



Minutes of SHU Alumni Association Board of Directors
Held on Saturday, March 23, 2013 at 11:00am

In Attendance:

Cheryl Janus
Joseph Bacoulis
Robert Scarpetti
Emily Gillette
Claudette Thompson
Dennis Bartley
Chad Betz
Nick Dieso
Steve Dzik
Matt Fortney
Michelle Friedrich
Roscoe Samuel
Barb Susi
Karen Nettleton
Jill Hogan – STAT
Prof. Peter Maresco
Megan Rock – VP of University Advancement
Kirk Bartholomew – Biology, representing Innovations Committee

• **Welcome/Call to Order**

The meeting was called to order at 11:17 am by Cheryl who welcomed everyone and thanked them for attending.

• **Innovations Committee Presentation – Kirk Bartholomew, Biology**

Kirk introduced himself as the Chair of the Innovations Committee which was started last Spring by Dr. Petillo. The committee is not expected to be a standing committee (lasting maybe 1 year). He explained the need for such a Committee based on the unprecedented challenges facing most traditional institutions of higher learning such as: increased competition, rising tuition/student debt, and increased costs of delivering a quality education. As such, SHU has to be able to exercise flexibility to these changes. Faced with these charges, the Cttee.:

- Did their research – read a lot of articles about concerns of higher education;
- Visited other universities such as Elon University in North Carolina which has been given outstanding reviews such as 'one of the nation's "best value" private universities';
- Sent out surveys and got great responses – both good and bad;
- Met with focus groups.

Based on the above, some of the things SHU are doing to facilitate the barrier to innovations are:

- Process & Operations: pursuing too many things – they have to prioritize;
- Pedagogy: SHU should continue to push more interest in global education and define the SHU experience;
- Resources & Support: space is an issue that has to be resolved;

- Community/communication/interprofessional collaborations: maintaining the SHU community is challenging due to the spread of different campuses which affect collaborations between departments/colleagues, parking issues, etc.

The next step is for the committee to collate the research and then write a report/recommendation to the Dr. Petillo. He welcomed the Alumni Board's input. The Board will send out a survey and the results will be sent to Kirk for inclusion in his report. He gave handouts and after his presentation, he left the meeting.

Megan Rock added on to Kirk's presentation and pointed out that in terms of ROI, the breakout of tuition/academics needs to be closer to 50/50 reliance. When asked, she explained that the biggest chunk of the budget is salaries at 34% and that student benefits costs have increased. SHU provides a lot of free benefits to students that other universities charge for and now there is a \$5M gap that SHU has to decide where to cut.

Dr. Maresco added that most of SHU's revenue is through tuition and most students do not pay the full tuition. Also, the competition is huge as students are not looking at academics only when applying for higher education. For example, one of our regional competitors is Quinnipiac which has an endowment of \$500M compared to our \$115M. Also SHU only has 3,600 undergrads where other universities have increased admissions. SHU wants to maintain its attention to detail and students by not increasing this.

Cheryl encouraged everyone to read Dr. Petillo's blog at: http://sacredheartuniversity.typepad.com/dr_petillos_blog/

- **Student Culture – Jill Hogan**

Jill updated everyone on STAT's activities. STAT participated in Student Philanthropy Week on February 28th to recognize donations to the University and thank our donors.

- Monday, students put tags everywhere indicating equipment or services supported by donations to the Annual Fund or students wore t-shirts proclaiming the importance of the gifts.
- Tuesday, students wrote more than 800 thank-you postcards to SHU donors during the thank-a-thon.
 - Other events in the month of February was Greek Life "Greek Week" competitions where they did some successful fundraising.
 - Florida's event was great.
 - April 26th is the Relay for Life. STAT and Relay encourage all alumni to participate in the event. Alumni Relations will include event information on the website and on social media.
 - Going forward, STAT will be recruiting new executive board members. The current group is comprised of all first year students.

Cheryl thanked Jill and she left the meeting.

- **University Update & Campaign Presentation – Megan Rock**

Megan informed the group that April 7-10, there will be a re-accreditation visit which is done every 10 years. David Coppola is handling this process but, it includes many members of the University.

- Building Updates: Budget of \$45M – part bonded/part SHU resources. SHU's rating is AA.
 - The Health and Wellness Center on Park Avenue will be opened over the summer. Covered by SHU resources.
- The Edgerton Center is under construction. There is a new façade which will provide new gallery space, glass windows for exhibitions, and a reception area. On the other sides, there will be TV screens to host movies for students and other groups.
- 4/26 – Discovery Gala, 345 attendees. Supports all scholarship programs.
- Reduced prices for alumni/parents. Received \$120,000 from 60 new contributions.
- 5/20 – Brooklawn Country Club. Pioneer Gulf, would welcome an alumni foursomes.
- Alumni giving: Good inquiries coming in on website and Fund for Excellence is closing in on \$100,000 dollar goal for the year through the phonathon, the most since 1997. Phonathon has emerged as the job to have on campus.
- Will be meeting with donors and continuing to identify/engage successful alumni.

- Board of Trustees is expanding its membership to include alumni, currently of 16 members, only 2 are alumni.
 - Campus magazine will now be more focused on alumni.
 - Comprehensive Campaign – feasibility study done in the Fall. Raised \$1.4M thus far in leadership gifts . All contributions will be counted towards campaign. Additional resources needed for campaign to last 5 years. 2 prospects have potential to give at \$5M level. Frank Martire '69 donated \$1M, others gave \$100,000.
- Megan gave handouts re the campaign and thanked the Board for its continued involvement. Cheryl thanked her.

- **Committee updates and items for vote**

Membership & Recognition – Joseph Bacoulis

- The committee is looking over the Awards, making sure there is no overlap as well as ensuring that nominees exhibit the spirit of SHU. They are now narrowing down the awards criteria.

New Board members

- Nominees will be sent forms from the Standards Committee (Emily will send) with questions re talents, skills, associations they belong to, etc. These will be cleared first and reviewed on a quarterly basis. Nominees from diverse schools encouraged. Approvals will be presented at annual meeting. Once they get on the board, everyone has to pull their weight – figuring out proper wording as actions have to be taken for non-participants. All members support being tough on Board participation.
- New Board member criteria will be up for vote next meeting. When approved, committee will review first batch of applications.
- Executive Board members – should it be by donor?

Individual Development – Robert Scarpetti

Community Service Initiatives

- Held meetings with the Campus ministry and volunteer programs. Brought the message of cooperation to these departments.
- SHU is considering a Day of Service after Homecoming in Fall 2013. We want to join other campus committees to help out.
- Relay for Life – some of us will be participating and the internet/tweet already updated with information.
- Long-term goal is to reach out to other areas to get subgroups of activities.
- All events added to calendar.
- Set up website with additional community service opportunities.

Administration – Steve Dzik

Insurance Programs

- Tasked with finding new ways to bring revenue into SHU, Steve, Dennis and Nick met with 3 insurance vendors: Meyers & Associates, Nationwide, and USi Affinity. SHU Alumni Association/Alumni Relations will get revenue share back from home/auto programs and we do not have to do any legwork as all that is done by the vendor. We have to work on penetration and engagement of association.

President – Cheryl Janus

- Cheryl thanked all the VPs for their reports and encouraged everyone to participate in the meetings/calls.
- Attended NYC meet-up. It was very successful and similar monthly events will be planned for other areas.
- Will be attending the Discovery Gala.
- Admission events coming up regionally. Attached in separate document.
- Cheryl proposed putting together a presidential advisory adhoc committee so that alumni can participate in more campus activities through feedback and to report on culture of alumni community. Nick seconded, all favored.

Sacred Heart University's 50th Anniversary Update – Emily Gillette on behalf of committee

- Emily informed everyone that the calendar is still being finalized for the next fiscal year but, that planning has begun in terms of mailings and events pertaining to the 50th. Celebration for the 50th starts evolving this summer and will be over at commencement 2014.

- 4/10 – Founders’Day – annual event to host faculty – soft opening of 50th Anniversary
- 9/20 – 22 – Homecoming; Board meeting and annual award lunch.
- Kevin Nealon ('75) – proceeds will go to fundraising – will need to sell 700 tickets to break even. The board should set up an adhoc committee to handle this event.
- Saturday – alumni tent event & academic lecture.
- Sunday – Mass. Alumni couples will be invited to receive special blessings.
- Athletes will have special 50th stickers and badges. Timelines to be developed with pictures, oral history and SHU history.
- 5/19/14 – Commencement, there will be flags for different classes and one alumnus will represent each class year in the procession.

Good of the Order

- Commencement 2013: Cheryl will be addressing 2013 class. Special seating secured for alumni board. Board to let Emily know if they will be attending. The increased visibility will be good for all.
- Pictures from business events will be posted – Chad offered to help with future Pioneers in Business event planning.
- Matt asked why prominent people are not being included in local events which would be great fundraising opportunities. If the Board of Trustees has a manpower issue, we could help.
- Megan informed that there will be an event in Washington on 4/23 and if anyone wants to go, please inform her or Emily.
- Matt asked if we could get a listing of alumni in our zip codes. Emily said she has a mapping feature which she can make available to anyone interested.
- Barb thanked Emily for allowing the sorority Beta Delta Phi to be hosted on campus. Also thanked Emily and Megan for the stability of the Board.

Adjournment

There was a motion to adjourn by Cheryl, seconded by Rob.
Meeting adjourned at 1:17 p.m.