



Alumni Board of Directors

November 21, 2017 | 6 p.m.

- I. Welcome
- II. Review and Approve October 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. Charger Statue
 - e. Centennial Celebration
- IV. Old Business
 - a. Alumni Board Meeting at Lyme Academy
- V. New Business
 - a. "Success Starts Here"

Next Meeting: January 16, 2018

UNH Board of Directors: Strategy Planning Meeting 10/17/2017

Attended:

Video: Russ Sharpe

Phone: Lou, Kenney Johnson, Antonio McDonald, Jalen Johnson

In person: Dawn, Steve Dunnigan, Rich Steve, Angela Marino, Chris Conroy, Walter Hoff, Nyle Davey

Matt Caporale, Exec Director of Career Development Center. Last 7 years building the Career Development Center. 2nd 5 year plan to expand reach and offer other services to students, employers and others.

- Top 20 recognition for being on #17 Career Centers on the Princeton Review.
- Focus in last several years has been integrating career development into the everyday activities of the campus; athletics, academics, student life. Taking the activities out of the office.
- Now focusing on employer relations. On campus interviewing, workshops, etc, involving employers.
- Increased engagement metrics and outcome metrics.
- Tracking students after graduation. Survey, phone call, or public records research and find the students. Get about 75% students to participate. About 90% students working or in grad school one year after graduation.
- New initiatives;
 - Collaborating with academics. Communications class everyone has to take. Career Developments partnering with how to present yourself professionally.
 - AcademE; start up in Israel. To develop a career management system. Works with an algorithm to match student with position. Students currently building their profiles.
 - Corporate outings, take students to employers.
 - Pop up cart---show up at location with literature. Show up at various areas on campus. Take the function out of the office.

- Peer career advisor program. Training students to advise in resume, etc, Expand open hours of office
- Expand to Lyme and Prado

Ways for Alumni board to assist career development

- Engage young alumni to advise current students. Can be video based.
- Opportunity for alumni to provide video remote mock interviews

Alumni take over---alumni to present at a workshop
Looking for alumni to assist in other creative ways.

Minutes approved as written

President's Report:

- Did not have a strong presence to have a Past-President forum .at Homecoming Weekend.
- Had a LEAD breakfast at the Alumni House went over well.
- Had an invitation from Lyme to have meeting on the Lyme Campus.

Support band at the Macy's Day Parade. Maybe for the Centennial? J. Degroff has engaged.

Committee reports:

Advancement:

Benefits and Services: no report

PEC: Lunch and Learn working with Matt. Dawn Gratalo proposed the Lunch and Learn to get industry professionals to visit with the students. Goals approved.

Membership: Help that the new members are engaged. Would like to get more members on the Membership Committee. 34 people on the board. Looking at brining more on board next year.

Marketing: Saturday launched WNHU micro-network. Successful meeting with about 9 interested people attended. Discussed history of WNHU and its legacy. Ideas to help with marketing/using podcasts, ways to help the students. Will use the WNHU website to continue to engage the micro-network.

Bruce Barber wants to build curriculum around broadcasting/podcasting. ED Jennings works with curriculum design and provide assistance. Volunteer for student mentoring. Another follow up meeting is planned.

Goals finalized—rep from Lyme Academy has joined this committee.

Tony; Did SnapChat did a geofilter for homecoming. "UNH alumni association presents Homecoming 2017". 1800 people used it reached 250,000 people. Will use it moving forward. Will use it for the Scholarship Ball.

OAR

Homecoming successful. Had a different location where logistically, the crown flowed better. About 15 affinity groups reserved a table.

Friday before USGA reunion breakfast was successful—Brittany

Events: 2 Roads next Thursday—well attended last year. Restaurant offers 15% off meal---Stratford Pizza.

November 2nd NYC event; Brooklyn winery. Harpoon Brewery Date Dec 6th.

Charger Statue; officially signed a contract TODAY with the Sculpture Bob Schure. skylight designs in Massachusetts. Have DONE OTHE COLLEGE MASCOT SCULPTURES. ITS THEIR SPECIALTY.

Centennial steering committee being contacted. Alumni OAR is creating a structure for the Steering Committee to consider.

New Business: Maker Space

Lou Todisco; program with professors with Law Day. 4th year that we've had a program. Targeting pre-law students. Can a lawyer from the micro-network become involved? Can reach out to the lead of the Lawyer micro network.

Meeting adjourned at
7:45 am

Respectfully submitted:
Cynthia Kohan
Secretary, Board of Directors.

Advancement Committee

Update for Alumni Board of Directors Meeting of November 21, 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 11/21/17

1. *Annual Giving office collaborated with the Center for Student Engagement, Leadership, and Orientation (CSELO) on their Thanksgiving Week of Service (Monday, 11/13 – Friday, 11/17).*

Highlights include:

- **Get the Scoop on Philanthropy:** Bi-annual student card writing event to thank our donors (open to all students). We had an extremely successful evening (and week), with over 200 students writing 500 notecards. Be sure to check out the University's social media this week for a post about the event!
- **Senior Giving Week:** Graduating seniors can make their gift, and will join the new Student Philanthropy Council. Student Philanthropy Council Members were invited to participate in educational opportunities, such as survey and videos to watch, that will help create awareness about philanthropy in our community. Members also receive a green and white philanthropy cord to wear at Commencement!
- An outstanding 117 seniors made their gift last week! Gifts ranged from \$5-\$50.
- Also, please note, we are just focusing on Class of 2018 for the giving week. We have our all-encompassing student giving month, "Feel Good February", that focuses on all of the class years in the Spring.
- Visit our site to view the completed project: <https://makeithappen.newhaven.edu/seniors>

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

- 14 donors, out of 34 members: 35% vs. goal of 100%.

3. *Supported 7 fully funded crowdfunding projects, in addition to current projects:*

CURRENTLY ACTIVE:

1. Men's Basketball
2. Women's Basketball
3. Baseball
4. Football
5. Music Department
6. Softball

PENDING:

1. Chi Kappa Rho
2. Hockey
3. Career Closet
4. Women's Soccer
5. Women's Lacrosse

- Please visit <https://makeithappen.newhaven.edu/> for more details.

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
November 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

2017 – 2018 Goals

- **Create a plan for Board and 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
 - Heather will be joining our next committee call to discuss other ways Alumni can be involved and help with the Career Development Center
- **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
 - Working with Tony on contacting Alumni who have utilized the most popular benefits (Liberty Mutual, MyPlanIt Traveler, Plum Benefits) to gather testimonials and quotes on positive experiences



Program and Events Committee (PEC) 2017-2018 PEC Committee Report

November Update

November 16, 2017

The Program and Events Committee (PEC) presents here its status update for November 2017. This month Jason Gamsby discussed goals of the Lawyer micro-network. Angela and Dawn A. updated on the work being done with the career development center and their current employers.

PEC member and program update:

Micro Network Update:

- Lawyer Micro-network
 - Jason Gamsby is working with Dan Buley to help identify alumni to continue to develop the micro-network. Dan has a great contact list. Jason and Dan will meet over the next month and draft a plan.
 - Jason is also interested in the volunteering but has a limited schedule so we suggested he reach out to Matt Caporale and provided contact information.
 - Jason will also follow-up with Nyle about a networking night, more info to come.
 - Lou Todisco is working on the 4th annual Law Day lecture program. He will update on status. This topic was briefly raised to Jason in our monthly call.
 - **Action** Lou to follow-up with Jason.
- Life Sciences Micro-network
 - Dawn Alderman is looking to have a happy hour meet and greet in the Spring. We will be looking for local alumni support.
- WNHU Micro-network
 - Micro-network was launched (Oct).
 - Currently 9 members
 - It was a great meeting!
- International Students Micro-network
 - International Students Career Sharing event with Kathy Forkin from Career Office (Nov)

New Program updates:

- Angela Marino is working with Matt Caporale on a job shadowing program. This program is in the information gathering stage.
- Angela and Dawn Gratalo have been working together for Perkin Elmer corporate sponsorship of some lunch and learn seminars.
- Dawn Alderman and abcam will attend the athlete based career fair on Nov 20. Abcam will also attend the STEM based career fair (Feb 23).

Goal Progress

- 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.
 - [Progress update: The PEC is getting more involved in the Career development center programs.](#)
- 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*
- Progress Update: Dawn Alderman drafted a letter for micro-network's that require some re-energization. She will work with Heather to get it out to all the programs in need of review (highlighted yellow in the appendix).
- Goal: Propose two new Micro-Networks and/or add additional programs within a Micro-Network.
- Progress Update-Refer to update on new programs above.

Appendix:

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

**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: November 2017

Below are our goals and the current updates:

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

Social Media Strategy

	Start 7/1/2017	As of 11/13/17	Percent Increase as of 11/13/17	Number Increase as of 11/13/17	Goal by 6/30/18	Percent increase Goal by 6/30/18	Number increase Goal by 6/30/18
Facebook (likes)	3580	3656	2%	76	3850	8%	270
Twitter Followers	708	742	5%	34	815	15%	107
LinkedIn Members	1,307	1315	1%	8	1,375	5%	68
Instagram Followers	346	393	13%	47	485	40%	139

The largest jump since October is in the Instagram followers. We had a great response to Snapchat at Homecoming and will continue to look at that medium as a promotion vehicle.

**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

Tony Distasio is eliciting testimonials from alumni who have different benefits, looking to actively promote the top three on our social media platforms. Antonio will provide his marketing expertise in crafting promotional messages.

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 progress being made here coincides with the advances being made to the new Alumni Magazine that is being dramatically revamped to more effectively let alumni know what their colleagues on the Board, Office of Alumni Relations, and other alumni are doing to advance the university. A steering committee comprised of Heather, Jen, Reece, and fellow alumni Daniah Miller have and will continue to provide input that will shape the content and get at least one feature in the Spring edition of the magazine on Board member Michael Q.

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

**Alumni Board of Directors
Marketing Committee**

- 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

Russ Sharpe and Steven Shepherd led the charge at our first meeting of the WNHU micro-network conducted the morning of Homecoming. Nine former station alumni who spanned five decades back to the origins of WNHU in the early 1970’s attended a very spirited meeting. We are meeting again via conference call on November 28 and will focus our efforts in three areas: mentoring, internships, and helping the station in fundraising efforts.

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 will have an example for the Executive Committee to follow by the first week of December.

Next Meeting: January 9, 2018 at 7pm.

UNH Alumni Board Membership Committee

November 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

Status

Continued executing our communications plan to ensure continued engagement of current board members and identifying potential new members.

Working the plan as described below:

Meetings:

Conference Call #: (800) 827-9045, Code: 342111

Scheduled at 7:00 PM on Tuesdays: 12/5, 1/9, 2/6, 3/6, 4/10, 5/8.

Milestones/Schedule

University of New Haven Alumni Board Membership Committee

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	
		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	



USGA ALUMNI
NEWSLETTER

Nov. 2017

Created by Alyssa Stolecki,
Alumni Relations Liaison

What is USGA?

The Undergraduate Student Government Association is the governing body of the undergraduate student population. USGA is divided into the House of Representative, the Senate, and general members.

The Executive Board



(From left to right: Executive Assistant- Parker Johnson, Treasurer- Gabriella Palmeri, Vice President of Operations- Nicholas Mrockza, President- Nicolette Angelli, Senior Vice President- Olivia Wong, Sergeant At Arms- Matthew Clark)

The House of Representatives



The House of Representatives is made up of the medias, classes, and top 20% recognized student organizations. They include: Charger Bulletin, Chariot Yearbook, SCOPE, Class of 2018, Class of 2019, Class of 2020, Class of 2021, 5678 Dance Team, American Criminal Justice Association, Black Student Union, Chi Kappa Rho, Delta Phi Epsilon, Elite Step Team, Fire Science Club, Forensic Science Student Association, Frisbee Club, Honors Student Council, International Students Association, Latin American Students Association, Marine Biology, Monsoon Dance Team, Music Industry Club, and the National Association for the Advancement of Colored People.

The Senate



As of November 17th, we have a full senate! Our senators are dedicated to hearing student concerns and making change on our campus. Our Senators include: Deanna Brenon, Julissa Castillo, Matthew Chai, Kristen Ciani, Jacob Davis, Christina Genovese, Jordan Green, Jordan Harris, Katie Herzberg, Mary Kate Kelly, Penelope Lane, Johnathan Matyasich, Jessica Miceli, Melo, Mario Mock, Angelo Prevosto, Khalil Rodgers, Cody Ruais, Anasse Rajeh, Tyler Sansone, Shelby St. Clair, Alyssa Stolecki, David Stoltz, Angela Tricarico, and Joanne Yeung.

Our Committees



Student Affairs Committee

- Student Life Sub-Committee
- Charger Spirit Sub-Committee
- Academic Sub-Committee

Inclusion Committee

- GUIDE (Getting Undergraduates Involved Development and Experience Program) Sub-Committee
- Community Affairs Sub-Committee
- Multicultural Student Affairs Sub-Committee
- Diversity & Inclusion Programming Sub-Committee

What We've Been Up To...



What We Have Coming Up...

Tea is Consent Tabling- we will be handing out tea, hot chocolate, and coffee to students while educating them on sexual assault and the importance of consent.

Lung Cancer Awareness Paint Night- we will be painting positive messages and pictures on canvases to be donated to hospitals that offer chemotherapy to lung cancer patients!