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CCSF Alumni Advisory Board Minutes

April 18, 2015

2:00 p.m. (ET)

**Present (Westin Atlanta Airport - Atlanta, GA):** Jason Feldman, Kevin Chung, Rudy Fernandez, Rosalyn Kennedy, Jolene Loetscher, TJ Abrams, Mary Kathryn Covert Steel, Jason Pate, Sarah Williams, Megan Harney

**Absent with Regrets**: Jorge Casimiro, Lindsay Hyde, Jamaal Barnes

**Staff:** Megan Barber, J. Mark Davis, Jane Hopkins and Carolyn Norton

Meeting called to order by Chairman Feldman at 2:05 p.m. (ET)

M/S/C Jason Pate/Rosalyn Kennedy

Review and Approve Minutes of Previous Meeting (Mary Kathryn)

M/S/C

**CCSF Staff Report** (J. Mark Davis)

* Outstanding report from entire team regarding scholars week
* Open position (Patti Ross' position)
  + 360 resumes received
  + Interviewed 12 to this point; another approximately 12 to interview before second round interview
  + Number of scholar alumni and great candidates
  + Three total rounds of interviews
  + Hope to have someone in place mid-June 2015 to mid-July 2015

**Co-Chair Report** (Jason Feldman)

* AAB Retreat
  + Provides a place for lots of good foundational work and have a general feeling that the retreat is beneficial
  + Request that we consider options on how to structure retreat time
    - This year past was focused on structural, but instead, make it committee working sessions that are more focused
    - Want the meeting to be social but also very productive
    - Have anopen conversation about potentially bringing in other resources for the retreat
  + Going to expedite the process to identify new AAB members that will ultimately Jamaal, Jason F. and Rosalyn;
  + Want to raise the talent bar (replace with someone with more connections, etc.)
  + Will have a call at the end of May to only move on voting for new slate of candidates, then can engage on new candidates, and then select retreat date that works for them.
  + Mandatory attendance for new board member at retreat
  + Propose several dates as retreat options by June
  + Tim McCallum offered to come and cook for everyone!

**Committee/Working Groups Reports**:

**Scholar Impact/Service** (TJ)

* Excited that expanded as a committee; lost Carolyn D-G but brought on Micaela Connery and Patrick Daly as well as Lindsay H. and Jamaal
* Idea #1 - local activation and service trip
  + scholar service summit in Miami at the end of the August
  + Look at scholar organizations and national (i.e. Boys and Girls Club of America), also looking for speaker.
* Idea #2 - Scholar Hack-a-Thon
  + Atlanta in June
  + Will have one to two scholar organizations and bring in others to come up with innovative ideas to take organization to next level
* Idea #3 - Non-profit boards
  + Working on developing board members for non-profit boards, connect in alumni; explaining how to obtain board members, what to do if on board, etc.

**Development** (Rudy and Megan B.)  *Completed*

* Idea #1 - With the help of PR committee designed the messaging for external website; will now hand off to Lauren to put on the website
* Idea #2 - Named Legacy Circle

*In Progress*

* Idea #3 - Tribute gift and class gifts are in progress (2013 wants to do senior gift as well as Patti Ross gift)
* Idea #4 - Prospect for major gifts for legacy circle; have 32 high level people as prospects; also do an honor roll in beginning Q3; planning to do annual ask during Giving Tuesday
* Also want to look at people who can continue to give either in-kind, financial or corporate and also AAB+1 if join board

**Leadership Development** (Jason P.)

* Trying to integrate with the alumni portal; Goal is to consolidate a list of conferences scholars have gone to and are going to . Goal is to provide a guide on top conferences by industry so scholars know which conferences are worth going to; Data will be sourced by using a global scholar survey (need to coordinate with when foundation will send out next global survey). Also working with Mark to try and determine how to keep that information up to date (even if engagement on portal is not ideal) CCSF Board of Directors - three new board members added, all fantastic; Pate feel more active and working focused board and very engaged. Pate is setting up one-on-one meetings with all new board members to discuss current alumni initiatives, and identify where their business needs, and scholar interest best overlap. Pate is also reaching out to other senior leaders at Coke, outside the Board, to increase awareness in key parts of the company (specifically; Innovation Team, Partnerships Team). Pate also working with foundation staff to help draft rules on how the alumni portal could be valuably used by the company while ensuring communication to alumni is largely valuable to alumni.
* Question from TJ - is there a way to offer resumes curated to Coca-Cola system

**Career Mentoring/Professional** (Kevin)

* First event on May 21
  + Held at Twitter with Nola Weinstein (Kevin met after regional interviews); was interested in having ScholarX networking event in San Fran at Twitter; focused on professional networking and topic of how to leverage Twitter to develop professionally
    - Room for sixty at event; tiered invite those out of school and then if room, go to those who are seniors
    - Will also record to put on LinkedIn portal, etc. so other scholars can see and start an archive;
* Next eventwill be at Google; while the first event was exclusive to scholars, possibly try allowing to bring spouse/guest for second event
  + Also exploring the buddy concept and not mentoring.

**Scholarships** (MK)

* Only Jaamal and Sarah W from AAB on committee, Mary Kathryn request Lindsay move from development to scholarship to spread the workload

**PR/Communications** (MK)

* Set up media monitoring for CCSF
* Reporter meetings to gear up for swing of trips in summer/fall (Jane and Mark - DC and NYC)
* Also put together with Rosalyn list of targets (focus on higher education beats); also working with media relations at Coca-Cola so that they are bought in with media outreach
* Finalize the messages for Q&A development so all from the same script

**Board Governance** (Rosalyn)

* Previously focused on by-laws and then recruitment
* Shift focus to board growth, strengths
* Provide Rosalyn with any names and suggestions of new board member by Monday 4/20/201
* AAB+1 also natural bridge between governance and development so keep those in connection; will ask AAB members to bring one scholar a year back into the fold;
* Also look at financial ask of each AAB member (i.e. $300/term)

Adjourned at 2:39 p.m. (ET)

M/S/C Jason Pate/Rudy Fernandez

**Important Dates**

* May 2015 (conference call to approve new board nominations) - TBD
* July 27 (Monday) - 6 pm (EST)
* October or November 2015 (AAB Retreat) - TBD

Jolene Loetscher, Secretary