



Alumni Association Board Meeting October 17, 2010

Attendance: Dr. Tomi Browne, Dr. Anthony A. Fiorilli, Dr. David W. Friess, Dr. Harry Kaplan, Dr. Thomas Lewis, Dr. Gary S. Litman, Dr. Dennis H. Lyons, Dr. John T. Ochsenreither, Dr. Kenneth W. Savitski, Dr. Robert N. Spivack, Ms. Lynne C. Corboy, Ms. Heather S. Giampapa

Dr. Ochsenreither called the meeting to order at 10:10 a.m. As there were no proposed changes to the May 1 meeting minutes, the minutes were unanimously approved.

Dr. Friess directed attendees to the Financial Report. [See attached.] Per usual, expenditures were high during the months May through September, with Commencement Awards given out and graduation gifts purchased. As of September 30, the Alumni Association had 58,890.52 in hand.

Dr. Ochsenreither gave the President's Report. The Office of Institutional Advancement engaged a new phone-a-thon company for the 2010-11 fiscal year. As of October 17, results were positive, with the first two week's of calling showing nearly double the pledges of that same period last year for both the PCO Annual Fund and the George S. Osborne Memorial Scholarship.

In August, the Office of Institutional Advancement sent an email survey to PCO alumni who had previously given to the Annual Fund but had fallen off in the past few years. The survey was aimed at ascertaining alumni feelings about giving, about PCO and about Salus University. 75 people responded. When asked for the reason they no longer contribute to the Annual Fund, the largest percentage of respondents, 44%, stated that they have other financial obligations that must be met – student loans, children's education, etc., 5% reported a loss of job income. 10% support PCO in another way, through the raffle or scholarships. 7% of respondents had negative feelings about the transition to Salus University or about an incident during their time at PCO. Two individuals were negative about optometry in general. When asked how PCO might once again secure their support, many answered that they may choose to do so again and to keep sending solicitations, with a few stating that once their student loans were completed they may consider it. There were a small number of respondents that stated that their feelings would not change – PCO is gone to them, the school has changed too much or optometry has changed too much. The Office of Institutional Advancement was able to contact a few respondents to immediately deal with their issues. The IA Office was glad to read that not all past donors were completely negative about the school and might consider giving again. For other issues, communication is key and the IA Office continues to update alumni with the *Salutations* newsletter and the Alumni Magazine, as well as through mailings.

A discussion was held regarding the Alumni Association holding web meetings. The group expressed hope that this will allow the board to expand to include alumni not in the immediate area. In addition, meetings could be scheduled at times other than Sunday mornings. Salus is currently using WebEx for other University functions. The Board agreed that the winter meeting should be held via WebEx.

A discussion was held on the benefits of an online alumni directory. The Board viewed a brief demonstration of a product called “FindanAlum” by the company Orbees which is currently being tested by Berkeley Optometry College. This product can be used not only by alumni looking to connect with each other, but also by potential patients looking to find a Salus University alumnus in their area for treatment. Once put into place by the Alumni Office, alumni would be contacted to include their information on the site, some private for other alumni only to view, some public for potential patients to view. The Board agreed that the product would be valued and used by alumni. The Alumni Office will work to get FindanAlum up and running for Salus alumni.

In August 2010, the Class of 2010 was sent a “welcome to the Salus University Alumni Association letter” and a copy of the latest Alumni Magazine. The new graduates were encouraged to stay involved with the University and the Alumni Association, to send their update information to the Alumni Office for the database and to send in any news for the Alumni Magazine. In addition, the Class of 2010 will not be solicited their first year out for a gift to the University.

Dr. Ochsenreither gave the Alumni Awards Committee report on