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

Tuesday, September 27, 2016 
Global Center for Academic and Spiritual Life, Colloquium Room 

PRESENT: 
Kibi Anderson, Rocco Andriola, Quemuel Arroyo, Helen Arteaga, Phyllis Putter Barasch, Roger 
Baumberger, Mona Beerman, Bruce Berger, Mary Tanaskovic Bitting, Corey Blay, Samantha Brahms, 
Rena Brand, John Burnett, Andrew Burnstine, Jessica Bynoe, Heather Cannady, Manuela Cavallo, Mark 
Chardack, Ana Delgado, Michael Denkensohn, Joseph Ehrlich, Jennifer Eskin, Linda Evans, Jerry 
Goldman, Nancy Coles Goldstein, Khurram Gore, Jeffrey Gould, Rocky Greenberg, Anthony Greco, 
Barry Heyman, David Hirsh, Alfred Horowitz, Beverly Hyman, Lillian Jackson, Nicholas Jensen, Gerald 
Klaczany, Penelope Klatell, Thomas Kraner, Joseph LaRosa, Wayne Lee, Marvin Leffler, Brian Levine, 
Joan Martens, Elio Martinez, Stephanie Mattera, Chandra Metzler, Steven Miller, Angel Ochoa, Kelly 
Otter, Ronald Rapatalo, Dasha Rettew, Nathan Rubin, Michael Savage, Paul Snatchko, Melvin Stein, 
Armin Tehrany, Michelle Van-Ess, Judith Warren, Nikolai Wolfe, Michael Wright, Thomas Wysmuller, 
Sascia Yuan 

ALSO PRESENT: 
Sam Bloustein, Kristine Faxon (AR), Catherine Hall (AR), Danielle Ohrenberger (AR), Brian Perillo 
(AR), Jenni Peterson (AR), John Pine (AR), Amanda Putzer (AR), Sophia Romma, Rhoda Rothkopf, 
Carol Goulian Stewart 

NOT PRESENT: 
Juan Beltran, Jane Eisner Bram, Rhoda Cahan, Horace Chamberlain, Gerald Dawes, Scott Dwyer, The 
Honorable Betty Weinberg Ellerin, Benjamin Godder, Norman Goodman, Jonathan Herman, Jonathan 
Kim, Hadassa Legatt, Richard Lim, Lawrence Mantrone, Michael Okaty, Herbert Paul, Frederick Schult, 
Robert Wright 

WELCOME AND CALL TO ORDER 

Heather Cannady, NYUAA Board President, called the meeting to order at 6:05 p.m. 

Heather welcomed everyone in attendance to the meeting and introduced new, incoming Board members 
and asked them to stand and say ‘hello’ and share what excited them about being a part of the NYUAA 
Board. New members in attendance included: 

- Kibi Anderson  
- Helen Arteaga 
- Rocky Greenberg 
- Nathan Rubin 
- Armin Tehrany 

Heather also introduced new, school presidents who started their terms on the NYUAA Board. She also 
asked them to stand and share what excited them about being on the NYUAA Board. New school 
presidents on the Board included: 

- Jenny Eskin from the Institute of Fine Arts 
- Nancy Coles Goldstein from the Medical School Board of Governors 
- Paul Snatchko from the College of Arts and Sciences
APPROVAL OF MEETING MINUTES

Board Corporate Secretary, Lawrence Mantrone, was not able to attend the meeting, so Heather asked the Board for their approval of the meeting minutes prior to the meeting.

It was noted that there was a spelling error, and that the staff members who attended the meeting were listed under “excused” instead of “also present”. Both errors were noted, and corrections will be made with the final version of minutes shared with the Board when revised. Without any further corrections needed, the minutes were approved.

PRESIDENT’S REPORT

Ms. Cannady provided the Board with updates regarding Board business. She shared how the Officers and Committee Chair retreat over the summer was very productive, and allowed Board leadership to collaborate and discuss openly the goals for the Board in the upcoming year. She noted that two suggestions from the retreat were on the agenda for the meeting tonight- the NYU Trustees Report and the School President’s Report- both which will provide members with a greater insight and overview as to what is going on at NYU as a whole.

Heather also shared major initiatives for the NYUAA in the upcoming year which included the creating and launch of an NYU Alumni Global Day of Service, further collaboration with NYU Schools and development of the organization’s next Strategic Plan.

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, shared with the Board the FY 2016 Annual Report for the Office of Alumni Relations. The report included data on various programs and initiatives by Alumni Relations in the past year, which showed growth and positive engagement overall. Some notable stats included:

- Increase in all social media platforms including +50.8% on LinkedIn
- 10,145 points of contact from alumni to the office (visits, calls and emails)
- 5,170 emails sent to the alumni community
- 495 alumni events (global, regional and special interest groups)
- 22,833 alumni attendees at events
- 12,297 visits to the PerksConnect benefits website

It was asked how the office was able to grow numbers overall, to which Brian stated that increased communication efforts, as well as analysis of underserved population allowed better marketing and advertising overall for the organization.

STRATEGIC PLAN & 2016-17 IMPLEMENTATION GOALS

Brian shared progress made on the Strategic Plan in the last year. He was happy to report that while it is a 5 year plan, it appears we are ahead of schedule and will be completing the plan by the end of this fiscal
year—one year early. At the current time, the plan shows that 80 tactics are green (complete), 16 are yellow (in progress) and 1 tactic is red (no progress made).

Brian then shared with the Board the Strategic Plan Implementation Goals for the upcoming year, which included:

- Fraternities/Sororities Engagement Plan
- Continue development of Continuum of Engagement to measure Alumni Engagement
- Further refine on-boarding and “off-boarding” process for volunteers
- Refocus involvement and engagement opportunities of RAN & YALC leadership
- Create NYUAA archive of online videos
- Develop strategy to survey and assist school based groups with engagement
- Create more affinity groups to align with popular student groups
- Work with Student Senate to plan and execute student run alumni event
- Identify process to keep student leaders involved and engaged
- Continue to work closely with schools and Deans in the development and engagement of NYUAA programming
- Focus on diversity within the organization that aligns with University’s own diversity initiative
- Create list of all mentoring opportunities and create clearinghouse for alumni to access
- Start process of creating next Strategic Plan

CONTINUUM OF ENGAGEMENT

Mr. Perillo continued with a presentation on the Continuum of Engagement (CoE). The Office of Alumni Relations worked with research firm Engagement Analysis, Inc. to establish the CoE based upon transactional data from all active and lost alumni. The continuum defines each group based upon their past behaviors, codes each individual alumnus/a and profiles aspects of each group.

Brian shared that the findings will help us develop targeted engagement efforts for the segmented alumni populations, as well as the determine strategies to move alumni along the continuum and be more engaged. It was noted that the data from the CoE would be sent to the Board following the meeting for further review.

NYU TRUSTEES REPORT

Phyllis Barasch, provided the Board with the first NYU Trustee Report. Phyllis informed those in attendance with a broad overview of the activities of the Board of Trustees, and its various committees, and who is both an NYU Trustee and a member of the NYUAA Board.

Ms. Barasch provided some numbers as shared at the NYU Trustees meeting earlier in the day, which included:

- 64,000 applications for enrollment at all campuses
- 20% of students are Pell Grant eligible
- 26,000 undergraduate students in NYC
- 28,000 undergraduate students on all campuses
- 8,700 enrolled at NYU School of Professional Studies
- 61,000 registered students overall

Phyllis also shared that President Hamilton is giving a primary focus to diversity & affordability at NYU. She noted that the diversity initiatives will go beyond that of the student body and experience, but will
also include faculty diversity and the diversification of PhD programs. She added that a Chief Diversity Officer will also be hired and will report directly to President Hamilton.

**SCHOOL PRESIDENT REPORT**

Penny Klatell, the current president of the Meyers School of Nursing, provided the Board with a glimpse into the organization and alumni body from the school. She noted that the school had 600 graduates last year, and how the profession of nursing is diverse. Penny shared information about programming with the organization, which also includes interactions with students. Additionally, Penny talked about the recent naming of the school, and the new building that was recently dedicated located at 1st Avenue & 26th Street- which also houses portions of the NYU dental and engineering programs.

**NYUAA SCHOLARSHIP**

Chandra Metzler, co-chair of the Fundraising Committee provided a quick report on the status of establishing an NYUAA Scholarship. She noted that the fund currently has $210,000 in the endowment account, and currently needs $100,000 more to be fully endowed.

The plan to reach the endowment goal includes:
- Working with UDAR, the Fundraising Committee will solicit major gifts and matches.
- The committee will secure smaller gifts through outreach efforts educating alumni about the scholarship:
  - Giving Tuesday
  - YALC outreach & YALC Holiday Party
  - Alumni Day registration
  - Crowdfunding, and
  - Other email campaigns.

It is hoped that the new scholarship fund will be ready to launch at the Alumni Volunteer & Meritorious Service Awards program in June and award the first recipients in 2017-18 school year. Chandra added that literature about the fund will be distributed at the next meeting, and that Board members could help by spreading the word and making a gift.

**NYU ALUMNI DAY**

Alumni Day Committee Co-chairs, Jessica Bynoe & Nick Jensen highlighted for the group engagement opportunities for the Board for Alumni Day on October 22. In addition to being ambassadors throughout the day, Jessica shared that three opportunities that Board members could sign up to participate in were 1) greet guests at the continental breakfast, 2) mingle at the alumni tent in the lounge and 3) open sessions they were already attending. She noted that Board members should be sure to get appropriate ribbons to help identify their involvement, and also grab some “Get Involved” cards to share with any interested alumni.

**COMMITTEE “HOT TOPICS”**

For the sake of time, Heather asked if any committees had any hot topics that they had to share with the Board.

Stephanie Mattera and Q Arroyo for the Communications & Marketing Committee noted that the new social media ambassador program, #ViralViolets had been launched. They noted that information about the program would be provided, and that questions should be directed to staff partner, Sarah Shanahan.
Michael Wright, co-chair for Volunteer Leadership Outreach, noted that the committee would be focusing on outreach to different alumni volunteers as one of the committee’s goals this year, and if any member had suggestions for doing so should let him know.

Heather added that all other “Hot Topics” would be gathered and sent to the Board as part of meeting follow-up by Amanda.

Hot Topics that were sent included:

**Awards Committee**

- 2017 Distinguished Alumni honorees are being contacted by Heather to confirm acceptance. Once confirmed, a resolution will be put forth to the Board and an e-vote will be conducted for approval. The committee will be determining meeting dates for the upcoming year soon.

**Benefits & Services Committee**

- Marketing of the alumni benefits partner, the Princeton Club of New York, continued throughout the summer. In addition to PCNY hosting 2 NYU exclusive happy hours over the summer, they will be tabling in the alumni tent on Alumni Day, and will be raffling off a free, one year membership. The PCNY has also been featured in alumni communication channels including social media, Connect and the NYU Alumni Benefits Newsletter.
- The Benefits & Services Committee will be involved in the NYU Global Day of Service. The Alumni Relations Office is currently determining the direction and organization of the day, and the committee will be discussing at the first meeting on October 19.

**Board Membership Subcommittee**

- Committee will have first meeting on October 25 to provide members with an overview of the nomination and selection processes. Open call for nominations will be in January.

**Communications & Marketing Committee**

- The #ViralViolets program was implemented in September 2016 through the micro-site/social platform, Social Toaster, which tracks analytics, engagement, and allows NYU students, faculty, administrators, and students to share curated content from the NYUAA and UDAR
- NYU social media ambassadors have been selected as Captains to help increase awareness of the program and engagement. All board members who are active on social media should sign-up for the program (supported platforms include Twitter, Instagram, Facebook, LinkedIn, and YouTube). (See one pager attached to email for instructions)

**Recent Alumni & Student Programming (RASP)**

- RASP held its first meeting on Sept 6 to gather its committee and begin work on its goals. One of its goals is to work with the Student Senators Council and advise students to create a student-lead alumni event. This will be accomplished through a new student group that the office has started - the Student Alumni Council - a select group of undergraduates who will provide outreach and leadership for our student and alumni programs. There have been 2 well-attended info nights for the Student Alumni Council (SAC) and the application is due by the end of this month. The
committee will report more about SAC and how the board will meet and engage with these student leaders. You will see them at Alumni Day as they will be our student volunteers!

- The committee are now seeking hosts for the Fall Dinner with 6 program during the weeks of **Oct 24 - Nov 10.** This is one of its newer student initiatives where alumni host a meal with 6 current students to provide mentorship and support. If you are interested in hosting a dinner please contact Tim Valentine (tim.valentine@nyu.edu) to schedule one!

**CONCLUDING REMARKS**

Heather thanked everyone for attending the meeting. She reminded those interested in attending the after meeting social to meet in front of the elevators.

**OLD BUSINESS:** none

**NEW BUSINESS:** none

Heather Cannady adjourned the meeting at 7:56 p.m.

Prepared by: Amanda Putzer

Submitted by: Lawrence Mantrone