



Alumni Board of Directors

November 15, 2016 | 6 p.m.

- I. Welcome
- II. Review and Approve October Meeting Minutes
- III. Alumni Board President's Report
- IV. Committees
 - a. Reports
 - i. Advancement
 - ii. Benefits and Services
 - iii. Programs and Events
 - iv. Membership
 - v. Marketing
- V. Office of Alumni Relations Report
 - a. Events Recap
- VI. Old Business
 - a. Charger Statue
- VII. New Business
 - a. Gift for Charger Statue Donations
 - b. Legacy Program – Commencement Cords

Next Meeting: January 17, 2017
No December Meeting

Minutes: University of New Haven, Alumni Board of Directors
10/18/2016

Attendance: Nyle Davey, Kristina Conroy, Chrissy Falcha, Dawn Alderman, Tom Wilkerson, Michael Qui, Cindy Kohan, Russ Sharpe (video) Guest : Lou Annino, Phone: Antonio McDonald, Ken Johnson, Dan Markwat, Arlevia Samuel, Office of Alumni Relations: Jenn Patak, Heather Alpaugh

Campus Update: Lou Annino, Associate Vice President for Facilities
Summer improvements:

- Dodd's Hall, music, design and arts
- Buckman Hall, created a small innovation space.
- Botwinik; Created Student Center for Diversity and Inclusion and meeting room space
- Combined Register, Bursar, and Financial Aid in one location in Bergami Hall
- Landscaped Maxy quad
- Project to improve energy usage in Bixler/Botwinik
- Renovated space to house an X-ray Deffractometer and chemical storage in Buckman hall.

Other:

- Installed elevator in Maxy hall,
- Renovation of Communication Center,
- Created assembly space in Orange,
- Lyme Academy- HVAC update;
- Create tennis courts, and begin project to install field lights in Dellacamera Field.
- Misc. maintenance areas.

Innovation Center is a key to projecting the university forward—game changer for university. It will be built adjacent to Buckman; and included facility to support infrastructure for Buckman. Its aim is to be the center of the academic campus.

Minutes of last months meeting approved as presented: C Falcha approved, K.Conroy seconded

President Report: Noted the “Lets get Cracking” challenge.
N. Davey will be attending a presentation on interviewing techniques and “Search for the Truth” to Criminal Justice students.

Committee Reports:

Advancement:

1. Homecoming is coming and participation in the "Lets get Crackin'" challenge is encouraged. University can get \$50,000 at the successful conclusion of the campaign.
2. Alumni Association scholarship Fund has been identified as a funding priority as part of the challenge under "Scholarships". There are 200 alumni who have benefited from this scholarship. N. Davey has agreed to target a mailing to those alumni in the hopes they will "pay back". The Board agreed to write thank you notes to any of the 200 alumni who contributed.
3. Crowdfunding opportunities. Goal is that every Board Member contributes to one of the Crowdfunded project as well as helps spread the word through social media.
4. On November 15th, the Ice Cream Social/Thank you note campaign is occurring. Board members are encouraged to go to support the students writing the notes.

Benefits and Services:

The first meeting of this subcommittee is scheduled for next week. There will be a report on goals and metrics next month.

1. C. Falcha requests that any board member who participates in any activity outside of board meetings report the hours to her so that they are accounted in our participation metric.
2. USGA member to join us next month. Support USGA and GSC by attending their meetings to introduce ourselves and offer any support.
3. Continue to support the "Get Involved" survey.
4. Work with the Marketing committee and revisit the benefits offered. Review and audit our benefits to be sure they are active and described accurately.

Program and Events:

Committee had a meeting to review the committee goals. D. Alderman presented a grid of current Micro Networks including their current network status and any pending actions.

Metrics for 2-16-2017 include:

1. Organizing the current status of the micro-networks
2. Supporting the micro-networks
3. Representing ABOD at alumni events.

Membership:

A scheduled meeting is planned for next week. Looking at membership criteria and membership committee goals. The board is asked to pass on any potential names for future board members to the committee.

Goals to date include:

- Developing a roster of potential board members

- Recruiting an international student
- Re-engage non active board members
- Recruit members that mirror the demographics of the student population

Marketing:

Looking at how to quantify goals and set the priorities for several years. They are interested in using social media to spotlight the micro-networks. They have begun supporting and working with WNHU micro-network. They are also interested in the working with the Benefits and Services Committee to market the benefits of the alumni. They are also interested in developing an “Alumni of the Year Award”.

Office of Alumni Relations; J. Patak reported that the Bergami ‘s have made a large donation that will enable the Innovation Center to be built. The building will be named for them.

Events: During the Engineering Alumni Awards Dinner, Mike Ambrose was honored with lifetime achievement award. The Outstanding young alumnus is Terrance Du.

220 alumni are attending an alumni event in Kuala Lumpur, Malaysia. President Kaplan will be attending. This group has regular meetings throughout the year

Other events:

- October fest at Two Roads: Registrations are coming in.
- Hartford; UCONN basketball game, Oct. 30th
- Homecoming: Breakfast for LEAD SOCIETY MEMBERS at the Alumni House on Nov. 5th

Old Business:

Charger statue: none

Centennial Designee: none

Multiplier Effect: The goal is to identify alumni that are not members of the board, but will help out as needed. Discussion ensued on what they are called; “friend of the board”, “engaged alumni”. Board felt that a label was not necessary as there are many alumni working in various ways in many capacities.

New business: Remember to report any activity to support the students, or alumni outside of the Board Meetings. Remember to include any “Prep Time” for the activities.

Call for other—none

Meeting adjourned 7:32

Next meeting: November 15, 2016 at 6 pm

Advancement Committee

Update for Alumni Board of Director Meeting of November 15, 2016

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)

Paul Goglia - (Co-Chair)

J. Russell Sharpe

Cindy Kohan

Reece Buendia

Updates:

Through Academic Year Ending 8/31/17

1. **The 2016 Homecoming Challenge: Let's Get Crackin'.** This challenge, being hosted on <https://myimpact.newhaven.edu>, lends itself many ABOD engagement opportunities.
 - Encourage ABOD to participate in **The 2016 Homecoming Challenge: Let's Get Crackin'.** Through ABOD participation, help the University receive \$50,000. There are approximately 50 designation options to choose from. The theme of this campaign is tied into the Homecoming Clambake theme. Ties into overall goal of growing alumni participation year over year.
2. **Alumni Association Scholarship Fund** has been identified as a funding priority as part of the Challenge under "Scholarships." The University has nearly 200 alumni who have received this scholarship and the committee would like to make a direct ask to them to support this fund. We think a targeted email from Nyle Davey to this group would be very effective.
3. **Crowdfunding projects** (smaller in scope compared to our Homecoming Challenge) come to University staff attention daily. Since all of our ABOD members have a different history/relationship with the University, we imagine that one or more of our projects this year will relate to each ABOD member.
 - Make it a goal that each member of the ABOD "gets behind" a crowdfunding project and helps spread the word about these projects. This could mean many different things depending on the respective board member. It could mean sharing a cause, offering feedback to Advancement about the history of the affinity group, helping to identify potential participation prospects or project ambassadors (people will to help spread the word). Committee feels we can find a way for each ABOD member to fulfill this goal.

- Upcoming projects:
 - i. Zebrafish 2.0 – Launch early December 2016
 - Fundraising for microinjector machine to do research on zebrafish in all areas (Lyme disease, cancer research, etc.)
 - We were very successful with the Zebrafish Project this fall and the lab was installed on campus.
 - ii. Delta Phi Epsilon Scholarship – Launch February 2017
 - Fundraising for their scholarship that is awarded to a sorority member each year and applied directly to their UNH bill.
 - iii. Mass Casualty Event – Launch February 2017
 - Fundraising for annual mass casualty simulation event in April 2017 focused within Lee College but is expanding to A&S this year and hopefully other areas.
 - This event is very impressive and provides opportunities for students to apply their knowledge and skills in a real-world setting.
 - iv. Possible future projects:
 - Mechanical engineers
 - Marching band 2.0
 - Cheerleaders
4. **ABOD Thank You Note campaign.** Committee has historically run this campaign in the spring and there is definitely the opportunity to do so this academic year. Committee is also *suggesting that the ABOD also be involved with the fall thank you notes in response to gifts to the Alumni Association Scholarship, should we move forward with this project. These thank you notes will be ready for the ABOD in November.*
- On Tuesday, November 15 (the same night of our ABOD meeting) the University is hosting a **November Philanthropy Month Student Ice Cream Social and Thank a Donor Night.** ABOD members invited to stop by this event prior to the ABOD meeting. The goal is to interact with students and tell them about the Alumni Association

UNH Alumni Board Benefits & Services Committee - BY 16-17

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 by committing to 115 hours of ABOD participation in outreach programs for alumni/students/prospective students.
 - 11/9/16 – R.Buendia connected with Phoneathon callers on (1hr)
 - 11/10/16 – M.Qui for accounting society networking event (hours TBD)
 - 11/12/16 – C.Falcha at Grad School Open House (hours TBD)
 - 11/15/16 – ABOD members at “Thank-A-Donor” (hours TBD)

ABOD Action Requested: Have hours? Let Chrissy Falcha 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:
 - In Progress - Inventory the benefits to review for ‘customer’ experience and determine if any additional information or updates are necessary (C.Campbell)
 - Next: Connect with the Marketing Committee to develop a promotional campaign.
 - Pending: Execute promotional campaign with Marketing Committee and Office of Alumni Relations over the course of BY16-17
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.
 - ✓ Ensure that we have a regularly 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
 - Next: launch to active micro-networks – to be discussed with Programs & Events Committee
 - Pending: launch to former ABOD members
 - Refresher: November meeting connect with Dawne

Committee Meetings Conference calls at 6:30 PM EST on the dates below. Phone: (712) 770-4035 Access Code: 806486

December 13, 2016

January 10, 2017

February 7, 2017

March 7, 2017

April 11, 2017

May 9, 2017



Program and Events Committee (PEC)

2015-2016 PEC Committee Report

November Update

November 9, 2016

The Program and Events Committee (PEC) presents here its November Status update. The committee had its monthly meeting on Nov 8. We reviewed the committee feedback on our goals and agreed to add a metric (1). Micro Network status was a major focus of our discussion. See Micro-Network Status below (2). In addition, we discussed events pending and attended (working list 3).

1. 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.*

2. Micro-Network Status

a. Current Network Status and Pending Actions

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	Nyle K. Davey	meeting metric	update metrics
Life Sciences	Dawn Alderman	meeting metric	reach out to network
NYC Metropolitan	Zak Rosen	start-up	complete MN sharing sheet
Social Engineers	John Capoozo/Heather Alpaugh	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 a particular emphasis in the university to employment transition, including impacting intern opportunities.

1. **Update:** Network currently has 59 members on Facebook.
 - a. **Action:** The list has been taken from Facebook and sent to OAR for support in filling in missing information.
 2. **Update:** Attended homecoming.
 - a. No action at the Life Sciences Affinity table-but food was awesome!
 3. **Action:** Need to work on Linked In.
 - a. **Update-** Posted 3 AxioMx jobs to the group
 - b. **Update-** Working with Tony to share the group.
 4. **Update:** Posted 3 AxioMx jobs to Facebook group
 - 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".
 1. **Update:** Nyle Davey and Dawn Alderman were in attendance at the Lois Evalyn Bergami Broadcast Media Center dedication. If others attended please add to the update.
 2. **Outstanding Action:** Dawn Alderman to reach out to Russ Sharpe and discuss next steps.
 - iii. Alumni Accountants Micro-Network: Alumni Michael Qiu is the lead. The Network is meeting metrics. An event has been planned.
 1. **Update Action:** A networking event between Micro-Network and Accounting Society was held on 11/10/16 on campus.
 - iv. Alumni Lawyers Micro-Network: Micro-Network members Lou Todisco and Nyle Davey are the leads. 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 membership drive may also be considered for 2016-2017 as the membership has continues to hover at about 20.
 1. **Action:** Nyle Davey is looking for a new lead for this Micronetwork.
 - v. 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.
 1. **Update:** Met with Zack Rosen at Two Roads event. He is interested in having another event.
 2. **Action:** Dawn Alderman to reach out to Zack Rosen
 - c. New Committee discussions
 - i. ReeceAnn Buendia is looking into the feasibility of a West Coast Micro Network.
 1. **Update:** Working with Heather in the OAR.
 - ii. UK alumni-Dawn Alderman is looking into a UK Alumni event. Email list provided by OAR and email sent.
 1. **Update:** No feedback to date
3. Events: Events attended to date.
 - a. TCoE Alumni Dinner and Hall of Fame Awards -October 13
 - i. Cynthia Lamb attended

- b. Oktoberfest-Oct 27, 2016
 - i. Dawn Alderman, Dave Galla
- c. Homecoming-Nov 5, 2016
 - i. Dawn Alderman-Life Science Micro Network table
- d. Accounting Society and Micronetwork meeting-Nov 10, 2016
 - i. Michael Qiu

Appendix (Unchanged from previous Chairs (Nyle Davey) final remarks June 2016):

- ii. Human Resource Professionals Micro-Network: No lead has been identified. No Report. This Micro-Network remains undeveloped.
- iii. Chicago Area Alumni Micro-Network: The Chicago area held an alumni event on Sept. 2012. While a core group of 30 alumni have been identified, this Micro-Network remains undeveloped. Status is unchanged.
- iv. Micro-Network of Alumni in Isreal: On January 10, 2016, President Kaplan, with the assistance of the Office of Advancement and OAR, hosted a reception of Alumni in Isreal. The opportunity yielded a core group to provide leadership a Micro-Network to serve the interests of the University, prospective students, current students, and alumni. A social media in FaceBook has been organized. It is populated with 20 participants. No doubt about it this “pop-up” opportunity warrants further development, including identification of a leader and on-going agenda options.
- v. Southeastern Connecticut Alumni Mirco-Network: The intersection of art, design and engineering is in southeastern Connecticut. Board Member Cynthia Lamb, in cooperation with Professor Michelle Mason, are looking to celebrate several aspects of the region’s technology in submarines and sonar with its art resources, including the University’s Lyme Academy College of Fine Art, into a project that melds these various points of affinity into a visual arts presentation that pushes traditional boundaries for each such affinity.
- vi. Young Engineers Micro-Network: Board Member John Capozzo is the lead. The School of Engineering accepted the focus on Spring 2016 Expo that show cases student projects. The focus will shift to the 2017 Expo. A second focal point for planning purposes is the transition of young alumni from the University into advanced studies programs, including positioning undergraduates to be better prepared for the rigors of advanced studies. This Micro-Network is targeting the nexus between the local chapter of the national association for engineers with the goal of increasing student participation and continuity as alumni engaged in the national association. Continued development is anticipated for next year.
- e. Metric: Maintain and Harvest Program and Event Metrics:
Status: Metric met.
 - i. 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.
 - ii. Atlanta Area Alumni Micro-Network: Board Member Dan Vanacore is the lead. Major events have been held in the Atlanta area in 2009, 2011, and 2014. This Micro-Network reviewed and gave feedback on the Give Back Survey at the request of the Benefit and Services Committee and OAR. A more informal program or event is the target for this Micro-Network in Spring of 2017.
 - iii. Up-State New York Area Alumni Micro Network: Board Member Arpad Kolozary is the lead. The Up-State alumni base grew by 9 new 2015 alumni, bringing it to a total of 226 alumni. The Network plans to support Admission events with prospective students and their families. Planning has been initiated for an event in conjunction with the 2016 Saratoga Horse Racing Season. Also, attention is being provided to coordinating with Office of Admissions and offering Network members to an opportunity to participate.
 - iv. Forensic Science Micro-Network: Former Board Member Erica Nadeau is the lead. Alumni members of the Northeast Association of Forensic Scientists held a reception on October 15, 2015 during NEAFS annual meeting similar to the one held by Lee

College of Criminal Justice at a national meeting level. Incoming NEAFS Program Chair is another UNH Alumnus, Beth Saucier-Goodspeed, and preliminary plans to hold another Reunion event, including alumni in the greater Atlantic City area.

- v. International Alumni Micro-Network: Alumni Michael Qiu is the lead. Currently, the leader has identified alumni members in Dubai, China, India, Egypt and Thailand. Mr. Qiu has a working liaison the International Service Office (ISO) Executive Director Kathy Kautez. Micro-Network members are being tapped by ISO to support current students to offer support and information based on their experiences. Mr. Qiu continues to work with the UNH International Student Association communities to support activities organized by country of origin. The International Enrollment Office (IEO) has begun identifying prospective candidates and incoming students and facilitating communication with Micro-Network members to answering questions and providing information and support, i.e., members are reaching out to 40 candidates from Vietnam. These tasks are being handled remotely. These activities will be on-going.
- vi. 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.

4. Metric: Propose new and innovative programs and events for 2015-2016. (October 2015)

Status: Metric met. See Paragraph 4 above. Potential areas include:

- a. Micro-Network of California Alumni: In addition to regular alumni in the area, a “Big Data” program are moving forward. .
- b. Lyme Academy College of Fine Arts: The University has established the “Lyme Academy College of Fine Arts” as its sixth college. Its alumni have an affinity and a long history of alumni relations. Although small in numbers, this group is a welcome addition to the University’s alumni. Plans for integration are evolving. See also Southeastern Connecticut Micro-Network above.
- c. Dental Hygiene Alumni Micro-Network: A need has been identified, but not substantiated. No plans are currently in focus for this group.
- d. GalvanizeU: The University has joined with GalvanizeU to offer a graduate degree program in “Big Data” studies. Located in California, University students will earn degrees and become alumni. Those alumni are on PEC’s radar and may in the future represent a unique affinity.
- e. Baltimore Area Alumni Micro-Network: Board Member Russell Sharpe has proposed Micro-Network for the area where he lives. Status is proposed, but not studied.

Accounting Alumni Micro-Network Update

11.10.16 networking event with UNH Accounting Society (6:30-8:30)

Alumni Attendance:

1. Dwayne Robinson - Global Partners
2. Cara Shamansky – People’s United Bank
3. Michael Qiu - Deloitte
4. Jeff Stein - Sikorsky
5. Thomas Noon - Sikorsky
6. Erica Rosenfeld – United Rentals
7. Amanda Heath – Blum Shapiro
8. Dan Brophy – Grant Thornton
9. Kersten Foulds – Grant Thornton
10. Michelle Zheng – McGladrey

OAR Attendance:

1. Tony
2. Brittany

Between 10-15 UNH accounting students attended the meeting. Two accounting faculty members attended.

UNH Alumni Board Membership Committee

November 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

Meeting held to discuss scope and approach. Meeting call scheduled by next week to further validate membership committee metrics and planning tasks/dates.

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	Complete	Completed
	Develop Metrics	Metrics Plan Document	Committee/Staff	By 11/22	In Progress
	Adopt Plan	Finalize Detailed Plan	Committee/Staff	By 11/22	In Progress
	Assess Current Membership	Development of Targets and Profiles (Historical Tracking)	Committee/Staff	11/15-11/30	In Progress
		Statement of Need for Candidates (Anticipated Change: Renewals & Term	Committee/Staff	11/30 - 12/09	
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	1/02 – TBD	

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.

Currently 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 UNH.

Marketing Committee Update: November 2016

We have finalized our goals for school-year 2016-2017

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

Social Media Strategy

	Start 7/1/2016	As of 11/9/16	Percent Increase	Number Increase	Goal by 6/30/17
Facebook (likes)	3367	3466	3%	99	3,703
Twitter Followers	596	646	8%	50	715
LinkedIn Members	1,307	1314	10%	130	1,437
Instagram Followers	152	286	9%	134	304

Goal: Work with the Benefits and Services Committee (BSC) to promote the many diversified benefits that alumni can take advantage.

- We will work with the BSC 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 Board of Directors
Marketing Committee**

- 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 2017

Goal: Spotlight the work that our micro-networks are doing to engage alumni within certain professional affinity groups by conducting short features on our social media platforms.

- We will select 6 micro-networks to feature on our social media platforms by the end of the school year
- The selected micro-networks will talk about the benefits of being part of the network to undergrad affinity groups who would align with that network (e.g. accounting, forensic sciences)

Goal: Working in conjunction with the Programs and Events Committee, we will start a WNHU micro-network.

- Have at least 10 participating members on the WNHU micro-network by May 2017
- The WNHU micro-network will be fully established by May 2017
- Engage WNHU in promoting the ABOD and Alumni Relations efforts to better engage the alumni. Suggest an "Alumni Show," or "Alumni Spotlight" where we can talk about the micro-network, alumni benefits, and other things that would be of importance to Alumni

Goal: Solicit alumni volunteers to share their knowledge and expertise with undergrads and grads on professional skills that would start or enhance their careers. Work with the Benefits and Services Committee to access the "Get Involved" database to find interested alumni to do mini workshops on topics such as mock interviews, 401K, Health Insurance, salary negotiations, and more.

- Create a call-to-action video that is featured on our social media and home page of the alumni website that creates a compelling call-to-action for alumni who want to showcase their talents and help fellow alum develop skills and acquire knowledge that benefits them personally and professionally
- Feature ABOD members in videos and in on-campus workshops
- Have at least one video created and two alums featured in workshops by May 2017

Next meeting: January 11 at 7pm