

**Alumni Advisory Board Minutes**

**Agenda**

**July 21, 2014**

**6:00 p.m. (ET)**

**On the Call:** Jason F, Jason P, Rosalyn, Julie, Carolyne, David, Megan H, Jamaal, Mary Kathryn, TJ, Sarah, Robert , Crystal, Carolyn, Jane, Mark, Patti, Megan B. and Ericia

1. **Nominations & Voting of New Board Members** 
   1. **Board Development** (Rosalyn)
      1. 2014 Alumni Advisory Board Nominations
         1. Jorge Casimiro
         2. Kevin Chung
         3. Lindsay Hyde
         4. Jolene Loetscher
         5. Mehul Patel- Alternate
      2. Vote for Nominations
         1. All Approved

1. **CCSF Staff Report** (Jane & Mark)
   1. Ryan left CCSF to join the Coca-Cola Global Ambassador Program
      1. Ryan’s last official day was Friday, July 18, 2014
      2. Will schedule a happy hour next month to celebrate in Atlanta
   2. Emily Adams joined the CCSF Staff official today as an Administrative Assistant
      1. Graduate from Elon University in North Carolina
   3. LaQuanda Prince will join the CCSF Staff next week
      1. Will assist with finance and account management
   4. Strategic Plan changes have been happening (Jane):
      1. Restructuring at CCSF
         1. Ericia: Entire Selection Process
         2. Ryan (Prior to Leaving): 4-Year In-School Process- Scholars Weekend and In-School Development
         3. Carolyn: Alumni Relations & AAB
         4. Megan: Development with some Alumni Relations
         5. Lauren: Communications Manager
         6. LaQuanda: Finance, Accounts & Grant Management
         7. Emily: Administrative Assistant
   5. Fall Travel (Carolyn)
      1. Washington, DC Reception: June (over 70 scholars attended)
      2. September: Miami, Indianapolis, Cincinnati, Atlanta
      3. October: Boston, Brown University, Yale University NY, Pittsburgh, St. Louis, Palo Alto and San Francisco,
      4. Possible Cities: Omaha & Des Moines
      5. Board Retreat: October 3-5 (outside of Atlanta)
      6. Celebrations:
         1. Rosalyn moved to San Francisco to work in Executive Communications at Google.
         2. Crystal has been promoted to Associate Director of Undergraduate Admissions at North Carolina A&T State
   6. Moving forward with Alumni Website (Megan)
      1. Staff from **Blackbaud** will be visiting in August
      2. Connect with Megan to connect CCSF through your Amazon Account
      3. Think about how to promote our three initiatives to the larger scholar network
   7. EQI (Patti)
      1. 130 out of 150 2014 scholars have completed the EQI and over 90 interviews have been conducted
      2. Opened the opportunity to 2011 scholars last week and 60 have completed the EQI already. Last year CCSF provided the EQI with 2010 scholars.
2. **Co-Chair Report** (Jason P., Julie and Jason F.)
   1. Jason Pate has accepted the AAB Emeritus position and a position on the CCSF Board
   2. Thank & Recognize Board Members who are Rolling Off:
      1. David, Julie, Radhika, Crystal, Robert
3. **Update on PR Campaign** (Mary Kathryn)
   1. The goal of the campaign is to elevate the profile of the CCSF in media
   2. Build relationships with influential media outlets
      1. USA Today, New York Times, Washington Post Chronicle of Higher Education
   3. Position the Scholars Foundation Staff to become subject matter experts
   4. Speak at certain conferences
   5. Contribute content to well-read websites
      1. Huffington Post, Buzz Beat
   6. Next Steps:
      1. Develop a working group for this project
      2. Refine the messages of the CCSF
4. **Committee Reports:** 
   1. **Regional Connections** (Jamaal)
5. Overview
   * Two new cities: Oklahoma City & Minneapolis
   * All-Call for Regional Connections Chairs: Late August
   * Feedback Needed on National Day of Service: A survey will be sent after this call.
6. Boys and Girls Club (TJ)
   * Moving to launch this project at the beginning of the school year in September
   * Information will be loaded to the Alumni website
   1. **“ScholarX”** (Jason P.- for David)
      1. Creating new initiatives for Scholars to stay connected
      2. Next Steps: Identify a scholar to keep this project going over the next 12 months for the pilot. If you are interested, please contact Jason F. or David
   2. **Take a Call** (Megan H.)
      1. Mark is assisting in helping with Blackbaud now
      2. Next Steps:
         1. How does the CCSF system talk to Blackbaud
         2. Need Board to help to promote this initiative
   3. **Webinar Series** (Jason F.)
7. Already conducted 3 webinars in April & May
8. Would like to see higher participation among AAB members
9. Looking at a podcast format for future webinars
10. Upcoming Webinars in August; Steven Olikara **(2008)** &  **Bea Perez** (new CCSF Board member)
11. Original Goal: 10-12/ per year
12. **Thank You from Mark & CCSF**: Thank you for your service!

**Important Dates**

* **Oct. 3-5**: October Board meeting & Retreat at Lake Lanier