted benefits will be tracked. We will select three alumni to feature in a short video that will be placed on our social media platforms by May 2017

Progress: Marketing Committee member Antonio McDonald is working the Alumni Relations and Chris Campbell from the Benefits and Services Committee (BSC) on ideas to draw greater attention to the benefits on the alumni website. Antonio will make recommendations on how we can better showcase our benefits on the website. The BSC and Alumni Relations are looking at adding new benefits to add.

Goal: Spotlight the work that our micro-networks are doing to engage alumni within certain professional affinity groups by conducting short features on our social media platforms.

- We will select 6 micro-networks to feature on our social media platforms by the end of the school year
- The selected micro-networks will talk about the benefits of being part of the network to undergrad affinity groups who would align with that network (e.g. accounting, forensic sciences)

Progress: We are working on a profile of Board Member Michael Qui. We will look for help in designing features from the UNH Marketing and Communications team.

Goal: Working in conjunction with the Programs and Events Committee, we will start a WNHU micro-network.

- Have at least 10 participating members on the WNHU micro-network by May 2017
- The WNHU micro-network will be fully established by May 2017
- Engage WNHU in promoting the ABOD and Alumni Relations efforts to better engage the alumni. Suggest an "Alumni Show," or "Alumni Spotlight" where we can talk about the micro-network, alumni benefits, and other things that would be of importance to Alumni

Progress:

- Marketing Committee member Russ Sharpe is preparing a communication to go out to more 170 alums who were affiliated in some way with WNHU
- Station Manager Bruce Barber floated an idea of developing podcasts that would help us make alums aware of the activities of the Board and Alumni Relations in engaging students. We will look into becoming part of the existing centennial stories podcast series where we can feature our micro-networks and our other activities

Alumni Board of Directors Marketing Committee

Goal: Solicit alumni volunteers to share their knowledge and expertise with undergrads and grads on professional skills that would start or enhance their careers. Work with the Benefits and Services Committee to access the “Get Involved” database to find interested alumni to do mini workshops on topics such as mock interviews, 401K, Health Insurance, salary negotiations, and more.

- Create a call-to-action video that is featured on our social media and home page of the alumni website that creates a compelling call-to-action for alumni who want to showcase their talents and help fellow alum develop skills and acquire knowledge that benefits them personally and professionally
- Feature ABOD members in videos and in on-campus workshops
- Have at least one video created and two alums featured in workshops by May 2017

Progress: The “Get Involved” database includes information on how alums want to get involved in various pursuits to give back to UNH. We need to create opportunities in order for them to participate. We will think through options as a Committee.

New: We have had two recent interactions with the UNH Marketing and Communications group. We participated in research being done that would create a greater brand identity for UNH. We also had a conversation with Lyn Chamberlain, recently named VP of the group. Lyn is seeking to create far greater engagement with alumni. The Alumni Magazine will be totally revamped. Lyn will be looking for an editor of the magazine, preferably an alum. She also wants the ABOD to help create an Advisory Board for the Magazine. Jen Pjatak and Heather Alpaugh from Alumni Relations will meet with Lyn on January 25 to exchange ideas to collaborate efforts to further energize the alumni base.

Next meeting: February 15 at 7pm