



**Annual Meeting
Sunday, September 23, 2012
Elkins Park Campus**

Board Members in Attendance:, Shereen Hakki, , Dennis H. Lyon, Robert A. Rosenberg, Kenneth W. Savitski, Robert N. Spivack,

Board Members via phone: Victoria L. Dzurinko, David W. Friess, La'Shandra Holmes-Russell, Gary S. Litman, John T. Ochsenreither

Faculty/Staff in Attendance: Victor H. Bray, Lynne Corboy, Jamie Lemisch, Thomas L. Lewis, Audrey Smith, Richard Vause

Student Attendees: Rahul Gupta, Nora Jean Standley

Welcome and Introductions

Dr. Spivack welcomed the faculty and students in attendance and led a round of introductions. The meeting was then convened.

Approval of Minutes (5/5/12)

Dr. Friess asked if everyone had reviewed the minutes and asked for approval. The minutes were approved.

Treasurer's Report

Dr. Friess reviewed the Alumni Association Treasurer's report with the board on behalf of Dr. Marchegiani, who was unavailable for the meeting. Prior to the meeting Dr. Marchegiani did review and approve the report. A copy of this report can be found at the end of this document.

University President's Update – Thomas L. Lewis, OD, Ph.D.

Several small renovation projects are occurring at the University. The Department of Finance and the office of Institutional Advancement and Alumni Relations has been moved from the fourth floor of the West building at Elkins Park to the fourth floor of the Breyer Office Building (North Building). This move was completed in August. It was chosen as the way to increase faculty office space for the new academic programs that will begin over the next few years.

The faculty and staff of the Physician Assistant Program and Osborne College of Audiology will move from the third floor of the West building to the fourth floor space in the same building vacated by Finance and Institutional Advancement. This will create new office space on the third floor of the West building for the scheduled program growth.

With the hiring of new staff for Student Affairs, space on the first floor of the West building needed to be modified to create additional offices. This space will also now house the Dean of Student Affairs and will be completed shortly.

Because of problems with the landlord and space concerns, we moved one of The Eye Institute's satellite locations from Mt. Airy to Chestnut Hill. Both sites are located on Germantown Avenue. The new satellite location began seeing patients on September 5.

Dr. Mittelman was recently on campus for the Physician Assistant commencement where he had the opportunity to induct a PA graduate into the Navy. At this time we expect the Presidential transition to occur in late spring or early summer 2013.

Alumni Association President's Report – Robert N. Spivack, OD

The Alumni office is working with a company called PCI to produce paper version of the Alumni Directory. We acknowledge that the most desirable option is to have an electronic version of a directory available. The Alumni Office is investigating a long term solution for this but in the meantime has opted to move forward with a paper director.

The fiscal year Annual Giving goal was \$175,000. The campaign raised \$76,715 which is 44% of goal. This Annual Giving campaign was run in tandem with the TEI Renovation Campaign so that many Annual Fund donors chose to give to TEI rather than make their usual Annual Fund gift. We do expect these donors to return to the Annual Fund for the new fiscal year. With this in mind, Lynne and Jamie through the next agenda item would like to provide us with further details on Annual Fund giving from alumni and work with us to improve this important campaign.

Reenergizing Annual Giving – Lynne Corboy and Jamie Lemisch

Lynne gave a Powerpoint presentation detailing Annual Fund giving at Salus University over the past ten years. In summary when accounting for Capital Campaigns and the economic downturn we can make the following conclusions:

- The fiscal year end totals over the past ten years are on the decline.
- The number of givers is on the decline.
- The average gift amount has increased
- Possible reasons for these trends include: student indebtedness, University status/name change, economy and in particular for 2012, TEI campaign and staff transition.

Jamie asked the Alumni Association Board members to consider how they could help in the effort to reenergize Annual Giving. She asked them to consider strategies that work to strengthen ties to the university as well as promote a philanthropic culture. A very lively discussion ensued raising a few additional questions as well as yielding some concrete options. These are as follows:

- Dr. Littman suggested that we visit local societies to maintain relationships and identify a university alumni representative for each. Society meetings are often held on behalf of an organization with a donation made at the end of the meeting.
- Build a strong menu of Alumni Association membership benefits to incentivize giving to the Annual Fund. Possible benefits include:
 - Practice enhancement through access to qualified associate prospects
 - Instrument repair service
 - Access to library resources

- Discounted member rate for University CE
- Discount on professional liability insurance if applicable to all of our alumni
- Coordinate pre-phonathon mailing from an alumnus announcing that calling will begin.
- Can we organize second raffle – possibly raffle off a car?
- Are there other games of chance that would engage alumni to participate while giving back to the University?
- Look to former raffle winners and their spouses
- Engage CER alumni by talking to them about dwindling federal funds
- Work to engage students before they become alumni
 - Mentoring opportunities
 - Small group etiquette training events

Jamie indicated that as committee assignments are finalized, the outcomes from today's discussion will be handed off to the appropriate committee to investigate further.

Committee Reports

College of Education and Rehabilitation – La 'Shandra Holmes-Russell

The committee convened by phone to develop some goals for the year. The initial goal will be to get the word out regarding CER representation on the Alumni Association Board and come up with a plan for engaging CER alumni. This will be accomplished via an article in the Alumni Magazine (which will also talk about all of the association's goals for the year) Additionally, the committee will work with Jamie to create an electronic survey to Solicit input from CER alumni regarding what type of interaction they would like to have with the University and the Alumni Association. The timeline for the survey is to have it out by late October with results and new objectives to be prepared in time for the next full board meeting.

Osborne College of Audiology – given by Jamie Lemisch on behalf of the OCA representatives

The Committee met via conference call to discuss goals for the year. Fiscal Year 2013 goals include:

- Launch the 2nd Annual Osborne College of Audiology Alumnus of the Year Award in conjunction with the Pennsylvania College of Optometry Alumni awards
 - Committee is currently reviewing the nominations materials to determine if updates or revisions are necessary. Revisions will be submitted to Jamie by 09/30/12
 - Launch the award via the website and other Audiology related organizations by January 2013. Nominations will end January 31, 2013.
 - Select alumnus by end of February 2013.
- Plan a reunion celebration for the OCA graduates in the residential class of 2008.
 - Committee is currently working to schedule a planning meeting with Zorina Mikhelson, AuD, FAAA who is on the Salus University Faculty and a graduate of the 2008 residential class.
 - Look into the possibilities of providing an Audiology CEU event during Reunion Weekend 2013.
- Connect with OCA/PCO Audiology Alumni
- Meet with Salus SAA chapter prior to April 30, 2013 to discuss Alumni Board and Audiology initiatives.
- Consider having an Audiology Board Member present the Audiology Alumni associated awards at Graduation (May 2013)

- Consider providing them a little gift from the Alumni Association in their “goodie bags” from the department.

Reunion Committee – Kenneth W. Savitski

Ken and Jamie met by phone to discuss initial planning for the reunion. The reunion date is set for May 4, 2013 and the celebration will center around graduates in class years ending with 3’s and 8’s. The Alumni Office has sent a memo to all reunion class members notifying them of the date and requesting updated contact information. In early October an electronic survey will be sent to all reunion class members. Alumni responses will help inform reunion planning and activities. The full committee will meet in late October to discuss the survey responses and begin planning reunion activities.

New Business

Student Engagement

Two students, Nora Jean Standley and Rahul M. Gupta, both optometry students, Class of 2014, attended the Alumni Association meeting and introduced themselves as student representatives who will be serving as the voice of the student body as we work to build stronger alumni/student engagement.

Request for Funding – Salus Soiree

The board members discussed a request for funding from the Salus University student Social Committee. This request asked for money to help lower the ticket price for the students’ annual semi formal social event. There was strong interest in supporting the student’s social activity and a number of ideas were discussed including providing a door prize of some kind (book store gift certificate or spa gift certificate), money to fund a raffle, or refund of ticket price for several students. In the end the decision was made to simply have a check cut in the amount of \$1,000 to help defer the cost to students.

ALUMNI ASSOCIATION

Quarterly Treasurer's Report FY 2012-13 Through June 30, 2012

Balance as of July 1, 2011	\$66,680
Income	
Revenue	\$ 10,273
Interest & Dividend	\$ 991
Gains (losses)	(\$2,247)
Expenditure	(\$ 5,500)
Balance as of June 30, 2012	\$70,196

Revenue – BIO Fundraiser
March - \$8,677 – 24 units
April - \$1,197 – 3 units
May - \$399 – 1 unit
July - \$2,793 – 7 units

Expense – Student Awards
August - \$1,500 – award for PA graduate
April - \$4,000 – four awards for PCO graduates

Fiscal Year 2012-2013 Expenses include:
July - \$2,000 – four awards to PA graduates
\$5,000 TEI Renovation Fund Pledge – to be paid in October
Commencement awards in May 2013