



Alumni Board of Directors

September 20, 2016 | 6 p.m.

- I. Welcome
- II. University Update – Steve Morin, Vice President for University Advancement
- III. Review and Approve May Meeting Minutes/Review of Strategy Session Notes
- IV. Alumni Board President’s Report
- V. Committees
 - a. Membership, Objectives and Metrics, Meeting Schedules
 - b. Reports
 - i. Advancement
 - ii. Benefits and Services
 - iii. Programs and Events
 - iv. Membership
 - v. Marketing
- VI. Office of Alumni Relations Report
 - a. Upcoming Events
 - i. WNHU Alumni Reception: September 22
 - ii. Forensic Science Alumni Reception: October 13
 - iii. Tagliatela College of Engineering Alumni Dinner: October 13
 - iv. Malaysia Alumni Reception: October 23
 - v. Octoberfest Alumni Reception at Two Roads Brewery: October 27
 - vi. Hartford Alumni Event: October 30
 - vii. Homecoming: The Blueout: November 5
- VII. Old Business
- VIII. New Business
 - a. Centennial Designee
 - b. Charger Statue
 - c. Multiplier Effect

Next Meeting: October 18, 2016

Office of Advancement
University of New Haven
300 Boston Post Road
West Haven, CT 06516
Email: UNHAdvancement@newhaven.edu
Phone: 203.932.7268

Copyright © 2016
by the University of New Haven

JOHN AND LEONA GEORGE



University of New Haven

THE CHARGER CHALLENGE



Please join The Charger Challenge,
and help shape the future of the
University of New Haven.



FROM THE PRESIDENT



The pages that follow share the vision I articulated for the University of New Haven when I was inaugurated in 2005. As you will see, much of that vision has since been realized.

But the thoughts expressed here represent more than *my* vision. It is *our* vision—the collective wisdom of everyone I met during my first months in office. Students, faculty, staff, parents, alumni, community leaders, board members and other key volunteers all shared what they believed the University could become and what it would take to achieve it.

What we have accomplished together is nothing short of astonishing. Never in its history has UNH been more sought after by top students and faculty, more financially sound and more poised to achieve a vision even more ambitious than the one I originally espoused a decade ago. We owe this success to those who have embraced this vision and invested in it so generously.


Now, as we prepare to celebrate the University of New Haven's centennial in 2020, we issue another challenge: The Charger Challenge, a \$100 million campaign that will position UNH for success over the *next* 100 years. Our campaign centers on themes such as innovation, creativity and social impact, promising to educate an enterprising generation of students who come to the University eager to explore new ways of thinking, doing and problem-solving.

As it was a decade ago, our challenge is a collective one. With the support of those who take pride in our achievements and share our belief that the University of New Haven's brightest days lie yet ahead, I am confident we will succeed.

I invite you to join us.

With warm regards,

Steven H. Kaplan



The Bergami and Pompea Graduate Center—a 70,000-square-foot facility on 47 acres in Orange, Connecticut—offers graduate business programs.

Meeting the challenge for the next 100 years

We took up the challenge nearly a century ago, in 1920. That was a time of great social and economic turmoil, across the nation and around the world. A terrible war had been followed by a deep recession, with high rates of unemployment among returning veterans. The future seemed uncertain, at best.

To that challenge, the young University of New Haven brought unusual talents and resources. We were idealistic, but also pragmatic. Despite our traditional roots—as an academic offspring of Yale and Northeastern—we took risks. Decade after decade, we put ourselves on the cutting edge of business and industry, teaching subjects that most universities didn't yet recognize as subjects. In a no-frills setting, we fostered an entrepreneurial spirit. To some, we became known as the “Second-Chance College,” reaching out to talented young people who hadn't yet found their niche. Some lacked financial resources. Some still had to learn how to bring their talents to bear in a college setting. We helped them all—and many others.

Today, we still perform that critical mission. And we do far more. We provide a unique education—entrepreneurial, experiential, practical and hands-on—to an increasingly selective group of undergraduates and graduate students. Those young people are incredibly diverse, but they all share three characteristics: *talent, ambition and persistence.*

Today and tomorrow, we need to do even more. Toward that end, we launch The Charger Challenge—with the goal of raising \$100 million—and we invite you to join us in that ambitious effort.



The following quote—and subsequent “I see” quotes—are taken from President Steven Kaplan’s 2005 inaugural address. Collectively, they show a vision that has been realized over the course of a decade—and they set the stage for The Charger Challenge.

I see a University that integrates technology across all disciplines and throughout the campus. We must infuse technology and information fluency into all aspects of our students’ learning experience.

..... ➤ UNH has invested heavily in technology that advances education. For example: we have gone from zero “smart classrooms” in 2004 to 125 today. Our internet bandwidth has increased by 1,400 percent, and we have implemented video conferencing and electronic document-sharing across the campus. Today, technology advances learning and prepares our students for the realities of the workplace.

I see a University that taps into the creativity of each of its students. We must add a much stronger emphasis on the visual and performing arts on this campus.

..... ➤ Today, our marching band—272 members strong!—is the pride of the campus and the spirit behind the Chargers. The extensive renovation of Bucknall Theater in 2014 and our 2014 acquisition of Lyme Academy College of Fine Arts underscore our commitment to the broadest possible range of creative arts.



I see a University with almost double our current undergraduate student body; and, more important, one with significantly greater numbers of undergraduate students opting to pursue graduate and professional degrees. To achieve this, it will be imperative that all of our faculty engage in scholarly and creative activities and all of our students are given an opportunity to do original research.

..... > Our undergraduate enrollment was 2,570 in 2004. Today, it stands at 5,002. Our applicant pool has increased in the same period from 2,672 to 10,748.

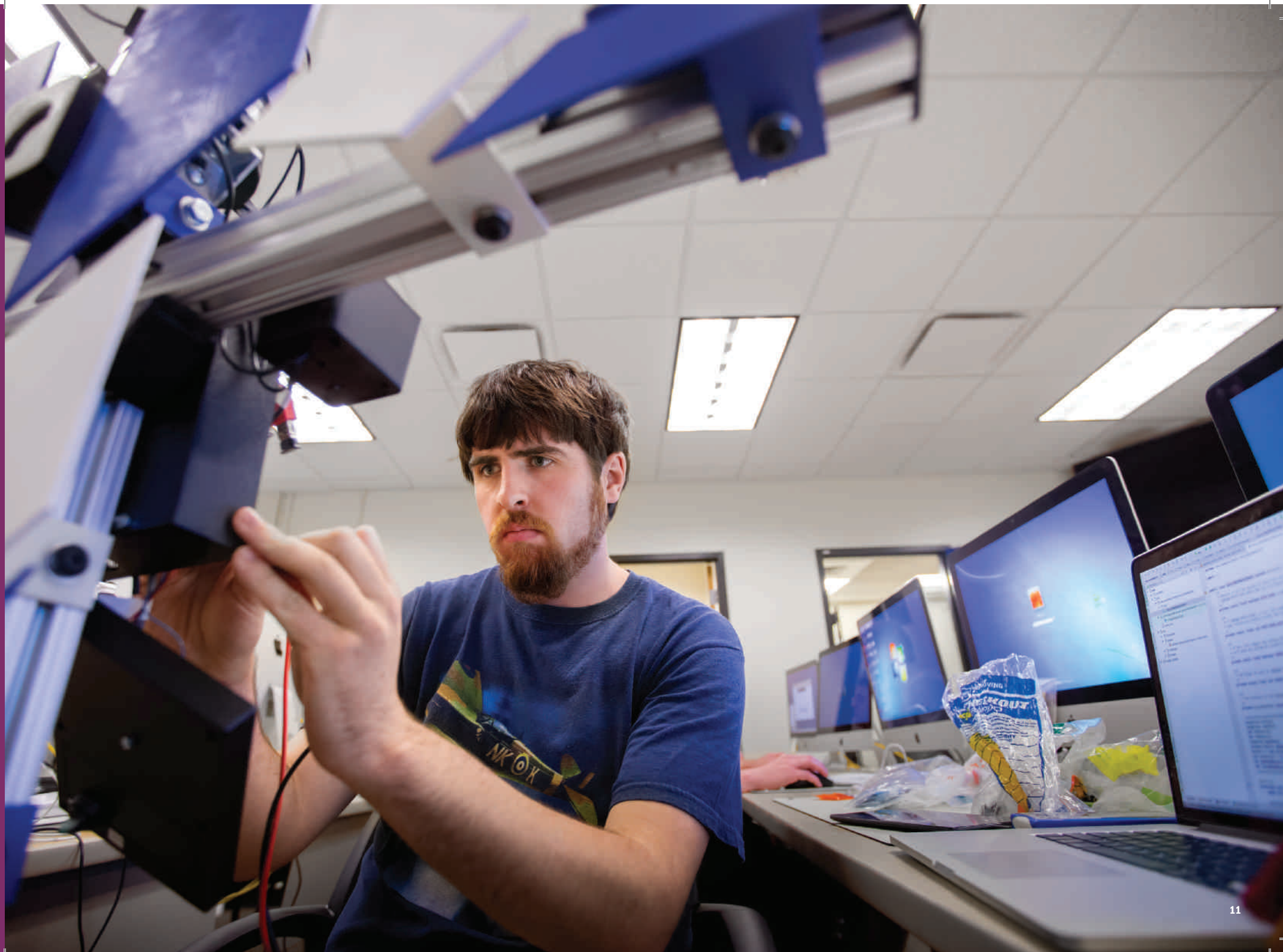
..... > Our faculty research output has increased dramatically. Our contributions last year included 172 scholarly conference presentations, 12 books, 21 book chapters and 159 scholarly articles in refereed journals.

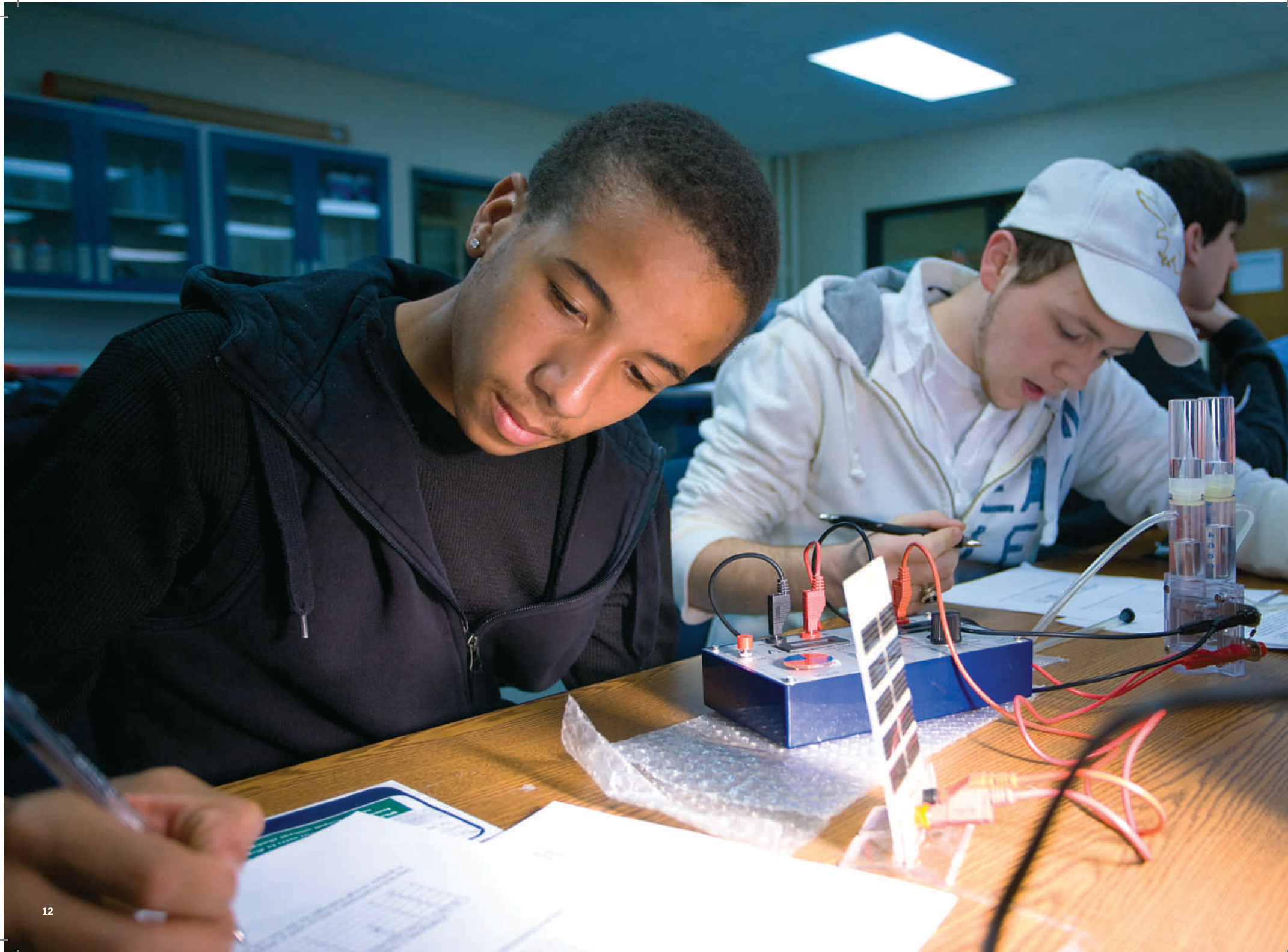
Meanwhile, student involvement in that research has also grown dramatically—from 18 projects in the summer of 2010 to 50 projects in the summer of 2014.



I see a University where students begin to identify right from the very first day on campus their real interests, strengths and aspirations. By helping students discover who they are and what really interests them, we can help them realize their full potential.

..... > The number of Living Learning Communities—a central part of the UNH experience—increased from 1 to 15 between 2005 and 2015. In that same decade, the number of recognized student organizations increased from 46 to 137, and the number of students involved in leadership programs increased from 34 to 980. The number of students studying abroad almost doubled since 2012. The number of students involved in course-based community service learning increased from 163 in 2011 to 290 in 2015.







University of New Haven

THE CHARGER CHALLENGE

What do you do when you arrive at the future you've envisioned? You look around the next bend. You look over the next hill.

After several years of discussion and consultation, in 2012 the UNH Board of Governors authorized University leadership to launch a fundraising drive of \$100 million. Why? The University was enjoying unprecedented stability and growth. Alumni support—in the form of annual giving and attendance at reunions and other events—was up dramatically. But most important, UNH's leaders had successfully implemented the strategic plan that the Board had adopted a decade earlier, and they now put forward a new and compelling vision for the University.

The campaign goals are as follows:

Endowment	\$35 million
Capital	\$35 million
Current use and program investments	\$30 million
Total	\$100 million

How will that money be spent? We will innovate. We will create new opportunities for students. We will invest in our future. These three avenues for investment are described in the pages that follow.

There is good news to report: *We are well on our way.* UNH is already almost halfway toward our \$100 million goal. (For details, see page 24.) We now seek to raise the additional funds needed to expand our agenda for leadership.

That is The Charger Challenge.

THE CHALLENGE TO INNOVATE

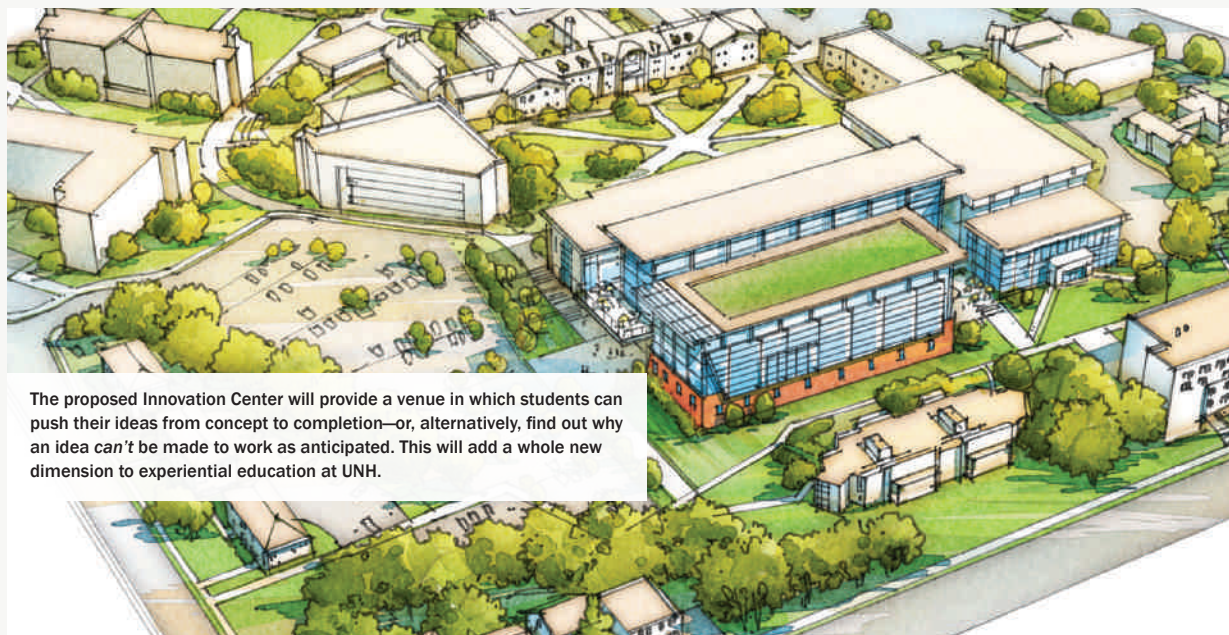
The University of New Haven has a proud tradition of innovating to advance education. We have always tried to look into the future and build bridges to tomorrow.

Now we need to create a facility—call it the “Innovation Center”—that will capture the essence of what we do in experiential learning: a project-based, collaborative learning space. It will be a *student*-oriented resource, in which students will invent, develop and grow. It will be a place where teams of students work together on projects designed not only to educate, but also to help shape a better world.

We seek \$35 million to build and equip the Innovation Center and to expand and renovate existing facilities.

We also seek \$5 million to endow the Innovation Center Research Fund, to ensure that we can provide the resources necessary to support student experimentation and innovation. In addition, we seek \$1 million in expendable funds to support the ramping-up phase of the Innovation Center’s work.

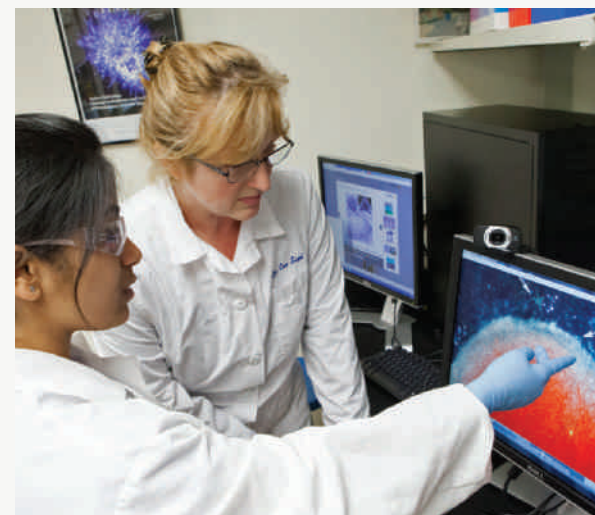
And finally, we recognize our obligation to reinforce and extend the ongoing research of the faculty. We are proud of our recent success in attracting significant research grants. We have always been a great teaching institution; in recent years, we have added a strong research capability. Yes, we believe that—like all strong universities—we have an obligation to add to

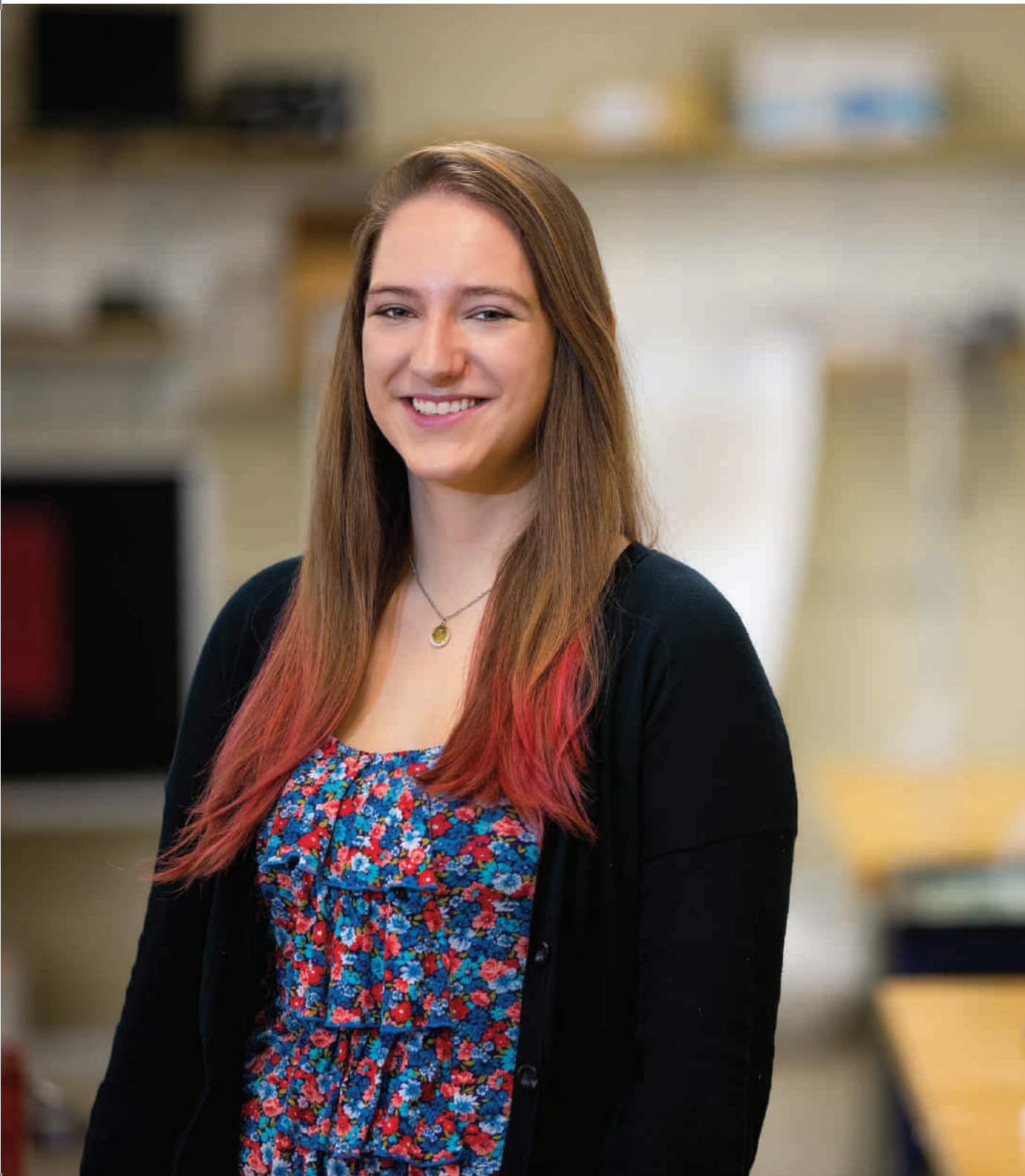


The proposed Innovation Center will provide a venue in which students can push their ideas from concept to completion—or, alternatively, find out why an idea can't be made to work as anticipated. This will add a whole new dimension to experiential education at UNH.

the world’s store of knowledge. But not surprisingly, we put our own spin on that obligation. We innovate to promote change: in our students, and in the world.

We seek \$5 million in endowed funds to expand our faculty research efforts in key areas, including science, technology and innovation.





► I chose UNH because I was so impressed with all the programs they had here. I was introduced to systems engineering by Professor Montazer. It's a sort of revamped and updated version of industrial engineering, with entrepreneurship and business skills mixed in. It was just a great fit.

Part of the reason I went into engineering was because, at the same time that I loved math and science, I also loved giving back to the community. So while I wanted to pursue subjects that I loved, I also wanted to help people.

I'm one of the students serving on the committee that's thinking through the proposed Innovation Center building. Why me? Well, for my honors thesis, I'm working on a system engineering design approach to a "maker space" or "innovation space." That's pretty relevant!

I wouldn't be here without the scholarship help I've received. I'm very grateful that everybody has believed in me enough to help with my education. And I'm hoping that I'll be in a position to give back to the school sometime soon.

Robin Willick '16
Tagliatela College of Engineering

► I served in the United States Army from 2009 until 2013. UNH was close to my family and was in the top 20 percent of veteran-friendly schools. Plus I had friends who went through the business program and got great jobs. There was this buzz about “experiential education,” too, which turned out to be a big plus. In my Strategic Consulting course, for example, I got to work closely with the owners and executives of a large company. Also, UNH participates in the Yellow Ribbon Program, which meant that when my GI Bill tuition benefit of \$17,500 ran out, UNH picked up the rest. Every cent.

My dad had a roofing business, and I worked for him on and off for years—nights, weekends, summers. He always had to figure out how to put his resources to best use, to make it to tomorrow. So I’ve been studying strategic leadership and business policy because I want to answer those questions in the context of big business: Where should we place our bets? How do we make it to tomorrow?

Anthony Buonfiglio '16
College of Business



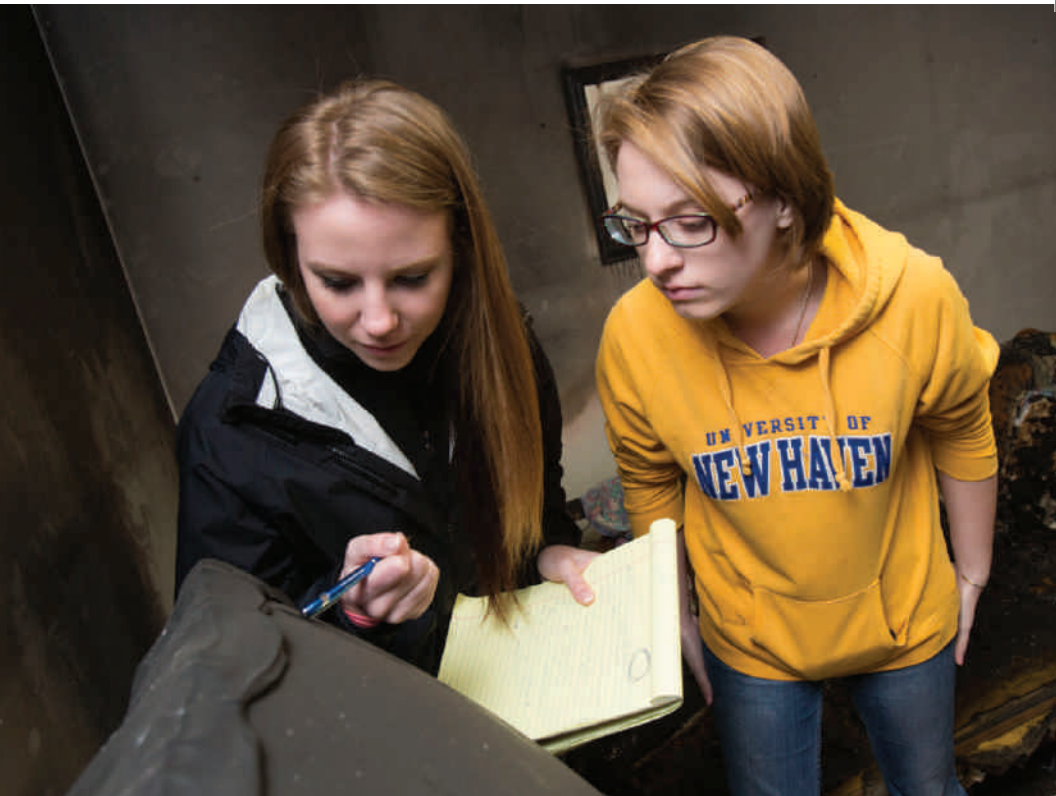


➤ I chose UNH originally because of the criminal justice program. I'd heard nothing but great things about it from people in law enforcement. And all that turned out to be true. Then, in my sophomore year, I got interested in business and added a second major.

Carrying two majors isn't easy. Two different cores, two different sets of requirements. I've had to put in extra time over the summer, and take six or seven classes a semester, to make sure I graduate on time.

I'm not sure where I'll wind up. I think that, ultimately, it will be criminal justice. But an hour ago, I got an email from a Fortune 500 CEO offering me a job. He spoke in our class yesterday and wound up asking me a bunch of questions, and I guess he liked what he heard. So at the moment, that's definitely influencing my thinking!

*Jenna Williamson '16
Henry C. Lee College of Criminal Justice
and Forensic Sciences
College of Business*



THE CHALLENGE TO CREATE OPPORTUNITY

Maybe it sounds a little quaint today: *the Second-Chance College*. But as we think about opportunity, it's a starting point to be proud of. We take in young people who haven't been given the chance to prove how good they are—and in many cases, don't *know* how good they are. Many are uncertain. Do they belong here? Can they succeed here?

We show them that the answer is, emphatically, *yes*. As a community, we embrace them, draw them out, broaden their vision and give them the foundation on which to succeed.

And here's another key point about opportunity at the University of New Haven: We always have been, and still are, *the First-Chance College*. For generations, large numbers of our students have been the first in their families to go to college. We celebrate their vision and optimism—and again, we make sure that their courage is rewarded.

But opportunity takes resources, especially in the form of financial aid. More than 85 percent of our full-time undergraduate students receive some form of financial assistance from us. And as it turns out, this is an

excellent investment: Our graduates get jobs and repay their loans. For example: A total of just over 1,300 University of New Haven students entered loan repayment in 2009. After three years, fewer than 6 percent had defaulted on their loans. This is *half* the national average—another point of pride for us.

The average annual debt incurred by our students is \$7,151, for a four-year total of just over \$28,000. This is far less than at other comparable schools, but it is far too high.

We can, and will, do better.

We seek \$12 million in endowment funds for financial aid to ensure continued access to UNH for some of the world's most deserving students.

NAC&U Schools Endowment*

School	Endowment
Samford University	\$323.84
Hampton University	\$288.40
Valparaiso University	\$202.74
John Carroll University	\$198.28
University of Scranton	\$162.45
Ohio Northern University ¹	\$150.60
University of Evansville	\$130.91
University of Redlands ¹	\$110.79
North Central College	\$109.48
Belmont University	\$101.83
Hamline University	\$95.28
St. Edward's University	\$92.03
Widener University	\$90.21
California Lutheran University	\$86.24
Pacific Lutheran University	\$84.37
Wagner College	\$79.38
Drury University	\$79.33
Manhattan College	\$72.90
Westminster College	\$72.71
Roger Williams University	\$71.65
Nazareth College	\$67.84
University of La Verne	\$63.24
Arcadia University ¹	\$59.23
University of New Haven²	\$34.81
The Sage Colleges	\$30.47

* New American Colleges and Universities, based on AY14 data, in millions

¹ Based on AY13 data

² FY2015 endowment, cash and investments total \$101.7M

► When I finished my eight-year hitch in the Army, I decided to find a school close to home in New England. I was interested in IT and computer science even before the Army, so it was a natural for me to enroll here. Meanwhile, UNH introduced a program in cyber forensics and computer security, and that was a perfect fit for me.

My family is from Guatemala, and I'm the first of us to go to college. My mom is very proud of me. She and I both believe that the best way to get ahead in this world is to be innovative.

And that's the same philosophy that I've found at UNH. Being part of this community has given me the opportunity to find and demonstrate my full potential and figure out how I can contribute.

Cinthya Grajeda-Mendez '17
Tagliatela College of Engineering





- I chose UNH because I thought it gave me the best chance of becoming a mechanical engineer, mainly through all the support it provides to its students. That includes a whole range of things, like the Center for Learning Resources, tutoring, informal meetings with faculty members and so on. I'm not just a number here; I'm a face that they recognize. And that creates all kinds of opportunities.

Take the University Innovation Fellows Program. It's a national program I'm in that's run out of Stanford and is aimed at helping students become catalysts for innovation and entrepreneurship on their campuses. As part of that program, I just helped UNH run the first-ever 3-Day Startup event in Connecticut. It was a big success, in part because so many members of the UNH and New Haven communities helped out.

Several of our teams of students are determined to move their startups forward, and we're trying to get them the necessary resources. And UNH is helping to make it possible.

Jonathan Spiegel '17
Tagliatela College of Engineering

THE CHALLENGE TO INVEST

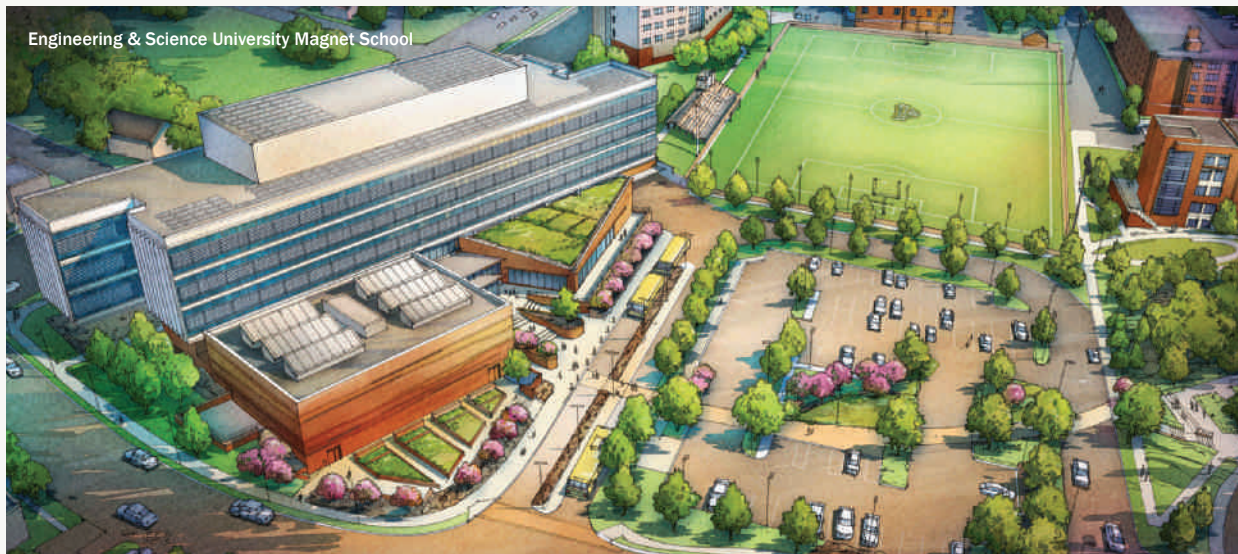
Raising the bar—as UNH has consistently done in recent years—is a double-edged sword. As the University has rebuilt its faculty, its campuses and its curriculum, those improvements have underscored other areas in which we now need to invest.

For example: We need to strengthen our engineering and science programs. Educating skilled engineers with strong science backgrounds—to work in the industries of our host city and region—was why we were founded, almost a century ago. If anything, that mission is even more important today. We have begun an ambitious rebuilding of our programs with the construction of the new Engineering & Science University Magnet School (shown in the rendering below), but more needs to be done. Our business programs, which in the future

will be more closely tied to engineering and science, similarly need investment. Meanwhile, some of our newest and most innovative programs, including cybersecurity, have grown so quickly that they are in danger of outpacing available funds.

Rebuilding, reinforcing and expanding key curricular areas will require a combination of ongoing funding—to jumpstart idea-generation and agenda-setting—and permanent faculty positions.

We seek \$42 million for investments in programmatic improvements, including both current-use funds and endowed professorships for faculty recruitment and retention.





- ▶ I took a course in forensics in high school and loved it. I got hooked. And that led me to UNH.

After I finished my undergraduate degree at UNH—in Criminal Justice, Investigative Services—I came back for my master's. The great thing, for me, is that the programs here are really field-oriented—really hands-on. And in both programs, the professors have been so supportive. Their doors are always open.

Professionally, my ultimate goal is the FBI, where you handle the high-profile cases. And since one of my professors used to work for the FBI, I have a good idea how to steer toward that. You have to work your way up, but I think I can get there.

Bianca Johnson '15, '17 M.S.
***Henry C. Lee College of Criminal Justice
and Forensic Sciences***



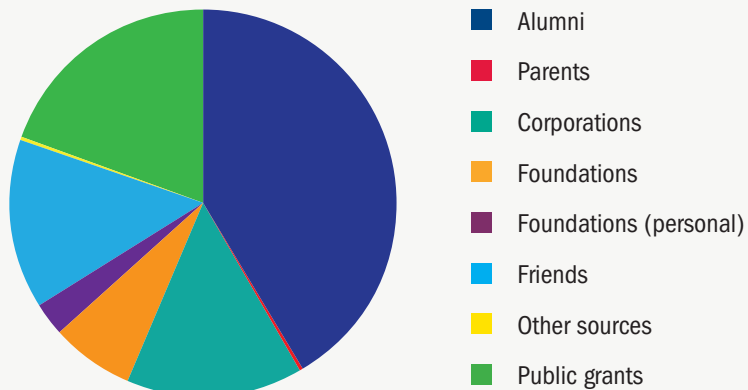
University of New Haven

THE CHARGER CHALLENGE

Campaign highlights

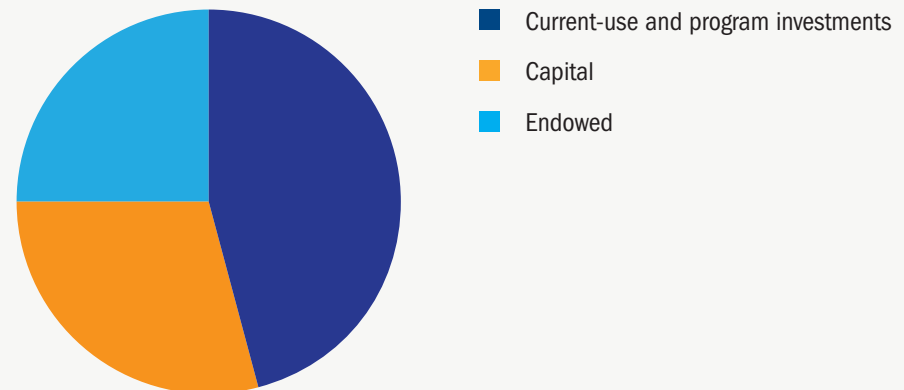
- More than \$49 million in cash and pledges received during “quiet phase” of the campaign (FY12-15)
- 10 commitments of \$1 million-plus
- 15 commitments of between \$500,000 and \$999,000
- 18% growth in number of alumni donors from FY11 to FY15 (2,155 to 2,557)
- More than 10,000 unique donors have given during quiet phase

Giving by source, quiet phase, FY12–15



Total: \$49,290,518

Giving by fund, quiet phase, FY12–FY15



Total: \$49,290,518



University of New Haven Alumni Board Meeting

May 17, 2016
West Haven Campus – Maxcy Hall

Attendees

Chrissy Falcha
Dave Galla
Nyle Davey
Cynthia Lamb
Kristina Conroy

Lou Todisco
Cindy Kohan
Paul Goglia (p)
Walter Hoff (v)

Kenney Johnson (p)
Chris Campbell (p)
Heather Alpaugh (UNH)
Brittany Stanchak (UNH)
Tony Distasio (UNH)

- I. Welcome
- II. Review of March Meeting Minutes
 - a. Motion to approve the minutes for March as distributed; motion was seconded
- III. Alumni Board President's Report
 - a. Graduation held on May 15th
 - i. Board activity was recognized
 - ii. Discussion regarding incorporating Lyme Academy on Alumni Board
 1. To be kept as open-item for future review
- IV. Committees
 - a. Advancement
 - i. Innovation Celebration held on April 16th
 1. \$4.06 million raised; 8 Alumni Board members attended
 - ii. Board giving is at 70% (up from 63% at last report)
 - iii. RFQ – in progress internally at University – OAR to check status
 - b. Benefits and Services
 - i. Benefits Communication
 1. Still looking at joint initiative with Marketing Committee to use social media to promote benefits on an ongoing basis
 - a. Committee needs to review details of benefits before proceeding
 - ii. Student engagement
 1. Many service hours captured over April and May
 - a. Electoral College event
 - b. NY region activities
 - c. Senior BBQ
 2. Save the date information will be circulated for Fall Semester
 - a. Charge In (Move-in Day) and Family Day
 3. Career Development Center will host Fall Career Expo on 9/29
 - a. Recruit UNH talent – details on B&S committee report
 - c. Marketing

- i. Social Media campaign continuing
 - 1. Reminder to like, post and comment on items that are posted
- ii. Benchmarking – UNH appears to be the benchmarking
 - 1. Purpose – Review the practices and programs of Alumni Relations and Board at six other universities to share best practices, learn and to incorporate what we find to improve our approach
 - 2. Findings
 - a. What they are doing differently
 - i. Engaging alumni early – as early as freshmen via undergrad alumni boards
 - ii. Regional alumni chapters that report in to greater alumni board
 - iii. Distinguished alumni awards
 - iv. Social Media – featuring alumni doing interesting things
 - b. What WE are doing differently
 - i. Alumni board involved in advancement
 - ii. Scholarship Ball
 - iii. Micro-networks
 - iv. Advance social media strategy
 - v. Board/Committee engagement
 - vi. Dedicated committee focused on marketing
 - 3. Recommendations
 - a. Develop an undergrad alumni board or similar
 - b. Increase recognition of alumni with awards
 - c. Engage students early – as early as freshmen
 - d. Parting gift for graduating seniors
 - e. Concentrated outreach for new graduates
 - i. Benefits & Services campaign to highlight benefits
 - ii. Networking opportunities – virtual and in-person
 - 4. Next steps
 - a. Share findings with other universities
 - b. Determine with OAR what is feasible and fitting for UNH
- d. Programs and Events
 - i. Life Sciences Micro-network – has retained momentum of engagement within the group on social networks
 - 1. Facebook at 56 members – utilizing network to publicize job opportunities
 - ii. International Micro-network
 - 1. Network is developing around this group to formalize network
 - iii. Accounting Micro-network
 - 1. Connecting with student organization to assist students in bridging to career following graduation
 - iv. Israel Micro-network
 - 1. Growing momentum with 20 members
- e. Membership
 - i. Slate of 13 nominees was presented to and approved by the board via email
 - ii. Next step is to reach out to nominees
 - iii. Committee will also be proposing an executive committee slate

V. Office of Alumni Relations Report

- a. Endowed Scholarship Luncheon
- b. April 16th - Innovation Celebration/Scholarship Ball
 - i. Great success - \$4.06 raised
- c. Senior 16 – fully complete
 - i. Senior BBQ – last task of the series was well attended and great opportunity to publicize alumni benefits
- d. Annual Meeting – to be held on campus in June – prospective dates will be circulated

VI. Old Business - None

VII. New Business

- a. By-laws should be reviewed in the next year
 - i. Focus on voting practices

DRAFT

Notes

Alumni Association Strategy Meeting August 17, 2016

Attendance: Walter Hoff, Jen Pjatak, Heather Alpaugh, Tony Distasio, Brittany Stanchak, Mike Qiu, Lou Todisco, Chrissy Falcha, Steve Dunnigan, Nyle Davey, Kenney Johnson, Kelley Delaney, Reece Buendia, Russ Sharpe, Antonio McDonald, Dave Gallo, Cynthia Lamb, Cindy Kohan, Dan Markwat

Member introductions

Exec committee, 2nd Tuesday of the month. Phone conference.
Committee Chair reports due on Thursday (prior to the meeting).
Committees to plan out their meetings in advance.

Committee Highlights:

Membership: new members solicited and welcomed

Benefits and Services: Track number of hours donated through the Board contributions to the university. Welcome message in diploma, contact with future alumni early and inclusive of current students. Get involve survey.

Advancement: Encourage financial contribution to university with the current level at 70% participation. Encourage Alumni Ball participation and contribution. Participate in the Charger Challenge.

Marketing: Increasing alumni participation in social media platforms. Feature current alumni profiles in UNH publication. Increase messaging to new grads. Explore what other institutions are doing via the

Programs and Events: Two new micro networks developed.

Office of Alumni Relations Report:

301% increase in social media platforms

78% increase involvement participation in affinity groups

50% increase in participation in alumni events

2016-2017 plans: focus on targeted groups. Tentative calendar of events presented

Discussion Points:

- 1) Benefits and Services: Focus on engaging current students. Foster relationship with the CDC.
- 2) Program and events; Tap into alumni database to foster and provide alumni to support and enhance entrepreneurial opportunities.
What are the Universities goals/values; can we have a speaker early in the year to address this?

Explore options for sponsoring a “Functional round table forum”, professional refresh for alumni; forum to present “cutting edge” presentations in their fields. “One day University” concept. Jen noted that many of the remote programs are planned to be content based.

- 3) Advancement: nothing new
- 4) Program and Events: strengthening the micro-networks. Present concept to the affinity groups.
- 5) Using alumni statistics to speak up regarding alumni demographics and accomplishments. Talking points to describe accomplishments of the alumni. Membership is looking to groups for future board members
- 6) Do the committees have any long-term goal? We still need to know the goals of the university so we can align the goals of the alumni with goals of the university. Can have
- 7) Jen is meeting with Lyme administer (Todd) to begin to meld the alumni associations. Meeting scheduled for September. Goal to have a Lyme representative to our board as liaison. Current Lyme board is made up of alumni, friends, community members who sponsor community-based events.

Next steps: Committee selection by members. Send out committee information to new members. Members can join more than one committee, they can switch, or help another committee if interested.

New Haven.edu/board meeting website has been developed. It will be dashboard for all meeting information. Heather will upload meeting information to include minutes, agenda and other documents.

“freeconferencecall.com can be used for teleconferencing committee meetings.

Group discussed providing better support for Senior 17 ; brainstorm other ideas for student engagement

Next week, 12:30 – 2:00 parents reception at the Alumni House.

Dan Markwat attending next week (Wednesday) others invited.



The 2016 Homecoming Challenge: Let's Get Crackin'

How the Challenge Works:

It's almost time for Homecoming! Even if you can't attend Homecoming 2016: #TheBlueout, you can still be part of the excitement.

Jeffery Hazell '83, owner of Bar Harbor Lobster Company, is generously providing the food for a traditional New England clambake at Homecoming. He has also committed \$50,000 in challenge funds for The 2016 Homecoming Challenge: Let's Get Crackin'.

The 2016 Homecoming Challenge: Let's Get Crackin' is all about making YOUR IMPACT. YOU can choose what area you would like to support (such as a particular college, scholarships or athletics) and then your designation (a particular fund in that area). Your gift — of any amount — will make an immediate difference for that program or scholarship!

By making your gift today, you can help the University receive \$50,000 in challenge funds simply through your participation.

Alumni Challenge: When 1,105 alumni donors contribute by November 5 (Homecoming), the University will receive \$15,000 in challenge funds.

The Blue and GOLD (Graduates Of the Last Decade) Challenge: When 400 donors from the Classes of 2006 to 2017 contribute by November 5, we will receive another \$15,000.

1920 Challenge: for alumni, parents, grandparents, faculty, staff or friends. When 1,920 (our founding year) donors contribute by November 5, Jeff will provide an additional \$20,000.

Every participant will be recognized on our "Let's Get Crackin" Honor Roll of Donors website and at Homecoming.

To make your gift – of any amount – please visit at <https://myimpact.newhaven.edu>.

Please share this link via email and on social media with your University friends.

- ❖ YOU choose the "area of support" and your "designation"
For example: "The College of Business" and the "Healthcare Simulation Lab."
- ❖ Your support directly benefits that area.
- ❖ Through your Homecoming Challenge participation you will help the University receive up to \$50,000 in challenge funds through the overarching 2016 Homecoming Challenge.
- ❖ Additionally, there may be the opportunity to earn additional challenge money earmarked for a specific area of support as well. During the campaign, mini challenges will be introduced and promoted to targeted groups of alumni whose degree, engagement or past giving history indicates that they might be interested in that area/
- ❖ We strongly encourage online donations so that your gift can be reflected in our totals immediately. If you would prefer to make your gift by check, please send a check made payable to the University of New Haven, Office of Advancement, 300 Boston Post Road, West Haven, CT 06516. We will add your name to the online Honor Roll of Donors as soon as possible.

Thank you!