



# Alumni Board of Directors

## March 21, 2017 | 6 p.m.

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- I. Welcome
- II. Guest Speaker: President Steve Kaplan
- III. Review and Approve February Meeting Minutes – Nyle Davey
- IV. Reports
  - a. Alumni Board President
  - b. Committees
    - i. Advancement – Paul Goglia, Kenney Johnson
    - ii. Benefits and Services – Chrissy Falcha
    - iii. Programs and Events – Dawn Alderman
    - iv. Membership – Steve Dunnigan
      - Review Candidate Slate
    - v. Marketing – Walter Hoff
  - c. Office of Alumni Relations
  - d. Charger Statue
  - e. Centennial Celebration
- V. Old Business
- VI. New Business

**Next Meeting: May 16, 2017**



University of New Haven

*Office of the President*

Alumni Association Board of Directors

March 21



University of New Haven



# National Recognition



Tagliatela College of Engineering, *U.S. News & World Report* (2017)



College of Distinction (2016-2017)



JOINED *The New American Colleges & Universities* (2015)



Top 20%



College of Business accredited by AACSB International (2015)



"Best 381 Colleges" *The Princeton Review* (2017)

# Unprecedented Growth

|                          | 2006 - 2007                    | 2016 - 2017 Preliminary          | Growth |
|--------------------------|--------------------------------|----------------------------------|--------|
| Full-Time Faculty        | 181                            | 262                              | 45%    |
| Full-Time Staff          | 270                            | 490                              | 81%    |
| Full-Time Undergraduates | 2,423                          | 4,552                            | 88%    |
| Square Footage           | 574,400                        | 1,220.00                         | 112%   |
| Operating Budget         | \$61.8 million                 | \$161.6 million                  | 161%   |
| Undergraduate Applicants | 3,153                          | 10,720                           | 240%   |
| Gifts and Grants         | \$3,700,000 (FY04)             | \$13 million                     | 251%   |
| Volunteer Hours          | 3,000                          | 33,680                           | 1023%  |
| Endowment                | \$4,000,000 (No Cash Reserves) | \$60,000,000 (+\$44.6 M In Cash) | 1400%  |

# Student Enrollment Growth

**Fall 2005**

4,466

**Fall 2016**

6,835

**+53%**

(undergraduate and graduate)



University of New Haven



# Student Demographics

## Undergraduates

Connecticut: 40.6%  
Out-of-State: 52.0%  
International: 7.4%

## Graduates

Connecticut: 45.3%  
Out-of-State: 21.4%  
International: 33.3%



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# A Decade of Investments

Building, Land Improvements, and New Construction: **\$252 million**



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# John and Leona Gehring Hall Henry C. Lee Institute of Forensic Science



University of New Haven



# David A. Beckerman Recreation Center



University of New Haven



# Celentano Residence Hall

LEED Gold Certification



University of New Haven



# Westside Residence Hall



University of New Haven



# Ralph F. DellaCamera Stadium



University of New Haven



# Marching Band



University of New Haven

13

# Engineering & Science University Magnet School



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14

# Marine Science Center



University of New Haven

15

# Orange Campus



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16

# Orange Campus



University of New Haven

17

# Lyme Academy College of Fine Arts



University of New Haven

18

# Tuscany Campus, Prato, Italy



University of New Haven

19

# 15<sup>th</sup> Century Cloister Inside Campus



University of New Haven

20

# GalvanizeU - San Francisco Campus



University of New Haven

21

# University Town Square

179 residential units with 50,000 square feet retail



**The Atwood**

- Fall 2017 occupancy
- 67 residential units



**The Forest**

- Fall 2018 occupancy
- 62 residential units



**Park Place**

- Fall 2019 occupancy
- 50 residential units



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22

# University of New Haven Centennial - 2020

Celebrating 100 years of innovation



Class of 1924 – First Graduating Class



University of New Haven

23

# University of New Haven Centennial - 2020

Celebrating 100 years of innovation



Class of 2020



University of New Haven

24

# The Charger Challenge:

First comprehensive campaign in the University's history; focus on endowment, capital projects, and annual programmatic initiatives.



University of New Haven

25

# The Charger Challenge:

Raised \$70 million YTD; Campaign concludes in 2020.



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26

# Bergami Center for Science, Technology, and Innovation



University of New Haven

27



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28

UNIVERSITY OF NEW HAVEN ALUMNI BOARD OF DIRECTORS MEETING:  
2/21/2017

Attendance: Dave Galla, Nyle Davey, Tom Wilkinson, Dawn Alderman, Lou Tedesco, Heather Alpaugh, Brittney Stanchak, Tony Distasio, Jenn Patjak

Video: Walter Hoff, Miki Katz

Phone: Paul Goglia, Russ, Michael Qui, Steve Dunnigan

University of Board of Governors Initiatives: 2012-2014 former ABOD president. He is currently VP of aircraft design and engineering at Sikorsky.

**Guest Speaker Mike Ambrose**, a member of the Board of Governors and past president of the ABOD. He noted that the semi-annual report that N. Davey wrote on behalf of the ABOD was well received by the Board of Governors. President Kaplan would like the Board of Governors to work more closely with the alumni to foster a system of support for the new grads and current students. Bog has wanted an opportunity to work with the alumni. M Kaplan noted that President Kaplan encourages the ABOD to foster an improved connection with the alumni base. Discussion ensued that the alumni board can assist the University in enhancing the innovation and entrepreneurial effort. Alumni networks can assist new grads to start business, and mentor their business. Building a feeder system for new students will aid in their success.

M. Ambrose then discussed the responsibilities of the Board of Governors.

**Minutes:** Dave Galla the motion to approve the minutes, Paul Goglia seconded. The minutes were approved as written

**Alumni President Board Report:**

Deborah Chin, Director of Athletics has announced her retirement. She has suggested and vetted many member of the ABOD. N. Davey drafted a resolution to thank her for her dedication to the university, her support of the ABOD, and to wish her well in her retirement. D. Galla made motion to accept letter, Lou seconded. No objection was heard and the resolution passed unanimously.

**Committee Reports:**

Paul Goglia: Advancement Committee: We are in "Feel Good February", a month of philanthropic activities. Note that April 22 is the date of the Scholarship Ball. Donations are being solicited for the silent raffle. For any ABOD attendees attending the event, the cost of the tickets will be counted as the annual gift. Can give to any organization within the University. Goal of financial participation among the board is 100 %. Crowdfunding projects are still available and there are other opportunities to give to any other organization within the University.

**Benefits and Services:** See Report: Note that any contact with students should be reported to Chrissy.

MyPlanetTraveler.com is a new alumni benefit that was announced in the latest newsletter. There are discounts for hotels and other travel expenses. The response to this was good and there is a link on the Alumni website.

**Programs and Events:**

Lifesciences Miconetwork is establishing a mentoring service for students. Dawn is working with Tony on a Linked in. WNHU is working with Russ and his mico-network. Lawyers: Jason Gambsey is the new lead for the group. The committee is in discussion with Cynthia Lamb to start a business/entrepreneurial micro-network.

Lou Tedesco is planning a new program scheduled for April 5<sup>th</sup>. The topic is the 14<sup>th</sup> Amendment of the Constitution. The program will look at how the 14<sup>th</sup> Amendment affects the practice of law.

**Membership:** Steve Dunnigan noted that an additional 10 nominations are needed for this year. They are looking for a few more nominations.

**Marketing:** W. Hoff trying to start a Marketing micro-network. The goal is to network among themselves, market alumni benefits and market WNHU.

Heather and Jenn met with Lynn Chamberlain. She is planning on making the alumni a "hub of visibility". She is revamping the alumni magazine to include more information on the activities of alumni and alumni board. She would like an alumni magazine editorial board and is hoping there is interest from the Marketing Committee to help out with this

**Office of Alumni Relations:** They are planning the Scholarship Ball. Three honorees have been selected and videos are in production. Patrick Fitzpatrick; creating opportunities for students "up and coming". Alan Love, Board of Governor and athletic supported and Marietta Lee are the honorees. President award will be given to Jeff Hazell. Sponsorship and Auction items are being solicited.

Bonita Springs event in Florida is scheduled for this week. Alan Nicholson hosting the event at his golf club. Tony and Brittney are attending.

Senior Seventeen: Good participation so far with about 25% higher participation than last year.

April 4<sup>th</sup> is proposed as a date for an alumni Board meet and greet.

May 24<sup>th</sup> alumni event at Electric Boat. It is expected that about 120 employees are alumni and may attend.

Rich Rotella attended the American Academy of Forensic Scientists Conference. There will be a UNH networking reception. The Alumni Relation staff supported this with giveaways. There will be about 100 alums attending.

No report regarding the Centennial Celebration

Old Business: None

New Business: March 21<sup>st</sup> Steve Kaplan is expected to address the Board. We would like to encourage members to attend this meeting. He would like questions.

Meeting was adjourned 7:08

Respectfully submitted,  
Cindy Kohan, Secretary, ABOD

## **Advancement Committee**

### **Update for Alumni Board of Director Meeting of March 21, 2017**

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. **Meetings/Activities:** On Monday 2/27/17, the Advancement Committee met with Steve Morin, VP of University Advancement. The purpose of the meeting was to become better acquainted and share information on fundraising activities, alumni and donor relations and communications. Steve was very appreciative of the Committee and the Boards efforts and encourages more Stewardship events like the Thank You's as well as "out of the box" ways to increase stewardship.
2. **34th Annual Alumni Scholarship Ball - April 22, 2017:** ABOD members encouraged to attend. Last year, 8 ABOD members attended; let's beat it in 2017! ☺
3. **Alumni Board of Directors Participation:** YTD at 50% with 15 donors.
  - ABOD who haven't made their annual gift yet are encouraged to make their gift online at [www.newhaven.edu/givenow](http://www.newhaven.edu/givenow) or they can visit [www.newhaven.edu/supportunh](http://www.newhaven.edu/supportunh) for additional ways to give.
  - *The ABOD will write thank you notes after the Ball as part of our annual stewardship project.*
  - *Another opportunity that is being promoted to students that is relevant to our ABOD is the opportunity to sign up with Amazon Smile. Amazon will donate to the University of New Haven every time you make a purchase with this link.*  
<http://smile.amazon.com/ch/06-0761704>
    - i. *Start shopping now!*

#### 4. Upcoming Projects:

- Reece Buendia has been appointed our Crowdfunding point of contact for the board. She will share new and upcoming project with the board and encourage members to “get behind” a project. Additional information will be regularly posted and shared by Reece Buendia through this link <https://makeithappen.newhaven.edu>
- **Delta Phi Epsilon:** Sorority raising money for their scholarship fund awarded to 1 girl each year.
- **National Security:** For graduate students in the program to hold conferences and attend conferences around the country. Rapidly growing program, over 70 students since its start in 2015.
- **Men’s Lacrosse:** The men’s lacrosse team is back after an extremely successful campaign last year. They reach their first goal of \$1,500 in 6 hours, doubled their goal within 2 days and went on to surpass their tertiary goal.
- **Model UN:** Would like to hold a conference in conjunction with Notre Dame high school for other high school Model UN groups in the area. Will also be attending national and even international conferences. Went to their first conference in Japan last year.

## UNH Alumni Board Benefits & Services Committee - BY 16-17 – March 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.

#### **21 hours this board year and several upcoming**

- 11/9/16 – R. Buendia connected with Phone-a-thon callers on (1 hr)
- 11/10/16 – M. Qui preparing and attending accounting society networking event (5 hrs)
- 11/12/16 – C. Falcha at Grad School Open House (5 hrs)
- 11/15/16 – ABOD members at “Thank-A-Donor” (2 hrs)
- 1/18/17 – K. Conroy at Senior 17 kick-off (2 hrs)
- 1/30/17 – T. Wilkinson guest speaker for Entrepreneurial Studies class (2 hrs)
- 3/3/17 – M. Qui working with CDC on Deloitte internships (1hr)
- 3/8/17 – C. Kohan at Athletics mock interviews (3 hrs)
- Pending – Alumni Board student meet and greet for Senior 17 (hrs TBD)
- Pending – D. Alderman informational interviews on careers (hrs TBD)
- Pending – D. Galla guest speaker for Entrepreneurial Studies class (hrs TBD)

#### **ABOD Action Requested: Have hours? Let Benefits & Services 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)
  - Complete: Review inventory and obtain utilization benchmark data from OAR with focus on Liberty Mutual and Plum Benefits. Update the Alumni Benefits page as needed.
  - In Progress: Develop promotional campaign with Office of Alumni Relations.
  - Pending: Execute promotional campaign.
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.
  - ✓ Invite 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.
  - In Progress: launch to active micro-networks. Communication is drafted.
  - Pending: launch to former ABOD members

**Next Meeting – April 11<sup>th</sup>** 7:00 PM EST Conference #: (712) 770-4035 Access Code: 806486



## Program and Events Committee (PEC) 2016-2017 PEC Committee Report February Update

March 21, 2017

The Program and Events Committee (PEC) presents here its March Status update. The committee had its monthly meeting on Mar 1.

### 1. Micro-Network Status

#### a. Current Network Status and Pending Actions -No Update Mar

| 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           | <b>Jason Gamsby</b>      | meeting metric | update metrics                             |
| Life Sciences     | Dawn Alderman            | meeting metric | reach out to network                       |
| NYC Metropolitan  | Zack 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 an emphasis in the university to employment transition, including impacting intern opportunities.
  - **Update:** Mentor meeting between Dawn Alderman (Site Head, Director of Product Development, at Abcam Inc, Branford) and Alyson Rairan (student with expected graduation in May).
    - a. Meeting set-up, March 17, 2pm at Abcam (Branford CT).
    - b. Goal of meeting: Alyson would like to meet and talk about how Dawn got where she is today and would like advice for how to approach her job search post-graduation.
  - **Outstanding Action:** Need to work on Linked In.
    - a. Working with Tony to share the group. No Update Mar

- 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".
    - **Outstanding Action**: Dawn Alderman to reach out to Russ Sharpe and discuss next steps. No Update Mar
  - iii. Alumni Lawyers Micro-Network: Micro-Network member Jason Gamsby is the micro-network lead effective February 2017. 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."
    - **Update**: Lou Todisco is working with Donna Morris for the 3<sup>rd</sup> annual lecture centered around Law Day. This year it is scheduled for April 5, 2017. The location is to be determined. The topic will be the 14<sup>th</sup> amendment and how it will affect the students path.
    - **Outstanding Actions**: Jason to reach out to Donna Morris to introduce himself as the micro-network lead. -No update Mar
    - **Action**: Heather to send Linked In links to Jason for review. Included in this action is discussion is other social networks (facebook, etc).-Completed in Feb
  - 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.
    - **Outstanding Action**: Dawn Alderman to reach out to Zack Rosen -No Mar update
  - 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.
    - **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.-No Update Mar
- c. New Committee discussions
- i. Mentor Program-Michael Qui, Dawn Alderman and Heather Alpaugh discussed how to develop a mentor program within the Alumni network. Suggestions included:
    - Approach: Work with faculty, micronetwork, accounting society and career development.
    - Program Tracking method: Capture alumni participation hours.
    - Program structure: Quarterly meetings to check in for progress. Each mentor will have a limit of 5 or less mentees.
  - ii. [Future] *Entrepreneur and Innovators Micro-Network*-Cynthia Lamb is doing excellent work engaging alumni as speakers in the New Entrepreneur courses being offered. Tom Wilkinson was a recent speaker. Cynthia and Jason will be working together to identify an IP (Intellectual property) Lawyer as a guest speaker.
  - iii. ReeceAnn Buendia is looking into the feasibility of a West Coast Micro Network.
    - **Status**: Working with Heather in the OAR.

- iv. UK Alumni-Dawn Alderman is looking into a UK Alumni event. Email list provided by OAR and email sent.
  - **Status:** 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.*

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## UNH Alumni Board Membership Committee

### March 2017 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 held March 16th to finalize recommendations for nominations to the ABOD, including one international candidate.
- We are re-affirming the engagement of our current alumni board members to continue the momentum going forward.
- Next Meeting during week of March 20th. 6:30 PM, based on approval to move forward from ABOD.

| ACTIVITY    | TASK / STEPS                           | BENCH MARKS                                                                   | Resp. Party/<br>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 | Completed |
|             | Solicit 2017 Candidates                | List of 2017 Candidate Pool                                                   | Staff                     | 01/02 – 02/28 | Completed |
| Screen      | Assess recommendations                 | Production of Profiles/ Data (Confidential)                                   | Staff                     | 02/01-02/28   | Completed |
| Nominate    | Selection of Candidates for Nomination | Membership Committee meeting to review all candidates and select class        | Committee/Staff           | 03/01-03/16   | Completed |
|             | 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.

**Alumni Board of Directors Candidate Slate 2017**

| <b>First Name</b> | <b>Last Name</b> | <b>Recomm<br/>ended for</b> | <b>Recommended by</b> | <b>Year 1</b> | <b>Degree, Major 1</b>               | <b>College</b>                                                 |
|-------------------|------------------|-----------------------------|-----------------------|---------------|--------------------------------------|----------------------------------------------------------------|
| Terence           | Dew              | 2017                        | Roz Reaback           | 2012          | B.S. Computer Engineering            | Tagliatela College of Engineering                              |
| Dawn              | Gratalo          | 2017                        | Dawn Alderman         | 2002          | M.S. Cellular & Molecular Biology    | College of Arts and Sciences                                   |
| Jaylen            | Johnson          | 2016                        | Roz Reaback           | 2015          | B.S. IT Network Admin and Security   | Tagliatela College of Engineering                              |
| Alick             | LeTang           | 2016                        | Corey Paris           | 2002          | MBA Human Resources Management       | College of Business                                            |
| Darryl            | Mack             | 2017                        | Jen Pjatak            | 1991          | B.S. Business Administration         | College of Business                                            |
| Angela            | Marino           | 2017                        | Dawn Alderman         | 1999          | B.S. Biology - Premed                | College of Arts and Sciences                                   |
| Charles           | Sherwood         | 2017                        | Jackie Koral          | 1994          | SCD Management Systems               | College of Business                                            |
| Michael           | Spaziani         | 2014                        | Matt Caporale         | 1999          | B.S. Arson Investigation             | Henry C. Lee College of Criminal<br>Justice & Forensic Science |
| Rich              | Steeves          | 2017                        | Bob Congdon           | 1977          | B.S. Accounting                      | College of Business                                            |
| Kamaruddin        | Sulaiman         | 2017                        | Brittany Stanchak     | 1985          | MBA Computer and Information Science | College of Business                                            |
| Jeffrey           | Thiffault        | 2017                        | Dave Galla            | 1999          | B.S. Management of Sports Industries | College of Business                                            |

**Alumni Board of Directors Candidate Slate 2017**

| <b>First Name</b> | <b>Last Name</b> | <b>Student Activity</b>                                                                                                                  | <b>City</b>                            | <b>ST</b> |
|-------------------|------------------|------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-----------|
| Terence           | Dew              |                                                                                                                                          | Jamaica                                | NY        |
| Dawn              | Gratalo          |                                                                                                                                          | Madison                                | CT        |
| Jaylen            | Johnson          | UNH Football; Gamma Alpha Tau Chapter of Phi Beta Sigma Fraternity, Inc. (President);<br>Information Systems Security Association (ISSA) | Linden                                 | NJ        |
| Alick             | LeTang           | A Team/Admissions Club                                                                                                                   | West Haven                             | CT        |
| Darryl            | Mack             | Football                                                                                                                                 | Yonkers                                | NY        |
| Angela            | Marino           |                                                                                                                                          | New Haven                              | CT        |
| Charles           | Sherwood         |                                                                                                                                          | Orange                                 | CT        |
| Michael           | Spaziani         | Yearbook, RA, National Honor Society, Fire Science Club, Day Student Government, CJ                                                      | Cumberland                             | RI        |
| Rich              | Steeves          | Soccer, Hockey                                                                                                                           | Guilford                               | CT        |
| Kamaruddin        | Sulaiman         |                                                                                                                                          | Shah Alam, Selangor<br>40000, Malaysia |           |
| Jeffrey           | Thiffault        |                                                                                                                                          | Metuchen                               | NJ        |

**Alumni Board of Directors Candidate Slate 2017**

| <b>First Name</b> | <b>Last Name</b> | <b>Business</b>                                | <b>Title</b>                               |
|-------------------|------------------|------------------------------------------------|--------------------------------------------|
| Terence           | Dew              | Steam Academy                                  | Founder/Business Development               |
| Dawn              | Gratalo          | Ancera                                         | Research Scientist                         |
| Jaylen            | Johnson          | Accenture Operation                            | Security Consulting Analyst                |
| Alick             | LeTang           | Iona College                                   | President-Enrollment Management            |
| Darryl            | Mack             | Yonkers Public Schools                         | Special Education Teacher                  |
| Angela            | Marino           | Perkin Elmer                                   | Technical Support Group Leader             |
| Charles           | Sherwood         | South Central Criminal Justice Administration  | Director of South Central Administration   |
| Michael           | Spaziani         | FM Global                                      | Manager Office Engineering & Training      |
| Rich              | Steeves          | Retired: Connecticut Public Utility Commission | Retired: Consumer Advocate                 |
| Kamaruddin        | Sulaiman         |                                                |                                            |
| Jeffrey           | Thiffault        | Major League Soccer                            | Senior Coordinator-Game Operations/Manager |

**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 the University of New Haven.

**Marketing Committee Update: March 2017**

- The explosion of Instagram followers has placed us far above our goal. We are very close to our Twitter follower goal. With the Scholarship Ball, Senior 17, and other upcoming activities, we should see sizable gains in Facebook and LinkedIn followers.

Social Media Strategy

|                                | <b>Start<br/>7/1/2016</b> | <b>As of<br/>3/15/17</b> | <b>Percent<br/>Increase</b> | <b>Number<br/>Increase</b> | <b>Goal by<br/>6/30/17</b> |
|--------------------------------|---------------------------|--------------------------|-----------------------------|----------------------------|----------------------------|
| <b>Facebook (likes)</b>        | 3367                      | 3540                     | 5%                          | 173                        | <b>3,703</b>               |
| <b>Twitter Followers</b>       | 596                       | 702                      | 18%                         | 106                        | <b>715</b>                 |
| <b>LinkedIn Members</b>        | 1,307                     | 1316                     | 1%                          | 132                        | <b>1,437</b>               |
| <b>Instagram<br/>Followers</b> | 152                       | 338                      | 122%                        | 186                        | <b>304</b>                 |

- Promoting Benefits to Alumni

Marketing Committee member Antonio McDonald is working with Alumni Relations and Chris Campbell from the Benefits and Services Committee (BSC) to create an advertising campaign to promote the many diversified benefits that are offered to alumni. He and the group are ready to exchange ideas that will lead to the creation of messaging and a call-to-action designed to help alumni form a better awareness and understanding of the current and future

**Alumni Board of Directors  
Marketing Committee**

offerings. Tony in Alumni Relations has already begun spotlighting different benefits on Facebook.

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

Heather has approached new VP Marketing and Communications Lyn Chamberlain about getting help with writing spotlight features such as the one we want to publish on committee member Michael Qui and the great work he is doing with two micro-networks.

- Starting a WNHU micro-network

We are just about ready to send out a letter to more than 170 WNHU alum asking them to consider joining the newly-formed micro-network. One of the primary ways to communicate with the network would be through the two Facebook groups that have been established.

A current alum who was instrumental in keeping the station moving forward during the absence of a station manager, Stephen Shepherd, is the administrator for both groups. Tony and Heather will approach Stephen to ask if he would grant Russ Sharpe and Tony administrator rights. We felt that would be important in being able to push out information on the micro-network and other alumni events.

We will wait until after speaking with Steven before sending out the letter because it is our hope that we can include how we are going to communicate with the new WNHU micro-networkers through Facebook in the letter.

- Alumni Editorial Board

We are waiting to hear back from Lyn Chamberlain, who was looking to hire a Managing Editor of the Alumni Magazine. This person will be charged with starting the editorial board.

Committee member Reece Buendia will serve on the board. Reece has recruited another interested alum. As soon as we hear from Lyn, we will talk with our Board about participating and look to get other non-board alums interested.

- Alumni Board Presentation

Board President Nyle Davey sent a skeleton of what could be a very compelling presentation that tells the story of the board and Alumni Relations that could be used with present and future alums, Board of Governors, and others. The Committee will provide input on the direction and ideas for content, then begin putting together a finished product.

Next meeting: Wednesday May 10, 7-8 pm