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

Wednesday, December 7, 2016
Global Center for Academic and Spiritual Life, Colloquium Room


ALSO PRESENT: Lizzie Burger (AR), Bob Cafone, Carolyn Choi, Catherine Ducey (AR) Kristine Faxon (AR), Ryan Kim, Danielle Ohrenberger (AR), Brian Perillo (AR), Jenni Peterson (AR), John Pine (AR), Amanda Putzer (AR), Patricia Rodrigues, Stephanie Shea, Yolanda Silva (AR), Docks Sutherland, Carol Goulian Stewart


WELCOME AND CALL TO ORDER

Heather Cannady, NYUAA Board President, called the meeting to order at 6:04 p.m.

Heather welcomed everyone in attendance to the meeting and introduced members of the new Student Alumni Council (SAC). This new body will work with Alumni Relations to spread the word of the NYUAA throughout the NYU student population.

REMEMBERING PEARL HARBOR

Marvin Leffler, Nominating Committee Co-Chair, shared an intimate reminiscence of what it was like to be at NYU when the attack on Pearl Harbor took place on December 7, 1941, which led to the United States entering World War II. He described his initial shock and surprise at being told the news, his attempts to obtain corroboration and guidance from the New York Times and then-NYU president Harry Woodburn Chase. This in turn led to his decision to add an award-winning front-page story to the school newspaper about the attack. Mr. Leffler also discussed the impact of the war on students at the time and the five to six-year hiatus on graduating classes at NYU during the war and its aftermath. He noted that while alumni started to think about the alumni association once they returned after the war, its foundations were weak for the next thirty to forty years and only strengthened about twenty-five years ago.
APPROVAL OF MEETING MINUTES

The meeting minutes from the September 27, 2016 Board meeting were distributed prior to the meeting. Lawrence Mantrone, NYUAA Board Secretary, asked the Board if there were any edits required to the minutes. None were requested, and the minutes were then approved by the Board unanimously.

PRESIDENT’S REPORT

Ms. Cannady began her report by complimenting the Alumni Day 2016 event as the best in recent history. She cited the alumni tent, Molly Shannon’s keynote interview, the Alumni in Paris reception and great event feedback as support. She thanked the Alumni Day Committee co-chairs and Alumni Relations staff for the efforts. She also welcomed Rocky Greenberg as the new committee co-chair. He replaces Board Vice-President Jessica Bynoe, who will now serve as committee liaison to the Board’s Officers Committee.

Heather then discussed recent efforts by the Office of the President regarding diversity, which includes the formation of the Task Force for Equity, Diversity and Inclusion and the current search for a chief diversity officer. The creation of the chief diversity officer position will be pivotal to achieving the University’s diversity goals. Board member Corey Blay is serving as a task force member, and Heather thanked him for his hard work.

Heather also announced the recent meeting of the School Presidents Ad Hoc Group created by Bev Hyman to act as a support group. Jessica Bynoe facilitated the meeting, which dealt with the discussion of school-level issues and sharing strategies for boosting alumni engagement.

Last, Heather touched on festive events she was involved in at the start of the school year including the NYU New Student Welcome at Madison Square Garden, and the inauguration of Andrew Hamilton as NYU’s 16th President. She shared photos of both events, which showcased fellow Board members at the inauguration.

ASSOCIATE VICE PRESIDENT’S REPORT

Brian Perillo, Associate Vice President for Alumni Relations, announced recent staff additions:

- Lizzie Burger, Communications Associate
- John Flavor, Assistant Director, Direct Marketing
- Casey McAlpin, Global Alumni Relations Associate
- Nadine Okla, Director of Development, Annual Fund & Individual Giving
- Allen Schaidle, Alumni Relations Office, Abu Dhabi

Brian also announced the resignation of Debra LaMorte, Senior Vice President for University Development and Alumni Relations. He commended her support for Alumni Relations and the NYUAA as an “essential piece of what’s gotten us here today.”

Brian shared details of the recent NYU Presidential Inauguration Reception in Tampa, Florida and said that events are scheduled for early 2017 in Short Hills, New Jersey; Los Angeles, California; Silicon Valley, California and Boca Raton, Florida. He noted President Hamilton stressed the importance of meeting alumni.

PRESENTATION: NYU EQUITY, DIVERSITY AND INCLUSION TASK FORCE

Board member Corey Blay delivered a presentation on the history and current efforts of the NYU Task Force for Equity, Diversity, and Inclusion:
In response to numerous student protests against racial prejudice and discrimination on college campuses across the U.S. during the summer and fall of 2015, NYU held a “town hall” listening session including students, faculty, staff and administrators in November 2015. The session was intended to surface issues and identify solutions.

The Task Force for Equity, Diversity and Inclusion was created shortly afterwards to continue efforts to combat prejudice and discrimination.

The Task Force’s mission is to:

- Articulate a vision for what equity, diversity and inclusion should look like at NYU.
- Assess current strategy and programming across the university regarding diversity and inclusion.
- Determine where we stand presently with respect to that vision.
- Identify the necessary institutional conditions, structures and resources that will enable us to realize our vision.
- Propose informed, justified, and concrete steps that we should begin to take to begin achieving our vision.

Corey shared an update on the Task Force’s work to date:

- Overhauled university data systems to better collect, analyze, disseminate and use data to further equity, inclusion and diversity goals.
- Launched the Bias Response Line pilot.
- Commenced the search for a senior diversity officer.
- Partnered with a consulting firm to conduct a comprehensive “climate survey”.
- Began discussions about steps to conduct a faculty pay equity study.
- Amended faculty hiring processes to attract more diverse candidates.
- Consulted with the President’s Office and the NYU community to develop a diversity statement.

SCHOOL PRESIDENT REPORT - TANDON

Gerry Dawes, President of the Tandon Alumni Association, presented some personal background as well as profiles of the NYU Tandon School of Engineering and its Alumni Association. He noted that Tandon was established in 1854, making it the second oldest private science and engineering institution in the U.S. Its name was formally changed to the NYU Tandon School of Engineering in October, 2015. He shared statistics about the school’s success in producing inventions, innovation and entrepreneurial opportunities for alumni. He noted that it currently has 43,887 U.S. Alumni with about two-thirds concentrated on the East Coast. International alumni are concentrated in China, India, Israel and Taiwan. He talked about his own role in recruiting, mentoring and working with students. He reported on current key activities, including the dissolution of the previous alumni association, addressing protests regarding the school name change and continuing to boost alumni engagement.

RESOLUTIONS FOR APPROVAL

Awards Committee co-chairs Michael Okaty and Sascia Yuan proposed a resolution to approve the slate of 2017 Alumni Awards honorees by the Board:

- Distinguished Alumnus Award: Martin Lipton (LAW ’55)
- Distinguished Alumnus Award: John Patrick Shanley (Steinhardt ’77)
- Distinguished Young Alumna Award: Ali Stroker (TSOA ’09)
- Keogh Award: Christy Turlington (GAL ’99)

Sascia proposed a motion to approve the resolution, which was seconded by Heather Cannady. The motion was approved unanimously.
Jessica Bynoe proposed resolutions on behalf of the Volunteer Leadership Outreach Committee to designate new alumni clubs in Panama, South Africa and Venezuela for approval by the Board. Beverly Hyman proposed a motion to approve the resolutions, which was seconded by multiple parties. The resolutions were passed unanimously.

NYU ALUMNI DAY – UPDATES AND STATS

Jessica Bynoe, the outgoing Alumni Day committee co-chair described Alumni Day 2016 as a resounding success. There were 4,461 attendees, including 1,504 alumni who attended either Alumni Day or the school reunions. The Net Promoter Score for 2016 was 59%, a marked increase from the 51% score recorded for 2015 and the 42% score recorded for 2014. Jessica commended Board members for stepping up and said that programmatic changes and new events really helped to increase attendance. She reviewed the communications channels used to promote the event and noted that the new #ViralViolets campaign was well-received. The NYU Alumni Day mobile app was downloaded 323 times, and needs to be promoted better in the future. New technology was used to handle registrations this year. The committee will meet next Tuesday to discuss next steps.

COMMITTEE “HOT TOPICS”

Awards: Co-chairs Sascia Yuan and Michael Okay noted that the Meritorious Service Awards would be given out at a volunteer recognition event in June. Nominations are currently open and will close on January 13. The Alumni Awards Luncheon will be held on April 7.

Benefits and Services: Khurram Gore and Barry Heyman announced that the NYU Alumni Global Day of Service will be held in April. Board members were asked to tell the committee about charitable programs they are interested in by December 15.

Membership: Co-chair Jeffrey Gould said the open call for nominations for Board membership will take place from January 13 through February 10. He stressed that nominators will be responsible for securing references.

Marketing and Communications: Co-chair Stephanie Mattera said the committee is on a quest for video content. She asked that Board members provide information about connections who could provide content or any existing content before the committee’s February meeting.

Fundraising: Mark Chardack said that eighty out of eighty-four or 95% of Board members had made contributions last year. The four who didn’t contribute have left the Board. So far this year, 37 out of 84 or 45% of Board members had made contributions totaling $76,000 this year. He reminded the attendees that contributions for the NYUAA Scholarship Fund are being solicited now, and said that a donor pledged $20,000 for a match.

RASP: Co-chair Corey Blay said that the committee has been working on synergies between RASP, the Recent Alumni Network and the Young Alumni Leadership Club. A spring event is being planned. He also reminded attendees of the creation of the Student Alumni Council, which is intended to facilitate a smooth transition for NYU students to becoming active alumni. In addition, the “5 Under 5” dinner program is continuing again this year.

CONCLUDING REMARKS
Heather reviewed the upcoming events for the remainder of the 2016-2017 academic year, and announced that holiday gifts would be handed out to Board members in attendance on their way out, and mailed to those who either couldn’t attend or attended remotely. She also noted that Tom Wysmuller would be in the lobby to share his experiences related to his recent travels to Shanghai, and share greetings from Board member, Wayne Lee.

OLD BUSINESS: none

NEW BUSINESS: none

Heather Cannady adjourned the meeting at 7:35 p.m.

Prepared by: Lawrence Mantrone

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