

STUDENT/ALUMNAE COMMITTEE
Meeting Minutes

Fall 2010

COMMITTEE MEMBERS PRESENT: Priscilla Karle Pilon, Chair, Angeline Johnson, Co-Chair, Phyllis Sullivan Van Hersett, Liz Birmingham Lacy, Barb Wolfston Urrutia, Dawn Parker Santamaria, Annette Isom, Karen McNamara Weaver, Jill Moore Clouse, Jingqui Guan, Kimberly Roland, Kathleen Lay, Linda Kawecky (ex-officio), Kathleen Gibboney (Telephone)

COMMITTEE MEMBERS NOT PRESENT: Abby Van Vlerah

INVITED GUESTS: Jessica Stuijbergen, Assistant Director of Alumnae Relations, Karen Zagrocki McDonald '76, interim Assistant Vice-President Integrated Marketing Communications, Maureen Baska, Assistant Director Career Crossing Office, Kara O'Leary

COMMITTEE PURPOSE: The Student Alumnae Committee will foster interaction between students, alumnae and support graduates as they make the transition from students to alumnae.

I. Opening Remarks, Welcome

a. Prayer (Angeline)

b. Introductions (Priscilla)-

i. New to Board: Annette Isom, Kathy Gibboney, Kimberly Roland, Katie Lay

ii. New to our Committee: Liz, Dawn, Karen, Phyllis, Barb

iii. Guest Speakers: Karen McDonald, Maureen Baska

c. Karen McDonald, interim Assistant Vice-President Integrated Marketing Communications

i. Brainstorming session with informational handouts- Marketing Plan

1. Goal: Make students aware of the presence of the Alumnae Board and its potential as a Resource to them to assist in the transition from student to active alumnae.

2. We must be able to measure our results

a. Participation in SA event, Attendance at Alumnae Club events...

3. Benefits to Students or Alumnae? Both

- a. Alumnae: Keep pulse of student expectations and issues, Future Board members, Foster leadership, Promote giving to college, 3 Ts (Time Talent, Treasure)
 - b. Students: Opportunities after graduations, Networking, Life decisions, Learn about resources
- 4. What are the current issues?
 - a. Want to reach more students and engage the broader campus
- 5. Brainstorming Ideas
 - a. Use Residence Halls as Affinity Groups
 - b. Candlelight dinners w/promotional pieces for events held
 - c. Technology/social networking balanced with our physical presence
 - d. Participate with Club events while on campus
 - e. Send letters (not e-mails) to students
 - f. Have Alumnae Board Bulletin Board announcing our presence on campus and or contact info
 - g. Leave business cards at Welcome Center or with appropriate department
 - h. Have printout of student events on campus for our weekend as we have class schedules available in our folder
 - i. Utilize the Alumnae Board Logo
 - j. Dawn: Invite star students to socialize with us (look into inviting Golf Team without violating NAACP regs)
 - k. Priscilla: Have Profs nominate one student per class
- 6. Build on these ideas and be sure to measure the results!
- d. Jingjing – recap of Student Government Liaison job with Handout listing Goals
 - i. SGA is not just developing ideas but are taking action on those ideas
 - 1. Reference Handout for details
 - 2. Suggestion from Jill: Do a Welcome Home event for students returning from Abroad program

II. Review: Student Meetings - Priscilla/Angeline

- a. Sophomore Board- discussed Candlelight dinner and ways to better promote that Alum board put this dinner on for them
- b. Board of Governance- listened to students' concerns regarding the change to the co-ex dining program; heard SGAs ambitious campus wide events schedule for this semester.
- c. Strategies for future meetings
 - i. Who to invite as affinity groups for Spring
 1. Freshman at McCandless – Liz Wade to ask RA's for section meeting
 - ii. Feedback
 1. Suggestions:
 - a. Angeline: Use Off-Campus students as Affinity Group- Board felt that this group is too small, but may revisit idea in the future if off-campus numbers grow
 - b. Student member: Have Ice Cream at meeting
 - c. Jingjing: Open to all First Years- Board felt this group could become too large
 2. Student Members: Priscilla needs to know which means of communication is best for the committee to contact you: Text message, Facebook, E-mail...

III. Review Committee's Game Plan (55 min)

- a. SAS tonight – logistics, last minute details, networking afterwards
 - i. All involved with Icebreaker and facilitators must arrive at 4:45pm
 - ii. Roughly 75 students sent in RSVPs; Get Survey Results from College
- b. Spring Event – Seniors only (Theme? Meet & Mingle w/Your Future)
 - i. Agreed to split up if there will be a sufficient number of board members for the number of students attending events
 - ii. Format - SGA leaders and CCO are helping to devise this event
 1. Speed mock interviews – Jill and need one more to help
 2. Resume tips/ First Impressions – Barb

- a. Critique written Resumes one on one, inc cover letters
- 3. Life Skills – Karen and Kathy Gibboney
 - a. Seniors have specially requested this topic
 - b. Use Prof. Susan Vance as a Resource
- 4. Relationship Building – Dawn
 - a. Create a strategy for how students can talk to alumnae
- 5. Suggestions
 - a. Kimberly: Hors d'oeuvre Party
 - b. Liz: Discuss where we live and use map as visual aid with our Business Card available
 - c. Jingjing to help with advertising via Stall News; Mentor Kimberly so she will be prepared to take over next year
 - d. Kimberly: Do a teaser display in the DH with table, food covering, and sign telling students that they have to come to the event to find out what we'll be doing. Leave table for two days and then provide signup sheet (Liz Wade) at table.
- c. Review of current committee short term initiatives
 - i. Advertise board presence
 - 1. Jingjing – Stall News
 - 2. Angeline – candlelight dinner (work to advertise better)
 - ii. Alumnae to watch list
 - 1. We will not develop this list, but would use it as a resource
 - 2. College doesn't necessarily have updated information
- d. Review of current committee long term initiatives
 - i. Transition seniors to Alumnae Clubs – SAS, Senior Week brunch (Collect Alumnae Board cards to distribute to students, consider map visual aid; Jill suggested considering Skyping AB members to Brunch)
 - ii. Help Students identify Alumnae in area – CCO/Alumnae
 - iii. "One Book" concept –how to get students involved – info for Linda

1. Current: Unveil title today; Observer article, English W Course to use book in class (Dr Billy)-can we get any other classes involved, Discussion questions (Prof Eva), See AE Folder in Yahoo Group for additional information
2. Future: Unclear who will implement – SA very busy committee
 - a. Invite Author to campus and do book sale, Webcast/Skype with author to avoid travel costs and allow students to submit their questions
 - b. Skype with alumnae clubs to discuss Book
 - c. Host Polish Dinner on campus (Resource: Dr. David Stefancic)
 - d. Invite Dr. Billy to facilitate Discussion at Reunion
 - e. Ask Prof. Eva to host discussion with Alumnae Board at next meeting
 - f. Have Dean Fleming and Dr. Incandela pass this information along to faculty
 - g. Book Club Dorm events – Use RAs
 - h. Develop a tag line to advertise One Book more effectively
 - i. Invite students to lecture hall to discuss book with Alumnae Board at next meeting

iv. Dawn to intro concept to be discussed in spring

1. AE Committee idea- Alumnae Mentorship Program with Students
 - a. Pair students based on geography, career field
 - b. SA committee will vote on this
 - c. Program proposal must be completed. Go to Exec for vote if we need funding.

IV. New Business- None

V. Adjournment

a. 3:21pm