



Alumni Board of Directors

May 16, 2017 | 6 p.m.

- I. Welcome
- II. Guest Speaker: Lyn Chamberlin, Vice President for Marketing & Communications
- III. Review and Approve March 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
 - v. Marketing – Walter Hoff
 - c. Office of Alumni Relations
 - d. Charger Statue
 - e. Centennial Celebration
- V. Old Business
- VI. New Business

Annual Meeting and Induction Ceremony: June 20, 2017

University of New Haven Alumni Board of Directors Meeting
3/21/2017

Attendance:

Tom Wilkinson, Nyle Davy, Steve Morin, Mike Ambrose, Jenn Patjak, Heather Alpaugh, Brittney Stanchak, Tony Distasio, Steve Dunnigan, Dawn Alderman, Kristina Conroy, Kenny Johnson, Lou Tedesco

Video: Miki Katz, Walter Hoff, Reece Buenda, Michael Qui, Kelly Delaney
Phone: Jo-lynn Price, Chris Campbell, Dave Galla, Chrissy Falcha

Meeting opened by Nyle Davy

Minutes: Minutes were approved as written

Steve Kaplan discussed opportunities that the BOG is working on. He suggests that the Alumni Association look for ways to:

- Improve enrollments in the Business School: There is much competition in the area from other schools. The University is looking at ways to distinguish the Business School—perhaps linking with the Engineering School.
- Look for gift opportunities, internships and hands on opportunity for the faculty
- Adding an Alumni Association member from Lyme Academy. J. Patjak will be attending a meeting to discuss this tomorrow.
- Chart the course for the Centennial Celebration
- Support the Charger Challenge especially in relation to support the Innovation Center
- Support students with mentorship opportunities, lectures, guest speakers and other opportunities to directly work with students.
- Look to have a board member as point person for publicity.

Committees:

Membership:

- The Membership Committee sent to the Alumni BOD a list of 11 nominations for additions to next year's Board. W. Hoff noted that as we consider new board members, they should understand that there is a financial obligation to their membership.
- S. Dunnigan would also like to provide mentorship to new members for the first year to ensure they are engaged. Steve also thanks the Alumni Office.
- N. Davey made a motion to accept a member from Lyme Academy. J. Patjak will extend an invitation tomorrow.

Benefits and Services:

- Alumni Student Meet and Greet will be held on April 4th 5:30 -6:30 in the Fireside Lounge in Bartells. We hope to have as many board members as possible attend.

Advancement:

- Scholarship Ball will be held on April 22. Board Members are encouraged to attend and/or solicit raffle gifts.
- Reece will be a point person for crowd funding projects.

Program and Events:

- Worked with Tony Distasio to post events on LinkedIn.
- Lou is planning of presenting a Law Day program.
- Mentorship student reached out to M Qui. He is encouraging his company to recruit at UNH. His company is discussing recruiting students to provide career development. He would like to encourage other company members to join him so more students can be mentored.

Charger Statue: no update

Centennial Celebration: no report

Office of Alumni Relation:

- Planning for Scholarship Ball continues.
- They are still looking for auction items. If anyone has one to donate, please give it to Brittney.
- The Senior Seventeen Program is going well.

A wine tasting will be held on Saturday, March 25th to support the Athletic Department. It will be held on Saturday March 25th.

The meeting was adjourned at 7:20 pm.

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

40 hours this board year YTD

- 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)
- 3/17/17 – D. Alderman informational interviews on careers (2 hrs)
- 3/23/2017 – R. Buendia, A. Kolosavary, C. Falcha – alumni website focus group (3 hrs)
- 4/4/17 – ABOD members at the Alumni Board student meet and greet for Senior 17 (7 hrs)
- 4/3/17 – Alumni network fostering Sikorsky internships for 2 students (1 hr)
- 4/19/17 – L. Todisco as speaker for seminar on 14th Amendment (2 hrs)
- 4/21/17 – D. Galla & N. Davey at Endowed Scholarship luncheon (4 hrs)
- 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.
 - ✓ 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



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

May 16, 2017

The Program and Events Committee (PEC) presents here its May Status update. The committee had its monthly meeting on April 5 and May 1, 2017.

1. Micro-Network Status

a. Current Network Status and Pending Actions -No Update May

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	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

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. Alyson was hired as a Research Associate at Abcam and starts May 22, 2017
 - **Outstanding Action**: Need to work on Linked In.
 - a. Working with Tony to share the group. No Update May
- 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 May
- 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."
 - a. **Update:** Lou Todisco presented at the 14th Amendment program on April 5, 2017. There were over 60 attendees including Board Chair, Nyle Davey. Feedback from Josh Sandman was extremely positive.
 - i. Estimate of Lou's time, including preparation and attendance, is about 24 hours. Including an 8 page outline.
 - **Outstanding Actions:** Jason to reach out to Donna Morris to introduce himself as the micro-network lead. -Met during monthly May PEC meeting. Aim to make progress over the next month.
- 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 May 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 May
- c. New Committee discussions-No update Apr or May
 - 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 considering the feasibility of a West Coast Micro Network.
 - **Status:** Working with Heather in the OAR.
 - iv. UK Alumni-Dawn Alderman is considering a UK Alumni event. Email list provided by OAR and email sent.

- **Status:** No feedback to date

Events: Events attended to date.

- d. Scholarship Ball -April 22, 2017.
 - i. Nyle Davey
 - ii. Cynthia Kohan
 - iii. Dawn Alderman
 - iv. Russ Sharpe
 - v. Louis Todisco
- e. TCoE Alumni Dinner and Hall of Fame Awards -October 13
 - i. Cynthia Lamb attended
- f. Oktoberfest-Oct 27, 2016
 - i. Dawn Alderman, Dave Galla
- g. Homecoming-Nov 5, 2016
 - i. Dawn Alderman-Life Science Micro Network table
- h. Accounting Society and Micronetwork meeting-Nov 10, 2016
 - i. Michael Qiu

2. Committee Goals (revised Nov 2016):

- a. Represent the ABOD at University events
 - i. *Goal: Have at least 1 ABOD member attend alumni programs and events planned by the University's OAR.*
- b. Micro-Networks
 - i. *Goal: Update and evaluate current Micro-Networks.*
 - ii. *Goal: Propose two new Micro-Networks and/or add additional programs within a Micro-Network.*

UNH Alumni Board Membership Committee

May 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

- Continue in interviewing candidates and plans to put announcements of candidates in newsletter next week.
- We are re-affirming the engagement of our current alumni board members to continue the momentum 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 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	Completed
	Interview / Informal Meetings	Designation of "liaison" and initiation of contacts.	Committee / Staff	03/21-05/20	In Progress
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 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	

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.

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

**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: May 2017

- Our Instagram follower growth, while already above the 2017 goal, has slowed. We are hoping that the April launch promoting our alumni benefits on Twitter and Facebook (see the next bullet below) will increase our numbers to exceed our Twitter goal and move us closer to our Facebook likes goal.

Social Media Strategy

	Start 7/1/2016	As of 5/11/17	Percent Increase	Number Increase	Goal by 6/30/17
Facebook (likes)	3367	3545	5%	178	3,703
Twitter Followers	596	706	18%	108	715
LinkedIn Members	1,307	1316	1%	132	1,437
Instagram Followers	152	340	123%	188	304

- Promoting Benefits to Alumni

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 is underway.

**Alumni Board of Directors
Marketing Committee**

- 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.

We are still looking for help from the Marketing and Communications team to write features on alumni board members who are making huge contributions toward greater engagement of alumni.

- Starting a WNHU micro-network

On May 10, we sent out a letter 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 at least 10 people. 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.

- Alumni Editorial Board

We are waiting to hear back from Lyn Chamberlain, who is 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

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 will send each ABOD committee chair the presentation and ask 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.

- Participating in Marketing and Communications Focus Group

Reece Buendia attended a focus group on March 22 conducted by the Marketing and Communications team. The central focus was the efforts to strengthen the brand awareness of the university.

**Alumni Board of Directors
Marketing Committee**

Discussions included how to make the Alumni website a greater source of information for alums, and to gain a better understanding of the great things alums are doing that need to be showcased.

- Senior 17

The highly successful program started last year to create excitement about becoming an engaged alum just completed. 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.

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