



Stuyvesant High School Alumni Association  
345 Chambers Street, Principal's Conference Room, New York, NY 10282  
Board of Director Meeting Minutes—November 2013

**Directors Present:** Shakil Ahmed '98 (phone), Christina Alfonso '01, Robert Ayzin, '00, Richard Braun '72, Daniel Egers, JD '03, Carl Hendricks '75, Evelyn Krejci '76, Vanessa Liu, JD '92, Lawrence F Marshall, MD '61 (phone), Marianna Moliver, JD '98, Lisa Tepperberg '88

**Directors Not Present:** Roberto Gonzalez '95, Jukay Hsu '02, Soo Kim '93, Robert Sherwood '68, Harry Malakoff '62, Serphin Maltese, JD '54.

**Trustees Present:** Jeff Kestler, M. Felix Freshwater, Raymond Fong, Sol Steiner, Neil Grabois

**Guests:** Principal Zhang

**Staff:** Executive Director, Reed Kennedy, Addie Irrizary

7:06 PM President Tepperberg called the meeting to order. 9 directors present

Ms. Tepperberg welcomed everyone, adding good to meet in person. She proceeded to name everyone present.

**I. President's Update**

1-Ms. Tepperberg spoke with Brooklyn Tech Executive Director in regards to the entrance exam discussion up for debate, will not impact students for 2014. Advise with administration about concerns for the transition. Appears a large group of alums do not want the test changed.

2-Ms. Tepperberg urged the association to set a date for combining the committees officially and getting a game plan together for moving forward.

**II. Principal's Welcome**

1-She is beginning of her 2<sup>nd</sup> year. The school has been in the news a few times: scandal report, student protest and Mayoral candidates that could alter the admittance policy.

2-Bringing in another Administrator to manage Guidance Department – looking at internal candidate that will be brought on board as interim AP to handle some of the responsibilities

3-This is the first year of the new teacher evaluation system. Principal Zhang is responsible for doing Teacher evaluations - observing 150 teachers at 15 minutes each and they will now be rated on score scale.

4-New Mayor, this change in Administration could impact Stuyvesant by changing the criteria for the exam. Ms. Tepperberg suggested holding an open forum for people to come and discuss

5-Principal is working on enhancing and improving academic programs. The Tech program introduced auto cad.

7:20 pm Mr. Steiner arrived 9 directors present

7:25 pm Ms. Alfonso arrived 10 directors present

6-113 kids will be singing at the Lincoln Center and Stuyvesant Alumni Association contributed \$8,000 towards students attending, 6,700 tickets have been sold generating \$26,000, which will go back to the school.

### **III. Fundraising**

Ms. Liu stated that she and Dr. Marshall have been working on how to proceed towards \$1 million goal. (See SHSAA Fundraising document attached for more details)

7:35 pm Mr. Ahmed called in 11 directors present

1- Increasing technology in school and sponsoring students for tournaments, competitions, events in order to make Stuyvesant as visible as possible.

2-Of 40,000 Alums only 16% has donated more than \$100 to the Alumni General Fund. Ms. Liu noted.

3-Ms. Liu suggested we reach out to Brooklyn Tech to better understand how they're raising these funds, Ms. Tepperberg stated that their events and gala's are a big part of how they're able to reach alums and develop the relationships.

4-Over the next 3 months it was suggested we focus on Reunions, there are three coming up in November, each class has a target amount to hit.

5-Mr. Grabois suggested participating in webinars for fundraising tips and direction to help us focus our strategy.

6-Ms Liu suggested hiring a 3<sup>rd</sup> party service to help source donors and collect information for fundraising initiatives. Mr. Kennedy said Wealth engine is a good source for learning who has money but it is costly.

7-It was stated that Phonathons are a tried and true way to fundraise. Therefore Alumni Association is set to hold one on December 2<sup>nd</sup> and 3<sup>rd</sup>. We are requesting 25 volunteers, each night, to call Alums whom have donated in the past and are not on their reunion years. Call scripts will be provided and all Board members are asked to participate.

8-There will be an end of the year appeal, to be sent in an email blast after the Phonathon.

□ 7:45 pm end of Regular Meeting went into Executive Session

□ 8:25 pm end of Executive Session back to Regular Meeting

Mr. Freshwater, Mr. Steiner, Mr. Grabois left

### **IV. Executive Director's Report**

1-Review of Financials (see attachment)

2-Mr. Kennedy stated he is focusing on reunions and the website. Class of 1988 hit their numbers.

3-Website has been delayed due to misunderstanding on how much work the newsletter produced, there are massive amount of dues, donations, phone numbers, email and address changes that all need to be entered and changed in DP and then re-exported to go into a new website. But it is in final phase.

4-Mr. Kennedy is working on some t-shirt designs both old and new emblem. We are still using Café Press.

5-Katherine Bendo will be retiring November 20<sup>th</sup>. Mr. Kennedy asked board members to send her well wishes as she moves into retirement.

6-Ms. Liu recommended we look to capital improvements. Suggested we purchase iPad's for automatic donation processing on-site at events. Also discussed was replacing Ms. Bendo's computer and do so with a laptop.

7-Communications committee needs a chairperson and the Events have slipped so need some focus.

8-Dr. Marshall suggested opening up the layout of the newsletter to make it easier to read. Maybe do one issue in color, suggested producing more often with less copy.

9-The office will be sending out a holiday care around Thanksgiving.

10-Mr. Kennedy stated that the Speech & Debate team wants u to file 1099s for consultants. Mr. Lehman said to get signed consultant agreement.

**V. Minutes September 2013 meeting**

☐ **Motion:** (Ayzin/Hendricks) To approve the September 2013 meeting minutes with changes.  
Passed--10-0-1

☐ **Motion:** (Hendricks/ Ayzin) To adjourn meeting  
Passed--11-0-0

9 pm meeting ended

Sincerely,

Evelyn Krejci '76  
Recording Secretary