

Notes

Alumni Association Strategy Meeting August 17, 2016

Attendance: Walter Hoff, Jen Pjatak, Heather Alpaugh, Tony Distasio, Brittany Stanchak, Mike Qiu, Lou Todisco, Chrissy Falcha, Steve Dunnigan, Nyle Davey, Kenney Johnson, Kelley Delaney, Reece Buendia, Russ Sharpe, Antonio McDonald, Dave Gallo, Cynthia Lamb, Cindy Kohan, Dan Markwat

Member introductions

Exec committee, 2nd Tuesday of the month. Phone conference.
Committee Chair reports due on Thursday (prior to the meeting).
Committees to plan out their meetings in advance.

Committee Highlights:

Membership: new members solicited and welcomed

Benefits and Services: Track number of hours donated through the Board contributions to the university. Welcome message in diploma, contact with future alumni early and inclusive of current students. Get involve survey.

Advancement: Encourage financial contribution to university with the current level at 70% participation. Encourage Alumni Ball participation and contribution. Participate in the Charger Challenge.

Marketing: Increasing alumni participation in social media platforms. Feature current alumni profiles in UNH publication. Increase messaging to new grads. Explore what other institutions are doing via the

Programs and Events: Two new micro networks developed.

Office of Alumni Relations Report:

301% increase in social media platforms

78% increase involvement participation in affinity groups

50% increase in participation in alumni events

2016-2017 plans: focus on targeted groups. Tentative calendar of events presented

Discussion Points:

- 1) Benefits and Services: Focus on engaging current students. Foster relationship with the CDC.
- 2) Program and events; Tap into alumni database to foster and provide alumni to support and enhance entrepreneurial opportunities.
What are the Universities goals/values; can we have a speaker early in the year to address this?

Explore options for sponsoring a “Functional round table forum”, professional refresh for alumni; forum to present “cutting edge” presentations in their fields. “One day University” concept. Jen noted that many of the remote programs are planned to be content based.

- 3) Advancement: nothing new
- 4) Program and Events: strengthening the micro-networks. Present concept to the affinity groups.
- 5) Using alumni statistics to speak up regarding alumni demographics and accomplishments. Talking points to describe accomplishments of the alumni. Membership is looking to groups for future board members
- 6) Do the committees have any long-term goal? We still need to know the goals of the university so we can align the goals of the alumni with goals of the university. Can have
- 7) Jen is meeting with Lyme administer (Todd) to begin to meld the alumni associations. Meeting scheduled for September. Goal to have a Lyme representative to our board as liaison. Current Lyme board is made up of alumni, friends, community members who sponsor community-based events.

Next steps: Committee selection by members. Send out committee information to new members. Members can join more than one committee, they can switch, or help another committee if interested.

New Haven.edu/board meeting website has been developed. It will be dashboard for all meeting information. Heather will upload meeting information to include minutes, agenda and other documents.

“freeconferencecall.com can be used for teleconferencing committee meetings.

Group discussed providing better support for Senior 17 ; brainstorm other ideas for student engagement

Next week, 12:30 – 2:00 parents reception at the Alumni House.

Dan Markwat attending next week (Wednesday) others invited.