



**Sunday, January 19, 2020, 10:00 a.m.**  
**Salus University Board Room**

Alumni Association Meeting Minutes

**Members in attendance:** Amanda Marchegiani, Olivia Sweger, Sharon Marcy, Dr. Eckert, Dr. Mittelman, Kate Braemer, Bob Owens, Merle Silverbook, Jacquie Patterson

**Members via Phone:** Robert Rosenberg, John Dziadul, Rita Chaiken, Radhika Aravamudhan, Zach Saunders, Melissa Trego

Minutes taken by Kate Braemer

1. Welcome and Introductions – Olivia Sweger, Amanda Marchegiani, AuD 2010
  - a. Introductions
  - b. Attendance: In-person/phone introductions as listed above.
2. Alumni Association Updates – Amanda Marchegiani, AuD 2010
  - a. Events: We encourage all alumni (regardless of program) to join us at conference receptions/open houses.
    - i. SECO – 3/6/2020, Atlanta, GA
      1. Rita Chaiken to join us at SECO
    - ii. Vision Expo East – 3/28/2020, New York, NY
    - iii. AAA – 4/1/2020, New Orleans, LA
    - iv. AER Penn-Del - 4/22/20, Harrisburg, PA
    - v. AAPA – 5/17/2020, Nashville, TN
    - vi. AOA – 6/26/2020, National Harbor, MD
  - b. Committee Review
    - i. Description of committees
    - ii. Participants on committees
    - iii. Need committee chairs for Special Events, Student Relations
    - iv. Purpose, Goal, Chair, Committee
      1. Form will be sent out for signing up/changing committees
      2. Feedback will also be collected
    - v. Larger Bylaw review happening, thank you, Amanda!
3. Approval of Minutes (from 9/28/2019)
  - a. Motion to approve Rita Chaiken
  - b. Second Robert Rosenberg
4. Alumni Association Award Nominations Review and Recommendations – Olivia Sweger

- a. Audiology nominations:
  - i. Dr. Brian Urban
    - 1. Rita Chaiken – Involvement in Salus, advisory board OCA, donor, career, lobbying
  - ii. Dr. Kathryn Dowd
    - 1. Rita Chaiken – involved independently, AuD and Diabetes, not as involved with Salus University
    - 2. Dr. A - involved with Diabetes project and the Board, but not a direct impact on Salus community
- b. BLVS nominations:
  - i. Faye Miller
  - ii. Lucien Prince
- c. Optometry nominations:
  - i. Dr. Andrew Gurwood
    - 1. Dr. Owens – very active in state education, lecturer, co-author, runs as an EMT with Fire Company, very involved with Salus, faculty, diplomat.
  - ii. Dr. Joel Silbert
    - 1. Dr. Owens – he is an author, diplomat
    - 2. Dr. Mittelman – Dr. Silbert is retiring, nice way to honor, Faculty
  - iii. Dr. Susan Durham
    - 1. Dr. Owens – COVID diplomat
- d. PA nominations:
  - i. Brandi Burns
    - 1. Kate Braemer – guest lecturer, patient nominated her
  - ii. Scott Geller
    - 1. Kate Braemer- consistently engaged and lecturer
- e. OT nomination:
  - i. Alta Fried
    - 1. Sharon Marcy – hard to streamline the nomination, first class graduated in 2014, created OT specialty in a PT clinic, came on board in 2017, volunteering, adjunct clinical instructor, since 2010, volunteer at CHOP, high marks, certified hand therapy, published in 2 magazines
    - 2. Since this is a new award and there is only one nominee, it will be voted on in a yea/nay fashion
- f. Distinguished Service Award nominee:
  - i. Bhawan Minhas
    - 1. Dr. Trego – not a negative thing to say. Dr. Minhas, pivotal in taking the lead in clinic and teacher, but Director of Internal Residencies, taking the lead on reaccreditation and curriculum review. Lots of progress, short time, she is a KEY person, educator, clinician, administrator, talented, has Bob's vote.
- g. Public Service Award nominee:
  - i. Dr. Vitto Mena

1. Bob Owens- very involved in state orgs and meetings, impressive as a student.
  2. Olivia Sweger – He was the Young OD of NJ
5. University Update – Michael Mittelman, OD '80, MPH, MBA, FAAO, FACHE
- a. Admissions Numbers - 15% decrease in apps and matrics
    - i. OD incoming class expected at 135
    - ii. Scholars – being mindful of the quality of applicants
    - iii. PA – high numbers, 58 matrics not 50
  - b. Application and Enrollment Trends:
    - i. Alumni—we need your help recruiting, numbers are going down.
    - ii. National Trends, undergrad numbers, also going down. Eventually will affect our numbers as well
  - c. New Strategies:
    - i. New Program: Prosthetics, OT Assistant
    - ii. MSCHE Accreditation
    - iii. Reorganization, CER and CHS: CHER
      1. Briefing sent to faculty and staff
      2. Current Landscape and Rationale – applicant pools decreasing, colleges drawing down endowments
      3. Looked at comparable institutions
      4. Faculty and Student Engagement, goal: be transparent
        - a. Met with stakeholders from all programs
        - b. All report to Provost, Dr. Eckert
      5. Advantages – Alignment of University Resources and structure, hopefully foster synergies, reporting changes, GOAL – functioning by July
  - d. Program Updates
    - i. AuD recruiting for 3 year program
    - ii. OD – Teleoptometry coming online
    - iii. OT – 7 year accreditation, hoping for 10 year
    - iv. BLVS – GRANTS!
    - v. PA - 98% pass rate
    - vi. International Programs
      1. China
      2. Israel
      3. Taiwan
  - e. General Updates
    - i. Catering update to Metz, to shift in late February
    - ii. Cafeteria renovations
    - iii. Board room renovations complete – looking into microphone volume, hard to hear us on the phone

- iv. Political engagement –to offset PA tuition and PA clinical care with new line item in State budget, Dr. Mittelman will present to the Republican Caucus
  - v. Women’s Leadership Forum 4/3/2020, on campus – same time as AAA
- f. Questions
  - i. Bob Owens – when are you presenting Dr. Mittelman?
    - 1. 4/6/2020
  - ii. Bob Owens – What is being done with Teleoptometry? Who is the doctor leading teleoptometry at TEI?
    - 1. Army guy? Exact name was not known at the meeting time
    - 2. 2020Now: Maybe one in North Philly (PHMC)
- 6. IA Update – Jacquie Patterson– officially Permanent VP of Institutional Advancement
  - a. New team members
    - i. Karen Volpi – prospect management
    - ii. Olivia Sweger – full time dedicated to Alumni Relations
      - 1. Meetings
      - 2. Events
  - b. Centennial Campaign update - \$4.2 million in of \$5 million (12/31/2019)
    - i. Focused Giving Week campaign, goal: bring in 100 donors
    - ii. Recurring gift focus
    - iii. Giving Tuesday (anonymous \$105,000 stock gift) Big Red Bus \$350k
      - 1. SLP
      - 2. AuD
      - 3. OD
- 7. LOFK Update – Kate Braemer/ Jacquie Patterson
  - a. Lighthouse Award 2019 – Alan Lindy
    - i. Sue Oleszewski’s involvement with Fund-A-Need
    - ii. Funding now for OD and AuD (custom ear molds)
    - iii. Fundraising for grants (\$30k, another \$30k coming in) also for SLI and PEI
    - iv. New location and date 11/14/2020, National Constitution Center
    - v. Other update – President’s Awards, Legacy, Heritage Society Event 5/21/2020
    - vi. LOFK auction item support, please send names of individuals/organizations who could support live/silent auction items!
- 8. Treasurer’s Report - Bob Owens, OD ‘80, FAAO
  - a. Bob Owens report out
  - b. Flowers to Dr. Littlefield
- 9. Travel Grant Funding Report – Olivia Sweger
  - a. High number of applications
  - b. New Landing Page: <https://salus.edu/student-travel-grants>
  - c. QR code for reusable posters
  - d. Call on Thursday, 11 applicants recommended @ \$200 each, totaling \$2,200
  - e. India week trip presentation January 27th (TBD)
- 10. Next meeting: Annual Meeting, Sunday, July 12, 2020
  - a. 10:00 a.m. to 12:00 p.m.
  - b. Location TBD – Am Rev, other museums, send recommendations to Olivia

- c. For the future: Don't do winter meeting on 3 day MLK weekend
- 11. AuD 2020 Campaign
  - a. 6 city tour – looking for hosts, Philly, NYC, NJ, Boston, DC, Chicago
  - b. \$600k over 5 years
  - c. Faculty, Alumni, Friend engagement
- 12. PA program campaign? Merle Silverbook - Waiting to hear back from PA '09 and fundraise for the lab
- 13. Bob Owens – lobby day, get involved with POA, volunteers, Spring Conference 4/30 – 5/3, help offset costs for students to go.
- 14. Other business?
  - a. Motion to end: Bob Owens
  - b. 2<sup>nd</sup> motion: Robert Rosenberg

**Thank you for joining us!**