



**SACRED HEART UNIVERSITY ALUMNI ASSOCIATION
MEETING MINUTES
SATURDAY, 1/25/14 AT 9:30 AM
PITT CENTER BOARD ROOM**

In Attendance:

Cheryl Janus
Robert Scarpetti
David Howe
Roscoe Samuel
Matt Fortney
Taylor Richard, '16, Ex-officio member,
President S.T.A.T.
Emily Gillette, Director of Alumni Relations
Claudette Thompson

Joe Bacoulis
Steven Dzik
Michael Koosa
Dennis Bartley
John Fallivene
Michelle Friedrich
John Ruzicka
Diana Rainho
Brad Hurlbut, Deputy Director of Athletics

Absent:

Tom McCabe
Kelly Libby
Barb Susi
Dr. Peter Maresco, Ex-officio member, Faculty
Chad Betz
Nick Diieso
Mike McCabe
Karen Zaneski-Malek, '76

Called to Order/Welcome

The meeting was called to order at 9:41 am. Cheryl welcomed everyone and introduced Katie Gallagher, Alumni Relations Program Coordinator, who works alongside Emily.

The Pulse of the Heart Student Update – Taylor Richard '16

- Over 200 people participated in the Halloween event this pass semester.
- There is great morale overall on campus, partially related to the Football Championship.
- There was a club carnival this past week where all clubs participated in trying to recruit new members in which STAT participated.
- Feb 24-27 is Student Philanthropy week, where students will be educated to encourage them to give back and be informed on who donors are. During that week, there will be Tag Day, ta where all donated items are tagged with a special sign. Students will also write thank-you notes to donors, and alumnus Gary Levin will match monetary donations up to \$5,000 for student gifts. The goal of \$5,000 has already been reached!
- March 25 - there will be a Young Alumni Networking Panel consisting of graduates of the last 5 years who will be invited to talk to students about graduate school, their professions, networking, etc. After the discussion, there will be a meet and greet.

- Emily asked Taylor to elaborate on STAT's activities for those who were unaware of their mission. Taylor said that STAT promotes the relationship of alumni and students working together through events and programs.
- Cheryl suggested that the Board should write a thank you note to the Levins.
- Matt asked how the millennials were giving. Emily replied that there were different giving goals, and that millennials wanted to feel connected, and gave according to what others did. She also said that different generations give according to their experiences and that this age group is one that is researched, along with other groups of alumni in terms of giving and engagement.

Athletics Vision – Brad Hurlbut, Deputy Director of Athletics

Brad was introduced; he thanked the Board for inviting him and gave some background information on himself:

- First job was at the University of Pennsylvania, for 2 1/2 yrs.
- Northwestern University, 17 yrs.,
- Spent a year in the Western Conference in California.
- Since his 4 months here at SHU, the students are so well-mannered that they will hold the door for you even if you are a little distance away. He is impressed by such actions and loves working at SHU. However, there is a lot of work to be done as SHU offers 31 sports, one of the largest offerings in the country which is very rare for a university this size.
- Brad said that SHU has terrific coaches who not only recruit the right students but ensure the students' proper development. He said last year the student athletes did over 9,000 hours of community service, and this year they plan for over 10,000 hours.
- Their GPAs are also impressive: Men – 3.138 and Women - 3.259. For football, it is 2.9 and this is impressive for a school this size and in this conference.
- The group watched the *Moses Webb Double Fumble Recovery for Touchdown* on YouTube and Brad said that was the first time in college level history that happened and the team got to the playoffs. He reiterated that while winning is great, developing the students is more important and that Bobby Valentine, will do anything for the athletes as he wants to build a world-class athletic experience for the students.
- Brad said that within the next 18 months the Pitt Center will be reconfigured to accommodate more students' activities.
- Brad continued by stating that on March 1, a court will be named in Dave Bike's honor and Amanda Pape, a women's basketball alumna will be inducted in the NEC Hall of Fame before the women's game. Brad thanked everyone and left at 10:20 a.m.

EverTrue Application Presentation – Emily Gillette

- Emily and Matt Fortney have been exploring alumni apps which not only can connect alumni with one another and with the University but also put us ahead of other universities. After doing a lot of research, they selected EverTrue, which she demonstrated to the group. The app takes alumni info from the database and links them to Facebook and LinkedIn, creating an experience for alumni to connect with one another with relatively accurate information. The app is not available to students, staff, etc. – only alumni. The app's uniqueness is its ability to map where alumni are located, and alumni have the choice to opt out. Data is searchable by clubs, organizations, majors, college, class year etc.

- Dennis asked if we will be able to invite people via Linked In, FaceBook and Twitter and Emily said the app sends out a link to invite others to the app but, that there will be a heavy marketing campaign surrounding the launch.
- The app should be launched in July and alumni will be informed via magazines, postcards, verbally and Career Development.
- Matt added that the app should be of value to SHU entrepreneurs, travelers, etc.
- Cheryl congratulated Matt as this was his brainchild.
- Matt mentioned that the app was costly but Emily stated that the Alumni dept was funding the costs through monies received from the Liberty Mutual Insurance Program, fully funded by alumni.

Committee Updates – Vice Presidents

Membership & Recognition – Joseph Bacoulis

- Joe reported that things have quieted down after a busy period. Since last executive meeting the Bylaws for membership were adopted. Membership for new members will be reviewed on a quarterly basis.
- He asked everyone to continue to spread the word to get new members and encourage their participation.
- Steve stated that we should all lead by example in giving to meet the US News ranking which has a high % of alumni giving of 30 and SHU is only 7%. Due to the economy, a lot of universities are struggling as federal money is also affected. It was mentioned that it should be a part of the Bylaws that each Board member should be asked to contribute even \$1 or \$2 per month.
- David Howe asked about status of giving towards a scholarship and if we can give in honor of a classmate, a dean who has passed on, etc. Emily said we can donate in someone's honor and if there is no established scholarship, the family will be contacted and get the scholarship started. When the funds reach \$25,000, it becomes an endowment, or we can use as is. David asked if the honor or memoriam gifts are reflected on the donor report online, to which Emily research and replied that in fact, they are reflected along with the deceased person's name.

Individual Development – Robert Scarpetti

Community Service Initiatives

- Habitat for Humanity is the main service initiative planned for the Service Day scheduled for April 12th. There are 13 sites available and alumni will work with students.
- Working with habitat requires a materials donation of \$50. Currently working with habitat to facilitate this directly with the alumni interested. Meeting on Feb 10 with Jeff (student president of Habitat) and Emily to discuss further.

Administration – Steve Dzik

Insurance Programs

- Steve reported that he met with Judite Vamvakides of Alumni Giving to brainstorm on how to get alumni back to campus and they came up with a couple ideas:
 - Stewardship: Someone gives a gift and a postcard is sent to thank them. Judite suggested that the Alumni Board also write a thank you letter.
 - Cheryl agreed and asked that we form a Gratitude Committee to assist in thanking alumni donors. Rob motioned and Michael seconded to form an ad hoc Gratitude Committee. No one opposed.

- Steve asked why we don't have an alumni area at each athletics event, specifically football. Emily said this was due to cost for tents, etc. but we could be part of a fan zone and work with athletics to manage.
- Cheryl said we could try hosting one event.
- Emily stated that homecoming is Sept. 19 – 21/14, and Cheryl said that as we get closer to that event, we can host different events, and suggested that we form an Ad hoc committee of Pioneer Pride. All favored.

Volunteers for the 2 committees are:

- **Gratitude:** Steve Dzik, Robert Scarpetti, John Fallivene and Michelle Friedrich.
- **Pioneer Pride:** Cheryl Janus, Dennis Bartley, Michael Koosa, John Ruzicka, David Howe and Robert Scarpetti

President – Cheryl Janus

- Cheryl passed around thank you cards from students who received scholarships from the Alumni Association Endowed Scholarship in 2013.
- Cheryl mentioned the Discovery Gala on April 12th and encouraged the board to attend. Please contact Emily for more information and a discount can be extended to encourage the board to attend.
- Cheryl, Dennis, and John will host a NJ alumni reception on June 26, 2014 for alumni in Northern NJ.
- Board members are required to sign-up and attend parents' receptions the first two weeks in June, on a Monday or Thursday. Matt asked for cheat sheets to update us on SHU and Emily agreed that a presentation should be sent to bring everyone up to speed.

Initiative Brainstorm Session – Cheryl Janus

- Cheryl handed out sheets of paper and asked everyone to do some brainstorming and write ideas on what projects we would like to take on.
- Cheryl expressed her pleasure with the Board and thanked everyone for their ideas.

Upcoming Events – Emily Gillette

- Emily referred everyone to the calendar of events that was handed out.
- February 15, 2014 Women's Basketball day. College of Business Reunion. Men's ice hockey alumni game.
- March 1, 2014 Dave Bike and Amanda Pape Day.
- April 24- May 3 Emily will be going to California and will be meeting with some alumni there and attending an alumni relations conference.

Commencement 2014 – Emily Gillette

- Emily informed the group that SHU has voted to move Commencement to the Webster Bank Arena since the capacity there is 8,000 and can accommodate many more people, there is available parking. She plans to tour the arena and we can possibly have our next Board meeting there. At commencement, alumni from each class will walk with graduates to celebrate the 50th anniversary.
- Megan Rock will be retiring and will be relocating to Florida. She will be assisting in hiring a new VP by May 1, 2014.

Good of the Order

- David suggested that there be outreach to alumni to visit campus but, that tours and conversation be hosted by board members. Emily thought this was a great idea and offered to talk more with David regarding this type of program. Board members would be assigned to alumni who wish to visit campus.

Adjournment

There was a motion to adjourn by Joe, seconded by Roscoe.
Meeting adjourned at 11:40 a.m.