



# Alumni Board of Directors

## March 20, 2018 | 6 p.m.

---

- I. Welcome
- II. Review and Approve February Meeting Minutes
- III. Reports
  - a. Alumni Board President
  - b. Committees
    - i. Advancement
    - ii. Benefits and Services
    - iii. Programs and Events
    - iv. Membership
    - v. Marketing
  - c. Office of Alumni Relations
  - d. USGA / GSC
  - e. Charger Statue
  - f. Centennial Celebration
- IV. Old Business
- V. New Business

**Next Meeting: May 15, 2018 (No April Meeting)**

## **Minutes: UNH Board of Directors Meeting**

2/20/2018

Lyme Academy of Art

### **Attended:**

Video: Russ, Reece, Walter Huff

Phone: Reece Buendia, Steve Dunnigan, Cindy Kohan, Richard Steeves, Jo-lynn Price, Jef Thiffault,

In person: Nyle Davey Kenney Johnson, Heather Alpaugh, Dawn Gratalo, Kim Monson, Brittany Stanchak, Tony Distasio, Tom Wilkinson, Dawn Alderman

President's Report: Nyle opened the meeting with an appreciation for Kim who conducted a tour of the impressive facility.

- The handout packet has mid-year report that was submitted to President Kaplan and Chairman Bartels. This is used to communicate our activities. Both recipients appreciated this report.
- Scholarship lunch: Student recipients will be honored at a luncheon and Board members are encouraged to attend. More information to come.
- Kristina Conroy attended the Graduate Student Council and discussed the role of the board. Her talk was well received.

### **Centennial Planning Committee:**

Dave reported on the Centennial Planning. The group is dividing into Sub-committees. Dave is working with Lynn Chamberlin on the Marketing Committee. He will continue to report their progress to the group.

**Minutes:** The Minutes were approved as written

**Committee reports: (see reports for additional details)**

### **Advancement:**

Feel good February highlights student philanthropy. Note that the "ice cream social" is being held on Monday. Board members are encouraged to attend to thank the students for their participation. Video will be taken to senior giving day. Board members will be encouraged to participate and contribute their comments for the video.

March: "Food Truck Frenzy on March 14<sup>th</sup> and 28<sup>th</sup>.

April: Scholarship Ball on April 21. Looking forward to board participation in attending or contributing an item for auction item. Brittany has a list of items that she is looking for. She has donation forms available on the Alumni Board Website.

There is also opportunity to become a sponsor of the ball. In the past, board members or companies have served as sponsors

Auction forms and Sponsorship forms are included in meeting materials

Honorees this year include Phil Bartels receiving the President's Medal; Mike Ambrose (former Alumni Board of Directors President), Carolyn Brehm and Vivian Kaplan receiving the distinguished alumni awards

Invitations will be in the mail shortly

Board participation in donations is at 47%. This is on track compared to last year, but would like to exceed last year.

Kim will check to see if there is any interest in donated student artwork for the auction. One of the highlights of the evening is to showcase student's work.

### **Benefits and Services:**

The group continues to try to get feedback from alumni who have used Plum Benefits. They are hoping to get testimonials to use for marketing. At this point, Chris requested feedback from users, but did not get any response. They question whether alumni are using the benefits, or are they not connected. Questioned to see if the benefits are valuable to the alumni. She is looking to see what other benefits might be offered at other institutions.

### **Programs and Events;**

- WNHU network station manager working with the grad students to develop a networking portal. This portal aim is to get all the alumni that are interested to easily communicate.
- Lou is preparing a Law Day presentation for students the Pre-Law Program. It is scheduled for April 11<sup>th</sup>. Topic is the "Electoral College".
- Reece is working on a Washington State micro-network. There are 4 people interested in joining the micro-network at this point. While drafting the documents and found that 10 more individuals are interested.

Life Science micro-network toured a Biotech company, bringing 17 students and the Dean.

Dawn Gratalo has been in contact with several companies to sponsor an event

Lawyer micro-network is progressing. They are submitting paperwork and acquiring a faculty advisor.

Reece and Jaylen Johnson are working on a “Welcome back to campus weekend”. Goal is to put together a proposal to review with the Board. They are planning on having enough plans in development to discuss the event at the next Board Meeting.

**Membership Committee:** If anyone has any names to nominate, they need to be in by Feb 28<sup>th</sup>. Heather is soliciting some names from faculty and staff. Looking for graduates outside the 1990’s. Please send names of potential candidates to Heather.

**Marketing:** Walter sent kudos to Tony because he put a couple of messages on Facebook that received a large number of responses. Antonio continues to work with Tony to market our benefits using social media.

Walter assembled the “Welcome to the Board” power point presentation. A draft is included in the meeting materials. This can be used as a board recruitment tool, or used for any other purpose. He is still looking for a little more information before the presentation is complete. When done, he will pass it to Heather to be available for recruitment or marketing. Heather suggests that we continue to review the draft and be sure it is complete. Discussion ensued whether we should send it to Lyn Chamberlin. Nyle noted that we should be sure this aligns with the University’s overall message if we use it externally.

**Office of Alumni Relations:**

Invitations to the Scholarship Ball will be in mailboxes soon. We would like to have large participating from Alumni Board.

The Senior 18 program is going well. Included in the meeting materials were a list of the activities completed so far and what’s to come.

**Charger Statue Update:** Moving along.

**Old Business:** None brought to the floor. Nyle asked if the band continues to have interest in the Macy’s Day Parade. The idea was floated to Jason, the Band’s Director. Heather has not heard any additional information from the Band; the deadline for application is March 1<sup>st</sup> for the 2019 parade.

**New Business:** Kim spoke of an Art and Politics Exhibition in Essex that was controversial and distressed an Essex community member. The controversy was on the news and Kim was featured in the news article.

The Dean of Lyme Academy welcomed the group to the campus and was excited the group came. Unfortunately, he had a prior commitment and was disappointed he could not personally attend.

Russ noted that he was in England working with Swansea University. He noted that their Centennial was in 2020 as it ours. He suggested that perhaps we should do

something together. Russ was asked to email Dave to take the idea to the Centennial Committee.

Next meeting is scheduled for March 20, 2018.

Meeting adjourned at 7:50 pm

Respectfully submitted:  
Cynthia Kohan  
Secretary, Board of Directors.

## **Advancement Committee**

### **Update for Alumni Board of Director Meeting of March 20, 2018**

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)

Cindy Kohan – (Co-Chair)

J. Russell Sharpe

Reece Buendia

#### **Alumni Board of Directors Donor Participation: (Since JULY 1, 2017 – present)**

-16 donors, out of 34 members: 47% vs. goal of 100%.

#### **Events:**

1. Monday, February 26<sup>th</sup>, 5pm-8pm – Student Dining Room in Bartels

-**Get the Scoop on Philanthropy** card writing event. Students will come to sign thank you cards for donors and receive an ice cream sundae in exchange for their participation. Alumni Board of Directors attendees will be able to be recorded for a special promotional video for our Senior Giving Day this Spring!

**-ABOD President, Nyle Davey and ABOD Advancement Committee Members, Cindy Kohan and Kenney Johnson participated. ABOD networked with approximately 30+ students who were all very engaged and appreciative of ABOD representation.**

2. Wednesday, March 14<sup>th</sup> & Wednesday, March 28, 11:30am-1:30pm – German Club area

-**Food Truck Frenzy**, for Fuel the Innovation (Faculty/Staff Month). These are two events throughout the month will raise awareness about faculty/staff support, why it is important, and how much it affects the University as a whole.

#### **-Fuel the Innovation Month - March**

-The events throughout the month will raise awareness about faculty/staff support, why it is important, and how much it affects the University as a whole. Past events have included work out classes, food trucks on campus, and a donor recognition event at Two Roads Brewery. Stay tuned for more information.

3. Saturday, April 21<sup>st</sup>

-**35<sup>th</sup> Annual Scholarship Ball**, We hope to have great representation from the Alumni Board at the Scholarship Ball! Invitations will be going out on March 12, 2018. **ABOD attendance is highly encouraged and items for the silent auction are always welcomed!** The Office of Alumni Relations will provide more information about the Scholarship Ball and auction at the March 20, 2018 meeting.

#### **4. Founders Day**

**Save the Date! May 2, 2018 from 11:30am-3:30pm**

-Founders Day recognizes the visionary leaders who founded the University of New Haven nearly 100 years ago and celebrates our exciting plans for the future.

**University of New Haven Board Benefits and Services Committee Report**  
**March 2018**

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:** Chris Campbell, Kris Conroy, Tom Wilkinson, Andy Guzewicz, Arlevia Samuel, Michael Spaziani

**2017 – 2018 Goals**

- **Create a plan for Board engagement regarding Career Development including assisting alumni with internships, job opportunities, mentoring, and networking.**
  - “Alumni Take Over” - Soliciting volunteers from the Alumni Board to lead Career Development workshops.
    - Reese Buendia – Leading an interview workshop
  - Mike Spaziani – conducting a mock interview session for criminal justice students
  - Michael Carr – Career development Q&A session for international students
  - Heather joined our committee call on December 5<sup>th</sup> to discuss ways for alumni to get more involved with the Career Development Center. Here are the ideas brought forward:
    - Starting a Lunch and Learn series to have alumni talk about their companies, business trends, etc.
    - Field trips to alumni companies (I.e. Perkin Elmer)
    - Job shadowing at alumni companies
    - Getting alumni companies to attend UNH career fairs
    - Mock interviews
    - Leading workshops "Alumni Take Over"
    - Posting job opportunities/internships
- **Increase opportunity for remote alumni to take advantage of benefits and services as well as to generally be more engaged.**
  - “Alumni Take Over” – leading a workshop can be done remotely via Skype
- **Evaluate current benefits and services offerings to direct the most effective promotional campaign.**
  - The website benefits descriptions were reviewed and feedback & suggestions provided to Tony
  - Tony provided names and contact information for 3 Alumni using Plum Benefits and 2 Alumni using MyPlanIt Traveler. Chris sent them each an email requesting information about their experience to generate testimonials and/or quotes to be used for marketing the benefits. No responses received.
  - *Research was done to determine if the current benefits are appropriate and in-line with other universities. The conclusion is that University of New Haven’s*

*benefits package is very robust even as compared to very large schools and Ivy League universities. Most importantly, the benefits that are most engaging and should be given time, energy and focus are Career Networking, Digital Communications and Clubs, Chapters & Reunions.*



## Program and Events Committee (PEC) 2017-2018 PEC Committee Report February Update

March 16, 2018

The Program and Events Committee (PEC) presents here its status update for March 2018. The committee has met, this report will summarize our progress. Below you will find updates from the Micro-networks, Mentor programs and alumni engagement opportunities.

### PEC member and program update:

#### Micro Network Update:

- WNHU Micro-network (Information provided by Walter Hoff)
  - The website portal to connect WHNU alumni with students for mentoring opportunities has been built. The test phase has revealed that work needs to be done to ensure that the link is visible on all types of devices. Once the site is operating effectively, we will meet again to plan next steps.
- Lawyer Micro-network
  - Jason Gamsby recently participated in mock interviews at UNH with Junior student athletes.
- Washington State Alumni Micro-network
  - MN lead is ReeceAnn Buendia
    - Reece is working on drafting and sending an email which aims to include a survey to measure interest in best way to connect and how they should “kick-off” this micro-network.

#### New Program updates:

- Dawn Gratalo met with Matt Caporale. She has the support of the Career development center. She met Dr. Rosemary Whelan at a CT BIO and Woman in Bio networking event. They are meeting to talk about working together to get a field trip to UConn before the end of this semester.
- ReeceAnn Buendia and Jaylen Johnson are working together for an Alumni Welcome Back to Campus Weekend. More to come.
- Dawn Alderman met with Dr. Levert and Dr.Erdil to discuss Abcam sponsoring 1-2 senior design projects next academic year. We met at both the career fair and a second meeting at Abcam. Abcam provided a lab tour and then discussed the projects and how we can work together. We will be meet again in a few weeks to work on the scope of the projects.

#### Goals

- Represent the ABOD at University events
  - Support alumni programs and events planned by the University’s OAR, aim to have >40 ABoD service hours.
- Micro-Networks
  - Update and evaluate current Micro-Networks.
    - *Metric: Revive at least 1 and eliminate or re-resource a lead for at least 2 if no progress can be made by end of academic year*
  - Propose two new Micro-Networks and/or add additional programs within a Micro-Network.

## **UNH Alumni Board Membership Committee**

### **March 2018 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), Dawn Alderman, Dave Galla

#### **Goals**

- Identify candidate(s) and 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

#### **Meetings (Call-in ) (800) 827-9045**

Scheduled at 7:00 PM on Tuesdays: 3/6, 4/10, 5/8.

#### **Status**

- Meeting scheduled for March 19<sup>th</sup> to finalize selection of nominees to present to the Board on March 20<sup>th</sup>.
- Continued executing our communications plan to ensure continued engagement of current board members and identifying potential new members.
- Continue working the plan as described below:

## Milestones/Schedule

### Committee Focus and Benchmarks for 2017-2018 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	10/01 – 10/31	Completed
	Adopt Plan	Finalize Detailed Plan	Committee/Staff	10/01 – 10/31	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 2017 Non-Selected Candidates	Committee/Staff	12/12 – 12/29	Completed
	Solicit 2018 Candidates	List of 2018 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	In progress
	Selection of Nominees	Presentation by Committee to Board	Board Approval	03/20	
	Interview / Informal Meetings	Designation of "liaison" and initiation of contacts.	Committee / Staff	03/22-05/20	
Elect	Alumni Association Voting	Voting in accordance with By-Laws	Association Approval	05/22- 6/5	
	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 2018	
	Mentorship Assignments	Designate Board members as mentors for new	Committee/Staff	Summer 2018	

**Alumni Board of Directors  
Marketing Committee**

**Committee Members:** Walter Hoff – Chair; Russ Sharpe, Antonio McDonald, Reece Buendia, Rich Steeves, Kimberly Monson

**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: March 2018**

Below are our goals and the current updates:

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

Social Media Strategy

	<b>Start 7/1/2017</b>	<b>As of 3/14/18</b>	<b>Percent Increase as of 3/14/18</b>	<b>Number Increase as of 3/14/18</b>	<b>Goal by 6/30/18</b>	<b>Percent increase Goal by 6/30/18</b>	<b>Number increase Goal by 6/30/18</b>
<b>Facebook (likes)</b>	3580	3995	12%	415	3850	8%	270
<b>Twitter Followers</b>	708	770	9%	62	815	15%	107
<b>LinkedIn Members</b>	1,307	1315	1%	8	1,375	5%	68
<b>Instagram Followers</b>	346	447	29%	101	485	40%	139

We are capitalizing on the increased popularity of Instagram, the platform that has seen the most growth recently.

Tony Distasio is setting up the use of a filter for Snapchat to use to promote the Scholarship Ball. He looks to attract alumni to attend the Ball, as well as, sponsors.

**Alumni Board of Directors  
Marketing Committee**

Russ Sharpe has sent out Twitter messages welcoming incoming freshman football recruits.

**Goal: Promote the great benefits alumni have twice a month through our social media and e-newsletter.**

- Continue to work with the Benefits and Services Committee 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 2018
- Expand social media promotion to include LinkedIn and Instagram

Tony has offered another benefit that has been granted through the Office of Graduate Admissions. A Dean's Scholarship is available to a graduating senior interested in becoming a full-time graduate student. Tuition will be discounted between 10-50%.

The My Planet Traveler benefit is offering up to a 50% discount for their premium package excursions.

**Goal: Spotlight the work that our Board members are doing to engage alumni within professional affinity groups or other means by conducting short features on our social media platforms.**

- Plan at least two features by May 2018
  - Michael Qui –his work with two micro-networks
  - Cynthia Lamb –Entrepreneur micro-networks
  - Dawn Alderman –Life Sciences micro-network, other activities the PEC is involved in
  - Alumni Relations –meet the small and mighty team

The spring edition of the Alumni Magazine has just been released. The feature on Michael Qui had to be postponed due to other content that had to make this issue. We will look to have feature in the fall edition, and hope to also have the feature on Dawn Alderman.

**Goal: Working in conjunction with the Programs and Events Committee, launch the WNHU micro-network.**

**Alumni Board of Directors  
Marketing Committee**

- Engage the WNHU alumni in one or two projects that help give back to the station, as well as present and former students involved with it. Get at least one project underway by January 2018
- Influence WNHU to promote the ABOD and Alumni Relations efforts to better engage the alumni. Suggest an “Alumni Show,” or “Alumni Spotlight” on-air or via podcast where we can talk about the micro-networks, alumni benefits, and other things that would be of importance to Alumni

The website portal to connect WNHU alumni with students for mentoring opportunities has been built. The test phase has revealed that work needs to be done to ensure that the link is visible on all types of devices. Once the site is operating effectively, we will meet again to plan next steps.

**Goal: Lead the development of an Alumni Board and Alumni Relations presentation that helps present and future undergrads, alumni, the Board of Governors and others understand how we are engaging and impacting our alumni population.**

- Each Executive Committee member and Alumni Relations to contribute content-mission/vision/goals; major initiative both past and present, pictures of their members
- Completed by February

We have received input from all Committees and await that of the Office of Alumni Relations. Once we have it, the presentation will be finalized and presented to Board President Nyle Davey.

**Next Meeting: Wednesday, May 9 at 7pm**