



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

*Board Members in Attendance:* Anthony A. Fiorilli, David W. Friess, Harry Kaplan, Dennis H. Lyons, Amanda M. Marchegiani, Robert L. Owens, Kenneth W. Savitski, Robert N. Spivack, Allan S. Tocker

*Board Members via phone:* Marianne Denning, Kurt J. Moody, Althea L. E. Rhoden-Grey Merle Silverbook

*Faculty/Staff in Attendance:* Victor H. Bray, Linda Casser, Lynne Corboy, Jamie Lemisch, Michael H. Mittelman, Carolyn Mayo, Fabiana Perla

**Welcome and Introductions**

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

**Approval of Minutes for 5/4/13 meeting**

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

**Treasurer's Report**

Dr. Marchegiani presented the report to the board. A copy of this report can be found at the end of this document.

**Alumni Association President's Report**

Dr. Spivack provided all members with a packet of information detailing roles and responsibilities for board members. The packet also included a pledge form. He expressed his appreciation for all that our alumni do for the University and asked that each member consider a financial contribution as one more way to give back.

On September 17, 2013 Dr. Spivack attended the University's Strategic Planning Meetings. This included discussions on fiscal year 2013 priority (previous fiscal year) areas and outcomes, and fiscal year 2014 priority areas which include compliance, presidential transition, Strategic Plan, technology, and University marketing. Dr. Spivack expressed the importance of alumni involvement in the last item (University marketing).

Dr. Spivack proposed a fundraiser for the Alumni Association in partnership with Cadillac Eyewear and Windsor Eyewear, sister companies featured in The Eye Institute's optical department. The outcome of the conversation yielded the following partnership: Cadillac/Windsor Eyewear offered PCO alumni a 40% discount of the cost of their purchase of Cadillac or Windsor Frames at Vision Expo West, with 10% of the net sale (initial as well as future purchases) donated to the Salus University Alumni Association. Dennis Lyons agreed to schedule an appointment with Cadillac/Windor at Vision Expo West to test the partnership. The

board liked this partnering model and agreed that this model could be expanded to audiological vendors or larger equipment companies. Dr. Friess proposed such a partnership with i-Optics and said he would reach out to them. Dr. Casser suggested that the association work to make these partnerships ongoing to create a funding stream.

### **Salus University President Michael H. Mittelman, OD '80**

#### *100 Days of Listening*

Dr. Mittelman thanked everyone for their time. Dr. Mittelman has established what he refers to as his 100 Days of Listening. He came up with the idea while attending a training for higher education leadership at Harvard University. His leadership style during transitions is not to change anything within the first 60 to 90 days but rather spend that time listening and learning from those who know the institution's strengths and challenges. To do this Dr. Mittelman developed four teams who he asked broad based questions – what is working well, what are our challenges and opportunities, etc. He will share the outcomes of his listening and information gathering the end of October. In the meantime, he is making himself available during some scheduled periods to faculty and staff for some “casual conversation”. Thus far he has learned that people are for the most part happy at Salus. Technology concerns seem to be the biggest issue.

Dr. Mittelman will use the information gathered through this process to inform conversations at the upcoming President's Council retreat. This off site meeting will focus on planning the strategic planning objects for the New Year.

#### *Marketing Salus*

Institutional Advancement has hired a public relations firm to lead the “role out” of his presidency and also work to make Salus better known locally. Dr. Mittelman noted some recent publicity around a flag raising ceremony which took place on campus as well as the Physician Assistant Commencement.

### **Alumni Activities for the new fiscal year**

#### *Alumni/Student Engagement Calendar*

Jamie presented a calendar of alumni/student events which primarily included the alumni receptions that take place on an annual basis at national association meetings. On discussing ideas for addition events it was suggested that we should consider the themed months. It was pointed out that May is better speech and hearing month. It was also suggested getting some representatives from student council to serve on the alumni board.

#### *Ambassador Program and Admissions Effort*

Jamie explained that as Salus University Alumni Association Board members, the alumni office may be asking for help in sending a welcome message to accepted students. Outreach from the Alumni Association helps ensure a strong matriculation rate and will be one of the first personalized contact from a member of our community.

Starting in October, Jamie Lemisch will ask board members to volunteer to send emails to the accepted students. She will provide those who volunteer with a list of names and email

addresses for the accepted students as well as language to use in an email to each accepted student. Volunteers are welcome to personalize the email. If the accepted student replies, please send a copy of the correspondence to [jlemisch@salus.edu](mailto:jlemisch@salus.edu).

**AOA 2014 – Alumni Reception/Celebration, June 27, 2014**

This year, Optometry's Meeting will be taking place in Philadelphia – PCO's home turf! Capitalizing on this unique opportunity, we have scheduled a celebration for our alumni and friends for **Friday, June 27, 2014 starting at 7:30 p.m.** at Philadelphia's National Constitution Center. The event will benefit PCO's community outreach programs including vision care services and eyeglasses for uninsured children, vision screenings and general eye health education at public health fairs. A committee, consisting of the PCO Advisory Board, faculty, and staff, has been convened to inform the planning process. In lieu of the reunion we have invited reunion class members to celebrate their reunions at the June 27<sup>th</sup> event. The event will include the presentation of the Alumni Association Awards. Invitations will be sent in mid-April. Reunion classes who prefer to organize an independent gathering are invited to contact the alumni office for assistance in coordinating.

**ALUMNI ASSOCIATION**  
**Treasurer's Report**  
**From the September 29, 2013 Meeting**

**FY 2013**  
**July 1, 2012 – June 30, 2013**

<b>Balance as of July 1, 2012</b>	<b>\$70,196</b>
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**Income**

Revenue	\$ 3,989
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Interest & Dividend	\$ 1,289
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Gains (losses)	\$7,139
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Expenditure	(\$ 10,399)
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<b>Balance as of June 30, 2013</b>	<b>\$72,215</b>
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***Report Detail:***

FY 2013 (July 1, 2012 – June 30, 2013)

Revenue

BIO Fundraiser

July - \$2,793

October - \$399

Alumni Insurance Program

February - \$318

May - \$479

Expenditures

September 2012

Physician Assistant Commencement Awards - \$2,000 (four awards)

TEI Pledge Payment - \$5,000

Salus Soiree - \$1,000

November 2012

BIO Refund - \$399

May 2013

Optometry Commencement Award - \$1,000

Audiology Commencement Award - \$1,000

FY 2014 (July 1, 2013 – June 30, 2014)

NOTE: The following are not reflected in the Balance above.

Expenditures

September 2013

Physician Assistant Commencement Awards - \$1,000

TEI Pledge Payment - \$5,000