

Alumni Association Board of Directors Meeting

September 23, 2019

6:30PM

Meeting called to order: 6:38 pm

Attendees:

Joe Wamness, Mikki Wilson, Mandy Ray, Maria, Bakas, John Keenan, Fred Sannella, Frank Lillo, Hope Watt-Bucci, Kaellen D'Amour, Georgie Marks, Brianne, McDonough, Jess Tomlinson, Midge DeSimone, Patricia Libby, Kristin Macek, Robin Leger, Barbara Baggs, Ed Brzychcy, Armando Martinez, Nicole Goggin, Paul Wilkens, Amanda Kennedy-Paige, Jake Cotter, Mike Mitchell, Debra Lee Surface

Phone:

Erik Champy, Jim Lampassi

Absent:

Eileen Connolly, Deirdre Sartorelli, Jane Moroney, Teury Marte, Josie Kennedy, Pam Doherty, Steve Daly, Brian Castellanos, Grazia Crivello.

President's Report: Joe Wamness, President, Salem State Alumni Association

This year's goals:

- 100% participation from all Board of Directors members and all Affinity Board members.
- Ensure that all board committees have necessary support and encouragement to accomplish their goals.
- Create better understanding and communication between AABOD and the SSU Foundation Board.

University Update: John Keenan, President, Salem State University

Spoke about the Campaign (fund-raising endeavor)

- Put forward proposal for new science labs in Meier Hall
- 7 new wet labs
- Enables us to get out of south campus entirely
- Plan to renovate to Horace Man for science labs
- In turn lower our costs
- Hopes to get a decision by May/June 2020
- Spoke about the idea of adding a commuter rail near the McDonalds on Canal St
- Increases access to campus

Institutional Advancement Update: Mandy Ray – Asst. VP of Instl. Adv.

- Working on the next issue of the Salem Statement

Trustees Report: Midge DeSimone – Alumni Trustee

- April 1, 2019 confirmed the new dining services
- Spoke about touring our science labs and highlighted that they need an update.

Foundation Update: Cheryl Crouse – VP of IA and Exec. Dir. Of SSU Foundation

- Working on recruiting members for the Foundation Board
- Creating a Strategic Plan for the Foundation Board
 - Goals are to:
 - Increase revenue for the University (\$12 million goal)
 - Build pride in SSU
 - Support transformational projects for the University

Alumni Relations Update: Mike Mitchell, Assistant Director of Alumni Relations

- POMP sold out for the first time
- Alumni Weekend went well
- Nobody was hired in the open position (hopefully will be filled by spring)
- Alumni Travel Program is running (going to Amsterdam, March 2020)
- Met with 50-70% of the AABOD board members over the past few months

Friends of the School of Education: Pat Libby, President

- Educator Hall of Fame coming up in November
- Election year for FOE

Friends of the School of Social Work: Kristin Macek, VP of Outreach

- Transition year for FOSW
- Active recruitment
- Working on new programming
- Starting an email newsletter for students, faculty, and alumni
- Fall networking/profession development event coming up

Bertolon School of Business Alumni Network: Barbara Baggs, President

- 3 new members (has been having some issues with recruitment)
- Keeping programming simple this year
- Working on creating a “Career Closet” for students at the University (working on partnering with Career Services)
- Working on moving and redesigning the “Business Card Wall”
- Etiquette Dinner coming up soon

Board Committee Reports

Civic Engagement: Mikki Wilson, Chair

Committee Goals

- Host at least two Civic Engagement alumni events for 2019-2020.
- Incorporate Civic Engagement components into other University events and initiatives.
- Bridge the gap between Civic Engagement Center and Alumni Civic Engagement efforts.

Committee Updates

Global Day of Service

The Global Day of Service program is on hold until further notice. The Civic Engagement Committee will put more of a focus on increasing alumni participation in Salem State's Moving Forward, Giving Back Day of Service in early September 2020.

Note: We encourage Global Day of Service project leaders to continue coordinating service projects they are passionate about. These are meaningful projects that will continue to be included and promoted under Civic Engagement's umbrella of activities.

Give It Forward Campaign

The board voted last year for the Civic Engagement committee to identify three non-profit organizations that would be recipients of an alumni board gift card drive.

- SSU (Food Insecurity)
- Plummer Youth Promise (Foster Care)
- The Kumba Foundation, Inc.

Action Items: Reach out to Cynthia Lynch to see if there are any current students working with specific non-profits in need.

Workbar Business Closet

- Organizing a business clothing donation drive to benefit Bertolon School's Business Closet program. Coordinate with Barbara Baggs.

Alumni Civic Engagement Events

- Steve is working on a fundraiser in the Merrimack Valley area that will benefit the House of Mercy.
- Meeting with Ed Bryzchzy to identify a potential Veteran's Day service project that will engage the student population. This is also an area of interest for Hope Watt-Bucci.

- Working with Suzanne Ryan of Northeast Arc to identify a spring cleanup project at the Lafayette Street residence. I have a group of students from the Day of Service project willing to volunteer additional time. Next step is to form an alumni group to pair with the student group.
- Identify an alumni service project that can be run during Viking Warrior Day. (Would make sense to have this on campus)
- Discuss a Political Science project with Brian Castellanos and Teury Marte to utilize their experience in what it takes to run for a political position.

Civic Engagement Center Relations

- Mikki to meet with Cynthia Lynch regularly to determine how we can better work together to have a more significant impact on the students, alumni and University as a whole.
- Mikki would also like to invite Katelyn Adams to future committee meetings to keep both her and Cynthia in the loop of alumni activities.

Next Steps

- Identify a timeline for projects and coordinate subsequent meetings to keep activities moving forward.
- Schedule next meeting for an October conference call to provide framework for 2019-2020 activities.

Strategic Plan: Ed Brzychcy, Chair

- Concentrate this semester on developing a solid measurement plan to help evaluate the impact of the SSUAABOD.
- Next semester focus on development of a continuity book of best practices for committees and affinity groups.
- Have a representative of the Strategic planning committee available for every other committee and affinity group.
- First meeting is 2 October at 1600 in the Alumni Offices to begin discussing metrics and measurements.

Development and Engagement: Nicole Goggin, Chair

- Need to understand the metrics of the board members' giving to better target outreach efforts and the board's giving impact
 - o Create board member's score card
 - Measure the number of events attended, number of meetings attended, amount of donation and the number of donations made, volunteer hours, maybe hours in the classroom?
- Need to research what other institutions have as goals for their Development & Engagement Committees
- Currently, Alumni Giving is at 5%
- Look to partner with Philanthropic Student Group

- Quick Facts and Dates:
 - o 4/29 is Viking Warrior Day
 - o SSU Alumni Board (34 members)
 - Friends of Education
 - Friends of Social Work
 - BSBAN
 - o July 1-June 30 is SSU's Fiscal Year
- Ideas for Donor Programs:
 - o Round up for clipper card purchases
 - o Poster campaigns of key leaders in various disciplines and their advice for giving
- Preliminary Goals:
 - o Work on metric tracking to better understand volunteer engagement and impact
 - o Create programming that will encourage giving
- Action Items:
 - o Need to create a google folder/document for collaboration of the committee
 - o Gather more info from other engagement and development committee goals from similar organizations
 - o Mandy will get a full list of members and start gathering the data for the board members' scorecards
 - o Need to schedule a meeting with the committee before the 11/12 Board Meeting

Scholarships and Grants / Nominations and Awards did not meet.

Meeting was adjourned at 8:45pm.