Advancement Committee Update for Alumni Board of Director Meeting of June 20, 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 6/30/17

1. 34th Annual Alumni Scholarship Ball

Five Alumni Board of Directors members attended the Scholarship Ball.

- 2. Alumni Board of Directors participation is 21 donors, out of 28 members: 75% Great job! A final report will be provided mid-July once the end of the fiscal year closes.
- 3. Stewardship Program Thank you notes to alumni donors

13 board members participated in sending nearly 200 thank you notes to alumni donors, including first-time and loyal donors.

4. Supported 7 fully funded crowdfunding projects – https://makeithappen.newhaven.edu

		Donors	Dollars Raised
1.	Cyber Forensics	30	\$3,366
2.	Marching Band	73	\$6,000
3.	WNHU	48	\$9,380
4.	Zebrafish 2.0 (micro-injector)	12	\$10,000
5.	Baseball	120	\$17,165
6.	Delta Phi Epsilon (scholarship)	29	\$1,104
7.	Men's Lacrosse	69	\$5,800

Reece recently took on the role of being the crowdfunding project liaison between the Office of Annual Giving, the Advancement Committee and the Alumni Board. Our crowdfunding platform, Make It Happen, is a place where student organizations, faculty and staff can create projects to raise money and bring awareness to innovative projects, service trips, events, research and other University-specific initiatives.

UNH Alumni Board Benefits & Services Committee Report - BY 16-17

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 Guziewicz, Arlevia Samuel

2016-2017 Benefits & Services Committee Goals

1. Support engagement at the University by actively supporting alumni/students through ABOD participation in outreach programs for alumni/students/prospective students.

Over 70 hours this board year! - thank you!

- R. Buendia connecting with Phone-a-thon callers on (1 hr)
- M. Qui preparing and attending accounting society networking event (5 hrs)
- C. Falcha at Grad School Open House (5 hrs)
- ABOD members at "Thank-A-Donor" (2 hrs)
- K. Conroy at Senior 17 kick-off (2 hrs)
- T. Wilkinson guest speaker for Entrepreneurial Studies class (2 hrs)
- M. Qui working with CDC on Deloitte internships (1hr)
- C. Kohan at Athletics mock interviews (3 hrs)
- D. Alderman informational interviews on careers (2 hrs)
- R. Buendia, A. Kolosavary, C. Falcha alumni website focus group (3 hrs)
- ABOD members at the Alumni Board student meet and greet for Senior 17 (7 hrs)
- Alumni network fostering Sikorsky internships for 2 students (1 hr)
- C. Falcha & K. Conroy engaging with student-athlete parts at athletics event (2 hrs)
- L. Todisco as speaker for seminar on 14th Amendment (25 hrs)
- D. Galla & N. Davey at Endowed Scholarship luncheon (4 hrs)
- D. Galla guest speaker for Entrepreneurial Studies class (2 hrs)
- M. Qui engaging international students applicants via Micro network (6 hrs)
- 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.
 - ✓ Complete: Develop promotional campaign with Office of Alumni Relations.
 - Ongoing: 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.
 - ✓ Done: launch to active micro-networks. Communication is drafted.
 - Pending: launch to former ABOD members and/or presidents

Alumni Board of Directors Marketing Committee

Committee Members: Walter Hoff – Chair; Kelley Delaney, Russ Sharpe, Antonio McDonald, Michael Qui, 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: June 2017

This report will update our activities and recap our accomplishments during the 2016-2017 school year:

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

Social Media Strategy

	Start 7/1/2016	As of 6/9/17	Percent Increase	Number Increase	Goal by 6/30/17
Facebook (likes)	3367	3580	6%	213	3,703
Twitter Followers	596	708	19%	112	715
LinkedIn Members	1,307	1316	1%	132	1,437
Instagram					
Followers	152	346	128%	194	304

Progress: By far, our biggest success was getting more alumni to follow us on Instagram. We exceeded our goal of Twitter followers. We ended behind our goal of LinkedIn members and Facebook followers.

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: The campaign that promotes our benefits to alumni launched in April. Antonio McDonald and Tony Distasio, working with Chris Campbell from the Benefits and Services committee, began execution of a well-conceived strategy that is marketed presently through Facebook and Twitter. One of our many great benefits is highlighted twice a month on these platforms. Plans to use LinkedIn and Instagram as promotion vehicles are underway.

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: With the focus on branding and other initiatives that Marketing and Communications was involved with, we were unable to have them help us put these features together. We will look to get the group's help in the next school year.

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

- 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 micronetwork, alumni benefits, and other things that would be of importance to Alumni

Progress: On May 10, we sent out a letter to more than 170 WNHU alum asking them to consider joining the newly-formed micro-network. Our goal was to have 10 alum signed up by June. Through May 16, we had 20. Russ Sharpe will be leading an effort to energize this group. He intends to announce the launch of the network at an annual gathering of WNHU alums in June, then have an official kickoff with the network.

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.

Alumni Board of Directors Marketing Committee

- 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 and plan a strategy in the upcoming school year.

Additional Activity/Accomplishments

Marketing and Communications

We have had great interactions with the Marketing and Communications group. Committee member Reece Buendia participated in a research study being done that would create a greater brand identity for the university.

Once a Managing Editor of the Alumni Magazine is hired, an editorial board comprised of alumni will be started. Committee member Reece Buendia will serve on the editorial board. Reece has recruited another interested alum. We will also talk with other board members about participating and look to get other non-board alums interested.

Senior 17

The highly successful program targeted at the graduating senior class started last year to create excitement about becoming an engaged alum completed just before the May commencement. Participation by graduating seniors increased 50% over last year. Seven students completed all 17 weeks of activities and events, which was double from last year.

Alumni Board Presentation

We have provided input to a skeleton of a presentation that Board President Nyle Davey started that will become a very compelling story about the Board and Alumni Relations that could be used with present and future alums, Board of Governors, and others. We talked to the Board about the initiative at the May meeting and sent each committee chair the presentation and asked them to provide input on their members, mission/vision/goals of their committee, and major initiatives both past and present. We will continue to build the presentation and ask Marketing and Communications to help us polish it up. Expected timeframe on completion is October.

Next meeting: Tentative -Wednesday Sept 13 from 7-8 pm

UNH Alumni Board Membership Committee

June 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

- Elected nominees by Alumni Association in accordance with by-laws.
- Election certified by Board.
- Finalize preparations for June 20th induction of nominees.
- Affirmed the engagement of our current alumni board members to continue the momentum going forward. Confirmed current members who will continue second term.
- Continued preparations for mentorship assignments for new Board members going forward.

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 Chairpers on 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
Nominate	Selection of Nominees	Presentation by Committee to Board	Board Approval	03/21	Completed
	Interview / Informal Meetings	Designation of "liaison" and initiation of contacts.	Committee / Staff	03/21-05/20	Completed
Elect	Alumni Association Voting	Voting in accordance with By-Laws	Association Approval	05/22- 6/5	Completed
	Election Certification by Board	Compliance with By-Laws	Board	Post-Election	Completed
Induct	Induction of New Members	Members Elect attend Annual Meeting.	Association/Board	June 20	
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	

2017 Goals Achieved

- 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.

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



Program and Events Committee (PEC) 2016-2017 PEC Committee Report

Year End Committee Report

June 20, 2017

The Program and Events Committee (PEC) presents here its Year End Status update. The committee met once a month and discussed the events we were actively engaged with as individuals or as a committee. This year we welcomed our new members, Dan Markwat, ReeceAnn Buendia and welcomed back our previous members (1). We established committee goals. We have attached a list (Appendix A) of all events that the BoD and committee members attended. Our efforts towards our goals are described below (2). Micro-Network status was a major focus of our committee. See Micro-Network Status below (3). Micro-Network year end status is included in Appendix B.

1. 2016-2017 PEC members



2. Committee Goals:

- Represent the ABOD at University events
 - i. Goal: Support alumni programs and events planned by the University's OAR.
 - End of Year Summary: Goal met. 8 committee (or BoD members) attended 8 events (Appendix A). Committee members contributed 36 ABOD service hours (see Benefits and Services report (May 2017)).
- Micro-Networks
 - i. Goal: Update and evaluate current Micro-Networks.
 - End of Year Summary: Goal met for micro-networks with a known leader. Micro-Network leaders updated documentation for each of the active micro-networks. Updates specific to the Micro-network appear in Appendix B.

- ii. Goal: Propose two new Micro-Networks and/or add additional programs within a Micro-Network.
 - End of Year Summary: Goal met.
 - a. **West Coast Micro-Network**-This year Reece Buendia has started working with OAR to find interested Alum.
 - b. Cambridge UK Micro-Network-Dawn Alderman makes Quarterly trips to Cambridge UK. She worked with OAR and reached out to our Cambridge Alumni. Unfortunately, there was no response from our first effort. We will continue to look for active alumni to initiate a micronetwork over the next year.
 - c. **Entrepreneur and Innovators Micro-Network-**Cynthia Lamb is doing excellent work engaging alumni as speakers in the New Entrepreneur courses being offered. We aim to develop this concept into a micro-network.
 - d. **Mentor program** (1) The committee has discussed and proposed criteria for the mentor program. We did have our first opportunity this academic year. Mentor meeting between Dawn Alderman (Site Head, Director of Product Development, at Abcam Inc, Branford) and Alyson Rairan (Class '17). Alyson was hired as a Research Associate at Abcam and started May 22, 2017. (2) Michael Qiu started an accounting mentoring program with Brian Rodden from Career Development Office. Discussed on how to initiate a featured opportunity with Deloitte and other accounting firms. Michael provided mentoring services and resume edit to one graduating master student Roya Hoss. Plan to recruit more mentors and expand the program.

3. Micro-Network Status

• Current Network Status.

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	update metrics
Isreal	no leader	concept phase	identify micro-network lead
Lawyers	Jason Gamsby	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

Appendix A

Events: Events attended to date. Members of the committee attended the events below and contributed 36 hours of service time.

- TCoE Alumni Dinner and Hall of Fame Awards -October 13
 - i. Cynthia Lamb attended
- Oktoberfest-Oct 27, 2016
 - i. Dawn Alderman, Dave Galla
- Homecoming-Nov 5, 2016
 - i. Dawn Alderman-Life Science Micro Network table
- Accounting Society and Micro-Network meeting-Nov 10, 2016
 - i. Michael Qiu
- 14th Amendment Day-April 5, 2017
 - i. Lou Todisco, Nyle Davey
- Endowed Scholarship Luncheon- April 20, 2017
 - i. Dave Galla, Nyle Davey
- Scholarship Ball -April 22, 2017.
 - i. Nyle Davey
 - ii. Cynthia Kohan
 - iii. Dawn Alderman
 - iv. Russ Sharpe
 - v. Louis Todisco
- Spring Commencement- May 13, 2017
 - i. Nyle Davey

Appendix B

Active Micro-networks year end summary

- ii. Accountants Alumni Micro-Network: An affinity group that aims to interact with UNH Accounting Society and with current accounting students. Alumni Michael Qiu continues to lead this interactive micro-network. A networking event between Micro-Network and Accounting Society was hosted on campus. 10 alumni, 2 faculty members, 2 OAR staff and 10-15 students attended. A mentor program was proposed and initiated this year. To date 1 student has participated in this newly launched program.
- iii. <u>Life Sciences Alumni Micro-Network</u>: 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, mentoring and impacting intern opportunities.
- iv. 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. On May 10, a letter was sent to more than 170 WNHU alum asking them to consider joining the newly-formed micro-network. That same day, four people signed up. Our goal is to get a least 10 people; as of May 16, 20 people signed up. Russ Sharpe will be leading an effort to connect with this group. He intends to announce the launch of the network at an annual gathering of WNHU alums in June, then have an official kickoff with the network.

v. Alumni Lawyers Micro-Network: Support Programs and Events targeting identified undergraduate or graduate Pre-Law Students and other students considering applying to law school by developing alumni lawyer pathways. Alumni Board of Directors President, Nyle Davey identified a new lead, Jason Gamsby. Attorney Gamsby assumed lead of the Lawyers micro-network in February 2017. Attorney Lou Todisco participated again in the 14th Amendment program. Message from Attorney Gamsby below:

As a new incoming chair of the Micro-Network of Alumni lawyers, I plan on recruiting additional members to the committee and to create a strong online presence for current students to connect with the network. It is my hope to attend open house events at the University to speak with prospective students regarding careers in the law. I would also like to speak with current students, along with members of the micro-network in the paralegal programs regarding careers as a paralegal and also the realities of obtaining a law degree and the prospects of employment as a lawyer in the State of Connecticut.

- vi. 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 Dan Markwat along with 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.
- vii. <u>International Alumni Micro-Network</u>: Alumni Michael Qiu is the lead. Currently, the leader has identified alumni members in Dubai, China, India, Egypt, Vietnam and Thailand. Micro-Network members are being tapped to support current students to offer support and information based on their experiences. Mr. Qiu continues to work with the UNH International Student Association communities to support activities organized by country of origin. Mr. Qiu has connected with Shobi, VP of international Admissions. Initiated an international applicants outreach program with Jackie Chu, called and helped 8 Chinese applicants to complete the application and requested missing support, more to come.

Inactive Micro-Networks (Unchanged from previous Chairs (Nyle Davey) final remarks June 2016):

- i. <u>Human Resource Professionals Micro-Network</u>: No lead has been identified. No Report. This Micro-Network remains undeveloped.
- ii. <u>Chicago Area Alumni Micro-Network</u>: The Chicago area held an alumni event on Sept. 2012. While a core group of 30 alumni have been identified, this Mirco-Network remains undeveloped. Status is unchanged.
- iii. Micro-Network of Alumni in Isreal: On January 10, 2016, President Kaplan, with the assistance of the Office of Advancement and OAR, hosted a reception of Alumni in Isreal. The opportunity yielded a core group to provide leadership a Micro-Network to serve the interests of the University, prospective students, current students, and alumni. A social media in FaceBook has been organized. It is populated with 20 participants. No doubt about it this "pop-up" opportunity warrants further development, including identification of a leader and on-going agenda options.

- iv. Southeastern Connecticut Alumni Mirco-Network: The intersection of art, design and engineering is in southeastern Connecticut. Board Member Cynthia Lamb, in cooperation with Professor Michelle Mason, are looking to celebrate several aspects of the region's technology in submarines and sonar with its art resources, including the University's Lyme Academy College of Fine Art, into a project that melds these various points of affinity into a visual arts presentation that pushes traditional boundaries for each such affinity.
- v. Young Engineers Micro-Network: Board Member John Capozzo is the lead. The School of Engineering accepted the focus on Spring 2016 Expo that show cases student projects. The focus will shift to the 2017 Expo. A second focal point for planning purposes is the transition of young alumni from the University into advanced studies programs, including positioning undergraduates to be better prepared for the rigors of advanced studies. This Micro-Network is targeting the nexus between the local chapter of the national association for engineers with the goal of increasing student participation and continuity as alumni engaged in the national association. Continued development is anticipated for next year.
- viii. 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.
 - ix. <u>Atlanta Area Alumni Micro-Network</u>: Board Member Dan Vanacore is the lead. Major events have been held in the Atlanta area in 2009, 2011, and 2014. This Micro-Network reviewed and gave feedback on the Give Back Survey at the request of the Benefit and Services Committee and OAR. A more informal program or event is the target for this Micro-Network in Spring of 2017.
 - x. <u>Up-State New York Area Alumni Micro Network</u>: Board Member Arpad Kolozary is the lead. The Up-State alumni base grew by 9 new 2015 alumni, bringing it to a total of 226 alumni. The Network plans to support Admission events with prospective students and their families. Planning has been initiated for an event in conjunction with the 2016 Saratoga Horse Racing Season. Also, attention is being provided to coordinating with Office of Admissions and offering Network members to an opportunity to participate.
 - xi. Forensic Science Micro-Network: Former Board Member Erica Nadeau is the lead. Alumni members of the Northeast Association of Forensic Scientists held a reception on October 15, 2015 during NEAFS annual meeting similar to the one held by Lee College of Criminal Justice at a national meeting level. Incoming NEAFS Program Chair is another UNH Alumus, Beth Saucier-Goodspeed, and preliminary plans to hold another Reunion event, including alumni in the greater Atlantic City area.