

ALUMNI ASSOCIATION MEETING
Sunday, September 14, 2014
10:00 a.m.
Salus University Board Room

Board Members in Attendance: Kinshasa A. Coghill, Jennifer L. Edgar, Anthony A. Fiorilli, Shereen Hakki, Harry Kaplan, Michael D. Katz, Gary S. Litman, Dennis H. Lyons, Robert L. Owens, Annette R. Peppard, Robert A. Rosenberg, Kenneth Savitski, Merle Silverbook, Robert N. Spivack

Board Members via phone: Marianne Denning, John A. Dziadul, Jason B. Hales, Karen L. Heaney, Amanda Marchegiani, Ryan O. McKinnis, Elizabeth S. McMunn, Althea L. E. Rhoden-Grey

Faculty/Staff in Attendance: Lynne Corboy, Lori Grover, Jamie Lemisch, Fabiana Perla, Richard Vause

10:00 a.m. to 10:15 a.m. mix and mingle

Item 1: Welcome and Introductions – Ken Savitski, OD

Conversation: New dean of PCO, Lori Grover, OD, PhD, FAAO as well as Student Council Representatives Jenna Roney, Executive President and Alex St. Pierre, Executive Vice President were introduced. A full round of introductions of those attending in person and by phone was then conducted.

Item 2: Approval of Minutes (5/18/14) - Amanda M. Marchegiani, AuD

Motion taken: The minutes were approved by Bob and Annette.

Item 3: Review of roles and responsibilities – Ken Savitski, OD
a. Ambassador Program

Conversation: Alumni Association Committee descriptions were reviewed and a signup sheet was passed around for those who were attending the meeting in person to select their preferred committee assignments. The Ambassador program was also reviewed.

Action: Jamie Lemisch will follow-up with phone attendees and any other board members not in attendance to get preferred committee membership.

Item 4: Treasurer's Report – Merle Silverbook
b. Alumni Insurance Program
c. Funding Priorities

Conversation: Merle reviewed the finances with the board. Her review of the finances included information about the Alumni Insurance Program which generates some money for the Alumni Association's use. She also shared a draft of the Association's funding priorities which include: University capital campaigns, student travel stipends for conferences/posters/presentations, student community outreach, and commencement awards. With regard to the commencement awards, Merle explained that the Dean of Student Affairs recently conducted a review of all of the University's commencement awards and would be meeting with the Director of Institutional Advancement and Provost to discuss his findings. The outcome of this conversation will help inform the Alumni Association on how to more equitably present its annual commencement awards.

Action: Lynne Corboy, Director of Institutional Advancement will meet with the Dean of Student Affairs and Provost.

Item 5: Student Council Update – Jenna Roney and Alex St. Pierre

Conversation: Jenna and Alex explained that student council has not been very active in recent years and they are making a concerted effort to increase the organizations presence in student life. Already the organization held its first student organization information event in the form of an outdoor festival complete with steel drums and food trucks. The event, called *Salus Scoop* was tremendously festive and successful.

Item 6: Salus University Brand Refresh – Lynne Corboy

Conversation: Lynne informed the board members that the University is working with marketing firm called Brand Drive to redesign our logo and website. As part of the process Brand Drive surveyed our constituents and held many focus groups. Lynne shared two versions of the logo with the group. Since that time the versions of the logo viewed by the board have undergone some modifications. We anticipate launching the website and logo spring of 2015.

Item 7: Alumni Activities for the new fiscal year – Jamie Lemisch
a. Alumni/Student Engagement Calendar

Due to time constraints Jamie indicated that she would follow-up via email for feedback on the alumni event calendar.

Item 8: Alumni Weekend planning – Jamie Lemisch

Conversation: Jamie presented a few venue options for the 2015 reunion celebration. The board selected The Barnes as their first choice and PAFA as their second choice. Upon further investigation the alumni office determined that both of these venue options were out of our price range. The alumni office then did further research to come up with three alternatives that would fit into our budget. The options were then offered to the board members and the Chart House was selected.

The board also discussed the format for the weekend and potentially incorporating an inter-professional education program to the on campus activities. The consensus was that this could provide an interesting incentive to attend the alumni weekend if attendees could get continuing education credits.

Action: The alumni office will task the Office of Professional Studies with researching the feasibility of creating an interprofessional program that could offer continuing education credits to all of our alumni professions.

THANK YOU FOR COMING!

Next meeting scheduled for Sunday, January 18, 2015.