EBOD Telephone Meeting  
7/11/13  
7 pm

Attendees: Mary Nebus, Marjorie Hale, Jacqueline Sandy, Gail Milgram, Keri Carlton, Mary Halpin, Alice Velez, Barbara Yuson, Shealyn Sullivan and Debbie Williams

1. Approval of Minutes of last meeting  
   1. Marjorie and Gail approved minutes

2. Introduction of new committee members  
   1. Alumni Engagement – looking to fill co-chair spots
   2. New Alumni – Keri and Ashley
   3. Professional Development – Debbie and Mary H.
   4. Stewardship – Yanci and Carolyn

3. Report from Office of Institutional Advancement – Alice Velez  
   1. Hoping to report new alumni engagement officer but recommended candidate did not work out. Held next round of phone interviews and had a viable candidate – coming on campus next Wednesday for on campus interview – not rushing to fill the position in terms of settling on the wrong candidate; interview committee working diligently but may take a little while longer than hoped
   2. General – several new staff members development – director of development and scholarship and event officer
   3. New annual giving officer will start 8/12/13
   4. Trying to make some headway in use of social media and discussion forum to make using easier – developing communication strategy – i.e. add to alum web page, facebook posting, schedule to go in magazine, authors communicating with bookstore, archives so everyone is informed – trying to focus effort of accomplishments of alums – please like the Alumni facebook page and posting if you have facebook to drive visibility in social media. A new twitter account will also be launching
   5. Discussion forum for ABoD launched – only active members can see this page. When terms end, no longer have access – subcommittees can communicate this way and may be easier than email in terms of organizing discussions – individual members would only have access for subcommittees
   6. Closing out 12/13 fiscal year and officially launching 13-14
   7. Mary – there are some discussion posts that she started so pls join in – click on thread and respond to send/post; if we can get use to discuss projects and ideas will be organized more than email

4. Committee Reports  
   1. No updates on most committees since 6/1/13
   2. New Alumni has stuff going on – Keri  
      i. MBA graduate ceremony– alums asked to attend 8/25/13
      ii. Fresh Orientation Welcome Dinner – Thursday night 8/22/13  
         1. Not sure what role is going to be other than attend the dinner at this point
         2. Alice sent emails to Karen Goff and Melissa – would like an alum rep at each table but still finding out how many tables – tables to include students/family and alum and faculty/staff, roommates, new connections – representatives to be introduced to the new family to GC
         3. Potentially 400 attendees – possibly 40 tables but they are having students RSVP so closer to the date, we’ll have final counts and if alums can’t be at each table, faculty/staff will fill in
      4. Keri – reaching out to alums looking to get involved – traditional/non-traditional alums
5. Send email to all board members w/ dates and asking for participation – Keri will take care of this tomorrow

3. Affinity Report – Stewardship – Mercy Garden – Alice’s most recent communication w/ Louise tonight and they reached a standstill in terms of expansion of garden even w/ additional donations – run out of funds
   iii. AA would take this on as our projects – Yanci and Mary will meet with Louise early Aug (estimated) to see how we can go forward on this and we need members of BOD to step up and become active on this project

4. Met w/ Nancy Marrow – PAN/ Faces at the Court – reserved Casino ballroom
   3rd Thursday of every month starting Sept – will send topics for a separate page on website for online registration

5. Kate Moore in career development – new program w/ resume builder and job search engines – sending postings to Alice that they receive that can’t go up yet but are relevant – adding to career and job postings on Alumni webpage – as soon as info is ready to launch, information on the new program will be sent out to all alums; trying multiple ways to communicate especially w/ career information
   i. May want to look at training sessions b/c of learning curve – when it is up and live, will work on that w/ Kate

5. Old Business
   6. none

6. New Business
   1. Charged with developing a strategic plan for AA – asked Alice to give intro to strategic plan and what is needed to develop – asking committees to do initially planning we can use at Sept meeting to get in some kind of preliminary shape
   2. Shealy is MBA student and has chosen to work on project on rewriting strategic plan – giving recommendations and planning
   3. Alice – Strategic Plan (SP)
      i. AA has a mission and vision statement already and essentially guiding principals we operate under
      ii. SP should look at needs assessment (gave 4 step process and questions to ask to formulate analysis) – where are we, if not how do we get there and what is associated w/ that
      iii. Performing gap analysis – check actual performance – important decisions based on actual needs and not the perception – where is our association and how do we assess that info, prioritizing where needs are and identifying needs and improvement and growth opportunities –
      iv. Techniques – assessing situation and from needs, set goals
      v. SP of University as example because every SP needs to be in line w/ this – took out key points to bring to our attention – direction of University and how it ties into AA accomplishments for terminology etc
      vi. Components of University’s Strategic Plan relates to Alumni Association
         i. Reviewed handout of relevant sections Alice sent
      vii. Smart goals handout – SP are living/fluid documents and not 1 yr documents – changes as goals and needs change 3-5 yrs
      viii. Should be able to start conversations about what is going into our goals
      ix. Some historical information may not be available b/c it was never gathered – i.e. Big Sister/Little Sister info not available;
         i. Metrics were collected will vary over the years
   4. Committee itself to determine its needs assessment and identify goals – start working on this summer – we need committee members to be established
i. Mary will send out organizational chart and info about responsibilities of committees and ask to get back w/in **2 weeks** to identify what committee they want to work on and then the info will be sent to chairs who will be responsible for setting up meeting sand getting in touch w/ members
   
   1. Alice wants to do a single sheet newsletter which falls under Engagement – to be added in description of committee. Mary will update description; to supplement magazine – easy to do e-newsletter but also print version that can be mailed to people w/o email addresses
   2. Would like to eventually offer an option to choose email vs. paper mailing

ii. Committee meetings – co-chairs will be able to use this conference call number for meetings – only chairs can host and Alice needs to be notified of agenda and invitees – date, time and invitees and afterwards, just let her know who attended – how many participants and how long the meeting lasted – available only as long as we have documentation to back up – within 24 hrs; minutes can be sent later
   
   1. Cannot have more than one meeting at a time on this line – to avoid conflicts

5. Gail – co-chair reunion 14 w/ Marjorie – looking for volunteers
7. Shealyn – include on committees what they are developing and will join as many as she can – information - discussion forums
8. New business – Alice actively trying to update alumni webpage and would like to update AA BOD – scanning yearbook picture for then and now – photographer at 9/14 meeting for updated pictures – each member fill out survey/bio so when people click on your name, a bio will come up to meet the BOD, same thing for Alice’s staff/office so for nominations, we can also do something similar – Alice to send us the survey
   
   1. Chairs will let her know if they want discussion forums set up
9. Next call 8/15 at 7 pm Thursday