

**Thursday, June 3, 2021, 7 p.m.**  
**Salus University Virtual Alumni Association Board Meeting**  
**Minutes**

Attendance:

Amanda Marchegiani, Andy Lau, Barry Eckert, Blaine Littlefield, Robert L. Owens, Bonnie Taylor, David Friess, John Dziadul, Jason Hales, James Konopack, Juliana Mosley Williams, John Collini, Jacqueline Patterson, Kinshasa Cogwell, Mahsa Salehi, Megan Kirkpatrick, Merle Silverbook, Michele Ciancia, Michael Mittelman, Melissa Trego, Melissa Vitek, Nina Buckleyess, Radhika Aravamudhan, Rita Chaiken, Robert Serianni, Sharon Marcy, Zachary Saunders, Olivia Sweger, Kurt Moody

1. Welcome and Introductions – Amanda M. Marchegiani, AuD '10
2. University Update – Michael Mittelman, OD '80, MPH, MBA, FAAO, FACHE
  - i. **\*\*PLEASE SEE MEETING POWERPOINT FOR FULL DETAILS\*\***
  - b. Health and safety of university community remains primary concern
  - c. Response to COVID-19
    - i. Will continue to update Salus Safety Strategy as needed
      1. Eliminated screening and temperature checks
      2. Following most recent CDC guidelines for vaccinated people concerning masking and social distancing
      3. Mask requirements remain in effect for clinics and labs
    - ii. Vaccine Progress
      1. Providing up-to-date information on local sites
      2. Approximately 1100 vaccinated to date (75% of community)
      3. Incentivizing vaccinations
      4. Considering mandatory requirement once not longer under EUA
    - iii. Self-reported testing continues to reveal few positive cases
      1. No confirmed Salus community spread
    - iv. Fall Semester expected to return to in person instruction using supplemental virtual instruction
    - v. Continue to work with Commonwealth, City, County, AICUP and other organizations to ensure advocacy as regulatory landscape evolves
  - d. Commencement - Spring 2021
    - i. In-person drive-in ceremony May 25 and 26 those who wished to participate
    - ii. Approximately 130 students participated
    - iii. Virtual Ceremony for all graduates, May 27
  - e. Moving Salus Forward
    - i. MS in Orthotics & Prosthetics
      1. \$750,000 RACP grant awarded
      2. Finalizing detailed architectural plans; construction to begin in summer

3. Program director final two candidate interviews conducted
4. Curriculum and construction plans being finalized
- ii. "Pathways" Pilot Project
  1. Develop a clear pathway from community college into health profession careers or allied health education
  2. Identify students in high school or community college with a plan for healthcare/ allied health education career
  3. Current conversations:
    - a. Arcadia
    - b. CCP
    - c. Rosemont
  - iii. Physician Assistant Program Director search commenced
  - iv. PCOM -update
  - v. MSCHE Accreditation site visit – Oct 25-27
  - vi. Chief of Staff vacancy
- f. Alumni Awards
  - i. Physician Assistant - Scott Geller, MS, MMS, '16
  - ii. Albert Fitch Memorial – Mitchell J. Fink, OD, '69
  - iii. Blindness & Low Vision Studies –Jule Ann Lieberman, MS, '13
  - iv. Audiology - Jonette Owens, MS, AuD, '03
  - v. Public Service Award – Lisa R. Stottlemyer, OD, '98
  - vi. Special Recognition Award – Elizabeth Tonkery, OD, MPH, '13
- g. Presidential Awards
  - i. John Fitzgerald, MD
  - ii. Reade Fahs, MBA
  - iii. Sarah Appel, OD
  - iv. Girija Sundar, PhD
- h. The Looking Out for Kids fundraiser
  - i. May 1, 2021 in a hybrid format
  - ii. Gross \$170K
  - iii. Net close to \$135K
- i. Amazon College Tour
  - i. 30 min. webcast on Amazon Prime
3. Alumni Association President's Updates – Amanda M. Marchegiani, AuD '10
  - a. Alumni welcome to Class of 2021 graduates
    - i. Graduates will receive the welcome note, pin, tote and mask, mailed to their homes
  - b. Salus Cares Raffle in Memory of Harry Kaplan, OD '49
    - i. Sold out! Tickets pulled June 10, 2021 at 1:00PM
  - c. Welcome Emails to Admitted Students
    - i. 325 matriculating students welcomed to Salus by board members and alumni ambassadors – Thank you!!
  - d. Alumni Board Engagement Metrics: The EC along with the alumni office will be tracking alumni board metrics to make sure we have an engaged and efficient

board. As a reminder, to be a Director on the Alumni Board, the following is expected:

- i. Attending or participating in at least two (2) scheduled Board meetings or Association activities.
  - ii. Serve on at least one standing committee. (Awards, Bylaws, Finance, Nominating, Reunion/Special Events, Student Relations).
  - iii. Olivia will be keeping track of Director/Officer participation. We want to have an engaged, productive board!
- e. Board transition:
- i. Thank you to our outgoing directors for their time, talent, resources, and completion of their eight-year term. Your contributions helped advance our Association's mission of enhancing the involvement of our Alumni and future Alumni.
    1. Caitlin Clompus Anderson, MMS '12, PA-C
    2. David W. Friess, OD '02, FAAO (Past President)
    3. Dennis H. Lyons, OD '73, FAAO (Past President)
    4. Kurt J. Moody, OD '83, FAAO
    5. Robert A. Rosenberg, OD '61, MA, FAAO
    6. Allan S. Tocker, OD '83
  - ii. FY22 Officers
    1. President: Merle Silverbook MEd, TVI '08, O&M Specialist '10
    2. President Elect: Robert L. Owens, OD '80, FAAO
    3. Secretary/Treasurer: Zachary Saunders, MSOT '17, OTR/L
    4. Past President: Amanda Marchegiani, AuD '10
- f. Committee Assignments 2021-2022
- g. Awards
- i. Chair: POSITION OPEN
  - ii. Committee: Caitlin Raymond, Karen Heaney, Lauren Bevan
- h. Bylaws
- i. Chair: Bob Owens
  - ii. Committee: Amanda Marchegiani, Andy Lau, Jennifer Edgar, Alta Fried
- i. Finance Committee
- i. Chair: Zac Saunders
  - ii. Committee: Blaine Littlefield, Jason Hales
- j. Nominating Committee
- i. Chair: Amanda Marchegiani
  - ii. Committee: Merle Silverbook, John Dziadul, Michelle Ciancia
- k. Reunion/Special Events
- i. Chair: Bridget Turnbach
  - ii. Committee: Nina Buckley-Ess, Zac Saunders, Heather Stultz, Masha Salehi
- l. Student Relations
- i. Chair: Rita Chaiken

- ii. Committee: John Collini, Zac Saunders, Amanda Marchegiani, Kinshasa Coghill
  - iii. Student: Megan Kirkpatrick
- 4. Approval of Minutes from 01/26/21 – Bob Owens, OD '80, FAAO
  - a. Motion to approve: David Friess
    - i. Second: Andy Lau
- 5. Committee Updates
  - a. Nominating Committee – David Friess, OD '02, FAAO
    - i. New member applications:
    - ii. Ryan Horan, AuD, '09
      - 1. What do you feel are the greatest strengths of Salus University and in what areas is there room for improvement?
        - a. The strengths are the strong group of alumni that have proven Salus provides and prepares students with skill sets that they need to thrive as an audiologist in all fields of audiology. The weakness/needs to work on the debt-to-income ratio for graduates, as Salus has higher tuition than many universities.
      - 2. Why would you like to join the Alumni Association Board?
        - a. To assist with the university in providing an excellent experience on campus for the students and also continue to keep alumni engaged and become a more engaged part of the Salus family.
      - 3. Please list/describe any past board participation or leadership experiences:
        - a. President- PAA
    - iii. Valerie Geller (Miller), MSOT '17
      - 1. What do you feel are the greatest strengths of Salus University and in what areas is there room for improvement?
        - a. Salus does a great job of creating a professional environment & building inter professional relationships due to the small nature of the school. I think there is room for improvement for alumni involvement- I am applying to this position because there are only 2 OTs represented on the board, which definitely doesn't represent Salus as a whole. I feel that having increased alumni representation will trickle down to improving student outcomes and preparedness for their careers.
      - 2. Why would you like to join the Alumni Association Board?
        - a. I would love to help current or prospective students feel more confident in their skill sets and knowledge when going on field work and starting their careers, a resource I didn't feel like I had when starting out. I also feel that having 3+ years of clinical experience will allow me to help

with programming, continuing education, and overall advising of future and current students.

3. Please list/describe any past board participation or leadership experiences:
  - a. SCI special interest group secretary, TBI task force member, EPIC subject matter expert, and currently assisting in creating an interdisciplinary covid clinic Salus: judiciary committee student rep, class council treasurer, peer mentor, orientation leader, student rep for library renovation Pitt: transfer ambassador, VP of Leadership in Alpha Phi Omega service fraternity
  - b. Finance Committee – Bob Owens, OD '80, FAAO
    - i. Treasurer's Report: Report Detail: July 1, 2020 – April 30, 2021
    - ii. Balance as of 4.30.2021: \$ 65,755.16
      1. Revenue
        - a. 4 gifts: \$315.54
        - b. Liberty Mutual alumni insurance program: \$1,166.87
        - c. Publishing Concepts, L.P. (Alumni Directory): \$1,295.00
        - d. Pledge payment: \$1,000
      2. Expenditure
        - a. 2 virtual learning grants paid: \$350
        - b. Pledge payment: \$15,000 to Centennial Campaign
    - iii. Motion to approve: Kurt Moody
      1. Second: Amanda Marchegiani
  - c. Student Relations – Amanda M. Marchegiani, AuD '10
    - i. Student Member:
      1. Megan Kirkpatrick – 2nd year Audiology student.
      2. PCO and CHER student members are being recruited
    - ii. Alumni Ambassadors reached out to newly accepted OCA students.
    - iii. Rita gave a short presentation to the OCA graduating class of 2021.
      1. If other programs are interested, please reach out to Rita.
    - iv. This committee will be working towards incorporating an Alumni Association presence during Orientation week, presenting to programs about the Alumni Association, and communicating with student council leadership regarding the potential for Alumni Association involvement in their events
    - v. 9/2: Salus Scoop
      1. Activity Fair where clubs & organizations recruit and provide information on events and activities throughout the year
      2. Alumni Association will have a table at this student event
  - d. Special Events & Reunions– Olivia Sweger
    - i. Reunion for 0s, 5s/1s and 6s – Fall 2021
      1. Virtual gathering utilizing Remo platform

2. Assembling a committee to help guide planning and reunion activities
6. IA Update – Jacquie Patterson
  - a. The IA department has exceeded last year’s total revenue raised. For every dollar it cost to run the department, IA raised \$1.68. While cultivation and stewardship has remained virtual in all its forms, the IA team was able to ramp up donor visits, which significantly increased planned giving and future revenue (pledges).
    - i. Total Revenue is up 6.6% over last year, and expenses are down due to lack of travel, resulting in Net Revenue of \$417,153.
    - ii. Our Heritage Society had languished in the past five years, so we are devoting significant time reviving it this year. The results have been significant, with \$555,000 new dollars and four new Heritage Society members confirmed and documented.
    - iii. Along with pledges, these planned gifts have produced a documented \$908,804 in future revenue for Salus.
    - iv. The number of Alumni/ae Donors has increased by 21.3% due to more donor-centric fundraising efforts and the engagement of the Deans.
    - v. We received more than \$100K in pledges and payments for year one of our five-year goal to raise \$500,000 in OCA endowed scholarships. We are establishing three new endowed OCA scholarships.
  - b. Priorities for FY22
    - i. Remain donor-centric in our fundraising, offering donors and prospects options for their giving as we have seen this impact our alumni and employee giving
    - ii. Reinvigorate our planned giving efforts, reviving the Heritage Society and soliciting new planned gifts
    - iii. Focus on increasing alumni support from the three colleges.
    - iv. Continue to partner with Continuing Education
    - v. Host alumni events at professional conferences and virtually
7. Alumni Affairs Update – Olivia Sweger
  - a. CE continues to offer free and discounted continuing education opportunities for Salus Alumni! <https://salus.edu/ce>
  - b. Upcoming Events
    - i. Virtual Charcuterie Making Class
    - ii. Awards Reception
    - iii. Reunion: If you (or a classmate) are interested in being involved in reunion planning, please reach out to Olivia ([osweger@salus.edu](mailto:osweger@salus.edu))
8. Next meeting is in the fall 2021