I. Attendees

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
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<tbody>
<tr>
<td>Mary Nebus, President</td>
<td>President</td>
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<tr>
<td>Elaine Warga-Murray, Co-Chair, Alumni</td>
<td>Engagement</td>
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<td>Marjorie Hale, Vice President</td>
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<td>Shelly Wasilewski, Co-Chair, Alumni</td>
<td>Engagement</td>
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<td>Jacqueline Cleveland, Secretary/Treasurer</td>
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<td>Marcela Knipper, Co-Chair, Stewardship</td>
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<td>Keri Carlton, Co-Chair, Stewardship</td>
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<td>Debbie Williams, Co-Chair, Professional</td>
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<td>Development</td>
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<td>Connie Reymann, Co-Chair, Professional</td>
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<td>Development</td>
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<td>Ashley Tito, Co-Chair, New Alumni</td>
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<td>Mary Halpin, Chair, Reunion ‘15</td>
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<tr>
<td>Colleen Diveny, Co-Chair, New Alumni</td>
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<td>Mellissia Zanjani, Ph.D. Vice-President</td>
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<td>for Institutional Advancement</td>
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Names in Bold were in attendance

II. Agenda Topics

1. Approval of minutes of July meeting (7/9/14) – Marjorie moves, Connie 2nd

2. Report from Office of Institutional Advancement

   Annual Giving Update –

   - alumni giving rate target undergrad only 13% and total overall target is 11%
   - Reporting total overall including grad and non-degree but colleges and peers have only been reporting undergraduate rate and ours is 11% which is much better than 9%
Announcement on opening for donor and alumni engagement position being worked on and alumni assistant position

Meghan Rehbein promoted and annual giving reports to her and will be hiring another position that will report to her – Alumni Assistant position currently open for part time hours as well

Optimistic about getting the work done even though 2 positions are open, last year there were 5 positions open

OIA will be primary connection to donors and splitting off areas to manage the work that needs to be done; scholarships will remain under the same department

Contact person will be Eileen Fedele – Advancement Coordinator/Mellissia

- Organizational changes in office that we are recruiting for a director of alumni and donor engagement and an alumni assistant
- The need to ensure that every event and activity includes review of expected cost/benefit analysis and then the related follow up with actual cost/benefit analysis (at the time of this need that I shared – Marjorie did not have the “event form” created – now that we have one – I asked for additional information to be added to address this)
- The Information Technology infrastructure had been outsourced until 7/1/14 which is was moved in house to hopefully better accommodate the needs of the campus.

4. Committee Reports of action since 7/9/14 phone conference
   
   Alumni Engagement
   - Meeting 3 weeks ago and got minutes out; f/u meeting next Wednesday
   - Events coming up – joint event w/ music club in August – Lavallette participating in a jazz concert
   - Monmouth, Ocean and Middlesex counties are going to collectively schedule events together – September, November and Christmas events
   - Business Club – Joyce is going to assist w/ the club – conference call scheduled for next week with Janice, head of business department – making arrangements for networking event

   New Alum
   - Met last night – having presence at Toms River Halloween parade, tailgating at Homecoming, participating in Orientation, Breakfast with Santa, attending some SGA meetings to connect with clubs and get professors on board
   - Discussed some upcoming events to have a presence at different events

   Professional Development
   - To work with career development, increase networking for students, graduating students and alums; contacting other schools/universities to see what worked for them; looking to get alums and students to participate
• Looking to create internships possibly
• Possibly having a notable figure attend at gatherings to increase participation

Stewardship
• Homecoming next big event – looking for volunteers for Alumni table
  o Want to create a basket that promotes Mercy Garden – can give a donation if they want but not making it an actual raffle
• Pub Party event w/ cash bar beer/wine and snacks – discussed having bar re-created in the Ballroom w/ high top tables. Details to be hashed out and then focusing on promoting and getting the word out – possible date Friday the 26th with sign up registration/entrance fee
  o Possible early registration gift/free drink
  o Critical mass and goal to reach undetermined at this time

Reunion 2015
• Has theme for marketing materials; some discussion on last call regarding feedback from attendees from this year’s reunion – pinning down major events for next call
• Tweaking luncheon format and ask for people gather earlier so lunch can be served at noon and speaking can be done before – no hot meal at next reunion

5. Old Business
• Event planning ’14-’15; ’15-16
  o Need to be thinking about the Fiscal Year 15-16
• Task Force on “active” and “participation” criteria for ABoD members
  o Criteria and possible ways of getting committee members to assess their own participation – still in discussion phase and hopefully by Sept will have something more concrete to report
  o Want to create incentives for members to complete assessments
• PCI Alumni Directory Project Update – deferred b/c of limited time
  o #, responded
  o Phone calls to alums interested in become more active in the alumni association
• New Student Orientation – next Thursday and Keri will be there – Passing the Flag ceremony 5:30 pm outside Wellness Center Parent Cocktail Hour and 6:30 pm is the Flag ceremony

6. New Business
• changes in event schedule – deferred discussion
• Conference call meetings – committees should have call schedules set up by now and if not, please run by Eileen Fedele
• committee schedule: calls, other communication methods
• tracking volunteer time
990 Form – every organization does – discusses money donated and talking about tracking volunteer time and shows engagement for accreditation reporting

- committee survey on line –
  - Sept 2014 ABoD will have an activity on the agenda and this will need to be completed by all ABoD members before the meeting – no longer than 5 minutes and can be done anonymously
  - Done for committee currently on regardless of length of time on the committee
- ABoD meeting 9/13/14

7. Announcements

- Gail Milgram resigned from the Board

III. Attachments

- Minutes of last meeting (7/9/14)

IV. Next Meeting

Conference Call – 9/10/14