NTIDAA Board of Directors Meeting Minutes
October 9, 2009
7:30 a.m. – 3:00 p.m.
SDC 1300

Present: Carmen Sciandra, Erin Esposito, Matthew Driscoll, Christine Corrado, John T. Reid, Kristine Shipley, Stacy Lawrence, Ally Wu, Lizzie Sorkin, Bryan Hensel, James Ebenhoch, T. Alan Hurwitz, Howard Mann, Angie Officer, Gary Behm, Michael Pilson, Carmen Sciandra, Adrienne Morgan, Michael Pilson, Gregory Pollock, Anthony DiGiovanni, Susan Murad

Interpreters: Gayle Macias, Cynthia Collward, Carolyn Lomeo, Kathleen Darroch, Deborah Makowski, Benjamin Colvaletto, Doney Oatman

Student Interpreters: Ellie Ohanian, Eileen Semrau, (Chris Felo, Manager)

Guests: Don Biel

I. Welcome and approval of minutes on May 1, 2009 – Erin Esposito
   a. Minutes – explained that past minutes previously posted on website have been archived, but are always available upon request. Contact Matthew Driscoll if you want hard copies of the past minutes.
   b. Correction to name spelling, p. 3, Joan Naturale. Correction to title, p. 4, IV a, Assistant Vice President.
   c. Call for further discussion – Erin Esposito
   d. Motion to approve – Erin Esposito. Second (none noted). Hand vote – approved.

II. Erin Esposito – we’ve established a tradition of participation rates at the May 1, 2009 meeting of a symbolic contribution from all board members present. $1.00 contribution collected from everyone. Thank you, NTIDABOD!!

III. NTID AR Program Update – Matthew Driscoll
   a. See attached PowerPoint presentation
   Talked about three topics: the events we’ve hosted since May 1; the tools we have; and our plans for FY2010
   b. Events
      i. Planned with Alan Hurwitz, Jim Ebenhoch, Bryan Hensel. Based on alumni population concentrations, Alan’s travel, and opportunities to meet with key prospects. Receptions are typically on a weeknight, although can take place on weekends if hosted in conjunction with a conference.
      ii. Angie Officer: My niece is a student at American University. American University hosts alumni receptions in conjunction with the admissions office, so alumni are interacting with prospective students. It would be great if we could do the same with NTID events.
iii. JT Reid: I agree. The admissions office has a schedule they follow strictly, so we have to plan way in advance.

iv. Erin Esposito: let me give a little background. When I was Director of Alumni Relations, we had a program called Entourage. Administrators and alumni volunteers met with k-12 students around the country.

v. JT Reid: we used to host receptions in Admissions, but we found people didn’t show up, so we don’t do that anymore.

vi. Erin Esposito: well, I think we should tap into our alumni volunteers.

vii. Matthew Driscoll: yes, we already use our alumni and invite prospective students to our receptions. It is a challenge making the AR and Admissions schedules work, but sometimes it works out beautifully.

viii. Matthew Driscoll: Chapter Events are coordinated by alumni volunteers. NTID AR markets the event electronically and by sending postcard invitations by mail. We send reception materials, including nametags, to the alumni volunteers; in return, the volunteer returns attendance information and a report on the event.

ix. Lizzie Sorkin: Is there a budget for the events?

x. Matthew Driscoll: Yes, we cover appetizers and drinks for 3-5 chapter events per year. We have about 21 chapters, although not all are active.

xi. Erin Esposito: 3-5 events per year does not seem to be enough. (General discussion about board members hosting, attendance, format, co-promotion of RIT alumni events to Deaf alumni, etc.)

xii. Matthew Driscoll: we host receptions, picnics, employment workshops, etc. Coming up, we have events in Texas, DC, and Colorado.

xiii. Matthew Driscoll: Tools of communication include Facebook, email, website, blogs, and vlogs. Facebook is open to faculty, staff, and others in the community as well as alumni.

xiv. Matthew Driscoll: objectives for FY10 include revitalizing inactive chapters.

IV. FUNDRAISING PROGRESS UPDATE – James Ebenhoch

a. Agenda item moved up due to longer NTID AR update and late notice that Kelly Redder could not make it.

b. See attached PowerPoint presentation.

c. Alumni participation – national average is 23%, but NTID is at 6.15%. The state of the economy affects this, but educating alumni about the importance of giving is important.

d. NTID Foundation budget update – the focus is on growing the endowment. Deaf Education Act allows us to earn matching Federal funds.
e. FY08-FY09 comparison by source shows the impact of the economy. Note that FY08 was a reunion year, and we see a large spike in reunion years. When we meet in committee this afternoon, we’ll discuss ideas about leveling out the spikes. I want to mention the importance of faculty and staff participation. On October 22, we will have ROAR Day, the campaign kickoff for faculty and staff. Last year we collected $4,500 from about 110 faculty and staff.

f. RIT College Comparison of total gift income: NTID is 2nd in cash and gifts-in-kind. GIK is approximately 3% of the total, meaning we’re taking in more cash, giving us more flexibility and budget relief.

g. Erin Esposito: I was wondering, several of our faculty and staff are alumni—how are we classified for reporting purposes? Alumni status takes precedence.

h. Howard Mann: do the other colleges have Development Offices? Yes, although our model with a Director of Development, Assistant Director of Development, and a Director of Alumni Relations is the preferred model. We’re lucky to have support from the administration, and they understand the importance of separating fundraising from fundraising.

i. Howard Mann: I’m curious about the status of our NTIDAA scholarship. We manage about 85 endowed funds, so I don’t have the number off the top of my head. NTID has the largest number of endowed scholarship.

j. Angie Officer: I have asked my friends about their giving; do they donate to RIT or NTID? They often answer RIT, and it’s because they graduated from RIT not NTID. I tell them they have to support NTID because they paid for the NTID tuition instead of RIT tuition. Secondly, Angie spoke with NTID alumni with Associates’ degrees. Angie asked why they don’t donate. They don’t understand the tax write-off. They feel like if they give money, they don’t get anything in return, but they didn’t know they can get the tax write-off. We need to educate the Alumni about the tax write off. Howard Mann and Erin Esposito suggested a vlog explaining this, and we can discuss in committee.

k. Jim Ebenhoch – thank you and congratulations on 100% participation in funding the Panara Theater chair.

V. RIT AR update – Christine Corrado
   a. See attached PowerPoint Presentation

VI. State of NTID: NTID 2020 – T. Alan Hurwitz
   a. Closed discussion – RIT Confidential
   b. Feedback collected by Don Biehl at Pres. Hurwitz’s direction

VII. Presentation to Carmen Sciandra – T. Alan Hurwitz
   a. Certificate of appreciation for his past service as President
   b. Additional certificate of appreciation for Erin Esposito for past service as Vice-President
   c. Additional certificate for Terrence Cantrell for past service as Secretary, presented in absent
VIII. Break/Group photo behind NTIDAA sponsored a chair in Panara Theater

IX. Rising to the Occasion – Erin Esposito
   a. See attached PowerPoint presentation
   b. Dream teams – 1992 basketball team, J Mac and the Greece basketball team, NTIDAA (even Alan has commented to Erin that this board is a dream team!)
   c. Letters from Leaders, compiled by Henry O. Dorman – will draw examples from the book

X. COMMITTEE BREAKOUT MEETINGS REPORTS
   a. Communications with Suzy Murad, Chairperson Angie Officer and update from Stacy Lawrence
      i. Facebook – current membership about 2,200; goal ~ 7,000 – we need to promote
      ii. Surveys to solicit feedback, 5 questions for quick feedback on how we can improve what we offer, e.g. “What do you expect from the NTID AA?” Survey can be created, then you send it out to your friends, and we’ll tally up the results. We’ll consider an incentive like a tiger token.
      iii. Create bio profiles for the NTID AA board members on the Web, produce in alphabetical order. Member provides the photo, answers a few prepared questions.
   b. Development, staffed by Jim Ebenhoch and Bryan Hensel, presented by Chairperson Howard Mann
      i. Three year goal: 6.15% - 10% alumni participation
      ii. Challenge: increase the level of giving, too. Solutions: corporate matches
      iii. Distribute a script so board members are prepared with talking points to help deliver the appropriate message, e.g. example of student need – 1/3 of students are from families that earn less than $30,000 a year. Alumni donors can help to fill that gap.
      iv. Focus on geographic areas and tie alumni sponsorship of students from the same area
      v. Advance notice of calls for a video-phonathon
      vi. Need to ensure we book gifts for all alumni – capture names when contributions are made at events!
      vii. Members of sororities and fraternities have a strong affiliation with the University – we can work with these groups to take advantage of their gatherings.
   c. Student/Alumni-in-Training – NTID Student Life, presented by Erin Esposito
      i. Develop a workshop to allow alumni to provide training to students on their working experience.
      ii. Work with Deaf High Schools nationwide to host an NTIDAA walkathon with the goal of raising awareness of RIT/NTID.
iii. Develop a workshop on the RIT/NTID Campus with deaf fraternities/sororities and invite Alumni to educate them about their working experience and what to expect in the real world.

Erin asked for the chairpersons of the subcommittees to submit their summary report to her as soon as possible. Erin encouraged each committee to work off line and accomplish three action items before the next meeting on April 30, 2010.

Have a great time at the RIT President’s Ball.

Meeting adjourned 2:56 p.m. ET

Respectfully submitted by
Christine Corrado and Angie Officer,
October 9, 2009