

**Alumni Advisory Board**

**Minutes**

**November 14, 2015**

**11:15 a.m. EST**

**Present (in-person AAB Retreat held in Peachtree City, GA):** Jolene Loetscher, Lindsay Hyde, TJ Abrams, Mary Kathryn Covert Steel, Jason Pate, Sarah Williams, Megan Harney, Micaela Connery, Alice Park, Nola Weinstein, Justin Pearson, Daron Roberts

**Absent with Regrets:** Kevin Chung

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

**Review of July 2105 Quarterly Meeting Minutes**

M/S/C Pate/Harney

**Review of New Vision Statement**

**Committee Reports (\*Denotes Priority Initiatives)**

Service

* \*Scholars On Boards
  + Smaller Service Projects (if Scholars have need, could share needs in newsletter)
* \*Service Summit (combine with Hackathon)
  + Q1 start plan, select location, Q2 planning in detail, Q3 happen; $15,000-$20,000 (if with Hack)
* Scholars Vote (share photos/registration)

Career Leadership

* \*CCSF C-Suite
  + Roundtable dinner or events at innovative companies to re-engage those Scholars we don’t have email for; target NYC for May 2016
  + No financial commitment to attend or expectation for donations
  + Engage 10-20 executives we aren't currently in touch with
  + Ideally, this group would be potential donors
* \*Coke Scholars Pro
  + Look to engage Coke Scholars at events where they already are
  + Texas, California and NY (March - Austin, SXSW; June - DC; February - New York)
* \*Family experiences
  + Asking our Scholars who have children to engage in events with their kids
  + Kid-friendly environments/events
  + How can we connect Scholar Parent to Scholar Parent?
* Angel Investor pitches
  + Getting involved with government, getting involvement with a VC,
  + Finding angel funding for your new company
* Panel for first year out of college
  + Setting up calls with Scholars who are graduating from undergrad or their master's
  + Help ease them into the transition of the working world
  + Help provide them with bridges to careers

Development

* Fundraising goals
  + 1,000 unique donors by Leadership Summit 2018
  + 100 major donors (total $1,000)
  + Recruit 30 for legacy circle

*(See later discussion for committee membership needs.)*

* Giving Tuesday
  + Will push out social media messaging

Governance

* Board Check-In
  + Create a process to check-in with AAB members at least twice during the year to evaluate time commitment, engagement and address any concerns
* Talent Pipeline
  + Begin the process earlier of recruiting and evaluation for potential AAB members. Start bringing in potential AAB members for help with committee work and event planning

**Discussion regarding Development Committee Transitions**

* Should the AAB be required to give back to CCSF?
* The AAB discussed that this was not an expectation or a condition of recruitment and what is appropriate for the AAB.
* .
* Consensus for Governance Committee to work on by-law language to present at January 25, 2016 board meeting to clarify expectations of giving.
* Abrams and Covert Steel to work with Davis and Norton on options for bringing on additional Development Committee members who may eventually become AAB members

**Adjourn**

M/S/C Weinstein/Hyde

**Important Dates Coming Up:**

* Next Meeting – January 25, 2016 – MK