



**Stevens Alumni Association  
Minutes of the Executive Committee Meeting  
Wesley J. Howe Center  
June 9, 2014**

**In Attendance:**

*Officers:*

Thomas Moschello '63, President; Victoria Velasco '04, Second Vice President

*Alumni:*

John Andrus '53, Anthony Arturi '59, Anthony Bianco '03, Natalia Bilchuk '10, George Blazeski '10, G. Bruce Boylan '63, Marissa Brock '99, David Cadamuro '76, Chris Candreva '91, Keith Cassidy '09, Pak Cheung '09, Leo Collins '59, Richard Cornell '73, Helen Demir '08, Mary Doddy '80, Anne Dutreuil '10, Andrew Fessler '10, William Feuss '03, Maria Fricke '76, David Fricke '77, Joseph Garvey '71, Elizabeth Gobeille '83, Ben Hirsch '12, Amethyst Holder '13, Ronald Hunter '87, Rosemarie Jakubaszek '80, Vivian Jamison '04, Gechen Jiang '12, George Johnston '72, Arthur Ketterer '61, Herbert Kimmich '57, Melissa Landis '10, Jonathan Landis '11, Anita Lang H'63, Richard Magee '63, Dave Manhas '88, William Martin '89, John McDonnell '72, Harvey Millman '73, Wayne Monsees '71, Rao Mudigonda '97, Fionuala Quinn '10, William Rooney '75, Andrew Royston '09, Robert Salfi '64, Edward Sandve '82, Roger Schatel '71, A. Joseph Schneider '46, Amit Shah '04, Gomathy Shankaran '05, Anthony Shupenko '79, Stephanie Spelman '11, Richard Steiner '97, John Stevens '72, Nancy Thakker '05, Gary Toriello '86, Marty Valerio '68, Florence Viau '92, Jim Wallin '73, Joseph Weber '64, David Zimmerman '90

*Staff:*

Loretta Brissette, Melissa Fuest, Michelle Nunez, Neddie Ramadan, Michael Smullen, Priya Vin

*Guests:*

Nariman Farvardin, President; Beth McGrath, Chief of Staff

**Call to Order**

President Thomas Moschello '63 opened the meeting. A quorum was confirmed. The meeting was called to order at 6:30 p.m.

**Special Presentation by President Farvardin**

Tom Moschello introduced President Farvardin, who discussed macro trends at Stevens, and requested assistance from the Alumni Association. Macro trends included:

- Increase in freshman applications (5,178 in June 2014, an increase of 60% since 2010)
- Increase in freshman enrollment (759 in June 2014, increase estimated at 38% since 2010)
- Increase in total undergraduate enrollment (2,691 in June 2014, a 14% increase since 2010)
- Increase in percentage of non-NJ students in freshman class (44 in June 2014, an increase of 10 percentage points since 2010)
- Substantial improvement in SAT scores
- Increase in freshman retention rate (to 96 percent, a rise of 6 percentage points since 2008)
- Increase in graduation rate to a projected 82% (based on the class that arrived in 2008)
- Increase in graduate student applications (4,696 in June 2014, increase of 45% since 2010)
- Increase in new, full time graduate students (805 in June 2014, an increase of 39% since 2010)
- Increase in number of graduate students enrolled full-time (2,243 in June 2014, increase of 16% since 2010)
- Operating surplus / deficit changed from -\$8.9 million in FY06 to a projected +\$8 million for FY14, a positive swing of \$17 million
- Payscale Rankings: increase of 18 places (from 21 to 3) for undergraduate mid-career salaries, and an increase of 26 places (from 31 to 5) for undergraduate mid-career ROI

President Farvardin then discussed results in Development and Annual Giving. There was an increase in total dollars raised (from \$4.69 million in FY08 to \$26.3 million in FY13), but a decrease of 6 percentage points in undergraduate annual giving participation (from 22% in FY09 to 16% in FY13). He indicated that a high alumni participation rate demonstrates satisfaction with the education delivered, and signals a willingness to invest in future generations. He also indicated that the participation rate plays a direct role in national rankings. The President reviewed participation by class, pointing out that new graduates start out with participation around 10%, which dips for about 10 years, and then begins to increase. He praised the class of 1963 for its very strong participation. He concluded his presentation by indicating that, if the participation trend continued, FY14 participation could potentially reach as low as 14%.

The President asked for suggestions from the Association. Suggestions and comments were:

- Increase the participation rate in the first 10 years after graduation
- Classmates should be encouraged to organize themselves, and with support from the staff, make calls to fellow alumni
- Start engagement efforts with students prior to graduation, and connect students with alumni who are donors
- Re-engage people who are disenchanted by promoting positive news about Stevens, such as ROI
- Increase the number of staff, and increase the number of alumni volunteers in each class
- Tap into affinity groups, such as The Stute, WCPR, STEP, to recruit alumni volunteers

Melissa Fuest, Director of Annual Giving, asked those in attendance to sign-up as volunteers.

## **Special Presentation by Beth McGrath, Chief of Staff**

Beth McGrath made a presentation about Stevens' community relations initiatives. In addition to her responsibilities as Chief of Staff, she is also Director of Community and State Relations, a position formerly held by Hank Dobbelaar. Beth updated the Association on the following:

- The Academic Gateway Complex building application was submitted to the Hoboken Zoning Board on June 2, 2014, with public hearings to take place in the fall. She requested that alumni who are residents of Hoboken attend these meetings.

- Sinatra Drive, which is owned by Stevens and leased to Hoboken, is undergoing a redesign. Beth is working with Hoboken to coordinate the vision for redesign, and indicated that the Babbio Center parking lot façade is a sore point.
- The Stevens Board of Trustees has endorsed a 10-year campus master plan, but an approval process has not yet been completed.
- Parking and traffic demands may increase as enrollment continues to grow, and variances may be needed for the Gateway Complex.
- Some issues under discussion with Hoboken are student safety, shuttle concerns, how to be good neighbors, creating a schedule of meetings with elected officials, collaborating on the Hoboken “Tech Hub” with the Mayor’s office, and monitoring developments of the recent HUD Award to Hoboken Rebuild by Design plans.

Beth requested that alumni who are Hoboken residents advocate for Stevens by attending public meetings, engaging and informing friends and neighbors about Stevens’ plans, tracking and promoting Stevens’ “good deeds” in the community, and helping to increase voter registration and visibility with elected officials. Beth also provided some highlights for reference:

- Stevens had \$13 million in economic impact in Hoboken (Appleseed, 2012)
- 170+ faculty and staff with Hoboken addresses
- 450+ alumni with Hoboken addresses
- 500+ students in leased housing throughout Hoboken and 1,700 on campus residents
- 250 Hoboken teachers trained by CIESE over 25 years
- Countless volunteer hours, sports, clinics, summer STEM camps
- Research collaborations, e.g., Smart City, Microgrid, resiliency/sustainability, etc.

## Presentation by Melissa Fuest, Director of Annual Giving

Melissa informed the Association that reaching a goal of 18% participation required donations from 2,593 undergraduate alumni, of which only 808 remain to reach the goal as of the meeting date. She shared the list of outreach efforts, including electronic, print and phone-a-thon calls. She requested that alumni volunteer by filling out the sign-up sheets at each table, filling out gift forms to make a gift on-site, and sharing information about giving with all alumni.

## Approval of Minutes

- Minutes of the May 12, 2014, SAA Executive Committee and Council meeting were approved.

**Motion: Approval of May 12, 2014, Executive Committee and Council minutes. Motion was carried.**

## President’s Report

### Meetings and events

Tom Moschello provided an update on meetings and events which he attended on behalf of the Association:

- Board of Trustees Meetings      5/20 – 5/21/2014
- Commencement                      5/21/2014
- Alumni Weekend                      5/30 – 6/1/2014

## Accomplishments

Tom iterated accomplishments of the Stevens Alumni Association from June 2013 to present:

- Strengthened committee structure
  - Mission statements
  - Roles and responsibilities
- Committee work
  - **Alumni Weekend** – Well-received, attendance is at par with previous years
  - **SAA Awards** – Criteria and guidelines have been created; nominations calendar has been created
  - **Activities** – New SAA / Stevens agreement has been drafted to replace 1987 agreement
  - **Budget and Finance** – Reports at every meeting, ad hoc Investment Committee created to review investment policy and portfolio
  - **Classes** – Class constitution template, class volunteer guideline documents created, beginning review of class leadership strength
  - **Clubs** – Chairs identified and recruited for regional and affinity clubs; 9 new formally recognized affinity and regional clubs
  - **Communications and Publications** – Had conversations with Stevens Marketing to create alumni advisory board for Stevens Indicator; re-vamp Alumniletter
  - **Membership and Nominations** – Criteria developed for decade and graduate representatives; grid created for returning and replacement positions; electronic balloting used successfully for the first time
  - **Scholarship** – More than \$9,000 committed for the new SAA Term Legacy Scholarship
  - **Young Alumni** – Welcome Seniors moved to new location; G.O.L.D. Boat Cruise during Alumni Weekend (140+ attendees); It's a Shore Thing on June 28
  - **Investment** – Chaired by Mel Thor '68; investment policy and planning
  - **Travel** – Chair TBD; meeting took place with Kathy Schulz, Stevens Legal Counsel
  - **Community Relations** – Chair TBD, group of Stevens alumni to attend and communicate between Stevens and Hoboken

Tom then thanked all alumni for their hard work, and specially thanked those who recently stepped down from committee leadership, including Donald Daume '67 (Awards Committee), Mark LaRosa '93 (Long Range Planning) and Peter Bakarich '04 (Treasurer).

## Executive Director's Report

Michael Smullen presented the Executive Director's Report.

### Budget Update

- **Operations Budget for the year ending in July 2014:**
  - \$368,350
- **Operations Budget Remaining:**
  - \$53,535 (about 14.5%)
- **Remaining expenses:**
  - Shore Thing Event & Mailing
  - Alumni Weekend payments
  - Indicator postage

## Event Attendance

For July 1, 2013 to June 30, 2014, the unique alumni event attendance goal is 1,200. As 6/6/2014, 1,152 unique alumni attended an event. 48 unique alumni attendees remain to hit the goal.

## Clubs Report

Report was presented by Priya Vin, Assistant Director, and John McDonnell '72, regional clubs chair. John described the criteria for regional clubs, and presented the following list of regional activities as of 6/9/2014:

Club Name	# of
Long Island (NY)	1
Atlanta (GA)	1
Dallas / Forth Worth (TX)	2
Maryland	1
Central NJ	2
North Carolina	4
Bay Area (CA)	3
Boston (MA)	3
Houston (TX)	3
Hudson / Union / Essex (NJ)	4
Jersey Shore (NJ)	2
Washington, D.C.	4
Northern NJ	6
<b>TOTAL</b>	<b>36</b>

John also presented a chart of metrics on key regions with high populations of alumni:

Area	Alumni Count	%Valid Addresses	% Donors	%Young Alumni	% Graduate Alumni	% Old Guard Alumni	% employment information	% Valid Emails
Atlanta	248	100	8.4	4.8	59.3	6.85	47.2	56.5
Boston	625	99.3	9.28	7.36	47.6	8.2	54.88	54.6
Dallas / Forth Worth	310	100	4.8	6.13	68.1	6.45	49.36	45.2
Houston	498	99.5	7.83	9	57	7.4	55	59.4
HUE	5919	99.9	4.78	12.85	75.54	1.55	44.77	41.26
Long Island	1842	100	3.9	19.38	62.32	4.72	45.82	41.04
MD / DE	858	99.8	8.16	6.99	56.41	6.87	46.5	49.41
North Carolina	232	100	12.5	6.89	40.51	17.24	46.98	100
Bay Area	483	99.17	7.04	6.00	65.52	7.04	49.9	51.55
Northern NJ**	13163	99.93	5.02	13.32	71.08	2.66	47.15	47.45
Washington, D.C.	257	100	3.11	32.3	69.6	n/a	52.14	47.47
Central NJ	5731	99.9	4.01	8.86	75.64	2.6	52.57	44.29

*\*Each list criteria has evolved over the last year*

*\*\*This region also contains the HUE region*

John mentioned that international clubs had increased over the past year. Official alumni clubs are now located in Beijing, South Korea, Malaysia and Taiwan.

John further described plans for future engagement in different regions, broken out by tiers of engagement.

## Committee Reports

- Committee reports:
  - Affinity Clubs: Neddie Ramadan, Assistant Director (reporting for Keith Cassidy '09, Affinity Clubs chair)  
Neddie provided updates about upcoming events, including a Performing Arts Club outing in Manhattan, the Shore Thing G.O.L.D. event, a WCPR student and alumni reunion. She described the recent STEP (Stevens Technical Enrichment Program) reunion during Alumni Weekend. Neddie indicated that Homecoming would be the next opportunity for Greek and Athletics events and volunteer engagement.
  - Scholarship Committee: Marty Valerio '68  
Marty Valerio provided the update. More than \$9,000 in support was already raised. Scholarships will be distributed in September.

## Report of the Tellers

- A. Joseph Schneider '46 provided the report. 700 ballots were received, 634 valid. 66 ballots were not valid because they were filled out incorrectly.
  - a. The following elected officers have been elected to serve a one-year term starting on July 1, 2014:
    - i. Thomas J. Moschello '63, president
    - ii. Joseph G. DiPompeo '98, first vice president
    - iii. Victoria Velasco '04, second vice president
    - iv. Peter J. Bakarich '04, treasurer

**Motion: Approval of Officers. Motion seconded; motion carried.**

The following decade representatives have been elected to serve a two-year term starting on July 1, 2014:

- Old Guard - Edward W. Wittke, Jr. '45
- 1960s - Dr. Peter H. Astor '64
- 1970s - John Stevens '72
- 1980s - Luis S. Nunez '83
- 1990s - Adam F. Petrillo '98;
- 2000s - Cindy C. Levine '05
- 2010s - Larry B. Giannechini '12
- Graduate - Onofrio D. Leone '07, M.Eng. '11

**Motion: Approval of Decade and Graduate Representatives. Motion seconded; motion carried.**

## SAA Trustee

It was stated that Joseph Weber '64 will complete his SAA Trustee self-evaluation form, and his appointment will be on the agenda for the September meeting.

## New Business

### Corporate Actions

Tom Moschello presented three annual corporate actions:

- **Appointment of an Executive Secretary / Executive Director**

**Motion: Re-appointment of Michael Smullen as Executive Secretary / Executive Director of the SAA. Motion seconded, motion carried.**

- **Ratification of the actions taken by SAA Officers and Executive Director during the 2013-2014 session.**

**Motion: Approval of the actions taken by the SAA Officers and Executive Director. Motion seconded; motion carried.**

- **Statement of fiduciary responsibility**

It was moved that the officers of the Association be authorized to select depositories for funds of the organization; and further that funds so deposited shall be payable on the signature(s) of any two of the following officers: President, First Vice President, Second Vice President, Treasurer and the Executive Secretary, and that the said depositories are hereby authorized and directed to honor and pay any orders for withdrawals, in cash or by check, whether or not such orders are made payable to the order of any officer or officers signing them in their individual capacity or otherwise, without inquiry as to the disposition of the funds so withdrawn; and further that the officers may make a deferred withdrawal for the purpose of saving interest prior to the dividend period.

Further, that the authority granted hereby shall be binding upon the above-named organization until receipt by the depositories of written notice from this organization of the revocation or modification of such authority and the signature of the above-designated officers shall be recognized by the depositories until such time as they receive from this organization written notice of changes in officers.

**Motion: Approval of the statement of fiduciary responsibility. Motion seconded; motion carried.**

## Adjournment

**Motion for adjournment: Motion seconded; motion carried.**

The meeting was adjourned at 8:45 pm. The next meeting of the Executive Committee will be held on Monday, September 8, 2014.



Respectfully submitted,  
Michael Smullen  
Executive Secretary

5/18/2014