|  |
| --- |
| **Action Initiative Plan** |
| Leader: Kevin ChungTeam: Kevin Chung, Daron Roberts, Nola Weinstein, Alice Park, Sheel Tyle, Jamie Williams | Initiative: Career/Leadership Development Committee Due Date: 10/21/2016 | Last Review: 10/22/2016This Review:10/22/2016 | **CL** |
| **Objective**:To refresh Coca-Cola Scholars alumni and connect them with each other through unique opportunities that enhance personal and professional growth.**Key Deliverables:**1. Identification of hosts for dinner events
2. 5 “Scholar Salon” dinner events
3. SXSW event
4. VC event
5. Family day/picnic (NY)
6. Playbook for events
 | **Action Steps** | **Today’s Status** | **Due Date** | **Cost?** | **Accountable** |
| 1. Review metrics and data:
	1. Surveys of events
	2. Attendance and participation
	3. Did donations flow after attendance
	4. Did they attend other events after initial event, other contacts with CCSF after event
 |  | End of 2016 | none | Alice/CCSF staff (providing data) |
| 1. Develop playbook/protocol for future programming
	1. Procedures
	2. Outline all steps of event planning (venues, CCSF roles)
	3. A video of past hosts explaining what was done?
	4. Language around sponsorship opportunity (Lauren – Language from Service Summit sponsorship)
 |  | Q1 2017 |  | Nola/Kevin/Alice |
| 1. Explore development of dinner events (“Scholar Salons”) (hosted by alumni locally---possibly inviting luminaries in fields, in or out of network, for brief talk)
	1. Targeting 7-11 (plus host) alumni per event to keep manageable, exclusive
		1. Targeting mainly college grads, include undergrads as appropriate and at discretion of host
		2. Stratify invitation list so not over-inviting or having to manage a wait list
	2. Charge for attendance, register for giving circle for access?
	3. In homes vs. external venue?
	4. Host would take care of logistics, funding?
	5. Budgetary considerations (pay to go, everyone pays for own, does host fund entirely, CCSF support)
	6. Preferable at Coke venue
 |  | Q1 2017 |  | Nola/Daron |
| 1. Recruit hosts for future events
	1. Is host willing to put on in home vs. external venue?
	2. At hosts discretion of location, type of event
	3. Each CLD committee member will aim to host, find a host for an event in 2017
	4. What is nature of event – networking, social, focus on a topic with speaker
	5. CCSF to provide branded items, swag, lists of area alumni
	6. Develop a playbook for host, including time frames of invites, how to set up, language around sponsorship possibility (Lauren has access to copy from Service Summit), guidelines
 |  | Q1 2017 |  | Kevin, all -- CCSF staff (provide items, lists) |
| 1. Explore hosting a VC-related event (panel, how to, etc.)
	1. Pitchfest, panel, networking, reception followed by remarks?
	2. Include undergrads
	3. Determine size of event
 |  | Q1-2: Event format, date determinedSummer 2017: (event) |  | Sheel |
| 1. Plans for other 2017 #cokescholarspro events for 2017
	1. Family picnic idea in another location (NY?)
	2. Open to replicating past events
	3. Build out 2017 calendar
 |  | Q1 2017 |  | Alice (picnic), Kevin, Daron |
| 1. SXSW brunch
	1. Only for alumni, 21+
	2. By Oct 31, Nola sets data and venue
	3. At midpoint, Daron will do a talk on leadership/purpose/transition – possible fireside chat
	4. Twitter can live feed
	5. How is this branded –CCSF only, or co-branded?
 |  | Q4 2016: Finalize date, location, agendaQ1 2017: Event | Daron’s department can cover food, Twitter venue already set | Daron, Nola, CCSF (to pull Austin scholar data, make available to anyone attending)…Special Resources: Lisa Tsai (Austin law form), Rachel Jamail (sprdfast), Gary Clark Jr. |