

Salus University Alumni Association Board meeting  
Sunday, January 20, 2019, 10:00 am  
Salus University Board Room

Meeting Notes

Members in attendance: Kate Braemer, David Friess, Larry Green, Dr. Mittelman, Dr. Melissa Trego, Dennis Washington

Members via phone/webex: Donna Agnew, Caitlin Anderson, Radhika Aravamudhan, Nina Buckley-Ess, Rita Chaiken, John Dziadul, Karen Heaney, Andy Lau, Amanda Marchegiani, Bob Owens, Robert Rosenberg

Minutes taken by Larry Green

Friess reviewed events since October Board meeting:

LOFK well attended

Alumni presence encouraged to attend activities and conferences in order to represent. Try to attend 1 or 2 activities – great outreach opportunities.

Reviewed upcoming activities and alumni events (see agenda)

Next Board meeting – April 27<sup>th</sup> 10:00 a.m. – Noon on campus (day of the Centennial Gala)  
“\$100 for 100 Years” Campaign support – David encouraged 100% participation – link to give will be shared in the e-mail when meeting minutes are distributed.

Approval of minutes - Amend to show that John Dziadul attended the meeting. Donna Agnew motioned to approve the minutes and Dr. Rosenberg seconded the motion to approve.

**Nominations for Alumni of the Year Awards:**

Audiology – 3

BLVS – 2

OD – 2 – Albert Fitch Memorial

PA – 1

Public Service – 1

OT – 1 (first time we have an OT nomination)

Awardees will be presented at regional conferences, receive their awards at the special ceremony on April 26<sup>th</sup> (location TBD), then recognized at the Gala (April 27<sup>th</sup> at the Hilton at Penn’s Landing)

**Audiology Award:** Review of nominees, qualifications, nominators.

1. John Coverstone – involvement in campus? He is not involved and Salus not mentioned in his website. No giving history.
2. George Lindley – Chaiken: “He assumed a lot of responsibility after Osborne passed. Aravamudhan: “A strong pillar of support.” Braemer – history of giving
3. Mandke - Aravamudhan: Has not really supported our programs or our conferences.

**Blind/Low Vision Services Award:**

1. Christine Geiger – Was nominated by last year’s award recipient. No discussion

2. Jule Ann Lieberman - No discussion – Braemer: small but existing giving history

**Doctor of Optometry (Albert Fitch Memorial) Award:**

1. Lori Gray – Friess (nominator): she does programs for our 4<sup>th</sup> year students on transitioning to careers. Small giving history. Trego spoke to her commitment to giving back to students and legislative advocacy. Question raised - Is there a precedent for awarding current President of the PA Optometric Association? Owens indicated there is an unwritten policy that current PA Optometry Association presidents cannot receive an outside award while serving as President.
2. Kelly Malloy - Trego (nominator) spoke to her qualifications and Friess spoke to her strengths.  
Braemer – rich giving history of time and treasures,

**Occupational Therapy Award:**

1. Lauren Sponseller – Agnew (nominator) said that Sponseller always speaks high of Salus. She has a unique approach to service, focusing on the Navajo Nation.

Friess indicated that, because an OT Award has yet to be established, the first order of business is to charge the Awards Committee with establishing criteria, including whether it should be awarded annually or only when truly warranted. He stated that this year's award be tabled so that a formal request for nominations based on established criteria may take place in 2020.

**Physician Assistant Award:**

1. Daniel Millward: Donna Agnew (nominator) said that he speaks highly of Salus. He has a unique approach to service – focus on Navajo Nation. He will be able to represent at this year's APA in Colorado. He is a member of the inaugural PA graduating class, which will celebrate their 10<sup>th</sup> anniversary this year.

**Public Service Award:**

Braemer – not necessarily every year. Done when a nomination deemed worthy.

1. Lions Club - \$75,000 raised for leader dogs via snowflake gala. Also donate glasses and hearing aids. Support home delivered meals, accessible parks, and literacy. Friess vouched for their worthiness. He indicated we would need to find out who from the organization would accept the award.

Selection Process for Awards – Braemer will send the completed nominations form on Tuesday Jan. 22 and the Board then has a week to respond. For those categories with only one entry, simply vote Yes or No. For those with multiple candidates, rank them 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>. Braemer will tally the results.

**University Update – Dr. Mittelman (Please refer to PowerPoint previously sent)**

OD matric running behind prior years, but that reflects a national trend.

OD Scholars is increasing in numbers.

OD & OD Scholars are different applicant pools and different interview process.

Friess – what happens to scholar applicants that don't get in? Trego – they tend not to come here. In addition, some will forego scholar's program if they can get a better deal financially at another 4-year program.

Mittelman – we were among the most expensive top 3 private optometry schools. This year we will limit tuition increase to 1% whereas other schools have increased tuition by did 3%. Audiology's practice is to offer tuition discounts. Increasing cost of programs is driving an increased focus on scholarship fundraising.

Announcement of Dr. Barry Eckert, new Provost and Vice President of Academic Affairs, and review of his background.

Overview of academics – see slide.

Modernizing our Chestnut Hill Clinic technology. Working with 20/20 NOW – teleoptometry. Goal is to expose students to all modes of practice – i.e. not just private practice.

Mittelman and Scharre instituted mock site visits as a way to prepare for accreditation visits.

Physician Assistant program - 2018 1<sup>st</sup> time 100% pass rate on PANCE curriculum due, in part, to improvements based on graduates' feedback.

Sunsetting Public Health – 17 students will complete at the end of the Fall '19 semester. The program was never accredited.

International – beginning partnership with Hadassah College in Israel for optometric education.

Veterans Readiness initiative - \$100K grant from Union League Foundation.

Middle States self-study will happen in '20 or '21 for '21 or '22 site visit

New Faculty Time & Effort sheet being redesigned to level the playing field between clinical and didactic workloads.

Scenario planning taking place to explore possible mergers and acquisitions (acquiring or being acquired), articulation agreements and/or expansion.

University of the Sciences – we are opening up a contact lens clinic on their campus  
Local articulation agreements include Rosemont College, Drexel University and Arcadia University.

State advocacy focused on Pennsylvania's Optometric Scope of Practice bill, which is arcane and one of the weakest bills in the country.

Invest Philadelphia – Dr. Mittleman participating in a panel comprised of University Presidents - January 24 at Loews Philadelphia.

Completing switch from electric to gas boilers. ROI will be achieved in one year.

We are looking at adding now post-baccalaureate programs and are analyzing others as part of the process.

Audiology – looking to get graduates into the workforce sooner to lower cost. Otherwise its \$200,000 debt for a \$65,000 job. All of our programs except Audiology are listed in the recent *Philadelphia Business Journal's* list of top paying jobs.

**Institutional Advancement Update – Dennis Washington (please refer to materials previously sent)**

Centennial Gala invitation – will be in people’s hand by February 22. We will also reach out to organizations and associations re: gala attendance and support.

Friess – call for board members to email their colleagues in order to build attendance.

RSVP – April 5<sup>th</sup>

Alumni Board can participate in Friday, April 26<sup>th</sup> Award ceremony – help present alumni awards.

Centennial Gala pricing: \$250 for a general ticket, \$2,250 for a general table, \$175 for a ticket for faculty, staff and recent graduates Grad’s (10 years or less); \$1,750 for a table for faculty, staff and recent graduates. \$50 – students’ late night entrance for after party, sit-down, open bar, subsidized transportation for students

Campaign update - We are now at over 50% of our \$5 million goal. We need to increase participation in the \$100 for 100 years initiative.

Washington reviewed a 3-year analysis of *Looking Out for Kids*. Donations and sponsorships were lower in 2018 because of the Centennial Campaign. However, we improved the bottom line by reducing costs. We will return to the Hilton Hotel on City Avenue this year, but will switch to a buffet setup (with plenty of seating) in order to further reduce costs.

**Treasurer’s Report – Bob Owens (please refer to materials previously sent)**

Approval of Treasurer’s report: Mittelman motioned to approve the report and Lau seconded the motion.

Friess said that, going forward, treasurer’s reports going back a few years will be provided for new Board members prior to the April 27<sup>th</sup> Board meeting.

**Travel Grant Funding Report – Braemer Braemer**

2<sup>nd</sup> funding cycle of fiscal year

Finance & Student Relations committees met – 50 applications

\$2,400 for conference stipends are available as well as a \$500 humanitarian outreach stipend. Last year, three students went to India. Therefore, the Board should consider increasing the travel stipend amount. Agnew indicated that inter-professional programs, especially Physician Assistant students, would drive increase in humanitarian outreach.

Friess asked how we close the loop in terms of engaging with students to learn the impact of their experience. Braemer stated that Communications reports this out, but that there is also a need to report to and thank the Alumni Association.

Friess also urged the Association to consider additional fundraising initiatives because alumni giving is trending downward. He charged the Finance Committee to examine this.

Mittelman stated that the decrease is in the number of alumni giving. Participation rate as important, if not more so, than \$ amount given. Our alumni rate is 8%, which is significantly below the CASE average; although but we are not the typical undergraduate institution that CASE surveys to calculate the participation rate.

Dr. Rosenberg asked Braemer to call him so that he could make a \$100 for 100 Years pledge.

Trego motioned to adjourn the meeting and Friess seconded the motion at 11:50 am.