MEETING MINUTES OF THE NEW YORK UNIVERSITY ALUMNI ASSOCIATION BOARD OF DIRECTORS

Wednesday, September 30, 2015
Global Center for Academic and Spiritual Life, Colloquium Room


ALSO PRESENT: Eleonora Chorekchan, Hanna Chung, Alumni Relations, Catherine Ducey, Alumni Relations, Catherine Hall, Alumni Relations, Inbal Himelblau-Denman, Brian Perillo, Alumni Relations, Jenni Peterson, Alumni Relations, Amanda Putzer, Alumni Relations, Rhoda Rothkopf, Sarah Shanahan, Alumni Relations

EXCUSED: Tara May Azizi, Jane Eisner Bram, Mark Chardack, Michael Denkensohn, Scott Dwyer, Betty Ellerin, Benjamin Godder, Jerry Goldman, Norman Goodman, Penelope Klatell Hadassa Legatt, Igor Levin, Lawrence Mantrone, Stephanie Mattera, Herbert Paul, John Petkanas, Frederick Schult, Carren Shulman, Robert Wright, Thomas Wysmuller, Sascia Yuan

WELCOME AND CALL TO ORDER
Board President, Beverly Hyman called the meeting to order at 6:01 p.m. She welcomed the new, incoming Board members to the meeting, and asked all in attendance to introduce themselves.

APPROVAL OF MEETING MINUTES
The meeting minutes from the May 20, 2015 Board meeting were distributed prior to the meeting. Bev Hyman, NYUAA Board President, asked the Board if there were any edits required to the minutes. Mary Tanaskovic Bitting inquired regarding the portion of the minutes where resolutions for NYU Alumni Clubs were approved. In this portion, the minutes mention that Amanda Putzer would follow up regarding discrepancies between the resolutions provided and those put forth for approval. Amanda noted that there was one club (Houston) that was prematurely submitted, and that she would follow up regarding any information that was shared post-meeting immediately*. It was requested if any additional edits needed to be made to the May 20 meeting minutes. No additional edits were requested. The minutes were approved by the Board unanimously.

*the original email that was sent on May 21 providing follow up to the original issue regarding the prematurely submitted resolution was sent to the Board on October 1.

PRESIDENT’S REPORT
Beverly Hyman provided the group with updates since the last Board meeting in May. Ms. Hyman, Brian Perillo and Phyllis Barasch met with a few NYU Deans to discuss the development of an Alumni College
program. The concept is to provide educational programming to alumni that will include and feature NYU star faculty and programs. The discussion with the Deans was a starting point, and was well received. Plans to continue discussions and develop programming will continue through the fall.

Over the summer, the NYUAA Board leadership (Officers and Committee Chairs) held a retreat to go over this year’s strategic goals and other topics. There was a focus on the committees, and how to raise the standards of the work conducted by each group. A group of norms of how committees should work was developed by the group. A new mentor program to help new, incoming Board members through their first year was also suggested by the group.

New Board Member Orientation was held on September 10 to welcome and inform new members about the Board and its operations. With the new mentor program, each new member has been paired with a seasoned Board member to provide guidance throughout the year.

The NYUAA Officers met on September 17 to discuss the upcoming year. One of the topics at the meeting involved the development of an NYU Alumni Day of Service, when all alumni come together and volunteer on behalf of the University. A subcommittee has been developed to explore this possibility and will be headed up by Vice President Jeffrey Gould. The Officers have also developed a plan to visit the school alumni associations this upcoming year to assist in developing relationships and evolving the concept of “One NYU” to the groups.

Ms. Hyman provided the Board with an update regarding the NYU Alumni Award Honorees. Unfortunately, one honoree, Jay H. Greene (POLY ’64), is in poor health and unable to accept the award in New York. As a result, Mr. Greene will be given the award in a private celebration hosted by NYU Alumni Club in Houston, TX; and another alumnus will join the 2016 class of distinguished alumni and be honored at the luncheon held on April 8, 2016. The alumni being honored this year include:

- John Sexton, Keogh Award for Distinguished Public Service
- Jonathan Mechanic (LAW ’77), Distinguished Alumnus Award
- Jonathan Woodson (MED ’79), Distinguished Alumnus Award
- Ruthie Ann Miles (Steinhardt ’07), Distinguished Young Alumna Award

ASSOCIATE VICE PRESIDENT’S REPORT
Mr. Brian Perillo shared the staff changes to the Department of Alumni Relations:

- Laura McGinley was promoted and is the Senior Director for the Annual Fund (Fund for NYU)
- Catherine Ducey joined the team as an Administrative Aide and is working at the front desk
- Stefanie Landsman was promoted and is now the Director for Alumni Relations, Steinhardt
- Evan Nisenson, Assistant Director in CAS, departed for a new opportunity
- The search for a new Director of Communications is ongoing

PRESENTATION: ALUMNI RELATIONS ANNUAL REPORT
Mr. Perillo shared with the Board the NYUAA’s 2015 Annual Report, which detailed the progress of the organization over the last year. Some of the notable statistics for 2014-15 included:

- There were 9,320 points of contact made with alumni via customer service inquiries
- NYUAA has 36,774 Facebook followers (+5112) and 17,258 on Twitter (+2878)
- 395 programs were held last year (50% increase from 2013-14)
- There are 77 active NYU Alumni Clubs (+24.2%)
• 420,787 alumni cards were distributed, with 25,567 visits made to Perks Connect (benefits website)

NYUAA 2015-16 STRATEGIC PLAN IMPLEMENTATION GOALS
Ms. Hyman and Mr. Perillo shared the Strategic Plan Implementation Goals for the year. The five-year Strategic Plan (currently in its third year) is a tool used by the Alumni Relations staff and the NYUAA Committees as a guide in the development of the NYUAA and its programming. The 2015-16 goals include:

• Fraternities/Sorority Engagement Plan
• Engagement Plan for NY/NJ/CT
• Develop Continuum of Engagement to measure Alumni Engagement
• Build Strategy to attract more first-time alumni
• Highlight and Recognize Distinguished Alumni and their Achievements
• Improve Relationships with School leaders including Deans, and continue to integrate them into NYUAA programs, including highlighting key faculty
• Refine onboarding and “off-boarding” process for volunteers
• Utilize AR programs and communications to promote 1831, YALC and other Fundraising initiatives
• Increase opportunities to partner with students via the Student Senate
• Gather data and develop plan to create Affinity groups based on active student interests
• Enhance internal Board Communications and Committee experience
• Set strategy for programming for US Regional Clubs
• Increase Career/Networking alumni opportunities

BY-LAWS COMMITTEE REPORT
Mr. Rocco Andriola and Mr. Steve Miller, co-chairs of the NYUAA By-Laws Committee, provided a review of the new term limits that were modified in 2014-15. The changes highlighted were approved by the Board at the May 20 meeting, and received final approval from the NYU Board of Trustees in June 2015. The following changes apply to elected Board members, not to ex-officio or “grandfathered” members of the Board. It should also be noted that following term limits are based on the fact that we are in a transition year with the current term limits, and that extension of terms is conducted via evaluation by NYUAA Board Officers annually.

• Newly elected Board members were offered a one year term that will expire in August 2016. This group of members is eligible to have their terms extended for two consecutive, three year terms upon Officer Evaluation.
• Board members who have currently been serving were offered one, two or three year terms in 2015-16, and will be eligible for one additional three year term.
• Future elected Board members will be elected to a three year term, and will be eligible for an additional consecutive three year term.
• Board Officers’ term limits, particularly the limits of Vice Presidents and the Secretary, will be not be eligible for re-election to a new term as Vice President or Secretary after having been elected five times to a one-year term and shall not serve more than five full one-year terms as Vice President or Secretary. Term limits for President remain at two, full one-year terms.

These changes to the by-laws will eliminate the need to evaluate all termed Board members annually, and will allow Board members to serve for an expected duration rather than for one year. The new term limits also impact the recruitment process, and the offering of Board membership to highly qualified candidates who will serve for three years rather than one year. The long-term effect is for the term limit process to have a functional business model that is easier to understand and execute.
NYUAA BOARD LINKEDIN COMMUNICATIONS
Mr. Michael Schultz and Ms. Dasha Rettew, co-chairs of the NYUAA Marketing & Communications Committee, provided the Board with an overview of the new NYUAA Board LinkedIn group. Michael and Dasha detailed the process to register and join the group, as well as guidelines for posting messages. The purpose of the LinkedIn group is to keep Board members informed and engaged—especially in between Board meetings. All Board members were encouraged to join the group, with assistance offered to those who request it.

ALUMNI DAY- PARTICIPATION OF BOARD MEMBERS
Co-chairs of the NYUAA Alumni Day Committee, Jessica Bynoe and Nick Jensen, presented on Alumni Day, and how Board members should be ambassadors at the weekend events. Similar to last year, Board members will be assigned to be “greeters” at the breakfast and the events they have signed up to attend. In this role, each individual should welcome attendees, identify themselves as an alumni leader, and thank people for coming. As a way of identifying oneself, Board members will have special ribbons they can add to their nametags (which will be available at check-in). As a challenge to the group, Jessica and Nick suggested that everyone should meet at least 5 new people during the course of the day, and talk to at least 2 individuals before speaking with friends.

In addition to being greeters, Jessica and Nick provided the Board with guidelines on how to be effective alumni ambassadors. Following the steps - INTRODUCE- EXCITE- ENGAGE – INVITE- the Board was encouraged to inform attendees about the NYUAA and extend invitations on how they can get involved. Involvement cards were passed out to the Board as a means of providing a take away to interested alumni- which listed the website for additional information.

NETWORKING ACTIVITY
The group participated in a networking activity that allowed new and returning members to get to know one another, and develop their personal relationships. A series of questions were provided and discussed by individuals as they “rotated” seats on a timed basis.

OLD BUSINESS: none

NEW BUSINESS: none

Ms. Hyman adjourned the meeting at 8:10 PM.

Prepared by: Amanda Putzer

Submitted by: Lawrence Mantrone