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

Wednesday, May 10, 2016
Global Center for Academic and Spiritual Life, Colloquium Room

PRESENT:
Rocco Andriola, Quemuel Arroyo, Tara Azizi, Phyllis Barasch, Roger Baumberger, Mona Zacharia
Beerman, Bruce Berger, Mary Tanaskovic Bitting, Corey Blay, Rena Brand, John Burnett, Jessica Bynoe,
Robert Cafone, Rhoda Cahan, Heather Cannady, Horace Chamberlain, Gerald Dawes, Michael
Denkensohn, Scott Dwyer, Joseph Ehrlich, Jodi Ekelchik, Betty Weinberg Ellerin, Linda Evans,
Benjamin Godder, Jerry Goldman, Khurram Nasir Gore, Jeffrey Gould, Jonathan Herman, Barry
Heyman, David Hirsh, Alfred Horowitz, Beverly Hyman, Lillian M. Jackson, Nicholas M. Jensen, Gerald
M. Klaczany, Thomas Kramer, Joseph LaRosa, Wayne Lee, Marvin Leffler. Igor Levin, Brian Levine,
Richard Lim, Lawrence Mantrone, Joan Martens, Elio Martinez, Stephanie A. Mattera, Chandra Metzler,
Steven Miller, E. O'Brien Murray, Angel Ochoa, Michael Okaty, Kelly Otter, Herbert Paul, Ronald
Rapatalo, Dasha Rettew, Sophia Romma, Suzanne Savary, Rick Schock, Michael Schultz, Melvin Stein,
Justin Tausig, Gertje Utley, Michelle Van-Ess, Judith Warren, Nikolai Wolfe, Michael Wright, Thomas
Wysmuller, Sascia Yuan

ALSO PRESENT:
Kibi Anderson, Eleonora Chorekchan, Kristine Faxon (AR), Robert Greenberg, Catherine Hall (AR),
Danielle Ohrenberger (AR), Stefania Pattavina (AR), Brian Perillo (AR), Jenni Peterson (AR), John Pine
(AR), Amanda Putzer (AR), Rhoda Rothkopf, Nathan Rubin, Carol Goulian Stewart, Armin Tehrany,

EXCUSED:
Josiane Arbouet, Samantha Brahms, Jane Eisner Bram, Andrew Burnstine, Manuela Cavallo, Mark
Chardack, Ana Delgado, Norman Goodman, Anthony Greco, Jonathan Kim, Penelope Klatell, Hadassa
Legatt, Michael Savage, Frederick Schult, Robert Wright

WELCOME AND CALL TO ORDER
NYUAA Board President Beverly Hyman called the meeting to order at 6:03 p.m. She welcomed the
members in attendance.

APPROVAL OF MEETING MINUTES
The meeting minutes from the February 10, 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
Beverly Hyman highlighted key accomplishments of the Board during the past year in her final report as
President:
- The NYUAA hosted an introduction to President Andrew Hamilton on March 10th at the Grand
  Hyatt Hotel. The event was hosted by Maria Bartiromo and attended by over a thousand people.
- The Awards Luncheon on April 14th extremely well attended and was very well executed. Two of
  the recipients were moved enough to break down on stage, and the performance by Steinhardt
  musicians provided a fresh ending to the event.
- The first Alumni College was held on April 15. It sold out immediately. 75 people attended
  lectures about NYU and New York City. The food was all curated by Steinhardt, and included a
  cocktail party serving street food from around the city.
• She visited several school alumni association meetings with Brian Perillo, including one at the Tandon School of Engineering.
• A second meeting with the Presidents of the school alumni associations was held, and many good ideas were shared.
• The NYUAA officers recently met with YALC leaders. Many of the officers will attend the upcoming major YALC event.
• She met with the school deans for a second time. They are enormously enthusiastic about the Alumni College. They asked for a website to use for sharing ideas about future courses and suggested celebrating the Stonewall anniversary.
• Board member Steve Miller will accompany her and carry the NYUAA banner at the 184th Commencement in Yankee Stadium on May 18th.

ASSOCIATE VICE PRESIDENT’S REPORT
Brian Perillo announced the hiring of Sarah Binney, a new Alumni Communications Associate. He also introduced Tim Valentine, the new Assistant Director of Alumni Programs. He then presented updated metrics for the third quarter of the academic year. The results presented are on pace with last year’s performance. He noted that new student sendoffs are growing, and that after today, there will be 82 alumni clubs worldwide. He emphasized that the metrics showed more and more relevant alumni communications are taking place. The NYUAA’s social media presence is up, and the greater level of engagement is leading to more donations. He also noted that the recently rebuilt LinkedIn group is producing superior results. Finally, he reminded members that Board members will be welcome at the reception at Commencement at Yankee Stadium as well as the Volunteer Recognition Event on June 9th.

COMMITTEE “HOT TOPICS”
In lieu of full committee reports, various committees provided brief updates on progress and noteworthy items.

Awards: Co-chair Rena Brand said that over 400 people attended the Awards Luncheon. She could not be happier with the attendance and thanked her committee members for helping to boost attendance. The committee will hold its final meeting on June 28th to select next year’s award winners. The deadline for nominations is May 13th. An additional reminder will be sent out tomorrow. To date, there have been 29 nominations for Distinguished Alumni / Alumna, 19 nominations for Young Alumni / Alumna and 4 nominations for the Keogh Award. The NYUAA Student Athlete Award was given out at the Sports Hall of Fame induction to Megan Dawe, the captain of the women’s basketball team.

Alumni Day: Co-chairs Jessica Bynoe and Nick Jensen announced that Alumni Day will be held on October 22nd, and the 1, 5 and 10-year reunions will be held on October 21. The committee will work with UDAR to sponsor focus groups with different alumni populations to come up with ideas to enhance the event. They are also looking at the Alumni Day schedule to see if there are opportunities to include unplanned activities for attendees. The plan for 2016 is to use more space around Washington Square all day. The Torch Club will be one site used for this purpose. People will be invited to host hours there. Another goal will be to use these spaces to encourage people to connect, network and learn. The big tent will be kept open all day, and snacks will be provided there. The plan is to keep it available for groups to meet in. The belief is that by keeping people together during the day, they will be more likely to come back. The existing committee will continue its term through October 22 to provide continuity leading up to the event.

Benefits and Services: Co-chair Stephanie Mattera informed the attendees that a summer social will be scheduled to take place at the Princeton Club of New York (PCNY). The details are being worked out and
will be provided at a later date. In addition to bringing people together, the goal is to promote the benefits of PCNY membership to alumni. Co-chair Lawrence Mantrone said the committee will be discussing recommendations for best practices and criteria for revenue generation programs with 3rd party vendors. Information about that will be posted on the Board’s LinkedIn group to solicit input from Board members. He also mentioned that the Tandon School of Engineering will be offering a 15% tuition scholarship to NYU alumni for online courses.

Communications and Marketing: Co-chairs Dasha Rettew and Michael Schulz said that the NYU website and alumni pages are being redesigned. Communications and Marketing committee members had an opportunity to look at it. The committee is also working with Alumni Relations on a volunteer toolkit, which provides information about marketing and promotional materials for communications with target groups. The committee also developed an alumni resource card, which lists the names and links for NYUAA social media accounts. Board members were encouraged to pick up some cards to hand out to alumni they meet. The NYU alumni newsletter now includes an alumni feature page, which provides information about notable alumni

Fundraising: Co-chair Chandra Metzler asked that Board members help thank alumni who made their first donations on NYU Giving Day by signing thank you notes to them. She also announced that 83% of Board members have made their annual gifts. She asked those who have not yet made a gift to do so as soon as possible. In response to a question from Lillian Jackson about the proposal to make the NYUAA Scholarship an interest-free loan rather than a traditional scholarship, Chandra said that the proposal is modeled after the “lending circle” microfinance model. An interest-free loan would be granted to the recipient, with no consequences of non-repayment. If recipients had the means to repay the loan, the money received would be paid out to future generations of recipients. This would give the NYUAA an everlasting means to provide resources to students who are descended from NYU alumni. She also stressed that they are not sure if the traditional scholarship model would be eliminated if the lending circle approach is used. While it has not been decided yet, it is possible that the scholarship would target underrepresented groups.

RASP: Co-chairs Sascia Yuan and Rick Schock informed the Board of recent additional RASP events. A J. Crew event was held last week at their 5th Avenue store. Staff offered attendees fashion information and tips. A senior toast was held at Blockheads for students and new alumni. RASP was active at other graduation events, such as the Senior Week Strawberry Champagne Celebration, Grad Alley and various cultural events. Three “Dinner With 6” events were hosted in April, allowing RASP to reach out to 15 students in an intimate setting.

Volunteer Leadership Outreach: Co-chairs Elio Martinez and Michael Okaty reminded members to attend the NYUAA Alumni Recognition event on Thursday, June 9th at the Astor Center. NYU Alumni Volunteer and Meritorious Service awards will be presented, along with awards for Outstanding Club Program, Individual Service and Volunteer of the Year.

RESOLUTIONS FOR BOARD APPROVAL

a. Volunteer Leadership Outreach co-chairs Elio Martinez and Michael Okaty presented resolutions to designate new alumni clubs in New Orleans, Philadelphia and Westchester for approval by the Board. Michael Denkensohn proposed a motion to approve the resolutions which was seconded by multiple parties. The motion was passed unanimously.

Board member Khurram Gore asked about the lifecycle of the creation of the Philadelphia club. Brian Perillo said that in the past, Alumni Relations would put on one or two programs a year to spur interest in a club. Now, Alumni Relations relies more on local alumni to drive club creation independently. The group becomes linked to the Board through the approval process once it is firmly established. Board member Sophia Romma asked how to invite Board members or NYU
staff members to club events. Brian Perillo said he would be willing to attend, and suggested clubs reach out to him to schedule something. Mary Bitting asked how the Alumni Day focus groups would be set up. Jessica Bynoe said John Pine, Hannah Chung and a consultant will handle that, and find ways to recruit and incentivize people.

b. Nominating Committee co-chairs Marvin Leffler and Betty Ellerin presented the slate of officer nominees for Board approval. Betty praised outgoing Board President Beverly Hyman for doing an “utterly superb job” and said she had the support of a wonderful team. The 2016-2017 officers nominees were Heather Cannady for President; Rena Brand, Jessica Bynoe, Jonathan Kim, Brian Levine and Dasha Rettew for Vice Presidents and Lawrence Mantrone for Secretary. Betty moved to have the Board adopt the resolution approving the officers. Marvin Leffler seconded it. Members in attendance approved it unanimously. Marvin noted that Jeffrey Gould was recommended for Alumni Trustee to the Board of Trustees. He has been nominated and accepted by the Board of Trustees.

c. Board Membership Committee co-chair Brian Levine presented the slate of incoming Board members for approval. He said that 69 nominations had been submitted, of which 55 were sent to the committee for review. The committee met on April 11 and created a slate of 6 candidates for the Board to approve. The nominees are Kibi Anderson (Stern ’13), Helen Arteaga (CAS ’99), Juan Felipe Beltran (Abu Dhabi ’14), Robert Greenberg (GAL ’79, TSOA ’84), Nathan Rubin (Tandon ’14) and Armin Tehrany (MED ’94). A motion to approve the slate was made and seconded, and the resolution was approved unanimously. After the vote, Brian Perillo answered a question about the nomination process to say that anyone, even deans, faculty and staff can nominate Board members. Alumni Relations also makes an open call for nominations to the entire alumni body.

CONCLUDING REMARKS
Beverly Hyman offered a few concluding remarks, noting that she built on a foundation that came before her tenure as President. She said that she focused on four goals during her tenure: 1) encourage active participation, 2) move the ball forward by attracting alumni who haven’t participated in events before, 3) getting a bigger place at the table for the Board by building a stronger partnership with faculty and the deans, and 4) increasing “bench strength” by developing new leaders from among the committee chairs and other members. She expressed her awe of NYU staff members, citing her daily work with Brian Perillo, Amanda Putzer, John Pine and Danielle Ohrenberger. She summed up her experience as Board President by saying “I got more than I gave.”

UPCOMING NYUAA MEETINGS & EVENTS
- NYU Commencement: Wednesday, May 18 at Yankee Stadium
- NYUAA Alumni Volunteer Recognition & Meritorious Service Awards, Thursday, June 9 at the Astor Center
- NYU Alumni College, with topics relating to the 2016 U.S. election, Friday, October 7
- NYU Class Reunions (’15, ’11, ’06), Friday, October 21
- Alumni Day 2016, Saturday, October 22

OLD BUSINESS: none

NEW BUSINESS: none

Ms. Hyman adjourned the meeting at 7:30 p.m.
Prepared by: Lawrence Mantrone

Submitted by: Lawrence Mantrone