

Rensselaer Alumni Association
Board of Trustees Meeting
Hilton Garden Inn, Roebing Library
May 14, 2016

Board Members Present:

Cornelius Barton '58, Terence Barton '92, Glenn Brown '54, Jessica Budris '01, Michael Caiola '13G, Maria Ciunga '91, Patricia DeLauri '85, Paul Frio '92, John Hamilton '73, Terry Jones, '66, Linda Jojo '87, Thomas Keating '75, Jennifer Keyes '02, Theresa Kozikowski '85, Meghan Lenihan '10, Raul Lopez-Palm '77G, Claire Lukasiewicz '17, Roger Mike '70, Kareem Muhammad '01, Brian Nock '13, Lawrence Pulvirent '81, Lauren Thomas '01, Jeffrey Schanz-RAA Executive Director and Assistant Vice President, Alumni Relations

Board Members Absent:

Ashley Brandin '06, Marcus Flowers '16, David Fowkes '89, Keith Morris '78, Sandeep Sharma '88G, Jessica Sweeney '04

Guests Present:

Richard Bollam '66, Chairman, RAA Endowment Fund; Jen Church '17, Incoming Graduate Council President; Roger Grice '87G, President, AIGC

Alumni Relations Staff Present:

Joyce Kelly Martin, Sr. Administrative Coordinator, Alumni Relations

I. Call to Order (Kozikowski)

- The meeting was called to order at 9:40 a.m.

II. Approval of Board Meeting Minutes (Kozikowski)

- ***A motion to approve the February 6, 2016 RAA Board Meeting minutes was made by Budris, seconded by Ciunga, and approved by all in attendance.***

III. RAA Financial Report

Income and Expenses-Status to Date (JoJo)

- Income received and expenses incurred through the third quarter of FY2015-16 (7/1/15 – 3/31/16) were reviewed.
- As was reported during previous board meetings, funds from the closing of an Institute RAA Marketing Fund, which were deposited during the third quarter of last year's budget (FY14-15), were used to offset expenses for the multimedia display which were incurred in this year's budget.
- The year-end deficit also included an unbudgeted administrative expense of \$18,000 (3Q), which was noted at the February board meeting, for underwriting a table at the National Medal of Science Ceremony in Washington, DC to honor Dr. Shirley Ann Jackson.

Rensselaer Alumni Association Scholarship (Muhammad)

- The Rensselaer Alumni Association has established an endowed fund to support undergraduate student scholarships.

- The endowed fund agreement between Rensselaer Polytechnic Institute and the Rensselaer Alumni Association to govern the administration of the Rensselaer Alumni Association Scholarship was signed by Dr. Shirley Ann Jackson and Theresa Kozikowski on May 13, 2016.
- An initial goal of \$1 million by 12/31/17 was selected to coincide with the currently proposed Institute Campaign launch.
- The Rensselaer Alumni Association has pledged to make a gift of \$250,000 towards this fund.

Approval of Proposed FY17 RAA Budget (Jojo)

- Jojo reviewed the proposed budget which included a funding breakdown for funds requested from the RAA Portfolio and from the RAA Endowment Fund.
- ***A motion to approve the FY17 budget as presented by Jojo was made by N. Barton, seconded by Brown, and approved by all in attendance.***
- ***A motion to fund the RAA Scholarship (\$250,000) by taking payments from the RAA portfolio principal (\$125,000 by 6/30/16 and \$125,000 by 1/31/17) was made by Muhammad, seconded by Hamilton and approved by all in attendance.***
- Jojo stated she will explain the payments for the RAA Scholarship as spending variances to the previously approved budget when she presents the treasurer's report at future meetings.

IV. Old Business

Campaign Update Presentation (Schanz)

- The volunteer structure is currently being developed.

V. New Business

RAA Work Groups (Career, Chapters, Corporate, Campaign), RAA Endowment, RAN, AIGC, ReconRally

- *Team Leaders gave brief status reports – the submitted report summaries are attached.*

Approval of RAA Board Slate of 2016-17 Nominees (Mike)

- The members of this year's RAA Nominating Committee were Roger Mike, Chair; Teri Kozikowski; Linda Jojo; Patricia DeLauri and Jeff Schanz.
- The committee gathered a large pool of well qualified nominees to choose from in addition to those who were nominated by alumni and others and are mindful of the balance between class years, affinities, geographic locations, professions, and other areas of diversity when reviewing proposed nominees for the RAA Board.
- Mike stated that the slate reflects the first round of candidates to be submitted by the committee for approval by the Board and includes the proposed move of an at-large member to the President-Elect position, three at-large members to Vice President positions and three new nominees to at-large positions.
- Since not all proposed nominees from the first round accepted the invitation to have their names submitted for RAA Board membership, the Nominating Committee will meet for a second time to select an additional three or four nominees.
- A final proposed RAA Board slate, which will include the additional nominee names, will be sent to the RAA Board for approval via email as soon as they have been identified and their interest in serving on the Board has been confirmed.
- ***A motion to approve the move for Patricia DeLauri, Thomas Keating and Meghan Lenihan from Trustee-at-Large to Vice President was made by Ciunga, seconded by T. Barton and approved***

by all in attendance. DeLauri, Keating, Lenihan and Muhammad left the room before the vote took place and all except Muhammad returned shortly thereafter.

- **A motion to approve the entire slate of RAA Board nominees, including the president-elect and the three new trustees-at-large as presented in advance of the meeting, was made by Thomas, seconded by Ciunga and approved by all in attendance. Muhammad returned to the room after this second vote.**

Call for RAA Award Nominations (T. Barton)

- The RAA Awards Committee will meet in June via conference call to select the award recipients who will be honored at the RAA Awards Dinner during Reunion & Homecoming in the fall.
- Barton, RAA Awards Committee Chair, encouraged board members to send the names of potential recipients to Joyce Kelly Martin.

VI. Discussion on Student Union (Kozikowski)

- Members of the RAA Board met, as part of the Board Weekend schedule, with former PU Nicholas Dvorak '16 the day prior to this meeting (5/13/16) to discuss the Student Union situation from a student leadership perspective.
- Many Board members stated they were impressed with Dvorak's answers and reasoning which would be helpful to them in explaining the situation to other alumni.
- DeLauri congratulated Teri Kozikowski on leading the RAA Board's effort to mount an expedient response to the situation as it occurred this past spring.

VII. Wrap-Up/ What We Accomplished This Year (Kozikowski)

- Kozikowski quickly reviewed the RAA accomplishments and successes this past year (out front and behind the scenes) which centered around the following areas:
 - RAA Work Groups (Career, Chapters, Corporate, Campaign)
 - RAA Endowment Fund
 - Increased participation in Institute Board of Trustee meetings
 - Working successfully with alumni and students on Institute issues that occurred during the past year
- Kozikowski reviewed the areas of RAA focus going forward throughout the summer and beyond
 - New At-Large Board Nominees
 - Alumni Attitude Survey
 - RAN
 - Travel Program (expand)
 - RAA Past President's Council (organize a gathering of past RAA Presidents to serve as an advisory group for the current RAA Board)

VIII. Recognition of Retiring RAA Board Members (Kozikowski)

The following Board members were presented with a gift in appreciation for their service on the Board:

- Michael Caiola '13G, who served as the Graduate Council President from 2015-2016.
- Maria Ciunga '91, '93G joined the RAA Board as an at-large member in 2010 and served as vice president from 2013-2016.
- Paul Frio '92 joined the RAA Board as an at-large member in 2011 and served as vice president from 2013-2016.

- Raul Lopez-Palm '77G joined the RAA Board as an at-large member in 2009 and served as vice president from 2011-2016
- Roger Mike '70 joined the RAA Board as an at-large member in 2009, served as Vice President from 2011-2012, President-Elect from 2012-2013, President from 2013-2015 and Past President from 2015-2016.

The following Board member who was not present at this meeting was recognized:

- Jessica Sweeney '04, who served as an at-large member of the RAA Board from 2013-16.

IX. Adjournment

- A motion to adjourn the meeting at 12:40 p.m. was made by Brown, seconded by Jojo and approved by all in attendance.

**RAA FY15-16 RAA Work Groups, RAA Endowment, RAN, AIGC and Recon Rally
SUBMITTED REPORTS – MAY 2016**

Career – Meghan Lenihan '10

- Updates for the group:
 - Metrics
 - 1895 registered users
 - 143 Active Jobs posted – down from earlier this year
 - Cyclical – up and down based on expiration and some emails in the inbox on jobs to be posted
 - Jen added 12 jobs last night
 - 1300 Jobs since launch
 - 231 Unique Companies
 - Pivot to industry standard benchmarking
 - Repeat users etc.
 - In May Alumni Newsletter & header on alumni.rpi.edu website
 - Listed on Commencement website
 - Yesterday was status check for 2016 graduates – passing out info on this there
 - Working on some design/outreach material for alumni career services program
 - Graduway is launching a pages features
 - Themed landing pages on topics, industries, etc.
 - Pages can be user or admin created based on settings
 - Probably will be admin held
 - Sandeep would like to brainstorm structure once available
 - Users that entire into a topic can follow or receive alerts on topics
 - Add user roles – i.e user v. recruiters
 - Brazen demo – Kailah and Geoff demo in April 2016
 - Mentoring/networking on virtual platform
 - Summer demo with the team
 - RAC most profound impact
 - Alumni seeking support, having this support available with other alumni
 - Parts of alumni community interested in giving back and donating their time and knowledge
 - Alumni calling to ask about this and the “for alumni and by alumni” they take this away and engage in it-see value
 - Add in expectation for the culture to be a part of this community and to help
 - Webinar for CalTech
 - About our alumni career programming – best practices
 - Webinar to show to their alumni group
 - Similar set up to our group here
- Mentoring Program Break-Out Group
 - Alumni to Alumni – to start, based on success – leverage to student-alumni
 - Mentoring really works or really don't
 - One on one mentoring vs. group mentoring
 - Potential problems – too many chiefs not enough Indians
 - Group mentoring – Grow @ NASA
 - Group sessions on themed topics (3 to 4)
 - Ask everyone to submit topics that they would be interested in and they pick their top ones
 - Pair down to 4 groups with 1 leader and have them start the topic
 - Switch the leader each time to share leadership – let them self start
 - End of 6 months they have a debrief from the other groups
 - Potential Groups

- Work Life balance
 - Transitions
 - Executive Coaching – leverage Jen’s connections to coaching schools
 - Way to make it easier for people to join
 - Increased participation
 - People feel more comfortable in group
 - Create more natural 1 on 1 relationships
 - Too much time dedicated to assigning mentors
 - Sustainability concerns?
 - Can they all remain sustainable at all levels?
 - How do we prioritize this v. something else?
 - How do you scan the mentors?
 - Board member for group champion?
 - Picking leaders based on who we know
 - Self driven train
 - Screening for leaders based on who we know/alumni house knows
 - Leverage Jen’s GROW programming
 - Need intro survey & exit survey
 - How do you say thank you?
 - Topics come up organically
 - First meeting set up expectations of peer mentoring
 - More people want to help v. needing help
 - Set up the mentor program around RAA meetings to use time to go through intro to exit survey
 - Sandeep has experience – reach out
 - Jen Keyes to send info on the program
 - Jen Keyes to connect us with Karen to pitch this to us
 - Just use Graduway sign ups as the survey audience
 - List of Topics – Jen to come up with
 - Meghan to start framework of survey
 - Meghan to set up a follow up meeting for 2-3 weeks based on Jen K info received
 - Connect with Kailah
 - Meghan Write up program in 1 sheet overview
 - Connect with RAN on technology topics – might be overlapping
- RAC & Social Media
 - Call to Action with those on the platform – post jobs
 - People own and champion job posting – not having Kailah post the jobs
 - Topics of conversation for the pages
 - Connect to the mentoring topics
 - Continue discussions on graduway
 - Expand out those topics
 - Sandeep has created this document already
 - Assign topics of discussion to start and engage with
 - Externally – strategies related to ROI and individual connections
 - Getting success stories
 - Recognize game changers – significantly using the RAC
 - Send gift to recognize efforts – hat/mug
 - Use Social Media Toolkit - best way to do this is to have Kailah to send an email to the group for each week for the group to send out – structure engagement – to RAA Board group
 - Actions
 - Email with plan and scheduling
 - Developing topics for pages

- Call to action for those of us willing to be part of it – at tomorrow’s meeting
- Connect with Archer Center – make sure to leverage programming where applicable

Board Meeting, 5/14/16

- Giving by the end of 2017 for the scholarship fund – give at a level to be a founder
- Goal to be at 1M by the end of 2017 and give out a scholarship to someone in the class of 2021
- RAA Endowed Fund for Student Scholarships or RAA Scholarship Fund
- Write up in class notes
- Bridging the gap between what the student needs vs. what RPI can give
 - RPI does not fill completely the need for students – we need to become this university
- Increase the number of tenured faculty to 500
 - Funding chairs (\$3M) and junior chairs
 - Lab space, technology – i.e. start up funds – expected by faculty coming in
- Build out the campus
 - Technology up fits for labs
 - Improving residence halls to accommodate increase in number of students
 - Center for Science – need a new science building (\$80M-\$100M)
- Student Experience
 - Archer Center, Summer Arch, CLASS – programmatic piece of the campaign
- Volunteer conference in October (Friday of Homecoming) – we will be invited to this to get the latest and greatest information
- Campaign launch Fall 2017 – need to hit the goal first

“Mentoring” Survey Structure

Name:

Class Year:

Major:

Current Title:

Company:

Are you interested in participating in our pilot RPI ConnectYou program?

- This program will consist of groups created around 3 or 4 of the themes listed below. Throughout the 6 months, the group will meet remotely sharing videos, personal experiences, articles, etc. that they have found to be interesting and relevant to their theme. It is up to the group to determine what the topic is for each of the meetings as well as scheduling the time and “location”. The goal of this program is to ConnectYou to fellow RPI alumni that are interested in discussing topics, growing their network as well as developing their knowledge around a specific theme.

Please pick the theme(s) below that you would be interested in being part of the ConnectYou group surrounding this.

- Please keep in mind, out of this list of 20, only 3 or 4 themes will be chosen for this initial pilot. The rest of the topics can be revisited for the second phase.

Would you be interested in leading the kickoff session for your theme?

- Responsibilities would include – pulling together the content, picking the date/time, and setting up the discussion platform (google hangout, webex, etc.).
 - Content suggestions include: Ted Talks, personal experiences, articles etc.
 - Suggested length: 1 hour with ~15 min of presentation material and 45 minutes of discussion – vary as you see fit
 - RAA can help with discussion platform

How have you enjoyed Rensselaer Alumni Connect?

Is there any additional programming you would like to see from the RAA?

Additional Comments/Suggestions

Chapters – Lauren Thomas '01

Attendees: Lauren Thomas '01 (Leader); Ashley Brandin '06; Tricia DeLauri '85; Jessica Sweeney '04; John Hamilton '73; Brian Nock '13, '13G; Jeff Schanz; Kathy Kinsey

Recap of past activities

- Developed and rolled out shared drive for chapter leaders to replace Chapter Presidents Handbook. Populated it with templates, send off picnic information. Also has a general folder for RAA Chapter subcommittee documents and a folder for each chapter. The folder organization needs to be finalized, then the official link will go out with the intro letter that Trish drafted. In addition, the link has been placed on the RAA website.
- Webcast on Summer Send-off best practices held in early May. We highlighted three chapters and the different ways they run their summer send-off picnics. 11 chapters attended, including the one in Hawaii!

Benchmarking

- We have been given the opportunity to conduct benchmarking with our peer schools. Timeline is to do the benchmarking over the summer.
- Target about 15 questions
- Majority of time was spent brainstorming potential questions – we have a lot! Will hold a follow up call to get it narrowed down to 15. Final questionnaire will be provided at October meeting.
- Decision was to benchmark schools through the alumni office first, then as a second phase next year, ask questions to local alumni chapters to compare answers
- Decision was made for each person to personally reach out to 1-2 schools to ask questions. We need volunteers to help! We will tap into chapter leadership and past RAA Board members to help.

Next webcast – Yield Events

- Yield events are events held after students find out they are accepted and before they commit to a school to try to improve our “yield” rate
- Events should be held in March / April (sweet spot is 3/15 – 4/30)
- Regions of focus for these events: Southeast, Southwest, Northwest
- Hold at a company or somewhere “exclusive”. See if company is willing to fund.
- Brian held one at Google at Palo Alto, which was a big success
- Target webcast for the fall, so chapters have time to plan

Action items – Path forward

- Work with Admission to determine scope split (between Admissions, Alumni House, and local chapters) for running Yield events - Jeff
 - Need a point person for Admissions for chapters to work with
 - Potentially recognize medal winners at these events
- Work with Brian to finish reorganizing shared drive, send out intro e-mail – Lauren
- Send out summary of May Board meeting, including info on scholarship endowment
- Reach out to Archer center to see if they will be willing to hold a session on how to manage volunteers for chapter leadership
- Timeline for benchmarking
 - June – finalize questionnaire,
 - July / August – collect responses

- September – compile responses and look for trends
- October – use Board meeting time to determine path forward based on benchmarking results
- Early November – hold webcast on yield events

Corporate – Jessica Budris '01, '04G

Attendees: Jessica Budris '01, '04G, (Leader); Maria Ciunga '91, '93G; Larry Pulvirent '81, '82G

We are still struggling to have the data to make sure we are successful.

Need a review of a review of the past corporate events

- GE Night at the Big Red Freakout
- Exxon Mobil will be in Feb 24
- Mimeo event again in (focus will be on entrepreneurial) in March 10
- Boeing will be soon (targeting the first week of May)

NB: Need to make sure we are flexible with invites to make sure we are meeting the needs of the corporation as well as the needs of RPI

Update on “New” events:

Square – Jessica has been in contact with Ryan Jones for Square. Was able to put him in contact with the career center but I don't have an update as to what they are doing from a hiring perspective.

Still targeting an event for the summer. Need to see if we can tie this in with the student send off for the Silicon Valley area? We need to figure out the dates and determine if we can have Dr. Jackson included? Susan Haight will help with the chapter connection one we have more clarity on the event.

Finance Event -- What other finance group can we work with? Matt Dixon, Investment Banking Analyst, Barclays, would be willing to help out. Maria will advise.

Need to determine what would be the best format? Virtual? Could we do something on bitcon (Adam Stradling?), apple pay, cyber security (Paul Frio and Kathleen Moriarty?) Need to do something here.

Verizon - Lauren Adelson (have not reached out)

Other companies – Facebook, Tesla

Best practices:

Have people in the different businesses start RPI group in the companies “Facebook” to help with events, etc...

Exclusive “tour” or talks for RPI alums at the different businesses or topic areas...need help from alumni relations to determine who we should reach out to...where do we have people working at “cool places”

Add corporate champion contact to the RPI alumni page.

Campaign – Kareem Muhammad '01

Attendees: Kareem I. Muhammad '01 (Leader); Terence Barton '92, '01G; Rich Bollam '66; Glenn O. Brown '54 ; Terry Jones '66, '72G; Theresa A. Kozikowski '85, '86G; Jeffrey M. Schanz

The committee provided status on and discussed the next steps from the February RAA meeting:

- Jeff Schanz will work with the Donor Relations Office to prepare several endowed scholarship options for the RAA Board to review during the May 2016 meeting.

- Options were discussed after the February meeting and the basic endowed scholarship format was chosen based on feedback from the board during the February meeting to not restrict the fund and meeting the intent of the scholarship. As a result, the scholarship paperwork was available to be signed May 13, 2016.
- The campaign committee will support this activity and prepare recommendations based on inputs from RAA board members such as:
 - Initial endowment target – \$1 million goal by 12/31/2017 was selected to coincide with the official campaign launch.
 - Scholarship criteria, including distribution amount – distribution amount will be based on size of the endowment and criteria will follow standard scholarship endowments, at the discretion of the financial aid office. There was discussion if the scholarship should be for incoming first year students or upperclassmen. Decided to remain open to all students.
 - Levels of giving (e.g. Lifetime Recognition Level) – After discussion, the committee decided on being consistent with Institute giving levels and not use RAA Endowment giving levels. There will still be a founders giving level consistent with the Patroon giving levels.

Additional Items:

There was discussion of the clauses within the scholarship agreement. Jeff Schanz helped clarify the statements. Public launch of the campaign is tentatively scheduled for Fall 2017.

Next steps for the committee:

- Develop scholarship marketing and fundraising plan. The plan will include chapters as chapters will have a big role in the upcoming campaign.
- Jeff Schanz will work to get the administrative charge waiver inserted as a separate memo with the RAA endowed scholarship.

RAA Endowment – Rich Bollam '66

Since the February Board meeting he has contacted (by email unless he knew them personally) most of the Endowment Fund "Founders" whose total giving to this Fund had not yet reached the first (\$5K) of the Lifetime giving recognition levels, and the result was a little disappointing - only three of roughly 15 Founders who were contacted pledged to reach the \$5K level over the next few years. Then he also contacted a few donors who were already at the \$5K or higher lifetime levels and asked if they would pledge an additional gift - and the only one who agreed was [REDACTED]. [REDACTED] (who was at the \$25K level prior to Bollam's call) made a very generous pledge to give another \$25K before 6/30/16; and a second \$25K sometime in the 7/1/16-6/30/17 fiscal year.

Re "All in" numbers, Rich noted that between 4/15/15 and 5/10/16 the Fund increased its contribution totals (rounded) from \$1,043,000 to \$1,129,000 - with the component changes being: (1) cash receipts \$569K to \$605K; (2) outstanding pledges \$49K to \$99K; and bequests unchanged at \$425K.

Rich also commented that with the likely RPI Capital Campaign (current target for kickoff being the fall of 2017) and the new RAA Scholarship Endowment Fund, fundraising from RAA current and prior Board members for this RAA Endowment Fund will be more "crowded" and probably some sort of 3-way percentage allocation of any substantial gift will be necessary.

Rensselaer Alumni Network (RAN) – Sandeep Sharma '88G

- RAN has impacted 1,100+ alums to date (face to face)
- RANbook has 177 unique profile pages to date
- Has had 5 RAN in-person events in 2016
- Has had 15 Webinars to date using Fuze software
- RAN Commission
 - Chris Dayton, RAN Commissioner, Co-Founder

- David Gertler, Founder, Chairman Emeritus
- Paul Hess, Co-Founder, Industry Calls
- Sandeep Sharma, Co-Founder, Regional Programming
- Avin Joshi, Regional Programming – new addition in 2016
- Additional RAN Members
 - Regional RAN Captains
 - Two/Region
- Desirable
 - Expand into International Regions

Alumni Inter-Greek Report (AIGC) - Roger Grice '87G, AIGC President

- Greek population remains at about 30% of the student body.
- We are optimistic that the search for a new Greek Dean will be concluded this month and that the person will start in July.
- AIGC elections were held in April. According to the new AIGC constitution, elections will be staggered. With two or three directors elected each year. The AIGC members elect directors, and the directors choose a president, vice-president, and secretary. Directors are Roger Grice, Roger Mike, Jerry Witter, Bob Eckart, David Goldschmidt, Laurel White, and John Pfaff.
- Work on revisions to the Relationship Statement and Greek Life Commons Agreement have started; we will continue work with the new Greek Dean.
- The AIGC board will be sending a communication to Dr. Frank Ross, VP for Student Life, informing him that, at the last meeting of the AIGC, a unanimous vote passed to support the inclusion of Greek housing in their plans for summer arch. The impact of not including it could be substantial on their income.
- AIGC is planning to send one or two members to each of the summer SO events
- Please visit the AIGC website: <http://www.alumni.rpi.edu/services/affinity/AIGC/>

ReconRally - Roger Grice '87G

- The ReconRally project almost made it to the finish line during this, my last semester on faculty. The students made good progress, but we hit some snags and requests for late changes. We were planning to mount five tags in the quad near Sage Lab, but we could not complete it.
- There are two possibilities.
 - Another faculty member might pick the project up and finish the work during fall semester. I should know during the summer if this can happen.
 - If the project does not get picked up, I will return unused funds to the RAA during the summer.
- The project was a good idea, and I thank the RAA for continued support. I'm sorry it did not complete.