CUAA Executive Committee Retreat, June 24, 2013 at 41 Cooper Square

The retreat began at 4:00 PM and finished at 8PM.

Attendees each introduced themselves. The attendees were (in order that they were introduced):

Arnie Arlow A’54

Don Blauweiss, A’61

Sean Cusack BSE’98

Xenia Diente A’99

Larry Hausman EE’94

Dennis Kong IDE’08

John Leeper AR’85

Robert Tan AR’80

Ed Mokuvos EE’78

Peter Cafiero CE’83

John Clarke AR’61

Mary Ann Nichols A’68

Jason Paul Guzman A’00

Lee Skolnick AR’79

Mary Lynch ChE’82

Karina Tipton CE’99

Kelly Smolar CE’07 MCE’11

Rocco Cetera CE’99

Darrell Low EE’89

Peter Cafiero, Outgoing CUAA President, thanked everyone for coming.

John Leeper, Incoming CUAA President, stated the some of his Goals, which are:

* Identify a way to get CUAA back to 100% Full Scholarship possibly including living expenses.
* Ask ourselves who we, the CUAA, are?
* How do we, the CUAA leadership, become more representative and inclusive?

The facilitators for the evening were Mary Lynch and Karina Tipton. Karina began by setting some of the expectations for this retreat. She said that this is an opportunity to build a feeling of community. She respects the sincerity that everyone has for their respective views and knows that everyone loves Cooper.

The next activity was led by Mary Lynch and it gave everyone a chance to identify 3 things that the CUAA did well during the 2012-2013 year. These were tallied on the chalkboard. The following items were named.

|  |  |  |
| --- | --- | --- |
| Annual Fund 2 | Staten Island Volunteer 2 | CU PopUp Events 4 |
| Trustee Forums 13 | Constitution Work 1 | Project Connect 2 |
| CUAA Resolution 3 | Cualumni.com 4 | Founders Day 4 |
| Emergency Council Mtg 5 | Social Media 5 | Election 5 |
| Working Dynamic 3 | Profile Stories 2 | Newsletter 3 |

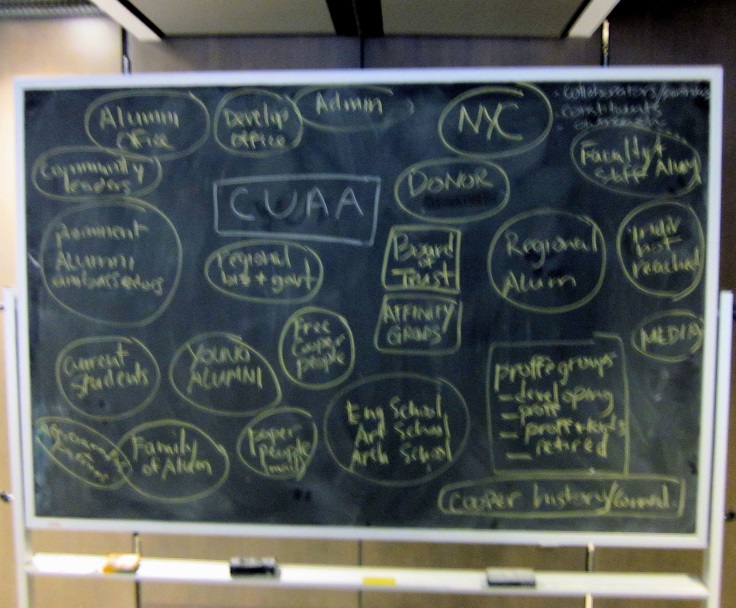
The next activity had someone from each CUAA committee briefly summarize the work of that committee.

Mary Lynch spoke for the Communications and Nominating committees. Rocco spoke for the Events Committee. Arnie Arlow spoke for the Augustus St. Gaudens committee. Mary Lynch spoke for the Gano Dunn Committee. Larry Hausman spoke for the Constitution committee which has been working on a reorganization and update of the CUAA constitution. (The existing constitution was distributed to attendees). Larry said that the update included updating officer titles and committee names and moving items in the Charter that are administrative to the By-laws. Once the CUAA Constitution is re-written, it will need to be voted on by the full CUAA population.

John Leeper suggested that we place and announcement on the webpage saying that the CUAA Constitution is being re-worked. Discussion followed on whether or not it is premature to post a message now while the draft of the Constitution is still being developed. It was decided that it is appropriate to post an announcement that the Constitution update effort is on-going and inviting other alumni to become involved in the process.

The next activity was led by Karina Tipton and it allowed attendees to think about how our body interacts with others in Cooper community. This exercise asked participants to identify all the stakeholders/customers for the CUAA. Karina wrote down the various groups of stakeholders on the board as they were volunteered. Here they are in no particular order.

|  |  |  |
| --- | --- | --- |
| Alumni Office | Engineering School | Board of Trustees |
| Development Office | Art School | Regional Alumni Groups |
| School Administration | Architecture School | Affinity Alumni Groups |
| Faculty who are Alumni | Donors | Graduate Students |
| New York City Residents | Prominent Alumni Contributors | Free Cooper People |
| Local & State Government | Alumni at different life stages: Young, Parents, Retired | Young Alumni |
| Media | Current Students |



Next, we examined the CUAA Mission Statement and the Constitution Purpose Statement

**Mission Statement**  
The **Cooper Union Alumni Association** (CUAA) provides a vital link between the alumni and the institution, building a strong body of support to preserve, protect and promote The Cooper Union.

**Constitution Article II Purpose**

The Association shall be a charitable, educational and social organization. The Association shall be organized and operated exclusively for the purpose of promoting The Cooper Union by coordinating activities on behalf of its alumni, former students and all others having the interests of The Cooper Union at heart. In accordance with the Memorandum of Agreement between The Cooper Union dated February 1, 1974, and as amended on January 5, 2000, the Alumni Association shall cooperate with the Trustees, the administration, the faculties and the students in all ways possible to increase its facilities and its power for good in the community, and to advance the ideals of the Founder, Peter Cooper, in accordance with the deed of trust of The Cooper Union and the letter of Peter Cooper accompanying it.

Next we began the discussion on 3 big Goals posed for the evening. This discussion was cut short because of time limitations. The 3 goals stated as questions are:

* Who are We?
* What are some ways to increase alumni Involvement?
* What are some ways to bring in money?

Here is a representation of what was written on the Wall charts for this activity.

*How do we raise $?*

Use Alumni for P.R.

Develop a video letting Community know about The Cooper Union

*Who are We?*Link

Communicators

Engage + Service Community

Communicate our Uniqueness

Positive Partnership w/ Development on Fund Raising

*How do we increase alumni involvement?*

Interactive Calendar

It was decided that the next Executive Committee meeting will be held on July 15, 2013. During that meeting we will:

* Continue the Goal discussion
* Provide Orientation for New CUAA Council members
* Develop and agenda for the CUAA Council meeting on July 24, 2013