

**Alumni Advisory Board**

**Minutes**

**July 27, 2015**

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

**Present (via phone):** Jason Feldman, Kevin Chung, Rosalyn Kennedy, Jolene Loetscher, Lindsay Hyde, TJ Abrams, Mary Kathryn Covert Steel, Jason Pate, Sarah Williams, Jamaal Barnes, Jorge Casimiro and Megan Harney

**Absent with Regrets:** Rudy Fernandez and Carolyne Dilgard-Clark

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

**CCSF Staff Report**

New Staff - Director of Undergraduate Programs (Jane)

* Jamie Williams will be the new director of undergraduate programs for the Coca-Cola Scholars Foundation.
  + Jamie is a friend of CCSF and served on the reading committee.
  + Jamie is currently with the Honors College at Clemson University.
  + His focus at CCSF will be to focus on reinforcing learning from Scholars Weekend through the college experience and stewarding high school seniors into active alumni in the network.
  + Starts August 10, 2015
  + Will attend the AAB Retreat in November

Portal Update (Megan)

* Completed staff testing, have communication roll-out and beta testers identified; one glitch on back-end and currently working to resolve
* Will send out in early August
* Ask for feedback from everyone on functionality

Hackathon (Megan)

* Thanks to the alumni for attending; 30+ participants

Coke Scholars Pro (Megan)

* Thanks to Kevin Chung and Nola Weinstein for the Coke Scholars Pro event at Twitter

Applications (Megan)

* Applications will be open August-October; please share with your networks.

Service Summit (Megan)

* Registration for Coke Scholars Service Summit ends August 1 at reduced rate

Other Updates (Carolyn)

* Rosalyn will welcome Baby #3 in December
* Jamaal is moving from Harvard to an internal position at McKinsey
* Rudy was on CNN July 9th
* Happy Birthday August 7th to Mary Kathryn and TJ
* Many events, receptions and hackathons coming up this fall including Texas, LA, Provo, Salt Lake City, Chicago, Minneapolis, Raleigh/Durham, DC; watch for updates in the portal

**Board of Directors (Jason Pate)**

* Hendrick Steckhan runs the still beverage business at Coca-Cola and has high engagement Asking for one-on-one with board members; setting up meetings with Board members who are senior executives at Coke
* New board, now in position to make decisions and start new projects
* Starting to see some of the work in the Strategic Plan coming through with Board engagement (Jane)

**Co-Chair Report/Acknowledgement of Members Rolling off the AAB** (Mary Kathryn)

* Thank you to those have helped grow AAB and will be rolling off
* Sarah Williams - thanks to growing bond with Sandy Williams; thanks for helping redesign the SWAL process
* Jamaal - took regional connections up a level; also took care of the Harvard Coke Scholars; and thanks for leadership on scholarship committee to make sure we were giving the right awards at the right time and recognizing academic achievement appropriately
* Rosalyn - helped overhaul board governance process
* Jason F. - how lucky to have you as a leader and always put CCSF first
* TJ will be new co-chair for 2015-2016

**Committee/Working Groups Reports**

**Scholar Impact/Service** (TJ)

* Hackathon
  + 30 participants in Hackathon on July 25, 2015 in Atlanta
  + Three non-profits participated (Empower Orphans, BEST Foundation, CCSF)
* Service Summit
  + Working on Miami Service Summit weekend and need board participation and support to get other scholars out
  + 20 participants signed up and hoping to get 50-60 people total
* Other
* Looking for opportunities to find national service partnership
* As previously discussed, exploring with Boys and Girls Club of America
* Also looking at:
  + Heroes USA targeted toward helping veterans and help integrate into workforce
  + Partnership for Healthier America focused on solving childhood obesity
* Jamaal aided in Scholars Helping Scholars concept to help them serve on nonprofit boards
  + Will work on integrating survey on nonprofit board service into CCSF newsletter to see what knowledge/support exists among the Scholar network
  + Jamaal identified resources to share in CCSF newsletters

**Development** (Rudy)

* 2015 Giving - Legacy Gifts
  + $52,740 from 48 donors
  + Mean $1,100
  + Median $300
* New messaging
  + Added Development language to website but not in full navigation quite yet
  + All event registrations will have option for additional gift to the CCSF
  + Will do Q4 impact report
* Distributed to AAB white paper from Rachel Stein (2013) about propensity to give

**PR/Communications** (Mary Kathryn)

* Twitter chat with Coca-Cola received well
  + Lauren led and was a huge success
  + Will do more in August, September and November
* Finalized messages (thanks Rosalyn)
  + Next step to train Mark and Jane on those
  + Will do media meetings depending on timing of receptions
  + Figure out fall dates this week for receptions (Mark)

**Leadership** **Development** (Jason P.)

* + Goal is to make leadership assessments available to CCSF alumni
  + Look at different type of leadership assessments (often have access in college)
  + Reaching out to Stanford, Harvard and University of Miami to see what works best and what the costs would be
  + Trying to find out what was best received at Leadership Summits and work with CCSF to send out a survey
* Also looking for ways to grow leadership opportunities
  + How to connect Coke Scholars with job opportunities at Coca-Cola

**Scholarships** (Jamaal)

* SWAL
  + Last year looked at SWAL process – how to recruit and select the SWAL
  + Wanted to be sure we have enough information to know about their long-term connection to the network
  + Explored how to respect Sandy’s legacy but also add value
* New process
  + SWAL apply to AAB Scholarship Committee during fall of sophomore year
    - Two letters of recommendation (ideally one from CCSF connection)
    - Also look at leadership positions
    - Selected in Spring and roll onto AAB in October
  + Will begin after October 1 once second half of process finalized

**Career Mentoring/Professional** (Kevin)

* Coke Scholars Pro
  + Twitter event
    - Nola was invaluable in this event
* Ros and Nola planning a career mentoring/professional event at Google
* Will work on creating playbook for doing in other parts of the country
* Have some names of potential attendees who may be good for development

**Board Governance** (Rosalyn)

* Welcome new AAB members
* Daron Roberts (1997)
* Micaela Connery (2004)
* Nola Weinstein (2001)
* Alice Park (1999)
* Sandy Williams Alumni Legacy Scholar Justin Pearson (2013)

**Adjourn**

M/S/C Jason F./Jamaal

**Important Dates Coming Up:**

* **Service Summit in Miami (optional): Sept. 11-13, 2015**
* **AAB Retreat** (for those not rolling off and new members) - **Friday 11/13 – Sun. 11/15**