



## Providence College National Alumni Association Council

Business Meeting

Friday, October 16, 2015

Slavin Center Soft Lounge @ 2 pm

### **Business Meeting Commenced at 2:00 pm**

Note taker: Tracy Lynch Sullivan '85, Secretary of the National Alumni Association Council, 2015-2016.

#### **Attendees:**

Council Attendees in Person: Charles Alagero '78, Tracy Lynch Sullivan '85, Michael Lynch '83, Robert Ferreira '83, Rev. John S. Peterson, O.P. '57, Michael Donohue '73, Thomas Flaherty '61, Karen Monti Flynn '80, Joseph Giovengo '98, Andrea Urrutia Hessenius '09, Leo Kennedy '04, Brian Lamoureux '94, David Lussier '62, Mark McGwin '81, Kristen Martineau Meuse '98, Donald Naber '87, Kelli O'Donohue '11, James O'Leary '63, Sarah Ramire '16, Patricia Doherty Wade '86, Ellen Doherty Walsh '78, Kathy Walsh Wynters '82

Council Attendees on Conference Line: Devin Driscoll '08, William Hasler '79, Lisa DelPriore Hannan '85

Council Members Absent: Mary Pat Larkin Caputo '79, Thomas Glavin '98, Rosanne Boyle Demas '05, Meredith Zenowich '96

Guests of the Council in Attendance: Joseph Carr '83, Sarah Firetto '03, Raul Fonts, Michelle Grupinski '12, '14G, Andrea Keefe '03, Brittany McHale '11, Sarah Osowa, Gail Paras, Paul Pisano '61, Jennifer Sheytanian, Greg Waldron, Patrick Walker

**Meeting Called to Order** – Charlie Alagero '78

**Opening Prayer:** Rev John S. Peterson O.P. '57

**Welcome** – Charlie Alagero '78

- Introduction of Board Members Present
- Introduction of Board Members on Conference Line

**Greetings from the Senior Vice President for Institutional Advancement** – Greg Waldon

There are a lot of great things getting done by the Alumni Board Council, example: Orientation Day for new students and Forever A Friar Event. Greg thanked us for our commitment to Providence College.

Our Advancement Goal is \$140 million and we have achieved \$129 million this year; We could claim victory or keep the momentum going strong ...we are choosing the latter.

Stats from the last Campaign: In 2000 we had 12 seven figure gifts and in 2015 we had 30 seven figure gifts; In 2000 we had 30 six figure gifts and in 2015 we had 141 six figure gifts.

Our timing is great: Academic and Athletic Success so we want to keep the positive energy going.

**Admission and Financial Aid Report** - Raul Fonts, Associate Vice President for Admission and Financial Aid.

The Campus is Beautiful! We are going in extraordinary places.

This year there are a lot of goals and we have hit 99.9% of goals.

Applicant Pool: We had the largest applicant pool last year with 10,215 students. There was nothing gimmicky about the increase in volume. We did it the old fashion way by going out and telling the Providence College Story.

Admissions goal is get people to campus and the rest will follow suit. This year they are going to 1027 High Schools in 22 countries and we will be in all 50 states. If we just get the students to visit the campus they are more apt to apply. We have a 72% conversion rate from visiting to applying.

For the Class of 2019, we enrolled 1035 students with an average of 3.41 unweighted class GPA.

Retention rate is 92% and Graduation Rate is 86%. It is our job to get the students to graduate in 4 years.

It is no secret that we need people to enroll and one of our goals is to lower the acceptance rate...over the past 3 years the acceptance rate has gone from 63% to 61% to 58%.

Another way of getting people to apply and go to PC is to inform Guidance Counselors of how PC has changed and has improved.

The profile is Raul's favorite piece and diversity is a major goal. Although we have flat lined at 17.7% (which is why we are only at 99.9% of goal). The biggest issue is financial. We need to make PC affordable and accessible.

Legacy Admissions: PC loves legacy admissions which is why we are 20% higher than the national average. Legacy students are coded in the applicant process...but you still need to be a good student and be academically prepared to succeed at Providence College.

Financial Aid: 75% of our students receive Financial Aid, but we are not meeting full need. We have a gap of about 35%. Sadly, many students are carrying too many loans. We would need \$350 million in our endowment to meet full need. A five year goal is to have no larger than a 25% gap. The top 5% schools can meet full need and therefore a student would not need to take loans if attending those schools. The Angel Fund at PC is for immediate need due to family emergency situations.

We are *need-blind* in the front end and then we fill the gap later. Some schools are *need-aware* which means you may not get in if you have need. Raul believes PC needs to be more *need-conscious* so we have people who can actually pay full tuition and then in turn this will help the needy. In 2 or 3 years we will need to become more aware sensitive. If this happens then every student would need to fill out a financial profile prior to 11/1 of each year.

Big Concern: Counseling for financials. It would be beneficial to many who apply to PC to seek counseling so they fully understand the financial burdens that will be placed on them to receive a four year education. We offer such a thing at PC as part of the admission application process.

November 1<sup>st</sup> is Early Action which had a 61% acceptance rate in 2014. For the Class of 2019 there was 5500 applicants (large amount).

November 15<sup>th</sup> is Early Decision which has an 80% admittance rate. There was a 197 for the Class 2019; only 45 had need. You need 3 people to sign off for ED applications.

January 15<sup>th</sup> is Regular Decision which had a 42% acceptance rate. You should do regular decision if you need your performance from your 1<sup>st</sup> half of senior year reviewed.

**Presidents Report - Charlie Alagero '78**

Discussed activities that Alumni Council have been involved in and thanked members for their contribution:

3 sessions of the webinar training;  
Orientation Opening Day;  
Forever a Friar Event;  
Legacy Day;  
First event of “Friar Days”;  
St Dominic Weekend;  
Friar 5K

Theme for the next 2 years: Welcome Home...Being a Family...Come back to campus (home) and bring a friend back home.

**Secretary’s Report - Tracy Lynch Sullivan ‘85**

Approved 8/19 Council minutes with no changes.

**National Alumni Association Scholarship Report - Bill Hassler ‘79**

The market value of the National Alumni Association Scholarship Fund (as of June 30, 2015) is \$253,020 and the book value is \$173,510.

Total additions to the fund since last reported on 6.19.15 total \$1,300 which includes gifts from Past Presidents of the Alumni Association: Joanne Speroni-Woody `76, Michael Woody `77 and Colleen Duffy `83.

Proceeds from the Friar 5K will add approximately \$10,000 to the fund once all expenses are settled. This amount will be reflected in the next report.

This year’s recipient of the Providence College National Alumni Association Scholarship Fund in the amount of \$9,330 is once again:

Christopher Morgan `17  
Harrison, NY  
English Major

Next Student Scholarship will be a \$10,000 gift that will be given to a junior or a senior.

Volunteers for Scholarship Committee: Bill Hassler, Tom Flaherty, Karen Flynn, Jim O’Leary, Tracy Sullivan

**Committee Recommendations, Assignments, and Reports – Charlie Alagero ‘78**

- a. Team Captains and Teams Announced: Patti Wade, Kathy Walsh Wynters, and James O’Leary will be the new Team Captains;
  - We need to utilize the captains to communicate our messages. We should have periodic meetings with the Team Captains;
- b. Regional Club Committee- Mary Pat Caputo ’79 and Mark McGwin ‘81
  - Mark agreed to co-chair. As the current president of the Boston Alumni Club, this will help us promote a unified council message to all alumni clubs, etc.
- c. Nominating Committee – Mary Pat Caputo ‘79
  - The By Laws Committee chaired by Michael Lynch will review the nomination process, especially the class representatives, and determine whether the positions should be appointed instead of through the traditional election.
- d. Events

- Alumni Awards Committee – Charlie Alagero '78, will serve as chair
- A Night in Black & White – Saturday April 30<sup>th</sup>. Mike and Gina Lynch will be chairing the event.
- Alumni & Family Weekend – Sarah Firetto '03  
Event will be held from Feb 12<sup>th</sup> – Feb 14<sup>th</sup>:  
We will invite all alumni, sophomore, junior, and senior parents and their students  
A campus committee for program planning will include members of the Council, campus staff including Residence Life, Student Affairs, and Campus Ministry, and members of SAA.  
The 1<sup>st</sup> planning meeting will be October 28<sup>th</sup> at 2 pm;  
There will be a noon basketball game on Saturday Feb 13<sup>th</sup>;  
The hockey team has a home game on Friday evening the 12<sup>th</sup>;  
The Alumni Office is looking for assistance with this event.

e. Student Alumni Association - Sarah Ramire '16

They are the liaison between the students and the Alumni.

There are a lot of students involved in the organization and it is seen as a very ambitious group. They had a summit at the beginning of the school year and their #1 Goal is to have better communication with the Campus Community:

- They have direct relations with Alumni which is such a great resource;
- They need more exposure to other students so everyone knows how they can use this organization;
- They help with, to a name a few, the Friar 5K, Mock Interview nights, Alumni Weekend and I "heart" PC week before Alumni weekend;
- Looking for more Alumni Engagement opportunities.

### **Assistant Vice President for Alumni Relations Report – Bob Ferreira '83**

5 Commitments to our Alumni:

1. Provide Life Long Connections;
2. Provide Campus Partnerships;
3. Organize volunteer events which are great giving back opportunities. It is not only about giving back financially but with your time and talent;
4. Team OIA – a commitment to having a collaborative role with all divisions of OIA
5. Focus on our students as they are our future. We need to teach the students their role to help keeping our success alive.

New Student Receptions:

- 16% of accepted students attend these events. This percentage is much lower than it used to be because of social media...students connecting through social media more and more.

Forever a Friar Orientation:

- This is a fun opportunity for the new students to be indoctrinated to the PC Family;
- The message is that we need and expect the student's involvement during their time at PC and we expect them to give back once they become alumni.

Friar Day:

- Theme: Welcome to your City!
- The First Friar Day event was not only a great networking opportunity but also turned into a virtual Event. People were posting all over social media about it. Great exposure and promotion. Alumni started calling in and asking questions...what this event was all about!?! One alumni parent, who works at a high school, wants to do the same thing at her HS.

2nd Friar Day

- Theme: National Game Watch. February 6<sup>th</sup>.
- Fun event. Will utilize the jumbo-tron for promoting, messages, etc.

### 3<sup>rd</sup> Friar Day

- The event will be held sometime in April;
- FUSION Service Event

### Friar 5K

- 1000+ registered. 801 participated;
- Great reviews for the new route;
- ~ \$10,000 raised for the National Alumni Association Scholarship Fund

### New Regional Clubs

- NJ has been formalized into a Regional Club;
- Jennifer Palumbo '88 will chair the club;
- This is a very big deal...people have been wanting this for a long time;
- First Official event is a Mass/Brunch on November 15<sup>th</sup>;
- They have a Chaplain of the Club: Fr Matthew Dooley '88;
- The event should also be promoted on Social Media.

### Revitalizing Hartford Club

- There is not a lot of interest to have events in Hartford Area; although there is definitely a lot of Alumni in the area. We are currently looking for an alumni volunteer to lead this effort.

MBA Alumni – will host their first event for the academic year on October 22<sup>nd</sup>. It will be attendance at *Newsies* at PPAC.

Jerold Pearson has been contracted by the Alumni Relations department to conduct a comprehensive alumni survey this winter.

- He is very reputable and currently is employed at Stanford University;
- Survey points will measure the perception of the value of education and the PC experience as it pertains to the importance of investing in PC's future as an alum.
- Survey will also help to Determine ways to keep Alumni engaged;
- The survey results will be released in January/February;
- Last survey we did was in 2008.
- This will be solely an electronic email survey.

**Discussion: Alumni Clubs love their events but they feel a lot of people are not coming to the events. How do we better promote these events to realize better participation?**

*Council was split up into four discussion groups to focus on answering the question.*

### **Ideas:**

Communication drives attendance and engagement for events;

Need continuously updated contact info for all Alumni;

Pepper social media more with the event details;

“Update your PC Info Day”;

Use the buzz after the Friar Days to gather Information...do it within 48 hours;

Use the Student Ambassadors to help us gather info;

Ask all Council members to make 3 phone calls to get people to the events;

Growing attendance at the events:

- Diversifying the Options;
- Change up the venues – i.e., famous store or museum;
- Offer events that include children too – family friendly events;
- Do we have any famous or successful alumni that would offer up their place of business for a fun event? i.e., a cocktail party at the bakery they own, guest speaker at their law firm, etc.

Promotion: Use all of our networks to promote the events and direct everyone to the event link;

**Old/New Business:**

PC is turning 100 next year with Sept 2016 being the big kick-off through June or December 2017; this will be the College's Centennial Celebration; many activities, events and programs are being planned by a campus wide committee.

Next year is also the 800<sup>th</sup> year of the Dominican Order.

We need donations of memorabilia from the past: (i.e., 1961 Autographed basketball, set of PC Dishes with the PC logo, are some of the items we have already received.)

We are updating next 25 years of PC History in Harkins Hall.

**Meeting adjourned at 4:00 pm**