

Advancement Committee

Update for Alumni Board of Director Meeting of June 21, 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

Updates:

Academic Year Ending 8/31/16

- Support Innovation Celebration HUGE Success!!
 - \$4.06 million raised for scholarships and our innovation funds. *"Fund the Future"*
 - 8 ABOD Members in attendance
- Eighteen of the twenty-seven ABOD members (70%, up from 63% last report) have participated. Great job!! Keep it going.
- Charger Horse Statue – Students building on sense of tradition, Mascot would be GREAT. Built on Campus, piece of art, everyone on board. ABOD would like to support and make a donation from the Alumni Board of Directors Investment account. Waiting for RFP to be completed, ETC TBD.
- Great year everyone!!

UNH Alumni Board Benefits & Services Committee

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 (Chair)
Mike Desabris

Andrew Guzewicz
Kris Conroy

Cindy Kohan
Arlevia Samuel

Tom Wilkinson
Chris Campbell

2015-2016 Board Year Committee Objectives & Results Summary

1. **OBJECTIVE:** Cultivate and participate in opportunities to engage with alumni, students and prospective students as tracked by 'service hours'.

RESULTS: This board year we completed over 90 hours towards this goal by participating in a wide variety of opportunities including: recruiting students at the Career Expo, attending New Student Resource Fair, supporting the Senior 16, service as guest speakers, and connecting at prospective student meetings and student programing.

2. **OBJECTIVE:** Develop new ways to communicate with current alumni and future alumni on the benefits and services offered by the UNH Alumni Association.

RESULTS:

- Identified social media as a key platform to connect with alumni and students about the benefits and services of the Alumni Association and launched an initiative to promote alumni benefits using social media forms.
- Began to include a welcome letter from the alumni association directly in diploma holders received by graduates at commencement. The welcome letter includes links to our webpage and promotes traffic to our benefits page.

3. **OBJECTIVE:** Develop a presence with current students on campus and cultivate new opportunities to engage with them during the academic year.

RESULTS:

- We established a relationship with the Graduate Student Council (GSC) by inviting a regularly scheduled GSC representative to attend out board meetings and attended a GSC meeting to introduce the Alumni Board to this student group.
- Engaged with undergraduate student activities to identify key student events that occur throughout the year where the Alumni Board can attend and engage with current students.
- Attended key events such as Charge In, Career Expo and the Senior BBQ to keep the Alumni Board visible with current students throughout the academic year.

4. **OBJECTIVE:** Continue to provide support to the "Get Involved" survey tool by generating at least 2 new ways to further promote the use of the tool to foster meaningful alumni engagement.

RESULTS:

- Distributed the "Get Involved" survey to new Alumni Board members.
- Proposed new opportunities to utilize the tool among established and engaged alumni groups such as micro-networks and active alumni groups working with departments throughout UNH.



Program and Events Committee (PEC)

2015-2016 PEC METRICS AND FOUNDATION

End of the Year Statement by the Chair

JUNE 21, 2016

The Program and Events Committee (PEC) presents here its 2015-2016 Metrics and its foundations as listed below. PEC member Dawn Alderman will be the 2016-2017 Chair.

1. Update the inventory of alumni activities. The University is a complex organization. Many many activities focus on alumni with a particular programmatic or common affinity (e.g., Marching Band, radio station, sport teams, clubs, professions, etc.). Affinity activities are decentralized yet bound by a common bond to the University and its missions. The Board, through PEC and the Office of Alumni Relations (OAR), plans to update its inventory of alumni programs, events and activities to in furtherance of the University's missions. See accompanying list as of the above date (incomplete).
2. Identify and review alumni associations from three "aspiring institutions" and three "peer institutions" for innovative strategies, including the use of social networking in planning and implementing programs and events. During the 2014-2015 academic year, the New American Colleges and Universities (NACU) accepted the University of New Haven into its national consortium. In the Spring of 2016, the Marketing Committee reported out on NACU "aspiring institution" and "peer institutions" in regards to alumni board activities, innovations and their support of programs and events. An informal review revealed that our Alumni Association may become an "aspiring institution" for other NACU member alumni associations, although some "aspiring" points of interest may emerge. In the coming year, PEC may target a few member institutions for more in depth review and/or exchanges. The complexity of each University and the variety of methods used to engage their respective alumni make this a challenging activity.
3. Scan declarations by the Board of Governors, Administration, Colleges, faculty, OAR, University publications, alumni, parents, current students, and student organizations for short and long range programs and events opportunities. PEC continues to assess critical needs and "pop-up" opportunities to create or support short term and long term program and event opportunities. See Paragraph 4.a.v below. Also see, concepts that have been identified in Paragraph 6 below.
4. As to Mirco-Networks (see also Micro-Network Guidelines and Information Sharing Sheets):
 - a. Metric: Propose two new Micro-Networks concepts for development,
Status: Metric met. See iii and v.
 - i. Human Resource Professionals Micro-Network: No lead has been identified. No Report. This Micro-Network remains undeveloped.
 - ii. 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 Mirco-Network remains undeveloped. Status is unchanged.
 - iii. 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. An inaugural Meet and Greet" meeting was held on January 25, 2016. This Micro-Network launched a Facebook network and attracted 56 members. Two employment opportunities have been posted on the site. The Micro-Network has benefited with a liaison with Professor Rosemary Whelan. The Micro-Network has begun to focus on several issues, including engaging additional young alumni. Future includes developing the agenda and continuing to gain traction.

- iv. 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". Status is unchanged.
- v. 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.
- b. Metric: Continue to Develop and Operationalize Micro-Networks.
Status: Metric met.
 - i. 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.
 - ii. 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.
- c. Metric: Maintain and Harvest Program and Event Metrics:
Status: Metric met.
 - i. Alumni Lawyers Micro-Network: Micro-Network members Lou Todisco and Nyle Davey are the leads. Lou Todisco organized, and together with Professors Donna Morris and Josh Sandman presented, a program to an undergraduate class on the Electoral College and the Bush-Gore 2000 Presidential Election Controversy. The program was held on April 18, 2016. Given the Presidential election this year the program was timely. This is the second year that Alumni Board members participated in a University presentation with faculty. In 2015, Nyle Davey and Lou Todisco participated in a program celebrating the 800th anniversary of the Magna Carta with University professors. 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.
 - ii. 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.

- iii. 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.
 - iv. 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.
 - v. 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 Alumus, Beth Saucier-Goodspeed, and preliminary plans to hold another Reunion event, including alumni in the greater Atlantic City area.
 - vi. 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 form Vietnam. These tasks are being handled remotely. These activities will be on-going.
 - vii. Alumni Accountants Micro-Network: Alumni Michael Qiu is the lead. On April 28, 2015, the Accounting Society hosted a program with Network members Qiu and Kaitlyn Cimino presenters. Twenty undergraduates attended. Two attendees joined the Micro-Network upon graduation. The Micro-Network will look to the Accounting Department for “pop-up” opportunities and ways to strengthen its liaison with the Accounting Society. On November 13, 2015, the Micro-Network planned an informal meeting with the Accounting Society and five Micro-Network members will be speaking to the students. A similar program is proposed for 2016-2017. The Micro-Network continues to advocate for members of the CT Society of CPAs to contribute more programming at UNH. Mr. Qiu is also being communicating with the Career Development Center to same end. More formal plans will be developed in 2016-2017.
 - viii. 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.
5. Metric: Support alumni programs and events planned by the University’s OAR.
Status: Met and will continue.

NOTE: Working List with last year activities included for planning purposes – see gray outs.

- a. Welcoming / Move-in Day (Aug. 2015).
 - b. Music Industry Master Speaker Series featured Greg Beebe '00, Director of Live Performance and Music at Sennheiser Electronics GmbH (Oct. 14, 2015).
 - c. Northeast Forensic Science Association Reception (Oct. 15, 2015) – See above.
 - d. Homecoming (Oct. 24, 2015) – Sounding the Alumni Bell!
 - e. Allen Sack Inaugural Lecture in Sports and Social Issues featuring Alumni Dean Lombardi '82, President and General Manager of Los Angeles Kings (NHL)(Oct. 22, 2015).
 - f. Administrative Law Lecture to Pre-Law Students (October 29, 2015).
 - g. Alumni Reception after Men's Basketball Game versus UConn (November 7, 2015).
 - h. Veteran's Day (Nov. 11, 2015): UNH Military Veterans Club, veteran outreach faculty, and UNH Reserved Officer Training Corps sponsored the event.
 - i. Alumni Accounts Meeting with Accounting Society (Nov. 13, 2015).
 - j. Center for Family Business Lecture featuring Anil Shah "Doing Well and Doing Good: Entrepreneurship and Giving Back." (Dec. 1, 2015).
 - k. Alumni Reception after Springfield Falcons ice hockey game (AHL)(Dec. 4, 2015).
 - l. Graduate School Open House (Jan. 9, 2016).
 - m. Israel Alumni Reception With President Kaplan (Jan. 10, 2016).
 - n. Winter Commencement Alumni Welcome by V.P. Davey (Jan. 16, 2016).
 - o. 34th Annual Scholarship Ball (April 16, 2016).
 - p. Lawyers Micro-Network presentation on the Presidential Election (April 18, 2016).
 - q. UNH Career Fair with Board Support (April , 2016).
 - r. Spring Commencement Alumni Welcome by President Pro Tem Davey (May 15, 2016).
 - s. Alumni Association Annual Meeting (June 21, 2016).
6. 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.

Alumni Board of Directors Marketing Committee

Committee Members: Walter Hoff – Chair; Paula Uscilla, Kelley Delaney, Russ Sharpe, Antonio McDonald

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: June 2016

In this year-end report, we will comment on our performance relative to goals we established in September 2015:

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

Social Media Strategy

- We reached our goal of the number of people accessing Facebook, exceeded our goal on Linked-In members, far exceeded our goal on Instagram followers, and fell just short of Twitter Followers. We were far behind in reaching our goal of Facebook likes.

	As of 7/1/2015	Goal % Increase	Actual % Increase	# Increase	Goal by 6/30/16	As of 6/8/16
Facebook (avg no. of people accessing)	70	43%	43%	30	100	100
Facebook (likes)	2,824	42%	19.2%	1,176	4,000	3,367
Twitter Followers	485	23%	22.8%	115	600	596
LinkedIn Members	1,109	10%	18%	110	1,219	1,307
Instagram Followers	39	156%	290%	61	110	152

Alumni Board of Directors Marketing Committee

Goal: Showcase ABOD board members and other alumni in feature articles seen by alumni. Identify six current board members or alumni and showcase their efforts in advancing the UNH experience for students and alumni. At least one feature should be an alum who is not on the Board.

Three features were completed and posted on the alumni website and Alumni Magazine: Former board member Erica Nadeau, and present board members Dan Vanacore and board secretary Chrissy Falcha.

We were hampered from making our goal with the changes that occurred in the Public Affairs and Communications area, which caused a shift in prioritizing other important projects within the University.

Goal: Raise the awareness of UNH among alumni and prospective students. Have at least two UNH ABOD members featured by UNH Public Affairs and Communications to improve the brand perception of UNH.

As with the goal of showcasing board members and other alumni, the changes that occurred in Public Affairs and Communications did not allow the opportunity to act on this goal.

Goal: Help the newest alums stay connected to UNH. Develop a gift that provides useful information for graduating undergrads and strives to keep them emotionally and financially committed to UNH.

- Senior 16 was a highly-successful program that had many soon-to-be-graduating seniors participating in educational and fun events during the last 16 weeks of the year. Students participated in events that helped them learn about the many benefits they will have as an alumni, a workshop on how to use LinkedIn, and workshops on other topics most useful to them in their post-undergrad days. The program proved to be an effective way to get the students excited about the Alumni Association and how they can stay connected to UNH.
- Commencement message –For the January and May graduation ceremonies, a message welcoming the new grads to the Alumni Association was included in the diploma sleeve. The message included how to stay in touch with UNH on social media, opportunities to network with fellow alum, and the many benefits now afforded them.

Goal: Complete a Benchmarking study of companion schools and universities in the New American Colleges and University Consortium. Present findings and recommendations to the ABOD at the January 19 meeting.

We presented to the Board at the May 17 meeting. We talked with Alumni Relations departments and looked at the websites of 6 schools that, like UNH, are members of the New American Colleges and Universities. The major areas that were presented in a PowerPoint presentation were:

Alumni Board of Directors Marketing Committee

- Background of each school –structure of Board, size of alumni population, size of ABOD, frequency the Board meets, types of committees and major alumni-engaging activities
- Fundraising efforts
- What the board and Alumni Relations does to create awareness and engagement with the alumni population
- What unique things other schools are doing that we are not doing
- What innovating, unique, and effective things we are doing that other schools are not doing
- Benefits and services offered to alumni
- Summary/Recommendations

Following the presentation, we discussed the feasibility of the recommendations with Alumni Relations. We committed to following up with a few schools to obtain more information that would help us drive some initiatives for the next school year.

Next meeting: September, date TBD