

**Alumni Advisory Board**

**Minutes**

**April 11, 2016**

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

**Present (via phone):** Jolene Loetscher, Alice Park, Mary Kathryn Steel, Daron Roberts, Jason Pate, Justin Pearson, Megan Harney, Kevin Chung, Rudy Fernandez, Lindsay Hyde

**Absent with Regrets:** Micaela Connery, Sarah Williams, Nola Weinstein

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

**Review and Approve Minutes of Previous Quarterly Meetings**

* November 2015 - Amended

M/S/C Pate/Pearson

* January 2016

M/S/C Park/Roberts

**CCSF Staff Report**

Mark Davis

* April 2016 LDI/Scholars Weekend
  + Perceive this class as the most accomplished class of Coca-Cola Scholars, which is a credit to changes in the selection process and regional interviews prior to Atlanta
  + Interviews help to hone in-on their skillsets and determine whether they will be part of the CCSF family
  + Thank you to those who helped do regional interviews
  + $1.213M in sponsorships for 2016 Banquet
  + Nothing but positive reviews on banquet, reception, Rubenstein, state of the business and delighted with the journey video
  + Some attendees charged parking and should have been free; breakdown in communications with Georgia International Convention Center; reached out to those attendees and would be refunded; only two said want refund
  + LDI
    - Great facilitators
    - Team from Center for Creative Leadership complimentary of the work that was done and facilitation that was done by Michael and all of the Scholar alumni
    - “It was terrific.”
  + Power outage in downtown Atlanta - right at the end of visit to Center for Civil and Human Rights. Adjusted Scholar schedule so that they were able to go to the World of Coca-Cola
  + 2016 scholar dehydrated at the party, went to hospital and 3am Sunday was back in the hospitality room
* Coca-Cola Scholars Foundation Board of Directors
  + Met Friday 4/1/2016
  + Sue Suh
    - Elected to Coca-Cola Scholar Foundation Board of Directors at April 2016 meeting; will represent AAB and Scholars
    - Former AAB member, Legacy Circle donor and selection committee elected
    - Suh replaces Jason Pate after two years of service and gave lots of great advice to management team and BOD
  + Jane Hale Hopkins
    - Selected as Executive Vice President of CCSF
  + Kirk Tyler & Martin Williams
    - Came to visit LDI after Board of Directors meeting
* Emily Adams
  + Notified staff she’s moving to Pittsburgh with her fiancé
  + Going to University of Pittsburgh in Masters of Fine Arts program in writing and work at University of Pittsburgh development team
  + Will leave for Pittsburgh the end of this month

Carolyn Norton

* Portal Resources
  + Operation guidelines and forms in the portal for accountability and clarity and better records
  + Committee meetings should use the standard form to record notes and send to one of the co-chairs, they will post on Portal
  + Event planning form/checklist also available
* Committee Calls/Meetings
  + Include your CCSF staff member on calls
  + If you’re not clear of who that would be, check with Carolyn
* Calendar
  + Busy year ahead, please check the calendar when planning activities
    - See below for upcoming events/dates
* Accolades
  + Daron Roberts
    - Coach Roberts has been inspiring Carolyn, live a great life or someone else will
    - Also blogs and writing for Fortune on Sports Leadership and Business and part of SXSW panel
  + Jolene Loetscher & Nate Burdine
    - 2016 banquet video was amazing!
  + Nola Weinstein
    - First alumni to have her company, Twitter, be a banquet sponsor

Justin Pearson and Dana Sweeney (2013 Scholar at the University of Alabama)

Won a Princeton Policy Fellowship and will be attending Princeton University’s Public Policy and International Affairs Junior Summer Institute at the Woodrow Wilson School this summer!

Jane Hale Hopkins

* Strategy & Action Initiatives
  + CCSF team created action items to fulfill needs from strategic plan
  + Identified six priorities to help realign with strategic plan
  + Jane will distribute via email to AAB

**Co-Chair Report**

TJ Abrams

* Resources
  + Co-chairs are working to develop and provide resources and tool for bigger and better programming
  + Additionally making operational improvements and would appreciate any feedback
* Leadership Summit 2018
  + Conversations beginning for 2018 event
  + Thoughts/passion/interest reach out to TJ, MK or Carolyn
* Jason Pate
  + Pate will be leaving the AAB and CCSF BOD
    - Pate left a tremendous legacy that we aspire to
    - Been with AAB for five years
    - He’s helped drive integration with The Coca-Cola Company and the Board and CCSF.; “thank you for helping push what success looks like as an alumni board member”
      * Pate: thanks Jany and Lesley who put this together for AAB and this year more than ever at an exciting selection point for all the work coming forward; this could not be a stronger board and Sue Suh will do a great job
      * Mark
        + On-boarding conversations with Pate and Suh
        + Focus on the purpose/benefit of having a Scholar on the CCSF BOD and how this can help secure gaps in connections between BOD and Scholars
        + Scholars do great job supporting each other and AAB creating programming and give back opportunities; big areas of focus is connecting Scholars with the Coca-Cola system
        + CCSF isn’t funded in perpetuity so the stronger bonds the better
* Mark Retirement
  + Mark started looking at retiring at some point
  + Timeline of Leadership Summit 2018 to wrap up service
  + Suh brings HR/personnel management (leads for Rockefeller Foundation) to help in those transitions

**Committee/Working Groups Reports**

**Development** (Rudy Fernandez)

* Recruited some good members onto Development Committee with valuable ideas
* Would like to see one of those new recruits join the AAB
* Had some success with the campaign that went out around the CCSF banquet; raised $1,110 to date from that messaging
* Focus for the next several months will be to increase donors (overall) through using social media and messaging that tries to go after low dollar contributions
* Will also work to get scholars in the habit of donation
* Have new research on scholars who have capacity to give, hope will increase legacy circle
* With proper staff support, this type of targeted research can be very successful and can build legacy fund for leadership development for current and alumni scholars
* Rudy to send targets and goals for development for overall number of donors by Leadership Summit and Legacy Circle members; Pate - 1,000 individual unique donors, 100 meaningful, 20-30 legacy by 2018
* Mark - has research on what we consider top 200 candidates to have meaningful conversations/outreach with going forward

**Alumni Impact/Service** (Justin Pearson)

* Scholars on Board
  + Get scholars connected to non-profits
    - Justin getting feedback from others from board he’s on; but on-track
* Public Service
  + Get out the vote
    - Sending out emails to some state and nationally elected officials and scholars about elections/campaigns; being informative and fun and culminate to interviews (video) or Q&A on paper
* Service Summit
  + Austin, TX - September 23-25, 2016
    - Utilizing regional alumni connections Marc Eichenbaum and Daron Roberts
    - Also identify others: Hilary Corna, Mike Woodward, Patrick Daly that would be interested in helping
    - Working on agenda, speakers, hotels and sponsors

**Career /Leadership Development** (Kevin Chung)

* Family Day
  + Atlanta - May 14, 2016 (Piedmont Park)
    - First family-focused event to help re/engage scholars with children
    - Alice Park organizing
    - Alice: event to focus on populated areas initially and growing out; hope to engage scholar level and hopefully that will lead to contributions time/effort/money
* Networking Events
  + Washington, DC and Austin as options
    - With Service Summit, may reevaluate Austin
  + Washington, DC - not confirmed for dates; would need to find gaps in other programming; focus on service/NGO
  + Mark Davis: feel like could still do something in DC because it’s a different group that we see there; the reception will draw a lot of the professionals but also get a lot of the students in Capitol Hill for internships in summer
* Executive Level Engagement
  + Doing due diligence and figure out what types of activities those scholars would like to do, what would they travel for; unlikely would have an event this year, but start getting feedback and groundwork.

**Board Governance** (Jolene Loetscher)

* AAB Nominations
  + Beginning process of nominating new board members
  + Rolling off Summer 2016: Rudy, Mary Kathryn, Megan, Sarah, Jason Pate and Micaela
  + Looking to vote on slate of 5-6
  + Need to provide names you would want considered to Board Governance by Wednesday, April 13, 2016
  + Board Governance committee will present slate for voting during AAB Quarterly Meeting in July
* Board Buddy Program
  + Check-in system with elder/new board members
  + Jolene will send an email to detail, but asking that each pairing connect in the next few weeks and notify Board Governance of any concerns that may have arisen

**Adjourn**

M/S/C Park/Chung

**Important Dates Coming Up:**

**Quarterly Meetings:**

**April 11** – 6 pm

**July 11** – 6 pm (note – this was moved from June 27 to stay on quarter schedule).

**October 21-22 (20-22 for West Coast)** - AAB Retreat (and in person quarterly meeting)

**CCSF Receptions:**

April 20th - Nashville

May 10th - New York City

June 8th - Washington, DC