

**The Alumni Association of the
University of Maryland School of Pharmacy
Meeting Minutes
Saturday, August 24, 2013
9:00 a.m. – 2:00 p.m.
Board Conference Room**

In attendance: Janice Batzold, Cynthia Boyle, Julian Chun, Natalie Eddington, Mathilda Fienkeng, Brian Hose, Mandy Kwong, Jennifer McGinley, Gina McKnight-Smith, Sharon Park, Matthew Shimoda, Bradley Thomas, Hoai An-Truong, Doris Voigt, Chai James Wang
SGA Representatives: Brandon Keith, Michael Leung, Amy D'Silva, Amanda Batdorf

Absent: James Bresette, Min-li Cary, Rai Cary, Sam Lichter, Mahesh Tawney, Lynette Bradley-Baker

Welcome & President's Remarks

Brian Hose

Brian called the meeting to order at approximately 9:30 am. He welcomed everyone for coming and explained that the meeting would be a casual format and a good brainstorming session.

Introductions

All

Everyone in attendance explained their role on the Board and a little bit about themselves. The SGA representatives did the same. Jennifer McGinley introduced herself as the new associate director of Alumni Affairs. She explained the department's initial goals of increasing engagement with graduates and current students and continuing to build a social media presence with alumni. The Department looks forward to working with the alumni board on reaching the goals set forth by the Dean and Janice that align with the School's Mission and helping with strategic alumni events.

Brian participated in the new student orientation and enjoyed welcoming the class of 2017.

Approval of Minutes from 4/30

All

Greetings and Updates from the Dean

Dean Eddington

The Dean began her presentation by mentioning that the FDA is currently hiring for many positions and we should spread the word. She also said the FDA is a rich source of alumni for us. The FDA has an inter-professional alumni association there. Dean Eddington then gave a very comprehensive presentation about events, programs going on, the future of the school, as well as many awards for faculty and students.

The Dean mentioned that the Board of Visitors added a new member to their Board. He is Executive Vice President & CEO Thomas E. Menighan, BPharm, MBA, ScD (Hon). Mr. Menighan is very interested in our students advocating with Congress on the issue of provider status. Currently an action plan is being established and a national consortium is also being formed concerning this issue.

She mentioned the retirement of Myron Weiner, PhD, RPh, Pharmacology and Toxicology, University of Maryland; Associate Professor, Pharmaceutical Sciences. Dr. Weiner was on the SOP faculty for 30 years and is now retired.

The Dean was very proud of the students for their volunteer hours. In fact, she and the other UMB Deans are in a fun competition of sorts. Dean Eddington is pushing our students to have the most volunteer hours. The graduation class of 2013 had 281,000 hours of community service. Other accolades included national awards and scholarships and earned research grants, along with securing prestigious internship opportunities and post-graduate residency positions, published papers and dual-degrees earned.

Dean Eddington is also proud of our Job Ready Program which hosted 31 activities and helped 158 students in the 2012-2013 academic-year. These activities included pharmaceutical industry opportunities, careers at the FDA, fellowship and internship forums, CV and resume writing, career fairs, and even conducting mock interviews. The Job Ready Program also established a Student Ambassador Program, a handbook and even developed a Facebook page. The Dean presented excellent statistics on where our graduates are heading after completing their education with the SOP. These job placements include the FDA, various corporations and also residencies. She is proud of the many students who were given student honors with such organizations as the APhA-ASP, and the MPhA/Maryland. A faculty member, Dr. Mullins received a \$5 million grant for his

patient centered approaches for health care research and delivery through the UM PCOR program. Several other faculty members received awards as well. The SOP is involved in several HB's for State and Federal advocacy.

The Board began a dialogue on the topic of engaging alumni and how best to move forward. Dean Eddington then mentioned the 2012's All Classes Reunion and said it was well-received and a great success. She wants to engage alumni more with events and also social media. She said the Alumni Board should engage with other alumni boards at UMB and also other universities to see how they plan a reunion. Jennifer will also be contacting other alumni affairs departments to see how they organize and host reunions on a bi-annual schedule. In terms of the Alumni Board budget, the Dean suggested that the members learn from other UMB schools. The "Big 10" alumni associations were also a suggestion from Dean Eddington.

Treasurer's Report

Bradley Thomas

- Bradley presented the alumni account materials to the Board. Everyone decided they would like a more user-friendly format. Bradley will work with alumni affairs and the business office to make this happen. The other issues discussed were giving more money for scholarships after all bills are paid. Other outstanding business included the AA-I Account and the Alumni Portfolio and Foundation activity. All of these issues will be solved at the October Board Meeting. Brian thanked Bradley for a very comprehensive financial report. Brian remarked, "It seems as if we are financially healthy."

Old Business

Graduation Banquet Recap

Janice Batzold

Janice passed out a sheet to explain the final recap for the Banquet. The 2013 Graduation was an overall success! The highlight seemed to be the Photo booth. This activity was included in the photographer's original cost. The main criticism was that the program segment of the Banquet was too long. This is always the case. The group will work on ways to make it more enjoyable and seamless for

everyone. An outstanding expense includes the picture frames. Rite Aid should be paying for those and the alumni account will be reconciled appropriately. Payment for the shuttle also needs to be settled. Someone used their personal credit card to pay for it. A final breakdown for attendees by group as well as all final expenses will be presented to the Board at the October meeting.

The 50th Reunion Class component of the Graduation Banquet still needs to be redefined. It was suggested that we send out a survey to the 50-Year class that just experienced the event and those alums that will soon celebrate their 50th year. Jennifer will take care of creating the survey with the Board's final approval. It will be done in a manner where metrics can be carefully measured.

New Business

White Coat Ceremony

Brian Hose

Monday, September 9, 2013, 3 pm to 5 pm

Brian Hose and Julian Chun will be representing the Alumni Association at the Annual White Coat Ceremony. Brian will also deliver the Keynote Address.

Calendar of Events

JenniferMcGinley

Jennifer McGinley included a list of events at the School of Pharmacy in the retreat packet that alumni are invited to attend. Annual conferences around the country are also included. Brian told our SGA representatives to let us know if they would like alums to attend there events.

Team Building

Brian Hose

2013 Planning Groups/Brainstorming

Scenario #1

You are a graduating PharmD/PhD student (forget the alumni association goals or your past banquet experiences)... Maybe you partied your way through the curriculum...maybe you were a straight A student...how do you celebrate? As a graduating student what do you want your graduation banquet to look like?

- Graduating PharmD/PhD, forget association goals (student): how do you celebrate?
- Live band, more dancing time (add introductions of class)
- *"So You Think You Can Dance"* format
- Less speeches
- More social time
- Curious about knowing where classmates are going (Perhaps provide a like a map?)
- Superlatives
- Include time to talk to professors in person
- Invite faculty (extend special invites)
- Provide one free ticket for a guest
- Hors d'oeuvres, cocktail hour, make longer
- Include an open bar
- Picture slideshows of graduates
- Red carpet, photographer –paparazzi feeling
- Party favors
- Possibly breaking price down to make it more accommodating for families (decreased cost for additional people)
- Re-frame an event to be more exciting for the parents of graduates
- Banquet has been very formal in the past (honorary alumnus)
- Sponsors, recognition piece shortened, 50-year alumni
- Dean's talk, sponsors, etc. shorten their piece
- Move awards to different events or cut out speeches
- Video thank you's from students
- Highlight alumni contributions
- Profile the 50-year alum (seat them at rectangular table), tangible
- Profile (digital form - USB as a class gift).
- Induction of AA officers – Move to another date and time
- Re-arrange seating to include guests with students
- End of the year boat cruise (possibly in April?)
- Sponsored socials (monthly socials) – choose venues
- Parent's Day Picnic - 4th year family recognition day
- Graduation social - maybe at School of Pharmacy

Scenario #2

You are a 50-year Alumnus of the school coming back to Baltimore to be recognized by your Alma Mater. Your hearing, vision, and mobility or that of your classmates may be challenged in your advanced age. What do you want your recognition to look like? What would make such a trip worth it and special for you and your classmates?

- Working, active, more mobile than you think
- Wheel Chair access is needed though
- Size of the class is diminishing
- Twenty-five attended for the 2013 Banquet
- Milestone - very important
- Grad Banquet is the only reliable/consistent event where Alumni Association can recognize 50-year class and honor alums at a grand affair
- This is very important to this group
- 50-year grads are excited to tell stories at Grad banquet
- Utilization of audio/visual and pre-recorded messaging to recognize accomplishments
- Short blurb of each 50-year attendee on screen and in event booklet
- Include banquet as a part of a full day or two-day event; box at Orioles game, school brunch + tour, boat cruise (more special for 50-year class)
- 50-year alumni (60s-70s) to be recognized.
- Grand classes luncheon - development opportunity?
- Lengthen cocktail reception

Topic #3

You are a recent graduate with a growing new family. What type of 2-4 hour event would be inclusive enough that you would be willing to bring the kids or special enough to make getting a babysitter for the night worth it to reconnect with your classmates? How far are you willing to travel for this event with your fellow alumni?

Julian's Class Reunion – successful event as part of the All-Alumni Reunion in 2012.

- Classmates wanted to reconnect with each other
- 20% attendance of his class

- Being at the School and tours of the new building were a big draw
- Ability to bring children was a positive
- Timing of event was important 9 am to 4 pm
- Beer and wine served at dinner was a nice touch
- Skype was available so that others could participate in the tour

Other successful reunions/events:

- Cherokee's class used B&O Museum for a reunion
- Offered a great space and activities for families
- Very well attended event
- Much planning was involved
- Other schools have used museums and other attractions local to the school to draw families
- Timing and need for events (weekend afternoons are better than evenings and weekdays)
- Balloon animals, face painting
- Booths for activities for children - health-related, pharmacy-related
- picnics (low cost)
- Hosting events in different areas of the state
- Have a representative from each area (pitch idea): best developed idea with least work for Janice's office should go first
- Orioles game
- Hippodrome shows
- Cruise
- Piggybacking events (have alumni in different cities to host event at their home)

Proposals for Maryland Events

Central - Chai (Chai will touch base with Brandon)

Western - Brian

Eastern – Carol

Important for future events:

- Cost-conscious events such as picnics

- Regional picnics – Western Maryland, Central Maryland, Eastern Maryland
- Could identify an ambassador for these areas and have a competition between these ambassadors to plan for the first event to be in their area
- Advertising templates and plans could then be used to recreate a successful event for up to three events a year in the spring, summer, and fall
- Include activities for kids such as face painting, balloon animals, educational activities for school-aged children
 - Potentially these events could be facilitated by SGA volunteers?
 - Previously SGA did pharmacy and health activities in three stations with school-aged children
- Timing is important for families and Saturday and Sunday afternoons are best

Additional events:

- Potential for smaller dinner or reception events. Use staff that is in town for national conference receptions to facilitate intimate dinners or receptions in the home of a local alum for those who may or may not be in town for the conference
- Alumni Cruise out of Baltimore
- Hippodrome ticket blocks and receptions for popular shows
- Oriole's games

There was a recap of all three scenarios. Everyone voiced their thoughts and ideas which are mentioned above. Janice also brought up an event that worked at the Dental School. An alternative Grand Classes Luncheon to celebrate the 50-Year Class and those classes prior. This type of event is still successful today at the Dental School. They wore medallions and just loved it. There were planned giving donors in attendance as well as those who are a part of Legacy Council. There was a cohesiveness with this group and many knew each other. This is just a possible idea. Matt Shimoda said if there is not an annual event or one every two years then the Banquet is the ONLY venue at this time to honor the 50th year class appropriately. Should there still be an All-Alumni Reunion every two years or have something new and different? This option will be explored.

Planning Recap and Next Steps

All

Committees and Charges for 2013

Brian Hose

Scholarship Committee:

Chair: Sharon Park

Committee: Doris Voigt, Cynthia Boyle, James Bresette, and Mathilda Fienkeng

Communications and Outreach Committee:

Chair: Gina McKnight-Smith

Committee: Chai Wang, Brian Hose, Julian Chun, and Amanda Batdorf

Picnic Proposals for October Meeting: Brian Hose and Chai Wang

Graduation Banquet:

Chairs: Min-li Cary and Rai Cary

Committee: Michael Leung, Amy D'Silva, Brandon Keith

Nominating Committee:

Chair: Julian Chun

Committee: Matt Shimoda, Hoai-An Troung, Brian Hose, Lynette Bradley-Baker

50-Year Class: OPEN

Student Government Association Report

Events

- October 10th – Picnic
- Friday, Sept 6 event at the Hilton for students
- Roundtables - community, health systems, industry, public health
- Individual scholarships for conferences

Brandon Keith, Student Government Association President, said he would be happy to have the Alumni Association piggyback on their events when appropriate.

2014: Michael Leung : His class is now on rotations. They are connecting as a class by hosting socials on their block. There is also a lot of professional development activities going on in preparation for graduation and job searching. Mock interviews are also a part of this preparation.

2015: Amy D'Silva: They are preparing for fundraising for their spring trip to Puerto Rico. This location was chosen because of Dr. Rodriguez de Bittner. Outreach programs are also in the process of being planned.

2016: Amanda Batdorf: Her class is focusing on team building and their class auction.

Good and Welfare: No one had anything to report.

The meeting adjourned at 2pm.

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