

**Big East Conference Alumni Professionals Organization  
(BECAPO)  
Annual Meeting  
March 14, 2003**

**Minutes for March 14, 2003**

The BECAPO committee met March 14, 2003 during the 2003 Big East Tournament. Syracuse University once again graciously hosted the meeting at the Lubin House. Donna Arbide, University of Miami Alumni Association, called the meeting to order at 9:00 a.m.

**Attendees:**

- I. **Welcome and Call to Order** (*Chair, Donna Arbide*) Recognition of breakfast sponsors Thomas P. Gohagan & Company and Art & Science L.L.C. Self-introductions by all BECAPO attendees present were conducted. Donna also read greetings from Lil O'Rourke, Syracuse Alumni Association, who was not able to chair the meeting due to travel conflicts.
  
- II. **Big East Conference: Current and Future Issues** (*Vince DeCastro, Director of Athletics Villanova*)  
Due to a slight change in the order of the agenda, Vince DeCastro addressed the group early. Vince talked in general about the relationship between Alumni Associations and Athletic Departments and then took questions from the group. Vince also presented the group with a few ways that Alumni Associations, Athletic Departments, and BECAPO could work together to provide benefits to our respective alumni and individual institutions, including:
  - hosting receptions around athletic events/games;
  - bolstering alumni support to support all men's/women's sports in the conference to help offset costs;
  - BECAPO members can provide reciprocal access to game tickets for one another;
  - sharing of information and benchmark data pertaining to athletics between schools;
  - hosting additional Big East Conference events for alumni and fans;
  - partnering to provide access to games by sending broadcast feed coordinates to other schools in the conference.

The following questions/issues from BECAPO members were raised:

- Impact of Title IX on Big East Conference;
- Setting of Big East Conference Football Schedule;
- How do institutions balance ticket distribution between alumni constituency and athletic booster constituency in a fair way?
- How do you find a common ground between alumni associations and athletics?

- III. Consent Agenda items were approved by the group unanimously, which included minutes of the March 8, 2002 meeting and approval of the nominees established by the Nominations Committee (nominees were John Feudo of UCONN and Joe Burt of Seton Hall, as Vice-Chair and Treasurer respectively).

**2003-2004 BECAPO Officers**

Donna Arbide, University of Miami - Chair

John Feudo, University of Connecticut - Vice-Chair

Joe Burt, Seton Hall - Treasurer

Lee Patouillet of University of Pittsburgh, provided background of BECAPO noting that the group is now 10 years old and that the original intent of the group was modeled from other conferences with the idea of networking and professional development with fellow alumni relations professionals.

IV. **Officer Reports**

**Treasurer's Report (John Feudo, UCONN)**

The Financial report for BECAPO as of March 12, 2003 was distributed.

Expenses from the 2002 Big East Networking Event in Washington D.C. were discussed, and mention was given to the success of this event, especially in the area of securing sponsorship by Tracy Krulik, working on behalf of the University of Miami. The ending balance for the BECAPO account is **\$1,535.23**. John Feudo also added that an extensive treasury is not required for this group.

Other issues, comments, and input from group included:

- Should each institution contribute dues to sustain the treasury?
- Discussion on what the core purpose of this BECAPO group is (is it a networking opportunity for the Big East alumni professionals, or our respective institutions' alumni?).
- As BECAPO's purpose and mission is evolving, we should be strategic in the events and decisions we commit to in the future?

**Travel (Tom Tillar, Virginia Tech)**

Tom reminded the group that the face of group travel is changing in "post 9/11" times. As a result some companies are no longer interested in marketing to university conferences. This year one company, Gohagan, has submitted a proposal. Tom presented two Big East Conference Tour proposals for consideration from Gohagan: *Island Life in the Greek Isles* and *Village Life in the Wine Country of the Rhine and Moselle Rivers*. The group **voted to select Island Life in the Greek Isles** as the 2004 Big East Tour currently scheduled for October 2004.

V. **Future BECAPO Networking Events**

Due to the success of the Big East "Capital Reception" November 6, the committee concurred that it should host an annual networking event for alumni. Paul Clifford of UConn and Carey Loch of Rutgers distributed an Event Proposal that detailed future event locations and logistical leaders, as well as sponsorship ideas. The Fall 2003 city site for next year's event will be New York City. The proposal unanimously

passed. Rutgers and St. John's will take the lead to plan the event logistics with some assistance from Seton Hall and Syracuse (if needed).

**VI. "Beyond Anecdotes: Surprising Findings from Rigorous Alumni Research"**

*(Benjamin Edwards, Principal, Art & Science Group)*

- Ben Edward's presentation was a compilation of results of alumni studies from a variety of higher education alumni operations. Many of the findings were focused on alumni perceptions that, according to Mr. Edwards, in many situations were counter-intuitive to what the institution thought.
- The core of the presentation focused on the importance of quantitative alumni studies to provide a strong and reliable foundation to guide decision-making and action.

**VII. Re-energizing Georgetown's Alumni Career Services Program** *(Pam Millard, Georgetown)*

- Pam Millard, former head of Georgetown's Alumni Career Services Program, went through the transformation process of Georgetown's Alumni Career Services.

**VIII. For the Good of the Cause**

- A special presentation was made to retiring BECAPO member, Bob Marguccio from Rutgers Alumni Association. Bob has held the highest positions as Vice-Chair and Chair of the Big East Conference Alumni Professionals Organization and has served with distinction as a member of BECAPO.
- Donna Arbide presented a formal resolution congratulating Bob Marguccio upon his retirement, along with the traditional Big East Basket of Goodies.

**2004 Big East Tournament**

The date for the 2004 BECAPO Meeting was announced for Friday, March 12, 2004.

The meeting adjourned at 12:15 p.m. BECAPO participants departed for a luncheon, sponsored by Harris Publishing.