



Alumni Board of Directors

October 17, 2017 | 6 p.m.

- I. Welcome
- II. Guest Speaker: Matt Caporale, Executive Director of Career Development
- III. Review and Approve September Meeting Minutes
- IV. 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. Charger Statue
 - e. Centennial Celebration
- V. Old Business
- VI. New Business

Next Meeting: November 21, 2017

**University of New Haven Career Development Center
Calendar of Events**

October 17

1:30-3:30 p.m.

Fall Fun Fest for Students, faculty, and staff in the Bixler/Gerber Quad with food, music, and giveaways to celebrate the Career Center being #17 on the Princeton Review's list of best Career Centers.

October 30

11 a.m.

Job and Internship Searching Workshop

November 7

1 p.m.

Resume Workshop

November 8

3 p.m.

LinkedIn/Branding Workshop

November 14

11 a.m.

Cover Letter Workshop

November 20

1 p.m.

Interviewing Workshop

November 28

1 p.m.

Job and Internship Searching Workshop

December 4 and 6

All day

Criminal Justice Mock Interviews

University of New Haven Alumni Board of Directors Meeting 9/19/2017

Attendance:

Jen Pjatak, Heather Alpaugh, Tony Distasio, Brittany Stanchak, Steve Morin, Tom Wilkinson, Kimberly Monson, Nyle Davey, Kenney Johnson, Dave Galla, Dawn Gratalo, Kristina Conroy, Rich Steeves, President Steve Kaplan

Video: Dawn Alderman, Walter Hoff, Reece Buendia

Phone: Steve Dunnigan, Michael Qui, Chris Campbell

Meeting opened by Nyle Davy at 6:02 pm. Brief introductions by ABOD for President Kaplan

6:09 pm President Kaplan began presentation

- National Recognitions of the University of New Haven
- Class of 2021 brought in over 1500 first time freshman in addition to 200 transfers students. This should shake out to about 1410 – 1420 overall. Largest incoming class in history.
- Unprecedented growth +76% FT Undergraduate enrollment, 80%+ retention \$250+ million capital improvements
- Campus updates:
Marketplace, lab renovations, chemistry labs in Buckman, Lyme Academy, roof on gym, boilers, Engineering & Science University Magnet School, Marine Science Center, 1 Care Lane (nursing home on the other side of Notre Dame was purchased for \$2 million) was gutted and is going to be primarily a place for sponsored programs, University Commons (179 residential units with 50,000 square feet retail) (clothing store, burger chain and cookie chain to be in retail space) (The Atwood – now open - 67 residential units, The Forest – 62 residential units (2019), Park Place – 50 residential units (2019))
- Alumni Magazine: First issue anticipated January 2018, biannual publication on Fall/Winter and Spring/Summer schedule
- The Charger Challenge: \$76.6 million towards goal, 13,160 donors who have given to the campaign, +47% increase in the number of endowed scholarships
- The Centennial: 2020 – committee moving ahead to create a network of committees to put plans in place to celebrate the centennial

6:29 pm. President Kaplan asked for questions

Jen Pjatak asked Steve Kaplan to discuss Endowments: we currently have \$105 -107 million but we should have \$250-300 million. Endowment allows you to attract and retain students and faculty; it also lends incredible prestige to the institution

- Kenney Johnson congratulated the University on the Police Department becoming accredited and asked how/if the state university budget cuts will impact our university. President Kaplan stated we will become more competitive. We can discount certain programs as state tuition goes up.
- Tom Wilkinson has been involved in an endowed scholarship for a few years. He asked where the best place is to put his money. Steve Morin answered that endowment scholarship is included in the Charger Challenge.
- Reece Buendia asked about current student feedback on appreciation of the changes on campus. Steve Kaplan responded that he met with the 'best and brightest' to discuss innovation. Students like what they are seeing on campus.
- Steve Kaplan thanked the committee for all they do.
- Charge Statue: has been narrowed down to two horses

Minutes: Minutes were approved as written. Motion approved by Dave Galla and seconded by Kenney Johnson.

Presidents Report:

- September 30th – Dedication of Deborah Chin Court. Debbie is responsible for many of the board members nominations, If anyone can attend the event, that would be appreciated. Dave Galla plans to attend.
- Homecoming is October 14th – LEAD Society breakfast at the Alumni House and we will also host a second "President's Round Table"
- Steve Morin adds that any follow up or clarification on President Kaplan's presentation can be directed to Steve Morin

Committees Reports, please refer to committee reports for detailed information

Membership:

- If you haven't chosen a committee, please choose one so everyone is engaged. Please be mindful of what you are selecting so you don't over-extend yourself too much. It would be great to focus on just one or two. Any questions about committee or membership please let Steve Dunnigan know.

Benefits and Services:

- Starting to talk about goals. No decisions have been made. Continue to evaluate current benefits and services and getting people to take advantage. Remote alumni to take advantage. How can the board become more engaged with career development – internships, mentoring, etc.

Advancement:

- Kenney will share updates in follow up email. Committee is looking for as much participation as possible in various areas up to the scholarship ball. The biggest appeal today is that any new board members that have not chosen a committee, Advancement can use some power.

Program and Events:

- Dawn Alderman has Dawn Gratalo describe starting industry professionals for a 'lunch and learn' event. Have professionals come in to share their career paths and technology in their company.
- Heather Alpaugh asked for Dawn Gratalo to contact the Career Development Center to find recommendations to help with this program
- Dawn Alderman met with Matt Caporale at Stony Creek and touched base on working together with the Career Development Center
- Jen Pjatak wants to formalize programs within the corporate world
- Dawn Alderman calls on Jaylen to talk about creating a cyber security network. Nothing has been formalized to strategize this plan but the first step would be to identify any alumni within this program from the University.
- Nyle states that time is equivalent to money in the University
- Goals will be done over the next month or so. Dawn will work with Heather and Nyle to work on micro-networks

Marketing:

- Two new things: Inaugural WNHU Alumni Meeting – Stephen Shephard has agreed to co-lead with Russ Sharpe. At Homecoming we will have kickoff meeting at WNHU and have tours/open house. WNHU will take part in the Alumni tent.
- Vibrant WNHU alumni micro-network
- Create a presentation to be able to tell a story about the Board and Alumni Relations. We have new members and new committee chairs that will be

asked what they would like to see within that presentation. This will tell our story and strategy really well.

- Tom Wilkinson asked if Walter went to school with Russ and if he knew Paul Derosé. Paul expressed interest in getting involved with WNHU. Tom will put Walter and Paul in contact.

Centennial Celebration: Internal committee has been working to determine best ways to plan for the creativity of the centennial. We will bring together subcommittees that will work to create a larger picture.

Office of Alumni Relation:

- Homecoming – please attend!
- Charger Statue – there will be lots of opportunities to become involved in the statue project.
- Upcoming Events: Career Expo 2017 on 9/28, Debbie Chin event, Homecoming, Oktoberfest 10/26
- Please let us know if you would like a table reserved at Homecoming for a certain affinity group
- Homecoming: football game is the anchor, but there are other things on the ship

Old Business: none

New Business: Dave Galla organizes an event for his town on October 22. There is a 5k in Trumbull, CT

Next meeting October 17. Executive Committee call October 10.

The meeting was adjourned at 7:23 pm.

Respectfully submitted,
Brittany Stanchak
Alumni Relations

Advancement Committee

Update for Alumni Board of Director Meeting of October 17, 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)

Cindy Kohan – (Co-Chair)

J. Russell Sharpe

Reece Buendia

Updates: Through Academic Year Ending 10/13/17

1. Homecoming Digital Honor Roll Donors:

- Support the University fund of choice with a gift of any amount. Gifts made online by 3 p.m. EST on Friday, October 13, will enable donors name to be included on the Homecoming Digital Honor Roll of Donors. The Honor Roll will be shown during the Homecoming Tailgate in both the Alumni and VIP tents. Perfect time to show support for the University.

2. Alumni Board of Directors Participation: (Since JULY 1, 2017 – present)

- 10 donors, out of 32 members: 31% vs. goal of 100%.

3. Supported 7 fully funded crowdfunding projects –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.

University of New Haven Board Benefits and Services Committee Report
October 2017

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 Guziewicz, Arlevia Samuel, Michael Spaziani

Our plan this year is try a little different tactic than tracking service hours. The idea is that the activities that the Board members are involved in are more important than the actual # hours. In particular, career development activities such as internships, job opportunities, mentoring and networking are very impactful and many of these activities can be done remotely which will allow even more alumni to make contributions.

2017-2018 Goals

- Create a plan for the Board and alumni engagement regarding Career Development including assisting students and alumni with internships, job opportunities, mentoring, and networking.
- Increase the opportunity for remote alumni to take advantage of benefits and services as well as to generally be more engaged.
- Evaluate current benefits and services offerings to direct the most effective promotional campaign.

UNH Alumni Board Membership Committee

October 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), Dawn Alderman, Dave Galla

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 additional international alumnus to serve of the board starting in 2018.

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

Status

Meeting call scheduled by next week to further validate membership committee metrics and planning tasks/dates. Yearly meeting schedule to be completed next week.

Milestones/Schedule

University of New Haven Alumni Board Membership Committee

Committee Focus and Benchmarks for 2017-2018 Academic Year DRAFT

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	
	Adopt Plan	Finalize Detailed Plan	Committee/Staff	10/01 – 10/31	
	Assess Current Membership	Development of Targets and Profiles (Historical Tracking)	Committee/Staff	11/30-12/29	
		Statement of Need for Candidates (Anticipated Change Renewals & Term Limits)	Committee/Staff	11/30 - 12/29	
Identify	Re-assess Prior Candidate Pool	Review 2016 Non-Selected Candidates	Committee/Staff	12/12 – 12/29	
	Solicit 2017 Candidates	List of 2017 Candidate Pool	Staff	01/02 – 02/28	
Screen	Assess recommendations	Production of Profiles / Data (Confidential)	Staff	02/01-02/28	
Nominate	Selection of Candidates for Nomination	Membership Committee meeting to review all candidates and select class	Committee/Staff	03/01-03/16	
	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: October 2017

Here are the goals that our committee has set for the 2017-2018 school year:

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

Social Media Strategy

	Start 7/1/2017	As of 9/13/17	Percent Increase as of 9/13/17	Number Increase as of 9/13/17	Goal by 6/30/18	Percent increase Goal by 6/30/18	Number increase Goal by 6/30/18
Facebook (likes)	3580	3636	2%	56	3850	8%	270
Twitter Followers	708	727	3%	19	815	15%	107
LinkedIn Members	1,307	1312	0.5%	5	1,375	5%	68
Instagram Followers	346	355	3%	9	485	40%	139

**Alumni Board of Directors
Marketing Committee**

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

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

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

- 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

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



Program and Events Committee (PEC)

2017-2018 PEC Committee Report

October Update

October 13, 2017

The Program and Events Committee (PEC) presents here its status update for October 2017. This month Dawn Gratalo presented on her idea for a Lunch and Learn/ Industry Professional visit program.

Proposed by Dawn Gratalo

The purpose of this program is to give students more exposure to industry professionals and enhance their experiential learning. The “pilot” program will begin in the College of Arts and Science, specifically targeting the Biology department. We will work to get industry professionals to visit with the students. This interaction can be either of the following:

- Lunch and learn session: Professionals discuss their career paths and answer questions regarding their current and past jobs. Small groups will allow a more intimate setting.
- Or
- Teaching session: Professionals enhance classroom learning by presenting a technology, industry process, etc.

Advantages of this program

- For students- access to knowledge not typically taught in the academic setting.
- For professors- a way to enhance classroom academics by providing access to latest industry standards
- For professionals (non-alumni)- an opportunity to give back without a long-term commitment (i.e. most don't have time to teach a class for a semester but would love to come and talk about their work)
- For alumni: An opportunity to be involved at UNH and build their resume
- For future alumni: An opportunity to get excited about bridging their academic career and professional career

Goals:

- Short term: Get two professionals to participate in this program during 2017-2018
- Long term: Get UNH alumni to participate in the program, expand the program to other schools

Open actions:

- PEC goal approval
- Micro-network review

Appendix:

Proposed Goals, require PEC approval:

- Represent the ABOD at University events
 - Goal: Support alumni programs and events planned by the University's OAR, aim to have >40 ABoD service hours.
- Micro-Networks
 - Goal: 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*
 - Goal: Propose two new Micro-Networks and/or add additional programs within a Micro-Network.

Micro-Network Status

- a. Current Network Status and Pending Actions. The yellow highlighted MN have not progressed last year.
 - i. If a leader is known, we will reach out to them.
 - ii. If no leader has been established, we will discuss proposed next steps with the board.

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

inactive 2016-2017
