Attendees: Mary Nebus, Marjorie Hale, Jackie Sandy, Kaitlyn Buffone, Alice Velez, Shelley Wasilewski, Debbie Williams

Approval of minutes of February meeting (2/11/14)

- Marjorie moved to approve, Shelley 2nd

Report of OIA (Alice)

- Florida visits
  - Met a lot of great alums from the 40’s to 05 and made connections with alums willing to make phone calls, stay connected, host independent events, etc.
  - Sr Rosemary from Friday Feb 28th through Wednesday March 5th
  - Interacted w/ about 50 alums during time there. Alice is making plans to go back to meet with alums who couldn’t make the events

- Phonathon
  - Having open house for phonathon to see it in action
  - Focus is on student scholarships and has entire alum mailing to go out to donors and non-donors

- Social Media
  - Expanding social media – Facebook has been a big part of campaign but now using Twitter and Linked In to promote staying connected with the University
  - On new webpage targeted to go live April 1st, will have tabs to look at social media news feeds

- Student Philanthropy Day - Kaitlyn
  - 1st time and was successful – had phonathon students there and they grabbed professors, students, coaches to participate
  - Thanking alums as part of Philanthropy Day, gave posters to hold up for pictures and then cards connecting them to Facebook to tag and connect with their own Facebook pages
  - Looking to expand number of locations for next year

Upcoming Events

- 3/15/14 Financial Planning workshop
- 3/14/14 Social Work Club Mixer Ballroom 7 pm
- 3/14/14 St. Patrick’s Day get together Dubh Linn Square Bordentown 6 pm
- Laurita Winery Ladies’ Night 3/19/14
- Alums from Sigma Tau Delta asked to come back and participate in induction ceremony on 3/20/14 – 40th anniversary

Committee Reports of Action since 2/22/14

- Alumni Engagement – Shelley
  - Monmouth Chapter
    - Big thank you to Kaitlyn for help with 1st Monmouth Event – 5/15/14 at Watermark in Asbury Park – Meet and Greet – has emailed list of alums to
committee members to review and then committee meeting at Freehold Mall 3/18/14 to coordinate the lists

- 400 post cards printed to be mailed (narrowed down from 3000). Looking at that area and perhaps 20-30 mile radius
- Looking that the names of those that committee member know from their classes and then from there they will use location for the next criteria for post card mailing
- List can also be cross referenced with PCI list
  - Business Club – Elaine to be getting in touch with the Director for the MBA members and coordinating with them first

- Stewardship
  - Enchanted Closet – donations at ABoD meeting 2/22/14 – did very well with donations
    - Donation forms are with Kaitlyn – should be going out this week with the branding booklets

- Mercy Garden
  - Meeting scheduled for 3/3/14 but it was postponed due to weather – TBD

- New Alumni
  - Received word back from Monmouth Racetrack on summer event – may be cost prohibitive – picnic area w/ BBQ costs would be $35 per person so may be too high for family event and we have to guarantee 45 people attending
    - There is a non-refundable deposit of $100 but Alice wants to confirm that this is what the committee had in mind

- Professional Development
  - Career Fair in March – main focus – need volunteers to help at the event and to basically be a presence or any professionals who could lend some professional guidance – information to be sent this week

- Reunion ’14
  - Save the date cards went out and next step – final stages of approving invitations that will be sent out by next week at the latest
  - Class agents received their letters last week and they are customizing. When returned, they will go out and the agents have a deadline of 3/21/14
  - Committee members to provide input on discussion forum/email regarding some event details

Old Business

- 1908 Society Award criteria committee
  - Mary has appointed a committee to come up with suggested awards criteria – member of executive committee, member of ABoD and a member of the general alum pool who made a considerable donation

- Evaluation of ABoD members
  - To come up with evaluation – Debbie provided evaluation that Board of Trustees used so that will be the format
  - To determine dates when it will be sent out in preparation of June 2014 meeting

- Event Planning
  - Homecoming ’14 9/26 & 9/27 – event on Friday evening and table on Saturday with other homecoming tables with give-a-ways
New Alumni and Alumni Engagement committees should be working on planning Friday night event

- Want save the date cards ready by Grad Finale
- Theme – will be tied in with branding – Homecoming and Family Day 2014 so people just start associating it as a regular yearly event
  - NJEA Convention 11/6 & 11/7/14
    - Alice to get information from Patrick Gibbons from Admissions to see what kind of ABoD presence will be needed
    - Convention booth not very big so probably don’t need alums to help but the reception would be the best place for ABoD presence
  - Alumni Christmas Picture Day 11/22/14
  - Breakfast with Santa 12/6/14
  - Reunion ’15 6/5-6/7/15

Planning on sending out post cards to every alum in database that highlights events already on the calendar early July 2014 – Alice is looking for as many scheduled and set events as possible – dates will be needed by 3rd week in June

New Business
- Leah and Jean Poray tendered their resignations from the Board leaving 2 additional openings
- Orientation New Board members 6/8/14
  - Committee chairs encouraged to provide input
- Resume of all Board members to be filed with (whom) skill set/expertise
  - Asking this year’s nominees to provide a resume and list of skills/expertise as part of their application for nomination – very simple form that Marjorie will send out to everybody on the call
  - Current members should also have their resume/skill sets on file
- Skill set, expertise needs of committee members
- Enchanted Closet donations @ Reunion ’14
  - Email would be sent to those who register for reunion if we decide to ask for donations at reunion
  - Alice was concerned about logistics of where to collect items and when to collect them and the need to coordinate the movement of items donated
- Year of Hope 10/25/14 – 4 hr event with speaker from Sacred Heart University in Connecticut (friend of Father Anthony)

Next Conference Call – Tuesday April 8, 2014 – 7 pm