



**Thursday, September 30, 2021, 7 –8:30 p.m.
Salus University Alumni Association Board Meeting**

Attendance:

Amanda Marchegiani, Anthony Kokoszka, Barry Eckert, Robert L. Owens II, Bonnie Taylor Blaine Littlefield, Bridget Turnbach, Caitlyn Raymond, Daniel Pavlik, John Dziadul, James Caldwell, James Konopack, Juliana Mosley Williams <jmwilliams@salus.edu>, John Collini, Jacqueline Patterson, Jonette Owen, Kayla Hawkins, Ken Savitski, Megan Kirkpatrick, Merle Silverbook, Michael Mittelman, Melissa Trego, Melissa Vitek, Nina Buckley-Ess, Rita Chaiken, Robert Serianni, Ryan Horan, Sharon Marcy, Valerie Miller, Zachary Saunders

1. Welcome and Introductions – Merle Silverbook, MEd, TVI '08, O&M Specialist '10
2. University Update – Michael Mittelman, OD '80, MPH, MBA, FAAO, FACHE
 - a. Response to COVID
 - i. Have continued to update *Salus Safety Strategy* as needed
 - ii. Updated testing for people with exemptions
 - iii. Following most recent CDC guidelines for vaccinated people concerning masking and social distancing
 - iv. Mask requirements remain in effect for offices, clinics and labs
 - v. Covid Advisory Committee remains active
 - vi. Vaccine Progress
 - vii. Providing up-to-date information on local sites
 - viii. Plan on scheduling on-campus booster events
 - ix. 97% vaccinated
 - x. Faculty – fully vaccinated
 - xi. Random testing
 - b. Financial State of Salus University
 - i. Enrollment solid
 - ii. Clinics lagging behind but improving
 - iii. Allows us to upgrade certain areas
 - iv. Room scheduling software
 - v. Sounds system in Hafter Center
 - vi. Other misc. requirements.
 - c. Continuing our Progress
 - i. MS in Orthotics & Prosthetics
 1. \$750,000 RACP grant awarded
 2. Finalized detailed architectural plans;
 3. phase I construction started
 4. Dr. Chad Duncan, Program Director
 - 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
- iii. Current conversations:
 1. SEPCHE
 2. Arcadia
 3. CCP
 4. Rosemont
- iv. PCO/Salus named School of the Year by the National Optometric Association (NOA)
- v. - *Demonstration of the commitment to increasing the number of African American students into the profession of Optometry.*
- d. Upcoming Events
 - i. Orientation
 - ii. White Coat Ceremony
 - iii. MSCHE Accreditation site
 1. visit – Oct 25-27
 - iv. Fall Commencement
 1. Kimmel Center
 2. Acting Sect'y of Health: Allison Beam to speak
 - v. Giving Week Campaign –
 1. Kick off: Oct. 4 – 8 Watch for details!
- e. Institutional Advancement in the age of COVID
 - i. Funds raised is 21.5% higher than last fiscal year
 - ii. 103.4% increase in # of proposals/asks and 116% increase in amount requested over last year
 - iii. 60% improvement in funding rate (#proposals funded/total # proposals)
 - iv. High performance in planned giving, contributing to over \$1 million raised for future revenue!
 - v. Online giving – 109% increase in amount raised over last year; 207% increase in # of gifts over last year – these gifts are more efficient
 - vi. 6.5% increase in number of donors over last year and exceeded goal for total number of donors
 - vii. 8% increase in alumni donors over last year
 - viii. 17.2% increase in # new donors over last year
 - ix. 41.7% decrease in # of donors lapsed for one year
3. Alumni Association President's Updates – Merle Silverbook, MEd, TVI '08, O&M Specialist '10
 - a. Welcome to new members!
 1. Ryan J. Horan, AuD '09
 2. Anthony F. Kokoszka, MSOT '17
 3. Valerie L. Miller Geller, MSOT '17
 - ii. Alumni board presence at New Student Orientation
 1. Alumni Welcome on Wednesday
 2. Tabling at Resource Fair on Tuesday & Wednesday
 3. Students excited to learn about the Alumni Association's grant program to support their participation in conferences and humanitarian efforts
 - iii. Giving Week: October 4 – 8
4. Raffle Update – Ken Savitski, OD '87
 - a. Salus Cares Raffle: In memory of Dr. Harry Kaplan
 - i. Tickets sold out in April – thank you to all who supported!
 - b. Winners
 - i. Aaditya Ajmani, OD
 - ii. Niki Barwick, AuD

- iii. I. William Collins, OD
 - iv. Richard C. Edlow, OD
 - v. Mr. Ken Marchegiani
 - vi. Jeffrey S. Nyman, OD
 - vii. Robert R. Perlin, OD
 - viii. Freda Sattel, OD
 - ix. Melissa E. Trego, OD, PhD
 - c. Motion to increase total tickets sold to 500
 - i. Motion – Bob Owens
 - ii. Second – Rita Chaiken
- 5. Approval of Minutes from 6/3/2021: Zachary Saunders, MSOT '17
 - a. Motion to approve: Bob Owens
 - b. Second: Amanda Marchegiani
- 6. Committee Updates
 - a. Awards Committee – Merle Silverbook, MEd, TVI '08, O&M Specialist '10
 - i. Awards committee chair needed
 - ii. 2020/2021 awardees celebrated at Annual Recognition Reception on Monday evening at the Morris Arboretum
 - iii. 2022 application window to open 11/1 and close 12/31
 - b. Finance Committee – Zachary Saunders, MSOT '17
 - i. Treasurer's Report
 - 1. Balance as of June 30, 2021: \$69,114.10
 - a. Motion to Approve: Rita Chaiken
 - b. Second: Amanda Marchegiani
 - c. Nominating Committee – Amanda M. Marchegiani, AuD '10
 - i. The Chairperson of this committee shall be the Immediate Past President. The goal of this committee is to confirm agreements to continue board service; review roles and responsibilities; recruit board members.
 - ii. 7 directors rolling off due to term limits (8+ years of board service- thank you!)
 - 1. Kinshasa Coghill
 - 2. John Dziadul, Jr
 - 3. Jennifer Edgar
 - 4. Jason Hales
 - 5. Karen Heaney
 - 6. Amanda Machegiani
 - 7. Masha Salehi
 - iii. Nominations Committee (Marchegiani, Silverbook, and Dziadul) will get a call together to discuss next steps. If anyone has recommendations for new board members, please let Marchegiani know.
 - d. Student Relations – Rita R. Chaiken, AuD '03 & Student Reps
 - i. Matric Match to begin in coming weeks
 - ii. Please reach out to Olivia if you are ever assigned names and **CANNOT** complete the outreach by the deadline so they can be reassigned.
- 1. IA Update – Jacquie Patterson
 - a. Our revenue raised for FY21 was \$1,271,980. There was an overall 8% increase from alumni.
 - b. In its 36th year, the Salus Cares Raffle in memory of Harry Kaplan, OD '49 continues to provide unrestricted support for the University. Unlike previous years, tickets were sold online with the County solicitor's permission, which led to selling out prior to the drawing date - an unusual occurrence. This led to 35 people missing out on purchasing tickets. At least 62% of sales were from alumni.
 - c. Please consider increasing the 2022 raffle to 500 tickets.

- d. IA department has continued to focus its efforts to identify planned giving donors and strengthen existing relationships with current members of the university's Heritage Society.
- e. Giving Week is October 4-8, 2021, raising funds for University Fund (unrestricted), Occupational Therapy Institute, Alumni Association Student Grants, Speech-Language Institute Swallowing Lab, Friends of Low Vision (Feinbloom Center), LOFK, Summer Enrichment Program, and scholarships for all three colleges.
- f. New staff members: Bernadette McNulty – Director of Corporations & Foundations
- 2. Alumni Affairs Update – Olivia Sweger
 - a. CE continues to offer free and discounted continuing education opportunities for Salus Alumni!
 - b. Fall Graduation – October 12, 2021 at Kimmel Center
 - c. Event uncertainty
 - i. Salus/PCO will not host a reception at AAO due to COVID concerns
 - ii. Spring 2022 events – updates to come in early 2022 as we monitor COVID safety regulations and event recommendations
- 3. Other Business?
- 4. Next meeting: January 27, 2022

Thank you for joining us!