

CHHD Alumni Society Board
Spring Board Meeting
April 5-6, 2019

Thursday, April 4, 2019
Careers Committee
Alumni-Student Career Panel Discussion Panel
Bennett Pierce Living Center, 110 Henderson
7:00 -8:00 p.m.

Alumni participating in the career panel were: Shannon Keohane, Michael Capehart, Chelsea Doub, Jennifer Savage Williams, Shelly Chabon, and Bianca Jeanty.

Friday, April 5, 2019
Alumni Society Board Meeting
Bennett Pierce Living Center, 110 Henderson

Present: Bill Allen, Elizabeth Allen, Shaun Anderson, Matthew Bakowicz, Jason Bayona, Jacob Benedict, Sam Bernstine, Mason Champion, Jim Funk, Jennifer Graham-Engeland, Evan Howard, Brittany Johnson, Joe Hughes, April Judy, Martha Kipp, Michael Linn, Kevin Lynch, David McClung, Nick McCormick Michelle McGavin, John Monteleone, Heather Sevchik O'Brien, Amy Preston, Courtney Sacco, Jaime Schultz, Ryan Spear, Chelsie White, Caitlin Yelinek, Abby Diehl, Brooke Owen, Lindsey Zapletal

Absent:

Brooke Klatt, Rebecca Ganim, Vic Gladstone, Kristen Houser, Jim Leary

Student/Alumni Roundtables
Robb Hall, Hintz Family Alumni Center 8:30 a.m. to 10:00 a.m.

Board members who participated include:

BBH: Chelsea Doub '11 BBH, HPA, Chelsie White, '10 BBH, '12g HPA
CSD: Courtney Sacco '09 CSD
HPA: Kevin Lynch '14 MHA, Michael Capehart '10 HPA
HDFS: Sam Bernstine '78 IFS, Mike Linn '03 HDFS
SHM: Jason Bayona '05 HRIM, Jake Benedict '11 HRIM, April Judy '08 HRIM, Caitlin Yelinek '09 HRIM
KINES: Jim Funk '06 KINES, Evan Howard '13 KINES, Shannon Keohane '11 KINES
NUTR: Nick McCormick '09, '14g NUTR, Amy Preston '00 KINES, '06g

Committee meetings were held in BBH, and the Living Center from 10:15 a.m. until 11:30 a.m. Board members walked to the Hintz Family Alumni Center for lunch, honoring Alumni Recognition for Student Excellence recipients.

Board members returned to 110 Henderson at 12:45 p.m.

Old Business

Sam Bernstine made a motion to approve the fall 2018 meeting notes. Sean Anderson seconded the motion. The motion carried.

David McClung presented a task force update. 1 in 5 of every HHD alumni falls into the category of a recent alumni. The task force has two working groups. Events work group and research work group.

The research group discussed benchmarking and focus groups with two young alumni on that committee and researching best practices in the market. The events working group was involved in the Meet the Dean event in Philadelphia. It was noted, the biggest hurdle is getting participation. It took several months to form the task force and was very challenging to receive responses. Now that there is a task force it is challenging to get active participation among everyone. There are 11 people on the task force.

Abby Diehl gave a strategic plan update.

Goal 1- Create and implement new and innovative programs consistent with the vision and mission of the board.

- a. Engage parents by providing them with resources for discovering the majors in the college and opportunities for their students to interact with alumni
- b. Develop a set of initiatives to engage recent alumni
- c. Create a sense of home for World Campus alumni and students by developing an event or program targeting them.

Goal 2- Enhancing existing programs that fulfill the board's mission

- a. Continue and expand upon existing regional HHD alumni events
- b. Expand mentoring opportunities for alumni and students
- c. Invigorate the Petersen Society through meaningful engagement opportunities

Goal 3- Enhance the sustainability of the APG by strengthening processes and relationships.

- a. Enhance APG's recruitment and succession planning
- b. Create a task force to make recommendations about optimal meeting practices for APGs.
- c. Pilot a training/teambuilding event for APG leaders and APG board members
- d. Provide the APG with a consistent updated set of best practices and resources to facilitate their success.

Goal 4- Affirm alumni support of, and connection to, the college and the university via development initiatives.

- a. Achieve 100% participation in giving to the college among board members.
- b. Target a specific development initiative for board member giving
- c. Connect the board with the HHD Philanthropy council

Goal 5- Continuously improve the board through enhanced connections and communication

- a. Infuse student perspectives into elements of the Board's meetings
- b. Increase the board's connection to department leaders
- c. Maintain commitment to diversity and inclusion on the board
- d. Enhance the on-boarding and continuing socialization of board members

Presentation by Neil Sharkey, Vice President for Research

Saturday, April 6, 2019
Bennett Pierce Living Center, 110 Henderson Building
8:00 a.m. -12 p.m.

Present: Bill Allen, Elizabeth Allen, Shaun Anderson, Keleigh Asbury, Matthew Bakowicz, Jason Bayona, Jake Benedict, Sam Bernstine, Mason Champion, Jim Funk, Jennifer Graham-Engeland, Evan Howard, Brittany Johnson, Joe Hughes, April Judy, Martha Kipp, Michael Linn, Kevin Lynch, David McClung, Nick McCormick Michelle McGavin, John Monteleone, Heather Sevchik O'Brien, Amy Preston, Courtney Sacco, Jaime Schultz, Ryan Spear, Chelsie White, Caitlin Yelinek, Abby Diehl, Brooke Owen, Lindsey Zapletal

Absent:

Brooke Klatt, Rebecca Ganim, Vic Gladstone, Kristen Houser, Jim Leary

APG Reports

Biobehavioral Health- Brittany Hawkins

The BBH Mentoring lunch workshop was a great success. Small group involvement enhanced the event. The March 11th "Ask me anything" event using zoom connecting students with BBH grads was a positive experience for students. Working to collaborate with the BBH department to get students to attend a conference in Philadelphia and this would be something the APG could support. Tara will be the next president.

Communication Sciences and Disorders- Ashley Marrella

Discussed building roles with members, and trying to fill roles. Last November, CSD hosted a networking event at ASHA in Boston. This past February we hosted an alumni in the classroom event, and offered via zoom which was successful. At the mentoring lunch we included a panel that was geared towards grad school questions which was very well received. September- large presence of CSD alumni at the HHD Tailgate. Pushing attendance at golf tournament. October 19, 2019 is the 90th anniversary of the speech, language, and hearing clinic. Looking to have an open house for families to be involved in hearing and voice screenings. Alumni in the classroom in October to coincide with the clinic celebration. The 2019 ASHA conference will be held in Florida.

Health Policy and Administration- Kevin Lynch

The mentoring kickoff lunch had 44 participants at the lunch this year. Awards- Established the first recognition award, \$10,000 to go towards internship opportunity. The communications chair role has been filled, and there are 18 new committee members now with elected board members for those board positions with exhausted terms. The HPA 2nd annual golf tournament is September 15, 2019.

Human Development and Family Studies- Mike Linn Re-capped the excellent mentoring kickoff lunch, mentioning the energy and participation numbers were heightened from previous years. Recruited two new members for board. The career panels have been positive, and noted the inclusion of world campus. Communications- looking to do an alumni spotlight each month. Social professional events- looking to grow and enhance events that have shown success. Working on recruitment. Janell Rushton is the next president.

Kinesiology- John Monteleone- Mentoring lunch was a success. Good interaction. Zack Papilia facilitated a roundtable discussion that was interactive and well received.
Awards- re nominating Sandy for alumni service award
Communications- social media chair elected
Services- Working to secure a meeting with Christian Molnar for an event at the Philadelphia Eagles.

Nick McCormick- NUTR

Nutrition mentoring event was successful. We heard a department update from the dept. head , Lynn Parker Klees which provided insightful information.
Awards- outstanding senior awards, outstanding alumni award. More opportunity for future awards.
Communication chair- creating alumni spotlight and profile. Sharing on LinkedIn. Working on succession plans.
Alumni in the classroom initiative. Cindy Adams as point.

Matthew Bakowicz- PGM

Mentoring is going great- 1-on-1. Looking for strategic matches.
Faculty built in mentor luncheon.
Awards- Pride of the lions- Sean Palmer, and awards highlighting accomplishments of freshman students.
Communications-what is trending on PGM. Fast quick update on PGM and people are aware of what is going on in major.
Creating an advisory board to help expand the board's role.

Ryan Spear- PSHRS

Mentoring- 23 new mentors and protégés this past year.
Awards-A call for nominations is in process.
Communications- PSHRS alumni job board has migrated to Nittany Lion Careers. Directing alumni to post jobs to this new platform. Tuesday takeovers PSHRS Instagram. Alumni take over the Instagram account and show career. 500 followers.
Social and professional – industry gala raised \$170,000 in corporate sponsorships. A five year pledge to raise 450,000 for Penn State's collaboration and inclusion (Oak Building) Alumni in the classroom event will take place in October.

Keleigh Asbury- RPTM

Robust social professional activity- Shavers Creek had a re-launch. Response was moderate and there still were some alumni who were not working in the RPTM field that wanted to engage with students.
Goals for strategic planning
RPTM will have a minimum of four communications per year. Summer, September, December, March 2020
Working on alumni engagement and development opportunities. Peter Newman will determine faculty members to serve as ambassadors.
RPTM advisory board would be program department and research specific.

Awards committee - Recap the awards from the dinner on Friday night, another group to identify the candidates for the fall. The awards surround excellence in faculty, student, emerging undergraduate professionals, outstanding alumni etc.

Careers committee- Michelle McGavin

Thursday night career and networking event before fall and spring board meetings have been working well. Careers in health wellness and beyond was the theme for the spring semester. In the past low attendance, but 45 attended spring semester which was a significant increase.

The student roundtable discussion on Friday morning was a great engagement event for students and alumni.

Working on building a moderator script and a timeline to organize events. For the fall the focus is to continue to push different angles to communicate and share experiences with students. Working to organize and have a timeline for future panels.

Considering targeting board members for future panels, tapping into the Peterson Society and past award winners who will be recent grads.

Incorporated zoom to allow maximum participation for panelists.

Development committee -Martha Kipp

Presentation on the 5 year campaign for a greater Penn State

Giving Tuesday- 100 % participation by the board.

HHD ranked #5 out of all 66 campaigns.

Only 16% of HHD students receive a scholarship of any kind.

Nominations committee – Joe Hughes

Pick the two folks to fill Martha and Amy's positions. 54 total applicants. We sent out in January a survey to those applicants. Of the 54, we had 25 responses with interest. We reached out to nomination committee to get top 10 and selected two. The ones who were not nominated were sent to the APG's as potential APG. The two new board members joining in the Fall are Tricia Psota '03 SCI, NUTR; '09 NUTR and Anna Myers '16 HPA, MHA.

Going from 25 to 10, we went off the responses and applied demographic metrics.

April made a motion to approve the nominations. Martha first and David McClung Second.

Select an undergrad and graduate student to sit on board. Ideally a junior, so it would be a one year term.

Joe noted the HHD ambassadors have about 40 active students who would be a great group to partner with. Chris Arbutina, student recruitment and engaged coordinator leads this group.

Dave McClung disagreed, you need to involve the student council, the HHD Honor Society, and the HHD ambassadors. All three groups should be involved.

The question is how do we choose the students? Do we reach out to the dept. heads? Who is going to appoint the student to the board? Or are we going to the dept. head and ask for a recommendation?

Abby made a suggestion to the bylaws, using a method and rotation schedule developed by the nomination committee.

April said she needed a motion, Liz Allen first. Jacob Benedict second.

The goal is to have two students at the November meeting.

Everyone in favor.