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

Wednesday, March 8, 2017  
Global Center for Academic and Spiritual Life, Colloquium Room  

PRESENT:  
Kibi Anderson, Quemuel Arroyo, Helen Arteaga, Phyllis Putter Barasch, Mona Beerman, Bruce Berger,  
Mary Tanaskovic Bitting, Corey Blay, Rena Brand, John Burnett, Andrew Burnstine, Jessica Bynoe,  
Heather Cannady, Gerald Dawes, Michael Denkensohn, Scott Dwyer, Joseph Ehrlich, Jennifer Eskin,  
Linda Evans, Jerry Goldman, Khurram Gore, Jeffrey Gould, Rocky Greenberg, Barry Heyman, Alfred  
Horowitz, Lillian Jackson, Nicholas Jensen, Jonathan Kim, Thomas Krane, Joseph LaRosa, Wayne Lee,  
Brian Levine, Richard Lim, Joan Martens, Elio Martinez, Stephanie Mattera, Chandra Metzler, Steven  
Miller, Ronald Rapatalo, Dasha Rettew, Nathan Rubin, Paul Snatchko, Melvin Stein, Michelle Van-Ess,  
Judith Warren, Nikolai Wolfe, Michael Wright  

ALSO PRESENT:  
Adrienne Burke, Bob Cafone, Carolynn Choi, Kristine Faxon (AR), Michael Herngerer, Hunter Jamison,  
Miles Morris, Caitlin Krow (AR), Danielle Ohrenberger (AR), Brian Perillo (AR), Mihir Punji, Amanda  
Putzer (AR), Mitchell Raab, Rhoda Rothkopf, Andrew Shiau, Tim Valentine (AR)  

NOT PRESENT:  
Rocco Andriola, Roger Baumberger, Juan Beltran, Samantha Brahms, Jane Eissner Bram, Rhoda Cahan,  
Manuela Cavallo, Horace Chamberlain, Mark Chardack, Ana Delgado, The Honorable Betty Weinberg  
Ellerin, Benjamin Godder, Nancy Coles Goldstein, Norman Goodman, Anthony Griece, Jonathan  
Herman, David Hirsch, Beverly Hyman, Gerald Klaczany, Penelope Klatell, Marvin Leffler, Hadassa  
Legatt, Lawrence Mantrone, Angel Ochoa, Michael Okaty, Kelly Otter, Herbert Paul, Michael Savage,  
Frederick Schult, Armin Tehranly, Robert Wright, Thomas Wysmuller, Sascia Yuan  

WELCOME AND CALL TO ORDER  
Heather Cannady, NYUAA Board President, called the meeting to order at 6:04 p.m.  

APPROVAL OF MEETING MINUTES  
The meeting minutes from the December 7, 2016 Board meeting were distributed prior to the meeting.  
Lawrence Mantrone, NYUAA Board Secretary, was not able to attend the meeting, so Heather Cannady  
handled this task. She 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  
To start, Heather noted that it was Women’s History Month and that today was International Women’s  
Day. She thanked all female NYUAA Board Members and staff for everything they do every day on  
behalf of the Board and in their everyday lives. Heather also gave special recognition of multicultural  
events and programs that have been taking place around campus to promote diversity and inclusion.  

Ms. Cannady started her report by noting that the Officers had a meeting on January 19, which was also  
the mid-year check in for the committees. Heather noted it was a very productive meeting, and she was
happy to report that all of the committees were on point and on schedule in achieving their goals for the year. She mentioned a few of the initiatives that the committees have been charged with including:

- Benefits & Services Committee NYU Alumni Global Day of Service
- Communications & Marketing Committee Viral Violets social media ambassador program
- Fundraising Committee and their strategies on endowing the NYUAA Scholarship

Heather shared the next NYU Alumni Volunteer Conference which will take place in September 2017, and that details for this program will be shared at the May meeting. She added that the Alumni Volunteer Recognition Awards, including Meritorious Service, will also be scheduled for September.

The next NYUAA Strategic Plan was another topic addressed at recent Officers meeting, and the developments of the next plan. It was decided that a committee of the Officers and additional Board members will be formed to work on this task in the upcoming year. She added that the development of the plan would actually be starting at the meeting this evening with the Board in group discussions.

Finally, Heather shared info about the welcome event for Andy Hamilton that took place in Short Hills, New Jersey on January 26. Heather participated in the program and shared that it was a lively and wonderful event that was well attended. She added that Andy shared different initiatives including affordability and inclusion. This event was one of many welcome events that Andy is going on to introduce himself to the greater NYU community.

ASSOCIATE VICE PRESIDENT’S REPORT

Brian Perillo had Kristine Faxon share information on recent study on the abundance of email that alumni are receiving – labeled as email fatigue. The data showed 20% increase in the number of emails sent to alumni in 2015-16, and an increase of 610% from 2012-16. It was also shared that on average, alumni are receiving 2.6 emails a week, with the greatest number being sent to Stern alumni. Emails included are from central AR, but also from schools themselves. It is hoped that through this breakdown, alternative methods of communicating with alumni will take place, and the unsubscribe rate will diminish.

Brian provided insight to NYU One Day- the official giving day for NYU coming up on March 23. This year’s goal is to receive 2,500 donations in one day. He shared promotional images that are currently being used via various marketing channels with alumni and greater NYU community.

Next, Brian shared information on the organization’s crowd funding platform, Rising Violets, which was launched in Fall 2016. He noted that the platform brought in 494 total transactions totaling $36,502, which included 143 first-time donors. Some of the possible projects that will use the Rising Violets platform in the coming year include initiatives from Steinhardt, SPS, Bronfman Center and Alternative Spring Break.

Brian asked Tim Valentine to share information about the recent “100 Nights Before Commencement” student event. Tim shared that the event had the first ever “Forever Violet Lounge” in Kimmel which had 1000 attendees throughout the evening. The event included live music, a photo booth, food and wine bar and other refreshments. A “Get Involved” hand out was given to those in attendance which relayed the various clubs and programs the students can get involved with as soon-to-be alumni.

Tim also provided information about the launch of new identity based alumni networks. Formerly known as the Multicultural Alumni Network, it was decided to break out this group so to include new groups focusing on specific identities. The new groups include the Black Alumni Network, Asian & Pacific Islander Network, Latinx Alumni Network and the International Alumni Network. Kick-off events for
each of these groups have taken place since January, with all of the groups assembling and building leadership to develop more programming in the coming year.

Finally, Brian shared information about custom NYU emojis. A total of 1200 downloads have already occurred. Information about how to download the emojis would be available to everyone at the end of the meeting.

NYU TRUSTEE REPORT

Steve Miller provided a report on recent topics of interest discussed by the NYU Board of Trustees. The first topic focused on possible consequences of the recent presidential election, and how it may impact NYU. Some of the concerns are a decrease in international student applications, student loan debt, reduction in Pell Grant funding, financial aid, and relations with China.

A second topic is academic excellence at NYU, and how the current administration is approaching it. Steve noted that the current process is to identify areas of need, and then attracting talent or finding ways to collaborate or leverage schools to build up programs. Examples provided included having the law and engineering schools work together on cyber security programs or regulations, or attracting high level faculty for Chemistry Department through connections at medical school.

Next Steve shared an update on affordability at NYU— which is continuing as a major initiative at NYU in 2017-18. He noted that recent actions to lower tuition and housing allowed NYU to drop out of the top ten listing of the most expensive schools in the country for the first time ever. He also shared some interesting programs including a formalized program to allow students to graduate in three years instead of four, and the recent housing project of pairing graduate or upper classmen with senior citizens who have a room spare.

Last, Steve shared informative statistics on economic mobility, and a recent study evaluating upward movement in income/earning potential. He shared that the study evaluated individuals who were tracked as students who were in the lower 20% as students, who are now older (age 34) and have moved to the top 20%. He reported that overall, NYU has a higher economic mobility rate than 93% of other universities. What this means is that 1) NYU does a great job of picking students with the greatest potential and 2) NYU is a terrific investment—that NYU overall provides upward mobility and impacts the lives of poor students.

Two tidbits Steve also provided was 1) the term “Freshman” would no longer be used at NYU, and the new term was “Frosh”. Second, he shared that Debra LaMorte would be staying on in a consulting capacity through the fiscal year.

RESOLUTIONS FOR APPROVAL

On behalf of the Awards Committee, Heather asked to put forth a resolution approving the recipients for the 2017 Meritorious Service Award. This year’s recipients include Rena Brand (MED ‘83), Linda Carter (Steinhardt ’74), and Alfred Wong (STERN ’94). There was a motion to approve the resolution, which was seconded. The resolution was approved unanimously.

COMMITTEE “HOT TOPICS”

Alumni Day: Nick Jensen shared that the committee is taking a robust approach and is leveraging Board talent and connections to build up what will be Alumni Weekend this year. He stated that the committee will be sending out a form asking what would entice Board members and their friends to come to this
NYUAA signature event. He also shared that there is hope to get sponsorships to fund Alumni Day, and asked that if anyone has any connections to please let him know.

**Benefits and Services:** Barry Heyman shared the date for the inaugural NYU Alumni Global Day of Service is set for April 22, 2017 which is also Earth Day. At this time, 20 sites have been established around the globe. All Board members are encouraged to participate and are encouraged to sign-up when registration is available in the coming weeks.

**Marketing and Communications:** Q Arroyo asked if anyone on the Board has video content that can be included in the video archive project, or if there are any themes they feel should be included, to please share pertinent information as noted in the Google Form that was circulated by Amanda.

**Fundraising:** Chandra Metzler shared that 50 members of the Board have made a contribution to NYU so far this year. She reminded everyone that the goal is for 100% of the Board to give annually. She thanked everyone who had already made a gift, and encouraged those who had not at this point to give to the NYUAA Scholarship.

**Volunteer Leadership Outreach:** Elio Martinez shared the four award categories that will be given out for volunteer recognition this year - which include event of the year, innovation of the year, individual volunteer of the year and new volunteer of the year. The call for nominations for these awards went out in February, and the nominations will be reviewed by the VLO Committee.

**PRESENTATION & DISCUSSION: THE NEXT STRATEGIC PLAN**

Members of the NYUAA Board in attendance were broken into groups to discuss the next Strategic Plan. The groups evaluated current strategies of the strategic plan, and decided which ones, if any, should be included in the next plan. The groups then provided ideas and examples how these strategies could be achieved. All the information and notes from the individual groups will be compiled and shared with members of the ad hoc Strategic Plan Committee to aid in their discussions for the new plan.

**OLD BUSINESS:** none

**NEW BUSINESS:** none

Heather Cannady adjourned the meeting at 7:40 p.m.

Prepared by: Amanda Putzer

Submitted by: Lawrence Mantrone