

Minutes from Alumni Board Association meeting

Date: Sunday, October 14, 2018 @ 10:00 a.m.

Attendees:

Aravamudhan, Radhika

Brandsdorfer, Paige

Buckley-Ess, Nina

Friess, David

Lau, Andy (on the phone)

Littlefield, Blaine

Lyons, Dennis

Marchegiani, Amanda

Mittelman, Michael

Moody, Kurt (on the phone)

Perla, Fabiana

Silverburg, Merle

Trego, Melissa

Washington, Dennis

Dr. David Friess called the Alumni Board meeting to order at 10:05 a.m. Attendance was taken of those on the phone and in the room. Dr. Friess gave a brief report in which he identified the following events and encouraged alumni to attend:

- **Oct. 17 Yards Brewery Reception in recognition of the 10th Anniversary of Salus University**
- **The Looking Out For Kids Charity Event on November 3 at the Hilton on City Line Avenue**
- **The American Academy of Optometry (AAO) Reception in San Antonio on Nov. 9, 2018 in the evening**
- **American Speech-Language-Hearing Association (ASHA) Reception in Boston on Nov. 16, 2018**

- Southern Council of Optometrists (SECO) Reception on 2/22/2019

After which a motion was offered and accepted to approve the minutes from the last meeting. The minutes were unanimously approved.

Dr. Friess then asked Dr. Mittelman for his University Update.

Dr. Mittelman began by stating that we have expanded Looking Out For Kids to other areas including Audiology and Speech and Language in addition to Optometry. He also noted that Looking Out For Kids will be held at the Hilton on City Line Avenue in Philadelphia.

Dr. Mittelman began his presentation by saying as far as enrollment numbers we are tracking similar to last year's numbers. Dr. Mittelman noted that in Audiology, we are in our Dean's Search and we have one applicant who is here with us. Dr. Mittelman also stated that we Audiology, Occupational Therapy (OT), and Speech and Language Pathology (SLP) are in the midst of their accreditations. We expect the respective accrediting bodies to have their visits for all of these areas in the Spring of 2019. Optometry's accreditation was held in April and all questions were answered. We have changed the curriculum, the faculty worked hard with the students and developed a mock exam, kept students on campus to prep for the exam and they exceeded the national average. Optometry's accreditation is all set until 2029.

Dr. Mittelman continued we are working on changing Electronic Medical Records (EMR); Next Gen is in place for TEI, PEI and SLI. Their workloads are better overall. Virtual Reality has been included into the curriculum; Physician Assistant alumni survey provides a deeper dive. The results were high ratings in 14 of the 16 categories. Professor Donna Agnew and her team did a great job!

Dr. Mittelman noted that the Masters in Public Health (MPH) is almost done, one of the graduates graduated last week. MPH was a program that lost money. The teach out is occurring now.

Dr. Mittelman emphasized that SLP will be going through its accreditation. It is not fully accredited; it is working on a five year accreditation. In the PhD. Program in Biomedicine, Dr. Mittelman said there was one successful defense with three graduates. Our International programs are doing well with students having graduated in the Fall Commencement in the Optometry program with students from Saudi Arabia, and Finland, China.

The President updated the group on the Provost Search. The top four candidates were interviewed over the past few weeks on campus for 1.5 days. The Lombardi classroom was dedicated during the week of Commencement. The May Commencement had over 300 graduates. We recently had the White coat ceremony. The Fall Commencement was also at the Kimmel Center on October 11. All of the various degree programs were represented.

Dr. Mittelman said that Scenario Planning deep dive will continue examining alternative futures for Salus University relative to health care, higher education. A survey was completed, on campus workshops were completed on campus on July 17 and 18 and also a follow-up workshop will occur in November 2018.

Dr. Mittelman shared that external engagement continues with

- Rosemont College-potential creation of post bac program (Optometry and SLP), international students
- Arcadia University-internships support at TEI (John Gaal)
- Rowan University-discussing potential for OT program expansion (NJ)
- PA Legislature-advocacy in support of optometric scope of practice bill, spoke with Senator Haywood

Dr. Mittelman provided his annual goals for the Alumni Association Board, which are as follows:

- Successfully complete new Provost search
- All programs attain full accreditation
- Maintain all program accreditation
- Reach successful launch of Centennial Campaign 50% of goal secured
- Identify and begin planning for new programs based on Scenario Planning outcomes
- (Dr. Benjamin survey results-Return on Invest for graduates, ability to make a good living, be happy and so forth)
- Must continue to differentiate Salus from other institutions
- Addition of 'cutting edge pace"
- Develop / nurture health system affiliation
- Drive change in optometric practice model
 - Changes at Chest Nut Hill
 - Integrate disruptive technologies
 - Integrate of primary medical care into practice model
- Drive change in Audiology program

- 4 years to 3+
- Increase Salus brand across ecosystems
- SMS MMS Texting
- Radio ads, billboards, clinic recognition, profiles
- Scholarships establish a line item for scholarships
- \$1 million surplus each year, put funds back in endowment
- 2% of operations to be put in endowment
- Costs rise 2 to 2.5% increase
- Hold debt flat
- 155 students in OD class size 145 now and next year 140-135 students projected
- Current \$45 M endowment--\$1.3 M allows funds allows us to keep tuition flat
- Keeping tuition low to cut student debt
- \$150K -- \$200 for doctoral 4 year programs; half debt load for masters programs
- We have been too optometric centric
- We need buttons which say \$100 for 100 years

Dennis Washington, Vice President for Institutional Advancement and Community Relations, did a presentation on the Institutional Advancement Plan. He first began by reviewing Current resources noting that Salus' endowment as of 6/30/2018 was \$46 million; over \$1 million was raised in the immediate past fiscal year. A lot of these funds are for operational uses and facilities. The goal is to increase what is raised annually to \$2 million or more. Future uses of these funds include scholarships, operational support, minority recruitment and facilities.

Mr. Washington continued that the goal for the Centennial Campaign is \$5 million. So far, \$2.3 million have been raised. We expect to begin the public phase during the Centennial Gala at which point we would have raised \$2.5 million. Our goal for the Centennial Gala on April 27, 2019 at the Hilton at Penn's Landing is to raise \$100,000 or more for student scholarships. In addition, we will solicit alumni for \$100 for 100 years. We also intend to increase alumni participation during the Centennial Campaign to 15% and have 100% participation from the Salus Board of Trustees and closer to 100% participation from faculty and professional staff. Our goal for Looking Out For Kids is \$115,000.

Mr. Washington discussed with your Alumni Association president, Dr. David Friess that in each of the past campaigns the Alumni Association Board donated \$25,000

to Salus for the given campaign. As a result, Mr. Washington asked Dr. Friess and his colleagues to consider a \$25,000 donation to the Centennial Campaign. It would be donated over the next five years. Dr. Friess suggested that the Alumni Association should consider donating \$25,000 to Salus over the next five years. The current budget was discussed. The Alumni Association board voted to donate \$25,000 to Salus University over the next five years. Dr. Mittelman and Dennis Washington both expressed their appreciation for this support.

Dr. Marchegiani provided an update on EPIC and the next meeting date. (details from Amanda)

Dr. Owens provided the Treasurer's report through August 2018.

Dennis Washington discussed travel grant funding

Dr. Friess discussed other fundraising initiatives

Dr. Friess inquired if there was other business to discuss. There was not.

Dr. Friess also reminded the group that the CER Lab/Activities of Daily Living Tour with Brianna Brim, MOT was occurring after this meeting.

Dr. Friess adjourned the meeting at 12:05 p.m.