



Stuyvesant High School Alumni Association

Board of Directors Meeting, Jan. 7, 2015

Held in the Principal's Conference Room, Room 107, Stuyvesant High School
345 Chambers Street, New York, NY 10282

Directors Present: Soo Kim '93, Serphin Maltese '51 (phone), Lawrence Marshall, M.D. '61 (phone), Harry Malakoff '62, Robert Sherwood '68 (phone), Richard Braun '72, Carl Hendricks '75, Shakil Ahmed '98 (phone), Marianna Moliver '98 (phone), Jukay Hsu '02, Daniel Egers '03.

Trustees Present: Philip Lehman, Ph.D. '49 (phone), M. Felix Freshwater, M.D. '64, Jeffrey Kestler '64, Tara Allmen, M.D. '82 (phone).

Guests Present: Principal Jie Zhang, Dr. Jeff Golland '57, Jane Sklar '74 (phone), Nick Griffin '80 (on phone), Dr. Beth Knobel '80, Carole Brown '81 (phone), Danny Glasser '81 (phone), Henry Grossberg '82 (phone), Brett Lewis '02, Eleonora Srugo '04, YanJie Hou '06.

Staff Present: Lisa Tepperberg '88, Neal Hurwitz '62, Susannah Maltz, Josh Ralske.

President Soo Kim called the meeting to order at 7:05pm.

Principal's Welcome

Principal Zhang welcomed attendees and spoke about the current activities underway at Stuyvesant.

→ Directors Christina Alfonso and Vanessa Liu joined the meeting by conference call at 7:10 p.m.

→ **Motion**, by Mr. Malakoff, to approve the November 5th Board of Directors Meeting Minutes.

Second: Mr. Hendricks.

In favor: 13. **Opposed:** 0

Executive Director's Report

Ms. Tepperberg gave the Executive Director's report and spoke to the organization's December revenue, and the December fundraising drives undertaken by the organization. Ms. Tepperberg provided an analysis of different fundraising methods including email and US Post mail communication, as well as some metrics regarding end-of-year donors.

Ms. Tepperberg updated the Board on issues of database integrity following the data integration by Kovida.

She also noted that the website had been updated to allow for Membership Dues to be paid on a recurring annual basis.

President's Update

Mr. Kim gave the President's update and spoke about the Alumni Association's presence at the December 11th City Counsel Hearing regarding specialized high school admissions. Additionally, he noted that Unrestricted giving, specifically Membership Dues was down.

➔Director Robert Ayzin arrived at 7:27pm.

Committee Reports

Audit Committee

Mr. Braun gave the Audit Committee report. He noted that the prior fiscal year audit, conducted by an outside auditor, was not yet done. Ms. Tepperberg updated the board that Mr. W. Carothers had committed to having both the Draft Audit for 2012 converted to a Final copy as well as the 2013 Final Audit by January 19th.

➔**Motion:** by Mr. Braun, to amend Article 14 of the by-laws with the Social Media Policy, the Conflict of Interest Policy, and the Whistleblower Policy. **Second:** Mr. Hsu.
In favor: 14. **Opposed:** 0

This is the second subsequent motion to amend the by-laws with these policies.

Employment Committee

Mr. Ayzin presented an overview of the Key Performance Indicators and noted that the full report would be covered in the Executive Session.

Treasurer's Report

Ms. Liu gave the Treasurer's Report. She reported that the financials are closed as of November, and that the organization is on track to match the \$560,000 Endowment challenge, as well as to raise \$400,000 in unrestricted funds by the end of the fiscal year. The documents presented reflected the books closed as of November 30, 2014 since the books were not yet closed for December 31, 2014.

She noted the success of email fundraising and went through specific expenses incurred including advertising and promotion.

Events Committee

Mr. Ahmed gave the Events Committee report. He spoke about continuing monthly networking happy hours, industry events, utilizing directors regarding Alumni Weekend outreach, and the potential of corporate sponsorship.

Ms. Srugo noted the potential need for a subcommittee dedicated to Alumni Weekend.

President Kim noted that with less than six months to the date, the committees and meetings for the Alumni Weekend needed to commence immediately.

Mr. Hendricks noted that the June 20th date fell on Father's Day weekend in 2015. There was discussion on whether to change the date, which Mr. Ahmed will research further.

Governance Committee

Mr. Hsu gave the Governance Committee report. He reported that the committee has discussed general governance issues, the nominations process for new directors, and developing formal criteria for nominees to the Board.

He noted that the committee would have a complete formalized nominations process and a description of the Director role for Board approval by March.

Development Committee

Ms. Srugo gave the Development Committee report. She spoke to the tiers for donor acknowledgment plaques; follow-up outreach to specific donors; and naming opportunities within the school; the need for a subcommittee dedicated to the Gala event; an online repository of standardized fundraising language for use by Directors.

She noted that the website had been updated to clearly reflect the four ways as suggested by President Kim.

She reported the office will be providing fundraising and development training for Directors every weekday evening from January 12th to 16th.

Diversity Committee

Ms. Alfonso gave the Diversity Committee report. She spoke about the December 11th City Counsel hearing on specialized high school admissions. She spoke about the potential need for a Diversity Coordinator position; the potential need for a program designed to address race and under-represented New York City zipcodes rather than socio-economic factors when outreaching to middle school students.

She noted the recent institution of a student Diversity Committee at Stuyvesant.

Scholarship Committee

Mr. Egers gave the Scholarships Committee report. He discussed a new online process for student applicants that will make the process easier for the office and the committee, and more accessible to Stuyvesant students.

He noted that, per new processes, funds to be allocated in Spring 2015 were received by December 2014.

Communications Committee

Mr. Hendricks gave the Communications Committee report. He noted action items from the previous meeting: the creation of a calendar for communications; capturing contact information on the website; recurring membership; monetizing the website; and suggested creating a Youtube channel for the website.

He noted that recurring membership had been established, and capturing contact information and Class Notes via the website would be possible following the website-database integration project, which is still underway.

Mr. Braun noted that membership was somewhat low.

New Business

No new business was presented.

➔Motion: by Mr. Braun, to close the meeting. **Second:** Mr. Hsu.
In favor: 14. **Opposed:** 0.

The Board moved into an Executive Session at 8:45 p.m.

Review of Motions

➔Motion, by Mr. Malakoff, to approve the November 5th Board of Directors Meeting Minutes.
Second: Mr. Hendricks.

In favor: 13. **Opposed:** 0

➔Motion: by Mr. Braun, to amend Article 14 of the by-laws with the Social Media Policy, the Conflict of Interest Policy, and the Whistleblower Policy. **Second:** Mr. Hsu.

In favor: 14. **Opposed:** 0

➔Motion: by Mr. Braun, to close the meeting. **Second:** Mr. Hsu.

In favor: 14. **Opposed:** 0.

Respectfully submitted,

Susannah Maltz
Membership and Communications Coordinator