



**ANNUAL REPORT**  
**MAY 4, 2012**

Website: [PrincetonAAA.org](http://PrincetonAAA.org)

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**PRINCETON AREA  
ALUMNI ASSOCIATION (PA3)**

*Re-founded 2008*

***MISSION***

PA3 organizes social, career/networking, volunteer and cultural activities for its members, providing opportunities in Princeton and the surrounding area to complement the events and programs offered by the University to students, alumni and the community.

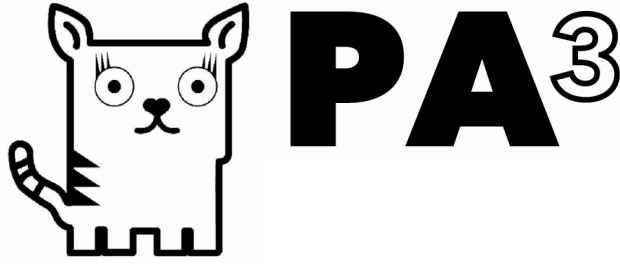
***ACTIVITIES***

There are many ways to participate. PA3 hosts and supports a variety of events throughout the year, from social gatherings and career networking mixers to international student hosting over breaks and community service. As a recently reincarnated organization, PA3 is working hard to expand its offerings to include a greater range of special events and service opportunities.

PA3 also supports special interest groups such as Automobile Aficionados, Women in Science and Engineering, and Little Tigers (children of alumni). We are always open to ideas for engaging alumni with common interests, and we encourage you to suggest new groups.

Your participation will keep this association vibrant as we continue to build. Please join us!

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## PRINCETON AREA ALUMNI ASSOCIATION

### EXECUTIVE COMMITTEE

#### Officers

Kristin C. (Alyea) Epstein '97

#### President

Sev Onyshkevych '83

#### Vice President

Fouad J. Masrieh \*69

#### Treasurer

Sara Hastings '09

#### Secretary

#### Committee Chairs

Mickey Faigen '73

Alumni Schools Committee (ASC) Chair

Laura Hahn '01

Careers and Networking Committee Chair

Arlen Kassof Hastings '80

Community Service Committee Co-Chair

Catrinel (Cathy) Haught \*05

Graduate Alumni Committee Chair

Daniel Hayes-Patterson '09

Technology Chair

Kyriaki (Kiki) Karoglou \*05

Associate Careers and Networking Committee Chair

Andrew Lieu '06

Community Service Committee Co-Chair

Cheryl Rowe-Rendleman '81

Student Liaison Committee Chair

David Tukey '02

Princeton Prize in Race Relations Regional Chair

Lydia Zaininger '83

Activities and Social Events Committee Chair

#### Directors

George L. Bustin '70

Jeremy Kestler '94

Grace Penn '99

Jim Robertson '91

Robert Zagoria '63

Thomas M. Swift '76

Brian Zack '72

## 2011/2012 Annual Summary

Closing out our 4<sup>th</sup> year of rejuvenation, we are proud to report that PA3 is going strong socially and fiscally. PA3 hosted or co-hosted more than 50 events during the 2011/2012 fiscal year, such as:

Education: art and special exhibit tours, seminars, and panel discussions.

Career: marketing course, networking, and speakers.

Community Service: Special Olympics, food pantries, and environmental clean-ups.

Children's programs: Craft tables and playdates.

Alumni Schools Committee: interviewing applicants, "Interview Fest," and hosting a yield reception.

Student Liaison: mentoring undergraduate and graduate women in science, graduate student orientations, international student events.

Social: Happy hours, "First Friday" lunches, receptions, holiday caroling, and 125<sup>th</sup> Anniversary Dinner.

Administrative: monthly Executive Committee meetings.

### Finances

PA3 attempts to operate on a breakeven basis or better each fiscal year (July 1 to June 30). It is supported by membership dues, donations from our generous patrons and benefactors, and event fees. All funds raised by PA3 are used to support its activities. The association has no premises and no paid staff. Funds raised support the production and distribution of the newsletter, event mailings, and certain free events such as receptions for admitted high school seniors, summertime socials for incoming freshmen from our region, community service projects, and career and networking events.

For the first two years of PA3's history since its revival in June 2008, its primary financial objective was to make ends meet. By contrast, in the previous fiscal year, PA3 was able to raise donations from its members and to supplement them from its own resources to make a \$5,000.00 contribution to support three Research Grants for Visiting Scholars at the Firestone Library. This year, we are planning a new program: PA3 Event Grants. Information about the grants will be published soon.

## Community Service

In the opinion of PA3 President, Kristin Epstein '97, community service is a critical function of regional alumni associations. PA3 tries to live up to this ideal and has done very well. During the 2011/2012 fiscal year, PA3's Community Service Committee continued to offer a variety of volunteer opportunities for PA3 members, students and families. In July 2011, PA3 volunteers helped out for the second consecutive year at the Special Olympics New Jersey Summer Games, this time with aquatics events. The end of the calendar year remained active, as PA3 volunteers sorted clothing donated to the Rescue Mission of Trenton and enjoyed a rewarding day clearing a trail in Hopewell. The Crisis Ministry Food Pantry in Trenton was the beneficiary of PA3's efforts in January 2012; in addition to organizing food donations, volunteers transformed a storage room into a client waiting room. With the advent of spring, PA3 went back outdoors, erecting bollards and clearing trash in the D&R Canal State Park.

Since the committee organized its first project in the fall of 2008, more than 150 volunteers, including many "regulars," have participated in 18 community service activities lasting from a few hours to a full day. The committee was the 2011 recipient of the Community Service Award given annually by the Alumni Council Standing Committee on Community Service.

In April 2012, Andrew Lieu '06 joined the Community Service Committee as co-chair with Arlen Hastings '80, who has faithfully chaired the committee since it was founded in June 2008.

## Technology Update

### ***New Website***

The new PA3 website launched this year, replacing the blogspot site. The new website is custom built and thus fully customizable. The major components of the site are as follows:

- **Posts:** The main content of the site comes in the form of blog posts, which can be categorized into one or more of five different categories -- community service, social activities, student liaison, careers & networking, and graduate alumni -- allowing for easy viewing of news in different categories.
- **Events:** Posts can also be linked to events for display on the home page in chronological order.
- **Photos:** Both events and posts can have photos attached.
- **Newsletters:** A many-to-many model, allowing for posts to be linked into one or more newsletters, generally corresponding to the monthly email highlighting upcoming events.
- **Announcements:** A blurb that will display on all pages to highlight a post or event.
- **Users:** The site allows for maintenance of administrative users of the website. Additionally, officer, committee chair, and top tiger lists can be maintained on the site.
- **Comments:** Users can comment on posts.

### ***Social Media***

A few months after the launch of the site, we also started a social media drive, tying our current presence

on social networks to the site, and allowing users of the site to interact socially with the site. We have a page on Facebook, a feed on Twitter, and a group on LinkedIn. The site allows users and PA3 officers/chairs to post content to these services, including an automatic post to Twitter from the administrative section of the site, and to share them on their own walls, twitter feeds, etc.

## **Site Analytics**

There are currently 78 posts, 55 events, and 114 photos on the site.

Since the launch of the new site on April 17th, 2011, we have had 5,197 visits to the site, 2,631 unique visitors, and 13,937 page-views. The average visitor spends 2 minutes and 17 seconds on the site, viewing 2.88 pages on average.

Most of our visits are driven by people typing the site into their browser or clicking a link on an email (typing in directly and some email clicks are in the first row). After that, many visits come from Google (where the site is still second to the blogspot site). Third, we are gaining more visits from Facebook, and the numbers show that these users are a bit more engaged, spending more time on the site on average than the other visitors. Two round out the top five, we have alumni.princeton.edu and Twitter.

Most people visit the site at the general level, on the homepage and content sections. It also shows that we can market an event on the site, as the post for the annual dinner (posts/63 and activities/63) got 543 page-views.

## **Social Media Analytics**

We have 130 members of the Facebook group, 18 followers on twitter, and 97 members of our LinkedIn group. Of these services, Facebook is the most successful while Twitter and LinkedIn have gained little traction.

## **Forward Looking**

*Things that have worked:*

- Acceleration of number of monthly visitors
- Good response to emails

*Things to work on:*

- Increase number of followers/members on Facebook, Twitter, and LinkedIn. Especially with Twitter and Facebook, if we get a critical mass we can promote events more quickly and without the need for emails.
- Have princetonaaa.org be the first hit on Google.
- There is no way to track attendance at events. This would be nice to have.

**THANK YOU!**

The Princeton Area Alumni Association would like to thank all of the dues-paying members of PA3, with special thanks and gratitude to our 2011/2012 Top Tigers for their additional support in making our annual events and activities possible.