Thursday, January 28, 2021, 7 p.m.
Salus University Virtual Alumni Association Board Meeting
Minutes

1. Welcome and Introductions – Amanda M. Marchegiani, AuD ’10
2. Alumni Association President’s Updates – Amanda M. Marchegiani, AuD ’10
    a. Salus Cares Raffle
        i. Adding “in memory of Harry Kaplan"
        ii. Motion - Bob Owens
        iii. Second - Bob Rosenberg
    b. Alumni outreach to admitted students
        i. Alumni board will begin outreach to matriculation students in February.
        ii. Will be adding all on a shared google doc once spreadsheet is available to us from Admissions. You will add your name when you contact admitted students. Email with more details to follow once we have the list.
    c. Student Outreach:
        i. Merle joined the November student council meeting to plug the Virtual Learning Grants.
    d. Board transition & recruitment efforts
        i. Will take place June 2021 meeting
            1. Officer Transition
                a. Silverbook- President
                b. Owens- President Elect
                c. Marchegiani-Immediate Past President
                d. Open- Sec/Treasurer
        ii. Directors/officers rolling off
            1. 6 officers rolling off due to term limits
                a. Caitlin Clompus Anderson
                b. David Friess
                c. Dennis Lyons
                d. Kurt Moody
                e. Robert Rosenberg
                f. Allan Tocker
            2. 4 officer positions open
            3. Sec/Treasurer position open
3. Approval of Minutes from 10/1/20 – Bob Owens, OD ‘80, FAAO
    a. Motion - Bob Rosenberg
    b. Second - Zack Saunders
4. Committee Updates
    a. Nominating Committee
        i. Recruitment
            1. Bylaws state 21 directors – 4 open
        ii. Timeline

1. Begin in February. Close in May. Provide applications to board in May for review. Vote at June meeting.

iii. Marketing
1. Social media channels
2. Website
3. Emails

iv. Board interest/form application
1. Edited application to include a list for prior board/leadership experience
2. Drop down menu for program

b. Awards Committee - Kurt Moody, OD ’83, FAAO

i. Award recognition plans - 2020/2021
1. 2020 Awardees recognized on November 13th in a video produced by Salus’ Communications department.
a. Can be viewed at salus.edu/alumni-awards
2. We hope to celebrate the 2020 and 2021 Awardees in-person in the fall of 2021 if COVID safety protocols/guidelines allow

ii. Review of 2021 Award nominations
1. Albert Fitch Memorial
a. Maria Santullo Richman OD, ’90 FAAO
b. Sarah D. Appel, OD ’79, FAAO
c. Mitchell J. Fink, OD ’69, FAAO
2. Audiology Alumnus of the Year Award Nominees
a. Kimberly M. Cavitt, AuD ’05
b. Jonette Owen, AuD ’03
3. Physician Assistant Alumnus of the Year Award Nominee
a. Scott Geller, MMS, PA-C ’16
4. Blindness and Low Vision Alumnus of the Year Award Nominee
a. Jule Ann Lieberman, MS ’13
5. Special Recognition Award Nominees
a. Bisant A. Labib, OD ’14, FAAO
b. Elizabeth A. Tonkery, OD ’13, MPH
6. Public Service Award Nominees
a. Lisa R. Stottlemyer, OD ’98, FAAO
b. Donald Smith, OD ’73

iii. 2021 Awards voting
1. A google form will be sent to the entire form following the conclusion of the meeting to allow for all officers/directors to take part in voting.
2. Deadline to submit your vote is COB on Thursday, February 4th

iv. Changes for 2022 Awards
1. Adding an SLP award in 2022 & Adding the criteria of 3 year of practicing/experience for award eligibility
a. Motion- Bob Owens
b. Second- Amanda Marchegiani

c. Finance Committee – Bob Owens, OD ‘80, FAAO

i. Treasurer's Report
    1. Report Detail: July 1, 2020 – November 30, 2020
    2. Revenue:
        a. 2 gifts: $65.54
        b. Liberty Mutual alumni insurance program: $568.37
        c. Publishing Concepts, L.P. (Alumni Directory): $1,295.00
    3. Expenditure
        a. Pledge payment: $10,000 to Centennial Campaign
        b. 2 virtual learning grants paid: $350
    4. Balance as of 11/30/20: $62,886.07
    5. Motion to approve - Rita Chaiken
        a. Second - David Friess
ii. Virtual Learning Grant Update
    1. Discussed having rolling admissions for learning grants
    2. Rolling funds for session 1, any money left over will be added to session2
    3. Motion to Approve - Blaine Littlefield
    4. Second - Rita Chaiken
iii. Liberty Mutual Affinity Marketing program funding – Olivia Sweger
    1. 2020 Snapshot – program wide
        a. 365,990 emails sent addressing COVID concerns, providing resources
        b. 17% open rate
        c. 12% growth in alumni program
    2. Salus' top products
        a. Long term disability
        b. Life
        c. Long term care
        d. Small Business
        e. Pet
    3. New products
        a. Small business/Private Practice – buying and selling
        b. Student loan refinancing
    4. Growth in funds
        a. Possibly due to increase in products targeting COVID specific anxieties and accommodations made to ease the application process during COVID regulations

d. Bylaws Committee – Amanda M. Marchegiani, AuD '10
    i. Updated bylaws added to website, Amanda read the suggested bylaw changes
    ii. Motion to approve: Jason Hales
    iii. Second: David Friess
e. Special Events & Reunions– Amanda M. Marchegiani, AuD '10
    i. A special events chair is needed
    ii. Alumni Weekend - Fall 2021
        1. Alumni Weekend – will depend on current state, but planning for Fall 2021 (originally June 2021)
            a. Annual meeting will be during Alumni Weekend
            b. Reunions for 0s, 5s/1s and 6s
        2.

5. Student Relations – Rita R. Chaiken, AuD '03

a. Committee is set but have not yet met
b. There should be 4 students in place
c. Virtual meeting with Occupational Therapy students

6. University Update – Michael Mittelman, OD ’80, MPH, MBA, FAAO, FACHE
    a. Response to COVID-19
        i. Health and safety of university community remains primary concern
        ii. Return to Learn testing plan
            1. 825 tested – 14 positive (1.7% positivity rate)
        iii. Will continue to update and follow Salus Safety Strategy for the Winter and Spring semesters
            1. Commencing spot-testing strategies
                a. Return from externship/clerkship/clinical rotations
            2. Self-reported testing reveals few positive cases
                a. No confirmed Salus community spread
        iv. Vaccine Progress
            1. Providing up-to-date information on local sites
            2. EP and TEI registered to become closed POD
            3. Over 175 vaccinated to date
        v. Continue to work with Commonwealth, County, AICUP and other organizations to ensure advocacy as regulatory landscape evolves
    b. Moving Salus forward
        i. MS in Orthotics & Prosthetics
            1. $750,000 RACP grant awarded
            2. Working on detailed architectural plans
            3. Search committee for program director launched
        ii. Joined Southeastern Pennsylvania Consortium for Higher Education (SEPCHE)
            1. Arcadia University
            2. Holy Family University
            3. Cabrini University
            4. Immaculata University
            5. Chestnut Hill College
            6. Neumann University
            7. Gwynedd Mercy University
            8. Rosemont College
        iii. MSCHE Accreditation Update
            1. Self-study scheduled for Spring, 2021
        iv. PCOM Collaboration
            1. Satellite OT program in southern Georgia
            2. MOU signed by both institutions
            3. Working on proforma
            4. Potential opportunities for OD externships
    c.
7. IA Update – Jacquie Patterson
    a. New staff members/titles
        i. Bonnie Taylor – Director of Leadership Giving
        ii. Karen Volpi – Prospect Development & Stewardship Manager
    b. OCA Mentor Match Up – Created in partnership with Audiology department
        i. Three sessions focusing on personal and professional development within the audiology field
        ii. 45 participants registered for first session

iii. Diverse group of mentors with a range of class years and specialties
iv. Mainly first- and second-year audiology students

c. PCO Private Practice & Corporate practice symposium - alumni panel to discuss different type of practice with students

8. Alumni Affairs Update – Olivia Sweger
    a. CE continues to offer free and discounted continuing education opportunities for Salus Alumni!
    b. Virtual beer testing with Yards Brewery
        i. February 25 at 7PM
        ii. Tickets start at $50 and include four full-sized beers and a Yards glass
        iii. Virtual LOFK
    c. Saturday, May 1 at 6:30 PM
        i. Virtual ticket $50, VIP box $150 (serves 2)
    d. Spring Graduation – Thursday, May 27, 2021
    e. Alumni Weekend - Fall 2021
        i. Annual Meeting - Elmwood Park Zoo
        ii. Reunions 0s and 5s, 1s and 6s
    f. Student engagement efforts- Reach out to Olivia if interested in getting more involved.
9. Next meeting:
    a. June 2021: 7 p.m.
    b. Virtual: Call details to follow