

Rensselaer Alumni Association
Board of Trustees Meeting
The Mayflower Hotel, District Ballroom – Washington D.C.
April 29, 2017

Board Members Present:

Terence Barton '92, '01G, , Jessica Budris '01, '04G, Patricia DeLauri '85, Tim Frosell '85, Jason Hagopian '91, Linda Jojo '87, '92G, Terry Jones '66, '72G, Thomas Keating '75, Jennifer Keyes '02, Theresa Kozikowski '85, '86G, Meghan Lenihan '10, Claire Lukasiewicz '17 (represented President Laurel Dean '18 at the meeting), Kareem Muhammad '01, Brian Nock '13, '13G, Lawrence Pulvirent '81, '82G, Elisa Rios '07, Sandeep Sharma '88G, Matthew Siegel '85, Lauren Thomas '01, Jeff Schanz-RAA Executive Director and Assistant Vice President, Alumni Relations

Board Member by Phone:

None

Board Members Absent:

Neal Barton '58, '66 Ph.D., Rich Bollam '66, Ashely Brandon '06, Glenn Brown '54, Colleen Costello '12, Patricia DeLauri '85, David Fowkes '89, John Hamilton '73, Paul Ilori '17, Audrey Kaplan '89, Keith Morris '78, Laurel Dean '18

Guests Present:

None

Alumni Relations Staff Present:

Geoffrey Seber, Manager, Alumni Relations and Susan Haight, Advancement Officer, Alumni Relations

I. Call to Order (Kozikowski)

- The meeting was called to order at 9:17 a.m.

II. Approval of Board Meeting Minutes (Kozikowski)

- **Correction, name change of Mohammad to Muhammad**
- **A motion to approve the February RAA Board Meeting minutes was made by K. Muhammad and seconded by T. Barton, and approved by all in attendance**

III. RAA Financial Report (L. Jojo)

Income and Expenses-Status to Date

- Income received and expenses incurred through the second quarter of FY2016-17 (7/1/16 – 4/11/17) were reviewed. Jojo noted that most spending occurs in the fourth quarter.
- T. Keating asked about the status of the Traditions Book. Geoff Seber gave an update. The book project remains active and there is a push to complete the book by Fall 2017.

Rensselaer Alumni Association Endowment Fund (J. Schanz)

- Bollam submitted a written report prior to meeting, Jojo gave update in Bollam's absence:
- Concerning the actual numbers - as of April 27: During the 2 months since the February Board meeting cash payments totaled roughly \$5,500 (of which roughly half were related to previously made pledges) bringing total cash payments to \$650,000. Pledges o/s are now roughly \$60K; and pending employer matches are roughly \$3K. So, after adding the two large irrevocable bequests (totaling \$425K), the total is \$1,138,000. Also, former RAA Board member [REDACTED] (Class

of 2000) reached the \$5000 giving in February; and three other steady supporters, [REDACTED] '57, [REDACTED] '01, and [REDACTED] '10 will also reach the \$5,000 giving level when their employer matches come in.

Rensselaer Alumni Association Scholarship Fund/Campaign Update (J. Schanz/T. Barton)

- T. Frosell provided an update on phone calls that he made to the gauge interest from alumni about giving to the RAA Scholarship. Alumni feedback was passionate, but they did believe giving to the RAA Fund would be a good push forward.
- **Actions:**
 - **T. Frosell to continue to talk with alumni partners that may fit well for the Rensselaer Alumni Association Scholarship Fund**
 - **Provide data to RAA Board Members, for affinity and overall biographical information for prospective donors. It is requested that OAR include corporate match indicator in the field. Additionally, OAR to provide a list of affinity groups that will be valuable for focus on the RAA Scholarship.**
 - **Work with Development Team on giving specifically for RAA Scholarship Fund and RAA Endowment Fund, per discussion and strategy plan around the Rensselaer Campaign .**
 - **M. Lenihan requested initiative to provide thank you notes from board members to those that have contributed to the RAA Scholarship and RAA Endowment.**

Rensselaer Alumni Association Approval of RAA Budget for FY 17-18

- L. Jojo provided update on proposed RAA Budget for FY 17-18. Discussion focused around income from royalty programs
- Jojo discussed the budget differences for FY18 for utilizing all remaining RAA Endowment money available verses utilizing just using budget amounts based on actual income.
- Jojo mentioned that future budgets will be problematic to continue funding at the current level. In future board will need to find ways to increase revenue through royalty programs.
- Motion to accept scenario A in budget sheet, utilizing all RAA Endowment money in savings, in addition to income from RAA Endowment and RAA Portfolio for FY 18 by J. Budris, seconded by L. Thomas. Approved by all in attendance.
- **Actions:**
 - **J. Schanz to work with Mercer on additional health care insurance offerings through insurance company.**
 - **J. Schanz to give overview of operating budget from Rensselaer Office of Alumni Relations at October 2017 meeting.**
 - **K. Muhammad will lead effort next year on research and tapping board members to find ways to increase revenue through new and existing royalty programs.**

IV. Old Business (T. Kozikowski)
None to report

V. New Business
RAA Work Group and Initiatives, Campaign, Career, Chapter, AIGC

- *Team Leaders gave brief status reports-submitted report summaries are at the end of meeting notes.*

Career Committee (M. Lenihan)

- M. Lenihan provided an update on Career Program research initiative on new products for mentor program. Overall the committee is continuing to find products that will help to connect alumni through mentorship platforms.
- Lenihan mentioned committee will look closer at the Graduway product as the platform for the Alumni Career Program, as the contract expires in the Fall 2017. The committee will look to see if the product is working well for the future of the program. She also mentions investigation the use of utilizing Workplace with Facebook.
- M. Lenihan gave an update on new initiatives on the Career Program, such as personal touches at Career Fairs, such as the NSBE/SHPE Career Fair, or the Center for Career and Professional Development. Additionally, looking to go to Chapter events to talk with alumni on career needs.
- Considering a surveying/feedback initiative.
- **Actions:**
 - **Review of Rensselaer Alumni Connect (Graduway) as a community that is providing services that are needed for a successful program, as contract expires in fall 2017. Including building a wants and needs document for picking future products.**
 - **Continue to look at use of new products to enhance the Career program.**
 - **Build initiatives around personal touches at career fairs.**

Chapters Committee (L. Thomas)

- L. Thomas provided information on upcoming initiatives:
 - Provided a sell sheet about RAA Scholarship to Chapter Presidents during RPi Day Initiatives.
 - Finalized benchmarking program, pulling data together to share with board and those that participated in the survey. See RAA Google Group Drive on information pertaining to benchmark project.
 - Reviewing the benchmarking information in order to provide action plan by June.
- Committee continues to encourage Summer Send-Off Programs with Chapter Leaders.
- Create a “Welcome to Neighborhood Event,” utilizing a webinar series for Chapter Leaders.
- **Actions:**
 - **Committee to finalize benchmark project to share with board by June 30.**
 - **Initiate webinar series for Chapter Leaders on “Welcome to Neighborhood Event.”**

Campaign Committee (T. Barton)

- T. Barton noted that much of the Campaign information was discussed during a prior new business. Action items included under Rensselaer Alumni Association Scholarship Fund/Campaign Update section of minutes.

AIGC Update (R. Grice)

- Spring rush and recruitment went smoothly, although we are still concerned about the trend towards lower numbers
- AIGC members are looking to participate in each of the Fall SO sessions; we plan to have at least one AIGC member at each SO session

- Work on revisions to the Relationship Statement and Greek Life Commons Agreement have started; AIGC is now involved in the revision process. (We were not initially on the review team.)
- While you are meeting in Washington, DC, the AIGC will be holding its Spring meeting on Saturday, April 29 in the Heffner Alumni House. We will be holding elections at the meeting. Greek Awards of Excellence will be held later in the day.
- AIGC officers (before the elections) are: Roger Grice, president; Bob Eckart, vice-president; Jerry Witter, director, Roger Mike, director; John Pfaff, director; David Goldschmidt, director; and Laurel White, director.
- Please visit the AIGC website: <http://www.alumni.rpi.edu/services/affinity/AIGC/>

RAA Long Range Strategic Plan 2024 (K. Muhammad)

- Muhammad provided update on RAA Long Range Strategic Plan 2024 session, group working to give finalized feedback and information by May 12 to Kareem. Check RAA Board Google Drive for document to update.
- **Actions:**
 - **Board members to provide finalized feedback on the Long Range Strategic Plan by May 12**

Alumni Attitude Survey (J. Budris/T. Keating)

- Budris and Keating reported on Alumni Attitude Survey. Budris and Keating, with K. Lounsbury from Office of Alumni Relations have worked with PEG Company to provide feedback on questions and are finalizing questions, include new questions proposed by RAA. Expected to get survey out in May 2017.
- J. Schanz provided an update from the February RAA Board Meeting on the Rensselaer Branding Refresh project by the Vice President Richie Hunter, from the Division of Strategic Communications and External Relations. Schanz mentioned many alumni volunteers, with different backgrounds participated in phone calls on the project. Expecting information from the refresh project in June 2017.
- **Action**
 - **Budris/Keating to send preview of survey to RAA Board Members for quick review.**
 - **Finalize survey questions and send to alumni, working with PEG Company. Expected to release in May 2017.**
 - **Schanz to send branding refresh findings to RAA Board.**

Rensselaer Alumni Network (RAN) (S. Sharma)

- S. Sharma provided update on RAN programming, including helping to train new volunteers in Philadelphia and Dallas.
- S. Sharma recommends a RAN Commission member to RAA Board with retirement of S. Sharma in the future.
- S. Sharma mentioned new initiative of a RAN Plaque in the Heffner Alumni House recognizing one RAN Captain every year for their volunteer efforts in the areas. Funding to be provided by Paul Hess' company contribution to the RAA.
- **Action**
 - **S. Sharma to investigate plaque initiative.**

RAA Board Nomination (K. Muhammad)

- K. Muhammad provided update on RAA Nominations process, including keeping potential nominees from year to year.
- In 2017 15 nominees, the committee recommended 5 potential member. Confirmed of 3 new members.
- Schanz provided an overview of each of the selected nominees, Coderre '06, Lyden '78, Ryan '79
- Motion to accept the proposed 2017-2018 slate by L. Jojo, seconded by P. DeLauri, approved by all members of the board.
 - Promotion of members from Trustee-at-Large to Vice President
 - Keyes '02, Siegel '85, Frosell '85
 - New Board Members
 - Coderre '06, Lyden '78, Ryan '79

2017 – 2018 Board Meeting Dates (J. Schanz)

- J. Schanz discussed the potential new dates for 2017-2018.
- **Action**
 - **G. Seber to provide poll to entire board on consensus for Spring 2018 dates (April or June preference)**

Recognition of Retiring Board (T. Kozikowski)

- T. Kozikowski provided thank you gift to Claire Lukasiewicz '17 for her time on the board at the Red & White Student Organization President.
- J. Schanz provided remarks and thank you T. Kozikowski for her service as the RAA President.

VI. Adjournment

- A motion to adjourn the meeting at 11:32 a.m. was made by L. Pulvirent '81 and seconded by P. DeLauri, and approved by all attendance.

RAA Work Groups
SUBMITTED REPORTS – APRIL 2017

Career – Meghan Lenihan

Attendees: Meghan Lenihan; Elisha Rios, Sandeep Sharma, Jen Keyes, Tom Keating, Kailah Borchers

- Team has been working through investigating different options for creating a virtual alumni network. Each team member picked a few apps to investigate and report back to the team on. The top 3 were downselected as - slack, workplace at facebook & IBM connections.
- We are looking at these platforms as potential replacements for RAC. Meghan & Kailah are to set up a meeting with Jeff, Teri & Kareem to discuss next steps and their thoughts. Kailah has connected with Kim Ragosta in Purchasing re: terms and conditions related to testing a free version of Workplace and Slack. She has recommended having RPI legal counsel review the specifics of each to identify proper procedure. Kailah has sent requests to Slack and Workplace to collect this information.
- In addition to this, the team has been brainstorming other ways to bring career services to alumni. Top ones are alumni recognition at career fairs through outreach and/or breakfast to connect alumni to alumni. Connecting with the chapters to see if we can offer local career events. All Alumni Survey questions to be included.

Chapters – Lauren Thomas

Campaign (Terence Barton)

No workgroup meeting prior to April 2017 Board Meeting. Please see minutes from above on report out on the RAA Scholarship under RAA Financial Report

Minutes approved – October 14, 2017