



University of New Haven

**Alumni Board of Directors
2017-18 Annual Report**



Advancement Committee

Update for Alumni Board of Director Meeting of June 19, 2018

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

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

-22 donors, out of 33 members: 67% vs. goal of 100%. Compares to 21 donors, out of 29 members; 72% in June 2017.

The Advancement Committee is wrapping up a final appeal to the 11 remaining ABOD members to request participation by June 30, 2018.

Events:

1. Throughout the academic year: 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 Buendia 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.

- ##### **2. Feel Good February / Senior Giving Week*: Monday, February 26th, 5pm-8pm – Student Dining Room in Bartels -Get the Scoop on Philanthropy card writing event.**
- Students come to sign thank you cards for donors and receive an ice cream sundae in exchange for their participation. Alumni Board of Directors attendees were recorded for a special promotional video as part of Senior Giving Day aired in the spring! ABOD members Ken Johnson, Cindy Kohan and President, Nyle Davey participated.

***Feel Good February / Senior Giving Week:** Graduating seniors make their gift, and join the new Student Philanthropy Council. Student Philanthropy Council Members are invited to participate in educational opportunities, such as survey and videos to watch, that help create awareness about philanthropy in our community. Members also receive a green and white philanthropy cord to wear at Commencement! Focus was on Class of 2018 for the giving week.

Advancement Committee

Update for Alumni Board of Director Meeting of June 19, 2018

3. Fuel the Innovation / Faculty Staff Month*: Wednesday, March 14th & Wednesday, March 28, 11:30am-1:30pm

***Food Truck Frenzy:** These are two events throughout the month will raise awareness about faculty/staff support, why it is important, and how much it affects the University as a whole.

4. 35th Annual Scholarship Ball: Saturday April 21, 2018

ABOD attendance included 8 ABOD members and one incoming member as follows:

1. Nyle Davey
2. Darryl Mack
3. Dawn Alderman
4. Cindy Kohan
5. Russ Sharpe
6. Dave Galla
7. Lou Todisco
8. Tom Wilkinson

Incoming member: Rick Polio

5. Monday April 30, 2018: ABOD Meet and Greet with Students

The meet and greet was held on Monday, April 30, 2018 in the Fireplace Lounge in Bartels Hall. The event was part of the Senior 18 program but was open to all students. ABOD members had the opportunity to speak with students about their involvement in the Alumni Board of Directors and the importance of becoming and staying engaged with the Alumni Association. Approximately 25 students stopped by to talk. ABOD members, Nyle Davey, Kenney Johnson, Cindy Kohan, Tom Wilkinson and Dawn Gratalo participated.

6. May 2, 2018: Founders Day

May 2, 2018 from 11:30am-3:30pm

-Founders Day recognizes the visionary leaders who founded the University of New Haven nearly 100 years ago and celebrates our exciting plans for the future.

University of New Haven Board Benefits and Services Committee Report

June 2018

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 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
 - Michael Qiu – Hosted a question and answer session for international students
 - Mike Spaziani – conducting a mock interview session for criminal justice students
 - Heather joined our committee to discuss ways for alumni to get more involved with the Career Development Center. Here are the ideas brought forward:
 - Starting a Lunch and Learn series to have alumni talk about their companies, business trends, etc.
 - Field trips to alumni companies – Abcam (February 14), UCONN TIP (April 13)
 - Job shadowing at alumni companies
 - Getting alumni companies to attend University of New Haven career fairs
 - 24 alumni involved in career fair opportunities on campus
 - Incorporating a thank you to alumni who participated in the Alumni Magazine and a call for new alumni participants
 - Mock interviews, leading workshops, posting job opportunities/internships
- **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 and suggestions provided to Tony for review
 - Tony provided names and contact information for alumni using Plum Benefits and MyPlanIt Traveler. Chris sent them each an email requesting information about their experience to generate testimonials and/or quotes to be used for marketing the benefits. No responses received. Determine if project should be reconsidered for next year.

Research was completed to determine if the current benefits are appropriate and in-line with other universities. The conclusion is that University of New Haven’s benefits package is very robust even as compared to very large schools and Ivy League universities. Most importantly, the benefits that are most engaging and should be given time, energy and focus are Career Networking, Digital Communications and Clubs, Chapters & Reunions.



PROGRAMS AND EVENTS COMMITTEE

Dawn Alderman
June 19, 2018



University of New Haven

Program and Events Committee (PEC)

Members



Lou Todisco



Walter Hoff



John Capuzzo



Arpad
Kolozsvary



Dawn Gratalo*



Jaylen Johnson*



Dawn Alderman
PEC Chair



Nyle Davey
(ABOD
president)



Cynthia Lamb



Michael Qiu



Miki Katz



Dan Markwat



ReeceAnn
Cabanero-
Buendia



Angela Marino*



Heather Alpaugh
(OAR support)



University of New Haven

Program and Events Committee (PEC)



Goal Update

Represent the ABOD at University events

- Support alumni programs and events planned by the University's OAR, aim to have >40 ABoD service hours
 - **Status: This goal has been met.**
 - Many hours have been committed to
 - » Law Day by Louis Todisco
 - » Building relationships with industry partners in the biology field by Dawn Gratalo
 - » Work(ing) with the Career development center to improve quality of scientific resumes (Angela Marino and Dawn Gratalo).
 - Attendance at many Alumni events (Homecoming, Meet and Greets, Brewery tours, Commencement ceremonies)



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Goal Update

• Micro-Networks

- 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*
 - **This goal has not been met.**
 - » We focused heavily this year on building new relationships and mentoring. We will aim to review the status of the micro-networks next academic year.
- Propose two new Micro-Networks and/or add additional programs within a Micro-Network.
 - **This goal has been met**
 - Initiated the WNHU Micronetwork, investigated the Cambridge England Micronetwork
 - We introduced the Lunch & Learn series, currently in development, stay tuned



University of New Haven

- Reece and Jaylen are working on Alumni back to campus weekend
- Reece is championing a Washington based Micronetwork
- Dawn G. has been working with industry leaders and University faculty to build relationships. These relationships have already generated opportunities for our students.
- Jason is taking the lead of the lawyer Micronetwork.

 University of New Haven

MicroNetwork Status

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
Israel	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 Capozzo/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 Capozzo	start-up	complete MN sharing sheet

inactive 2016-2017



University of New Haven

Program and Events Committee (PEC)



THE END



University of New Haven

Program and Events Committee (PEC)

University of New Haven
Alumni Board Membership Committee

June 2018 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) and recommend for 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

- May 18th Candidates decisions finalized and posted on website for voting
- Week of May 21, Call for voting included in May Alumni E-Newsletter
- Week of June 4th, Candidates notified of association vote
- June 19th, Annual Meeting and Induction Ceremony planned
- Continued executing our communications plan to ensure continued engagement of current board members and identifying potential new members.

Continue working the plan as described below:

University of New Haven
Alumni Board Membership Committee

Milestones/Schedule

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	Completed
		Statement of Need for Candidates (Anticipated Change: Renewals & Term Limits)	Committee/Staff	11/30 - 12/29	Completed
Identify	Re-assess Prior Candidate Pool	Review 2017 Non-Selected Candidates	Committee/Staff	12/12 – 12/29	Completed
	Solicit 2018 Candidates	List of 2018 Candidate Pool	Staff	01/02 – 02/28	Completed
Screen	Assess recommendations	Production of Profiles / Data (Confidential)	Staff	02/01-02/28	Completed
Nominate	Selection of Candidates for Nomination	Membership Committee meeting to review all candidates and select class	Committee/Staff	03/01-03/16	Completed
	Selection of Nominees	Presentation by Committee to Board	Board Approval	03/20	Completed
	Interview / Informal Meetings	Designation of "liaison" and initiation of contacts.	Committee / Staff	03/22-05/18	Completed
Elect	Alumni Association Voting	Voting in accordance with By-Laws - Candidates decisions finalized and posted on website for voting - Call for voting included in May Alumni E-newsletter	Association Approval	5/18 Posted 6/4 notified of Association Vote	Completed
	Election Certification by Board	Compliance with By-Laws	Board	Post-Election	Completed
Induct	Induction of New Members	Members Elect attend Annual Meeting.	Association/Board	June 19	
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 and engaged with the University community.

Marketing Committee Update: June 2018

This report will update our activities and recap our accomplishments during 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 6/7/18	Percent Increase as of 6/7/18	Number Increase as of 6/7/18	Goal by 6/30/18	Percent increase Goal by 6/30/18	Number increase Goal by 6/30/18
Facebook (likes)	3580	4035	13%	455	3850	8%	270
Twitter Followers	708	794	12%	86	815	15%	107
LinkedIn Members	1,307	1316	1%	9	1,375	5%	68
Instagram Followers	346	491	42%	145	485	40%	139

We exceeded our goals with Facebook Likes and Instagram followers. Tony Distasio did some creative things to increase alumni engagement, such as creating a Super Bowl contest that helped increase Facebook members, and posting popular stories about two alums. He also used Snapchat to effectively increase the engagement around Homecoming and Founder's Day.

Alumni Board of Directors Marketing Committee

We fell just short of our Twitter followers. Linked-in members would be higher and would probably have surpassed the goal if new members were merged with another list kept outside Alumni Relations. Tony will talk with Dave Crenshaw about possibly merging LinkedIn member lists.

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

Antonio McDonald and Tony continued with creative campaigns designed around holidays or special events to heighten the awareness of the fantastic benefits offered to alumni, currently up to 34 and growing. They launched a Mother's Day campaign with Pro Flowers. Along with sister brands Personal Creations, Shari's Berries, and Gifts.com, alumni had a chance to get a 15% discount on Valentine's Day offers.

Tony kept finding additional organizations willing to offer benefits to our alumni. Granted through the Office of Graduate Admissions, a Dean's Scholarship became available to a graduating senior interested in becoming a full-time graduate student. Tuition was to be discounted between 10-50%.

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

Reece Buencia, as a member of an advisory group headed by Alumni Magazine Editor Elizabeth Rogers, provided key input that led to the spring edition of the revamped Alumni Magazine being more focused on alumni features and containing more information about the Board than in past issues. Reece, along with Heather and Jen, has provided editorial guidance that resulted in plans to expand the focus on Board activities. We submitted suggestions for other features outlined in our goals above, and additionally, recommended one on Tony and the great work he is doing with expanding alumni benefits. The feature on Michael Qui should appear in the fall issue due out in October

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

Alumni Board of Directors Marketing Committee

- 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

The WNHU Micro-Network officially launched at Homecoming last October and was attended by nine former station alums who spanned five decades back to the origins of WNHU in the early 1970’s.

We have had two phone conferences since that landmark first meeting. The group decided to focus efforts in three areas:

1. Creating an on-line, bulletin board forum website portal that would connect students with WNHU alumni to form mentoring relationships
2. Steering students toward internships
3. Helping WNHU fundraising efforts

The website portal was designed. Since it’s been weeks since the micro-network has met, and with the anniversary of the launch of WNHU the week of June 4, Russ Sharpe Steven Shepherd will coordinate with Heather to send out a communication to the network to meet via conference call one evening soon. We will discuss additional feedback on the portal and talk about other initiatives we could do during the next school year.

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

The presentation has been completed. Nyle plans to send it to the Board of Governors.

Other Initiatives

- Kimberly Monson, an alum of Lyme Academy, worked to create greater awareness of the exploits of the Lyme Academy alumni and a greater connection to the University. More than 250 alumni are now on the Lyme Academy Facebook page.
- Kimberly is in the process of promoting and organizing Lyme Academy for the Town of Old Lyme's Midsummer festival on July 28th, a street-wide fair with music and art to be held at Lyme Academy. Current students and alumni will be selling work during the day.