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**CCSF Alumni Advisory Board**

Minutes

January 26, 2015

6:00 p.m. (ET)

**Present (via phone):** Jason Feldman, Kevin Chung, Rudy Fernandez, Carolyne Dilgard-Clark, Rosalyn Kennedy, Jolene Loetscher, Lindsay Hyde, TJ Abrams, Mary Kathryn Covert Steel, Jason Pate, Sarah Williams and Jamaal Barnes

**Absent with Regrets:** Jorge Casimiro and Megan Harney

**Staff:** Megan Barber, Patti Ross, Jane Hopkins, Emily Adams. Carolyn Norton and Ericia Ward-Williams

**CCSF Staff Report** (Jane and Carolyn)

* Alumni Portal Update (Jane)
  + Portal done at end of Q1 but launch after Scholars Week to maximize awareness; push out to AAB end of March for focus group
* Megan and LaQuanda’s title changes (Jane)
  + LaQuanda Prince from Finance Assistance to Finance Manager; Megan Barber now Manager of Donor Engagement
* New regional finalists statistics and where we’re going for interviews (Jane)
* Patti will be retiring this summer. CCSF will hire someone over the next year.
* Alumni engagement – on reading and selection committees (Carolyn)
  + Had 8 Alumni as part of the PRC committee
  + Have 20 as part of our RIC interviews (plus most of the CCSF staff)
  + LDI - Inviting most of the same folks back from last year (30 alums)
  + Working with LDI with Andrew and Michael Terrell. Dropping selection process and focusing on Leadership Development.
* LDI committee/Scholars weekend- save-the-date (Carolyn)
  + Invites are forthcoming – April 16-19th
* Accolades/announcements among AAB members (Carolyn)
  + No AAB updates at this time
  + Since retreat- first U.S. Senator (Ben Sasse) and youngest U.S. Congresswoman ever (Elise Stefanik ‘02)
* 2014 Giving Summary (Megan)
  + 2014 - $227,000 gifts from individuals, alumni, friends of CCSF and former Chairman Don Keough; $23,000 of that from alumni

**Committee/Working Groups Reports:**

**Scholar Impact/Service** (TJ)

* Focused on four ideas from AAB Leadership Retreat
  + Local service activation - activation opportunities and ways for scholars to connect and engage while giving back; Boys and Girls Club of America part of engagement
    - Post through alumni portal and RPC leads to share
  + Scholars on non-profit boards - offering training and information to assist scholars with serving on non-profit boards
  + Scholar Service Trip - pick scholar with 501(c)3 and organize trip to help with resources; identify one scholar to pilot program with this year
  + “Hack for Good” - pilot in key region with diversity of scholars to have hack-a-thon for non-profit; use one day to help scholar solve non-profit challenges; could eventually executive and scale across all regions
* Commit to one Scholar Service Trip and one Hack-a-Thon for 2015; others turn-key

*TJ Abrams excused.*

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

* Board appreciate engagement of AAB; next meeting in April at Scholars Week
* Scholar Development Calendar
  + Want to see what conferences scholars going to so they can connect and early career scholars can learn what's good
  + Host through back-end of scholar portal or LinkedIn
* Scholar Expert Network
  + Need for one to three hours of support. Scholars need support, not mentorship Requesting one to three hours support for project-specific questions.
  + Requests likely to come from off Facebook; host through back end of portal otherwise use LinkedIn

**Meeting called to order by Chairman Feldman at 6:32 p.m. (ET)**

M/S/C TJ Abrams/Rudy Fernandez

**Review and Approve Minutes of Previous Meeting** (Mary Kathryn)

M/S/C Carolyn Dilgard-Clark/Rosalyn Kennedy

**Co-Chair Report** (Jason F. & MK)

* While this is a volunteer operation, we are dependent upon committee chairs to continue to move forward with initiatives
* Attendance and engagement requirements in bylaws
* Retreat can be costly; consider if this is the best venue; will discuss next board meeting (April)
* Get together with your committee after this call in February

**Committee/Working Groups Reports:**

**Career Mentoring/Professional** (Kevin)

* Focus of this committee is career and professional
* Events - take page from staff on roadshow events. Host events that focus on getting people together with emphasis on professional event
  + Find common theme of working, professional development and organic networking with professional bent
  + Start in locations with higher populations and try 2-3 this year.
* Buddy - provide connection to freshman or upper class for a buddy. Fall 2015 paired with upper classmen or recent graduate; need pipeline

Young professional mentoring - Again need pipeline.

* Focus on out-of-school scholars
* During Scholar Week may have alumni help with programming on networking (Carolyn)
* Large survey response from scholars interested in mentor or mentor from road show; also heard this during individual conversations from 2004-2009 interested in mentor and mentee roles (Megan)

**Scholarships** (Jamaal)

* Scholarship committee tasked with selection for SWALS
  + Recommend selecting SWAL 18 months after class selected and the scholar can apply themselves
  + Working with Ericia and Jane for what it means for selection process
    - Allows to leverage their engagement with network and allows an application process
    - i.e. Foundation push marketing in 2017 for SWALS from Class of 2016
    - Proposed - applications go to Scholarship Committee
    - At October retreat, pick 3-5 finalists to be presented to AAB at end of October meeting; then narrow down from October to January.

**Development** (Rudy)

* Can connect data more
  + Now can access Captiva (connects with Dow Jones to rate potential donors)
* Raising money for programming for engagement of new scholars but also alumni with missing data
  + Need to update this messaging for website; Jorge and MK lead
  + Need to decide on what to name fund and decide on tiers; Lindsay and Megan to have suggestions for names
  + Class of 2013 wants to give a class gift; could use this as example to encourage others; Jolene and Lindsay work with Megan.
  + Fifty prospects for future legacy circle donors
  + Want to work on strategy to engage and how do we ask; want to tease legacy circle at Scholars Week
  + Q1 want name figured out and translate that to messaging for website by scholar weekend (Megan)

**PR/Communications** (Mary Kathryn)

Running through metrics and timelines

* Build relationships with reporters
  + Have three meetings, targeting NY Times, Politico and Washington Post; Mark and Jane spokespeople; also scholar go with them
* Position staff as scholarship/leadership
  + Want two media placements in 2015 and focus on Q4
* Speak at right conferences
  + Look at where Coca-Cola Company already present or scholars already are; maximize where already have assets; goal for three conferences
* Contribute content
  + Need to work on messaging and finalize Q1; looking at scholar connections for outlets; content planning Q2

**Board Governance** (Rosalyn)

* Need to find right folks for future board and make sure bylaws are right
  + In April put together formal plan
  + Focus on recruiting from talent pipeline
* Tell Rosalyn or Carolyn if see someone that would be good especially in April.

**Adjourned at 7:20 p.m. (ET)**

M/S/C Carolyn Dilgard-Clark/Kevin Chung

**Important Dates**

* April 16-19: Scholars Weekend (in person)
* July 27 (Monday): 6 pm (EST)
* October dates (AAB Retreat)- TBD