



Annual Meeting
Sunday, September 23, 2012
Elkins Park Campus

Board Members in Attendance:, Victoria L. Dzurinko, Shereen Hakki, Amanda M. Marchegiani, Annette R. Peppard, Robert A. Rosenberg, Merle Silverbook, Robert N. Spivack,

Board Members via phone: Kellye C. Carder, David W. Friess, La'Shandra Holmes-Russell, Thomas J. Landry, John T. Ochsenreither, Ryan O. McKinnis, Kenneth W. Savitski,

Faculty/Staff in Attendance: Victor H. Bray, James M. Caldwell, Linda Casser, Lynne Corboy, Lynne Davis Dellinger, Jamie Lemisch, Michael H. Mittelman, Richard Vause

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 for 9/23/12 meeting

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

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

The Alumni Office is working with a company called PCI to produce an Alumni Directory. The company conducts all the outreach to obtain updated contact information. They do this via a combination of postcard mailings and emails. They will begin reaching out to alumni via phone in February. The entire outreach project is a six month endeavor and is free to the University. The directory company makes money off the sale of the directory products.

Alumni participation in the Annual Fund is doing better than last year thanks to a strong calendar year end. Thank you to everyone who has made their fiscal 2013 contribution. We hope to have 100% participation from the board this year so if you have any questions about your giving history please speak with Jamie or Lynne.

Meet Michael H. Mittelman, OD '80, MPH

Dr. Mittelman thanked the board for the opportunity to meet and speak with the group. He will officially retire from the Navy on June 14, 2013 making a full transition to his role as President in July. The University will hold a ceremonial transition at commencement this May.

While Dr. Mittelman is fully employed by the Navy he has been in biweekly communication with Dr. Lewis and has even been included in the recent hire of the University's first Chief Information Officer. In preparation for Dr. Mittelman's new role he will be taking a course at Harvard as a preparatory training for those serving as college presidents.

Dr. Mittelman explained that he has spent his career in the Navy transitioning from one role to another and thus feels very confident making this latest transition to University President. His general approach is to listen and observe. He stated that he will be clear with his expectations.

Dr. Mittleman acknowledged the accomplishments of Dr. Lewis in expanding PCO to Salus University. His vision for the University is for it to become the nation's "go to" institution for allied health professionals. He feels that the institution is already doing this in a lot of areas but sees additional possibilities for partnerships. He would like to see how we can draw on alumni experience to integrate patient care and sees the Alumni Association as an integral part of being successful with these efforts. Alumni are the key marketers for the University and he will be looking to and depending on the Alumni Association for help.

Admissions and Student Relations

James M. Caldwell, OD '89, EdM, Dean of Student Affairs & Director of Admissions thanked the Association for the opportunity to speak with them. Dr. Caldwell explained that his primary role is Dean of Student Affairs which he transitioned to this past July. He continues to hold responsibilities as the Director of Admissions.

Dr. Caldwell views his work in four pillars. These are Enrollment, Student Success, Student Life, and Institutional Effectiveness. Alumni come up in several of these areas. The process starts when applicants discover us on the internet and once they contact us. At this stage in the process the applicants often want to meet alumni and hear from alumni to help them make the decision about whether or not to attend. Campus visits, social media, and conferences also allow for opportunities for students to interact with alumni. Once the University accepts students for enrollment the Admissions Office in conjunction with the Alumni Office conduct what we call a "matrix match". This is where we match our accepted students to alumni in approximately the same geographic area. Acceptance letters are sent to the prospective students and a letter is sent to the alumni who are part of the "matrix match" providing them with contact information for the accepted student that they have been matched with. An enclosed letter requests that the alumnus contact the prospective student to congratulate him or her and act as the University's advocate to choose Salus. This year's alumni outreach has been particularly successful.

In regard to the second pillar, Student Success, the University maintains high retention rates. We try to meet the program expectation. Many students arrive with personal/professional goals that they want to meet. The University has support services for students who need or want them. We also have financial planning services. Student Life is the third pillar and the area where he would like to expand our offerings. Currently student council, social events and clubs make up the bulk of this area. In the future he would like to have on campus events that could be shared by entire university.

Jim went on to talk about his admissions team who are all young and either enrolled in masters programs themselves or are considering doctoral programs. As a result they can very easily relate to our students' experiences which makes for strong Institutional Effectiveness.

Jim stated that he welcomes interaction with the Alumni Association and again emphasized how important they are to the admissions effort. Dr. Casser commented on this statement by sharing her experience in the admissions process. Last year she began giving a thirty minute overview of the optometry program for the students who are on campus for interviews. Family members often join students for the interview process. She has found that parents often play a role in the applicant's decision to attend. Jim said that he does get some personalized letters explaining why an applicant did not accept. More often it is due to travel expenses followed by the cost of tuition.

The conversation continued with questions and comments for Dr. Caldwell. Some of the conversation focused on the differences with the admissions process for the College of Education and Rehabilitation (CER) – these programs are not part of allied health and are not marketed by the University. The conversation also included questions about the current program curricula since there have been many changes since most of the alumni on the board have graduated. Jamie Lemisch indicated that she would email the board a link to the web page where each program's curriculum is detailed.

PCO College Update from the Dean

Dr. Casser provided the board with a printed copy of a PowerPoint presentation with detailed updates on the college. She briefly highlighted a few updates which included an update on the College's board pass rate (we are above the national average), the upcoming SECO Alumni and Friends Reception and our very own, Jimmy Deom class of 2014 who has been elected president of the American Optometric Student Association (AOSA).

Committee Reports

College of Education and Rehabilitation

Representatives of the College met via conference call to discuss the challenging task of engaging alumni from their College. Because the CER programs are primarily online, with students only on campus for a short period over the summer, their connection to the University is very different. The committee decided to first survey the alumni to help determine how best to proceed in our efforts. A survey was sent and we will be scheduling a time to review the results and determine next steps.

Awards Committee – Report given by Robert N. Spivack

Nominations are being accepted until January 31st. If you haven't yet done so please consider making a nomination. Dr. Casser, Lynne, Jamie and I will do an initial review of the nominations to make sure that all nominations meet the criteria for the award. Each board member will be sent an email in mid-February at which time you will be asked to vote on the nominations. Your prompt response will be greatly appreciated.

Reunion Committee – Report given by Kenneth W. Savitski

Reunion Weekend takes place May 3-5, 2013 with the majority of the festivities taking place on Saturday May 4th. Both PCO and OCA alumni will be invited to attend. This year's reunion

years ending in 3's and 8's. The theme is *Come laugh with us*. Festivities will include Alumni/Student happy hour, Philadelphia Orchestra Concert (limited tickets available), campus tours, picnic lunch (weather permitting), dinner, dancing, comedian and CE on Sunday. "I" Care Raffle tickets will go on sale in February.

Taskforce on Alumni Association Finances

The committee held a joint conference call with the Finance Committee to discuss fundraising options. The group discussed two options: letter campaign to alumni asking for a contribution to the Alumni Association, and a CE webinar that would act as a fundraiser for the Association. Unfortunately, direct solicitation of the alumni conflicts with the University's fundraising efforts. In regards to the CE webinar, the Alumni Office has contacted the continuing education director to learn about state crediting requirements and how they can be met through a webinar.

Student Relations Committee – Report given by Shereen Hakki

The Alumni Association hosted a wine and cheese event with the Physician Assistants students on December 13th. Rob Spivack, Merle Silverbook and Shereen Hakki attended with about 40 students in attendance. The event was an opportunity for the students to learn about the Alumni Association as well as a chance for us to hear directly from the students about the PA student experience.

In January, a committee conference call was held to discuss how to help in the admissions effort. Through the discussion the committee reached consensus on two actions. The first would be for a representative of the Students Relationship Committee to send a friendly greeting email to accepted applicants as an introduction to the University and the Alumni Association. The second action would be for members of the Committee to reach out to classmates in an effort to identify "Ambassadors". An Ambassador is an alumnus who is willing to be called upon to contact accepted students to congratulate them on their acceptance and offer guidance in making the decision to matriculate.

Next Meeting

Annual Meeting taking place during the Reunion 2013 festivities!

Saturday, May 4, 2013

2:00 p.m.

Salus University

4th Floor, Board Room

8360 Old York Rd

Elkins Park, PA 19027

ALUMNI ASSOCIATION

**Quarterly Treasurer's Report
FY 2012-13
Through December, 2012**

Balance as of July 1, 2012 \$70,196

Income

Revenue \$ 3,192

Interest & Dividend \$ 668

Gains (losses) \$ 5037

Expenditure \$ (8,399)

Balance as of December 31, 2012 **\$70,694**

Revenue

BIO Fundraiser

July - \$2,793

October - \$399

Expenditures

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

TEI Pledge Payment - \$5,000

Salus Soiree - \$1,000

BIO Refund - \$399