

CU SCHOOL OF DENTISTRY ALUMNI ASSOCIATION
BOARD OF TRUSTEES MEETING
April 7, 2006

Present: Theresa Anselmo, Linda Ballard, Denise Kassebaum, Randy Kluender, Howard Landesman, Cliff Litvak, Crystal Masincupp, Marin McDowell, Crystal Masincupp
Staff: Anthony Kapp, Wende Reoch

I. Call to Order 6:10 PM

II. Minutes Correction:

- a. **From:** The School will host the first white Coat Ceremony for the DS II class on January 18th from 3-5 PM in the Landesman Auditorium. Cliff Litvak, in his role as a member of ACD has organized the event with the following Colorado Chapter sponsors:
- b. **To:** The School will host the first White Coat Ceremony for the DS II class on January 18th from 3-5 PM in the Landesman Auditorium. Randy Kluender, as a member of ACD, organized the event. Cliff Litvak, as ACD President, attended the event, which was sponsored by the American College of Dentists, Pierre Fouchard Academy, and Inter-College of Dentists.

III. Dean's Report

- Acting President Hank Brown is the sole finalist for the CU Presidential position. Roy Wilson, President of Texas Tech will most likely be offered the position of Chancellor for the UCDHSC. Both candidates are expected to be offered the respective positions.
- The Dean's Selection Committee has recommended Acting Dean Denise Kassebaum for the position of the School of Dentistry Dean. The Regents are expected to vote next week on the selection.
The SODAA Board of Trustees expressed overwhelming support for the selection of Denise Kassebaum as the Dean for the School of Dentistry.
- April 10, 2006, at 4:00 PM, is the groundbreaking ceremony for the Education Buildings on the Fitzsimons campus. Everyone is encouraged to attend.
- The Delta Dental Frontier Center project has a real presence to enhance patient care, linking dental and family medicine.
- The SOD will partner with the Yul Brynner Head and Neck Cancer Foundation and host the site for the Yul Brynner Oral Cancer Screening and Awareness on April 21, 2006.
- Research News
 - Jeff Stansbury has secured a formal agreement with Tufts University to participate in tissue and tooth engineering research.
- Service News
 - SOD is continuing its endeavor to reach out to the community. Dr. Kassebaum has secured a grant with Denver Public Schools and Colorado Trust partnering with the American Indian and Alaska Native Programs and the Colorado Department of Public Health.
- Honorary Alums for 2006: Dr. Gary Cummins, Dr. Larry Domer, Dr. John McDowell, Dr. Daniel Wilson, Dr. Charles Harrold, and Linda Wilkinson, RDH,
 - It was thought that the BOT had limited the nominees to 4. Minutes will need to be reviewed.

- Last year the Alumni Association was been asked to pay for the plaques, there was also a discussion of whether the Alumni Association should cover the cost of the regalia for the honorary alumni.
- Motion made to accept all six honorary alums. Motion passed.
- Howard Landesman stated that a Development Task Force would take over the responsibility for honorary alums.
- Cliff Litvak recommended Nancy Spence and Hank Brown for honorary alumni for 2007.

VI. President's Report

- Tracy Anselmo and Howard Landesman will work together on developing protocol for selection of honorary alumni.
- Tracy suggested that the Alumni Association could develop a partnership with the Yul Brynner Oral Cancer Screening and Awareness Project. SODAA could benefit from a public relations aspect.
 - Cliff Litvak suggested SODAA sponsor one or two ½-day lectures prior to the April 21st oral screenings.

V. Finances

- In the absence of the board's treasurer, Wende Reoch presented the finance report and reported that the Operating Budget has \$16,558.
- Tracy Anselmo requested a budget comparison from previous years. Wende will e-mail to the BOT a year-to-year budget comparison from 2003-2005.
- Tracy also stated that we need to be thinking about the 2006-2007 budget in terms of what we want to accomplish. That budget is developed for the fiscal year which begins July 1, 2006.

VI. Newsletter

- Tracy Anselmo reported that she had met with Howard Landesman regarding the next Word of Mouth publication and that several ideas were discussed as potential articles for the next newsletter including the Alumni Association's contribution to the Cyber Café and an article about the impact the budget will have on the SOD and the potential reduction in dental hygiene class size.

VII. Membership

- The appointed membership committee consists of Linda Ballard, Candy DeLapp, Tammy Herremans and Hollie Snogren. The committee was formed in November and met in February. Hollie Snogren presented one of the committee's recommendations at the March meeting. Linda Ballard and Jessi Waring organized a Lunch and Learn for the dental hygiene students. Jessi prepared the power point presentation and Linda Ballard, Tammy Herremans and Eric Miller spoke about the benefits of becoming a member of SODAA.
- Wende Reoch presented a trend line of membership over a 5 year period. She reported that we have 3% membership from the 1300 total alums. Other HSC Alumni Associations have similar levels of participation.
- Wende Reoch presented information she and Anthony Kapp gained from a recent conference of development and alumni professionals at medical schools. Although it was targeted toward medical schools, there were some salient points to share with the board of trustees: 1) Many alumni associations and membership organizations in general are moving away from Lifetime memberships – they are a quick infusion of revenue but unless the association invests the dues revenue in an endowment, the Lifetime memberships are a losing proposition. 2) Target rate for participation by

alumni in the annual fund campaign and in the membership of alumni associations for most Medical Schools is 12% participation. 3) Some schools/alumni associations are not soliciting recent graduates until they are 5 years out of the program (after residency completed). There was discussion of whether SODAA should research when most student loans are paid off and wait until alumni are more receptive to receiving solicitations. Strong points were made by several trustees that joining the Association was something that should be encouraged even while they are students and that the first year after graduation was complimentary.

- Denise Kassebaum reinforced the value to having students join prior to graduating and asked if the Association actively recruited students. The answer is no. Wende reported there is currently one dental student who is a member.
- Crystal Masincupp suggested sending the graduates a “Happy Anniversary” postcard one and two years after graduation without asking for money. This might encourage future involvement in the Association.
- Cliff Litvak suggested providing a sliding scale for membership.
- Wende was asked to explain why there was a small increase in membership this year. She suggested the bump may be a combination of several reasons: a more targeted membership mailing with an improved look and compelling message, previous campaigns, in order to save funds, were included within the Word of Mouth and may have been overlooked amongst all the information within the newsletter and finally, many of the other associations on our campus and other CU campuses have seen a drop in participation which could be a result of alumni dissatisfaction/negative press in the last 3 years.
- Marin McDowell and Crystal Masincupp expressed that dental hygiene students, when polled, did not want to become members because they did not feel valued by the School – class pictures were on second floor and class size was being reduced. They felt that it was important to promote a Bachelor of Science Degree within the profession of dental hygiene. Denise Kassebaum explained that the pictures were deliberately placed on the second floor, next to the Gail Cross-Poline Room as a way to honor and recognize her work at the School. Regarding the potential reduction in class size, she explained the need to look at all programs in light of the School’s financial needs. The School faces a dilemma since the State has drastically cut funding, not unlike many other School’s in the country.

VIII. Unfinished Business

- Open Wider Open: May 21. Cliff Litvak reported that we have less sponsors this year. We do not have firm commitments yet from Delta Dental and RMN. Since David Geck was unable to reach Gary Peterson at Proctor & Gamble, Howard Landesman suggested that someone contact him through Connie Blanchard. Tracy Anselmo volunteered to work on that through Connie. Alternatives to raising money were discussed: Poker Night – see “New Business.”
 - Since SODAA has a contract with Vista Ridge for the tournament, we would not be able to cancel it. We need to look at alternatives for raising money and not depleting resources.
 - Wende Reoch reports that we are not able to use funds set aside as seed money for upcoming events from the CU Foundation Special Event account – this is the account that needs to be closed because special

events are now handling by the University NOT the CU Foundation. The Foundation and the University Comptroller's Office have determined that these funds must be used to support the original purpose as stated to the donors to the event in 2005 and not for seed money. The \$11,000 set aside from the 2005 Open Wider Open (OWO) for 2006 OWO expenses will be moved to a new gift account at the CU Foundation and the purpose will be to support Alumni and Student Program Activities. Wende is concerned about paying the bills for 2006 as the committee is reporting slow sponsorship sign ups but noted that the University is allowing the new special event fund to operate in the deficit.

- Randy Kluender reported that the SODAA endowment is being converted to a quasi-endowment which will allow the Board more flexibility.
- Cliff Litvak requested that the board draft a OWO sponsorship request to MDDS. Tracy Anselmo suggested that all dental associations be contacted as well. The question was raised about contacting CDHA. They do not have the funds.
- After this year's OWO, the BOT needs to consider the resources they have in terms of manpower and financial backing. We may want to consider a different fundraiser.
- Kudos to Anthony Kapp for designing the 2006 OWO flyer and poster.

IX. AOB (Any Other Business)

- Cliff Litvak suggested having a Poker Night as a fundraiser. A company could be hired to set up the event. Entry fees would be charged. Valuable prizes would need to be collected to award the game winners.
- The Christensen Fundraiser: the BOT voted to fund a table. Four people would be selected from the BOT members and past-members were selected: Tracy Anselmo, Diane Brunson, Tammy Herremans, and one other person will attend.
- Tracy Anselmo, as SODAA President, is requested to attend the Scholarship Luncheon, Friday, May 5 at the Landesman Pavilion, School of Dentistry.
- The BOT was encouraged not to forget to include recruiting alumni from the first orthodontic graduating class (October, 2006) and the first ISP graduation class (December, 2006).
- The CDA is hosting their annual meeting in Steamboat Springs. President Hank Brown is the keynote speaker, June 16th. On June 17th there will be a CU Alumni Reception. Everyone is invited to attend.

X. Meeting adjourned at 8:00 PM.

Next BOT Meeting: Thursday, July 13, 2006. Lazzara Center for Oral-Facial Health, Dean's Conference Room.