



Alumni Association Board Meeting October 17, 2010

Attendance: Dr. Tomi Browne, Dr. Anthony A. Fiorilli, Dr. David W. Friess, Dr. Harry Kaplan, Dr. Thomas Lewis, Dr. Gary S. Litman, Dr. Dennis H. Lyons, Dr. John T. Ochsenreither, Dr. Kenneth W. Savitski, Dr. Robert N. Spivack, Ms. Lynne C. Corboy, Ms. Heather S. Giampapa

Dr. Ochsenreither called the meeting to order at 10:10 a.m. As there were no proposed changes to the May 1 meeting minutes, the minutes were unanimously approved.

Dr. Friess directed attendees to the Financial Report. [See attached.] Per usual, expenditures were high during the months May through September, with Commencement Awards given out and graduation gifts purchased. As of September 30, the Alumni Association had 58,890.52 in hand.

Dr. Ochsenreither gave the President's Report. The Office of Institutional Advancement engaged a new phone-a-thon company for the 2010-11 fiscal year. As of October 17, results were positive, with the first two week's of calling showing nearly double the pledges of that same period last year for both the PCO Annual Fund and the George S. Osborne Memorial Scholarship.

In August, the Office of Institutional Advancement sent an email survey to PCO alumni who had previously given to the Annual Fund but had fallen off in the past few years. The survey was aimed at ascertaining alumni feelings about giving, about PCO and about Salus University. 75 people responded. When asked for the reason they no longer contribute to the Annual Fund, the largest percentage of respondents, 44%, stated that they have other financial obligations that must be met – student loans, children's education, etc., 5% reported a loss of job income. 10% support PCO in another way, through the raffle or scholarships. 7% of respondents had negative feelings about the transition to Salus University or about an incident during their time at PCO. Two individuals were negative about optometry in general. When asked how PCO might once again secure their support, many answered that they may choose to do so again and to keep sending solicitations, with a few stating that once their student loans were completed they may consider it. There were a small number of respondents that stated that their feelings would not change – PCO is gone to them, the school has changed too much or optometry has changed too much. The Office of Institutional Advancement was able to contact a few respondents to immediately deal with their issues. The IA Office was glad to read that not all past donors were completely negative about the school and might consider giving again. For other issues, communication is key and the IA Office continues to update alumni with the *Salutations* newsletter and the Alumni Magazine, as well as through mailings.

A discussion was held regarding the Alumni Association holding web meetings. The group expressed hoped that this will allow the board to expand to include alumni not in the immediate area. In addition, meetings could be scheduled at times other than Sunday mornings. Salus is currently using WebEx for other University functions. The Board agreed that the winter meeting should be held via WebEx.

A discussion was held on the benefits of an online alumni directory. The Board viewed a brief demonstration of a product called "FindanAlum" by the company Orbees which is currently being tested by Berkeley Optometry College. This product can be used not only by alumni looking to connect with each other, but also by potential patients looking to find a Salus University alumnus in their area for treatment. Once put into place by the Alumni Office, alumni would be contacted to include their information on the site, some private for other alumni only to view, some public for potential patients to view. The Board agreed that the product would be valued and used by alumni. The Alumni Office will work to get FindanAlum up and running for Salus alumni.

In August 2010, the Class of 2010 was sent a "welcome to the Salus University Alumni Association letter" and a copy of the latest Alumni Magazine. The new graduates were encouraged to stay involved with the University and the Alumni Association, to send their update information to the Alumni Office for the database and to send in any news for the Alumni Magazine. In addition, the Class of 2010 will not be solicited their first year out for a gift to the University.

Dr. Ochsenreither gave the Alumni Awards Committee report on behalf of Dr. Landry. A Call for Nominations was to be sent in November with a respond by date of the end of December. The Board will be sent nominations once compiled and a phone or web meeting will be set to determine this 2011 recipients.

Dr. Savitski gave the Reunion/Special Events Committee report. The PCO Alumni Reunion will be held Saturday, April 30 and Sunday, May 1. Save-the-Date cards were mailed in early October. The classes ending with "1" and "6" will be the final group of classes who have yet to have their Reunion entirely on campus and their celebration dinner in the Hafter Center. Plans will be made for tours of the Elkins Park campus as well as TEI renovations.

PCO will have alumni receptions at the Academy in San Francisco in November, SECO in Atlanta in March and the AOA in Salt Lake City in June. Audiology alumni will have a reception at the National Audiology conference in Chicago in April.

A discussion was held regarding the Alumni Association's finances and how to increase them. For the past two years, the Alumni Office has held a continuing education program on the Sunday of Alumni Reunion Weekend. This year the Continuing Education Office has proposed holding the Joseph Toland Excellence in Education Program that Sunday (May 1.) The CE Office and Resident's Program (which is the main beneficiary of the funds raised from the Toland program) would contribute \$1,000 to the Alumni Association in return for the Alumni Office promoting the program in all mailings. The Board discussed the proposition and agreed that this would be an acceptable solution for a short-term influx of funds.

Dr. Lewis updated the Board on TEI renovations. The project is progressing well, with construction not interrupting too badly the day-to-day activities of students, doctors or patients. Progress is expected to be completed by June, 2011. The lower level, which includes all patient care services, will be completed by June 2011. The entire project should be completed by December 2011. The campaign to fund a portion of the renovations has begun, with staff approaching individual donors.

Dr. Ochsenreither adjourned the meeting at 12:00 p.m.