

**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