

STUYVESANT HIGH SCHOOL ALUMNI ASSOCIATION

Meeting Minutes Draft

Board of Directors Meeting, Sept 16, 2015

Held in the Principal's conference room, #107 at 345 Chambers St., New York, NY

Directors Present: Christina Alfonso '01 (phone), Richard Braun '72, Dan Egers '03 (phone), Felix Freshwater '64, Carl Hendricks '75, YanJie Hou '06 (phone), Soo Kim '93, Beth Knobel '80 (phone), Evelyn Krejci '76, Vanessa Liu '92, Harry Malakoff '62, Serphine Maltese '51 (phone), Josh Mohrer '00 (phone), Marianna Moliver '98 (phone), Robert Sherwood '68 (phone), Eleonora Srugo'04

Trustees Present: Tyrone Chang '92 (phone), Jeff Kestler '64, Christopher McGowan '88 (phone)

Staff Present: Lisa Tepperberg '88, Josh Ralske
Guests: Harvey Blumm, Principal Zhang, Robert Ayzin '

7:07 pm Ms. Liu called the meeting to order:

13 directors present including 6 on the phone; 3 trustees

Minutes

→ **Motion:** Mr. Freshwater to approve June & July 2015 minutes as presented.

Second: Mr. Kim **Unanimous**

Executive Director Update

Ms. Tepperberg enthusiastically reported that the committees are off to great start. The office has started a blog on our website, weekly on Tuesdays; TBT continues on FB along with other posts directing people to our website.

Ms. Tepperberg provided an update on the work with Barrel. Work is being done to provide lookup by college, industry from the Directory, which will also include lifetime forwarding emails

Office staff is meeting with reunion people who are having their 50th in Oct. Ms. Tepperberg said we need director attendance at this event.

Ms. Tepperberg met with the student leaders. She talked about a holding t-shirt design contest. They are excited to work with us. Talk of them helping produce a SING video to be sold, hopefully build upon.

She informed the Board that office is looking to move to QuickBooks online as we've had challenges. One reason is better support.

Ms. Tepperberg stated we are transitioning to a less expensive bookkeeper; it will be someone with the same company who does our audit.

She and Josh had a good conversation with Donor Search; they do research and provide more info on people's donation history, which should help us focus development. We gave them 350 people as test and there was only one wrong connection.

Ms. Tepperberg said office has been working on the budget for FYE 2016.

Action: Ms. Liu asked that a list of reunions needing directors be sent out.

President's Report

Mr. Kim said he had limited time as he was heading to airport.

He said unification conversations with the other organizations are happening; things are moving slow but coming along. The focus is to dissolve Friends because they are more ready. He said the Attorney General has been helpful and will expedite the papers when filed. Campaign is getting their paperwork in order. M. Kestler said they have draft papers.

Treasurers Report

Ms. Srugo said the budget is very rough; it will be discussed in Executive session. She has worked with the office to understand the books. She said we are designating \$330,000 for the endowment, \$560,000 for the general fund.

Ms. Srugo is looking to categorize our books into departments/academic, student body, alumni. She stated last year we spent \$125,000 on departments, \$200,000 on extracurricular and \$100,000 on scholarships/grants.

She commented that our membership is down 35% year to year. We need to bring that number up.

Mr. Braun arrived 7:23 pm, 14 directors present

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Ms. Srugo said if you have any questions to contact her. She wants to be transparent.

Ms. Knobel arrived 7:26 pm, 15 directors present

Ms. Liu said the Executive Committee agreed to the following priorities.

- 1 As an Association develop a closer relationship with the school
- 2 We need to work on building a staff to have strength
- 3 We should do everything with excellence in mind
- 4 We must do a better job at communicating our mission
- 5 Get greater engagement from alumni—define what it is to be an alumnus; offer ways to connect, help
- 6 Really own reunions, bring the energy back in

How will we do this? She said by setting a goal this year of \$750,000 for general fund. She added if all is not spent by end of fiscal year move excess to endowment.

Mr. Braun asked if engaging alums puts strain on the office. Ms. Tepperberg said only relating to giving tours. Mr. Freshwater suggested getting a student to create an app 'Stuy Tour'.

Mr. Kim left 7:33 pm, 14 directors present

→ **Motion:** Mr. Freshwater to approve Executive Committee priorities.

Second: Mr. Hendricks **12 for, 1 abstain**

Mr. McGowan suggested designating specific times for tours.

COMMITTEES

Audit

Mr. Braun said the committee would define audit schedule, engage the external auditor and insure office has all requirement for audit. The priority is to accept audit 2014.

Principal Zhang arrived 7:37 pm

Principal's report

Principal Zhang said welcome to the new school year. She said it was a very challenging opening since 2 long term program experts retired in June, but the school survived with the new people, Jerry Lyn, Joy Show, Jonathan Chan(?). She said there were small glitches but by today, 4 days in, 99% completely settled.

Principal Zhang added that for the past 15 years they have used an in house database created by Mr. Kramer. This is being shut down. She said they have found a new company, eschool (?) data. They are working with Mr. Kramer on mapping, it is almost custom. She said Townsend Harris did this and it went well. She will be deciding a migration date.

She stated there is good money news. With help of the PA grant applications were submitted and they gave Stuyvesant money. She said \$150,000 is to upgrade sound system, which will be done in time for SING, hopefully by the school concert. The \$ 100,000 originally set to be used for sound system she is trying to work to use on lighting. She added more proposals would be written. Principal Zhang stated she has an opening for a robotics teacher if we know someone.

Back to audit

Mr. Braun said he read the full Draft Audit Report, not sure if anyone else on the committee has. He said the committee has not discussed the report so holding off on presenting to full board for approval.

Ms. Liu suggested committee meet and then have a special phone vote so the 2015 FYE audit is not delayed.

→ **Motion:** Mr. Freshwater to instruct the Audit Committee to have a meeting and set up a full board phone call to vote.

Second: Ms. Liu **Unanimous**

Communications

Ms. Knobel indicated the committee is concentrated on a to do list to work on this year. She said committee has set strategy for all communications; each message should speak to 1 of 3 focuses.

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1 Student needs our help;

2 outreach to community, we are the ones

3 we want you to be involved

Committee feels this will improve our image and help build the organization.

Ms. Knobel said right now we are working on content for the next eblast and printed newsletter. We will be experimenting with running a short version of articles in blast and longer one on website. She said we will use social media to drive people to our website.

She stated we need to develop strategy of communicate differently with older versus younger alums.

Ms. Knobel said the committee would be looking at social media policy. What's appropriate on FB, twitter, etc.?

She added directors will be asked to write bios to be posted, personal makes more approachable.

She stated people want more info/transparency and the blog is best way to do, including part of committee reports.

Committee will also work on developing multimedia content to be posted on website.

Ms. Knobel added that we need to think about how we communicate amongst ourselves. Can do more to help each other.

Mr. Blumm offered to include Ms. Knobel in on his bi-weekly school newsletter. We all agreed would be nice to see.

Development

Ms. Liu said our goal is \$750,000. She said we need to get smarter about our alumni, once targets are developed directors/trustees will get involved matching each with 10 people.

She said we should create ways for classes to participate, make a competition between classes. Donor Search will provide who responds better to campaigns versus annual appeals.

Mr. McGowan asked what is amount of large donor? He suggests \$1,000 to \$2,500.

Mr. Freshwater suggested that working with reunions on budget to be sure to include class gift, even for those not attending.

There was brief discussion of endowment plaque, the point was made to be sure list is alphabetical.

Diversity

Ms. Alfonso said committee has been busy with active outreach, the open house on Sept. 22nd. She said committee is focusing on forming more partnerships with lower income schools, also building student engagement. She added Angel Colon has been very helpful. She said the legislative piece was huge last year but is quiet for now. She said maybe could get city involved in diversity outreach—similar to universal prek. She stated having committee members raise money for say a coordinator or specific programs.

Mr. Malakoff said local newspapers have highlighted chess, robotics of various schools thinks we should look to these kids as potential students.

Mr. Freshwater moved that Diversity report be accepted

Second: Mr. Hendricks unanimous

Events

Ms. Srugo reported there have been two meetings & conference calls in which committee broke down into sub committees. She said new member of committee is Ryan, class of 2015.

She said committee is going to tackle reunions, own them. They will work on policy draft, which was done by Mr. Freshwater. She stated now internal guidelines for how office will handle, directors present, etc. needs to be done.

Ms. Srugo said committee would also tackle merchandise. It was decided to house our own merchandise to increase profit margin. We will start with 6 items, should be able to execute quickly; sell online and at events.

She said committee is suggesting Homecoming 2016 (previously called Alumni Weekend) be held June 11 & 12. She noted it is a Jewish holiday.

She said the Class Marshal letter was finalized at first meeting and emails sent to prior organizers or student leaders. Ms.

Tepperberg said the office wants to be clear on what is expected of the marshals, currently there are 18.

It was suggested to distribute the reunion policy along with audit for phone meeting.

→ **Motion:** Ms. Srugo to hold Homecoming on June 11th and 12th, 2016.

Second: Mr. Hendricks **Unanimous**

Ms. Srugo said the Reunion Policy will go on website. It is specific on what we will do based on reunion year.

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Ms. Knobel said helpful to share what other reunions have done. Mr. Freshwater said non-owned reunions would be connected with others who have done. Ms. Knobel said this information should be written down.

Membership

Ms. Liu asked if there would be a brainstorming on benefits? She mentioned things like giving merchandise, holding events. Ms. Tepperberg Suggested having rolling membership, paid year is from their date of payment. It shows as member since xxxx on blasts and mailed pieces.

Someone suggested setting up a monthly giving program—example: people sign up to have ‘my Starbucks money goes to Stuyvesant Alumni Association’. This becomes an automatic charge on the credit card.

It was asked that the next meeting date be distributed to the Board.

→ **Motion:** Mr. Freshwater to adjourn the meeting.

Second: Mr. Hendricks **Unanimous**

8:42 pm meeting ended

Respectfully submitted,

Evelyn Krejci '76
Recording Secretary