

**Alumni Advisory Board**

**Minutes**

**July 11, 2016**

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

**Present (via phone):** Jolene Loetscher, Alice Park, Mary Kathryn Steel, TJ Abrams, Justin Pearson, Megan Harney, Kevin Chung, Micaela Connery and Sarah Williams

**Absent with Regrets:** Rudy Fernandez, Daron Roberts, Jason Pate and Lindsay Hyde

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

**Review and Approve Minutes of Previous Meeting**

* April 2016

M/S/C Pearson/Chung

**CCSF Staff Report**

**Jane Hale Hopkins**

1. After 2013 strategic plan, the Coca-Cola Scholars Foundation took time to reassess where are in the Strategic Plan at the beginning of this year. We have been working with a consultant to see where are now, and what we need to accomplish.
2. We have revisited the mission, vision and core values and performance model. We brought forward six priorities that line up with the strategic plan for the remainder of the year.
3. To establish a system of tools that enhance, streamline & support our work.
   * Emily started and Lauren to continue
4. Implement & assess robust program for engagement & impact.
   * *This includes coaching. Jamie is leading.*
5. Assess & implement a robust program for alumni to increase engagement & impact.
   * *Carolyn leading.*
6. Develop a strategy & plan for long-term sustainability; development work with Coca-Cola system and alumni base.
   * *Mark leading with board chair*.
7. Develop & strengthen fast-paced, high-performing team that serves & reflects our stakeholders.
   * *Ericia to lead.*
8. To proudly tell our story through a variety of channels to position CCSF as the premiere scholarship program for visionary lenders.
   * *Lauren to lead*

3. Each person created an “action initiative profile” that has clear, executable steps

* Staffing Updates
  + Jane & Mark will continue to lead development efforts
    - Will not re-hire for full-time development position
    - Development strategy will continue to go forward
* Will hire for:
  + Office admin/events logistics
  + Operations/HR
  + Re-hire for Ericia’s former role
  + Technology focus - contractor role

**Carolyn Norton**

* Plan for alumni engagement
  + Think about alumni program- future needs, what it means to be an “active alumni”…
  + Will see more standard operating procedures for AAB so we can work better with aligning with staff and alumni goals
  + Ten years ago AAB started
* Going to start preparing for 2018 Leadership Summit
  + Begin preparing earlier than we have in the past
  + We will put together a committee for the Summit and have that in place in the next month. The committee will mostly be outside of the AAB and engage those who are alumni but not part of the board.
  + Will have a rough plan around for the Leadership Summit by end of year
* At the October AAB Retreat, we will do small version of strategic operations exercise, along with committee planning for 2017.
* Nashville, NYC and DC Receptions
  + Three very successful receptions and family day event in Atlanta
  + Had more than 200 alumni touch-points and had huge turnout (+100 NY and DC each event)
  + Upcoming events:

**September 13th:** Minneapolis/ St. Paul (reception)

**September 23rd-25th:** Service Summit in Austin, TX- registration is open!

**October 3rd:** Yale University (reception)

**October 4th:** Boston (reception)

**October 11th:** Kansas City, MO (small dinner)

**Nov. 9th and 10th**: Omaha, NE and Des Moines, IA (TBD)

**J. Mark Davis**

* Receptions went very well
  + MK and U.S. Representative Elise Stefanik at DC event; Rep. Stefanik shared some her experiences as scholar and member of Congress
  + We do these things about what we talked about earlier the portfolio of opportunities; that’s a result of the work the AAB has been engaged with the last ten years;
  + Thank you to the five members of the AAB for their service, as they rotate off the board
    - Micaela - excited to hear about Ireland when that finishes; thank for work on Service Summit in Miami and terrific event for us; given us a great platform to build off of for Austin.
    - Rudy - thank you for work in Miami and Service Summit and hosting at U of Miami and secure speakers there; most importantly, thank you for the work you’ve done on the Development Committee. We’re ready to kick-off the work eluded to earlier in the meeting, and looking forward to where we’re going next.
    - Megan Harney - thanks for always being there to step and lend a hand if on tech or development; put in a lot of time on the Scholar Connect app and appreciate your service.
    - MK - role is going to change and been huge help with communicating our work and initiatives and serving as a co-chair.
    - Sarah Williams - easy to forget she’s been the youngest. She embodies all we wanted the Sandy Williams Alumni Scholar to represent. We are especially thankful for her help with the service summits.

**Co-Chair Report**

TJ Abrams

* Board Members Leaving/New Positions
  + Thanks to everyone that’s rolling off. You’ve helped move us forward, and your mark has been made, and we’ll march on with the great work on each of the committees.
  + Exit survey for those rolling off -- the purpose is to get a better feel on your experience. We appreciate your feedback on onboarding, and be on the lookout for the survey from Carolyn.
  + Jason Pate has rolled off the board as Emeritus Chair; Mary Kathryn will transition into that role.
  + With Mary Kathryn becoming Emeritus Chair and leaving Co-Chair position, Jolene has accepted the role to partner with TJ as AAB Co-Chair.
* On-Boarding New Members
  + In the next three months, July-September, we are asking that current board members engage new members on their committee and serve in a mentorship role.
  + We will let you know who the new members are so that you can conduct the appropriate outreach.

**Committee/Working Groups Reports**

**Development** (Mark Davis for Rudy Fernandez)

* Work with Development Committee between now and end of 2018 for:
  + 1,000 scholars as donors to the program
  + 100 at major donor level ($1,000)
  + 30 to join the Legacy Circle
* Focused on sustainability and what fundraising means; also planning for asks within The Coca-Cola Company and bottlers

**Alumni Impact/Service** (Sarah Williams)

* Service Summit - September 2016 - Austin, TX
  + Reaching out to speakers including George T. Bush (Land Commissioners), former mayor of Houston, mayor of Austin
  + Will use UT Austin similar to use of U of Miami last year on Sunday
  + 25 already signed up and will cap at 80 people
  + Theme: Everyday Change Agents
* Scholars Vote
  + Initial plan to get scholars from across the nation together to talk about politics;
  + Given the direction of the election right now, we don’t feel like we could accomplish goal of bringing all of us together
  + Will not focus on this initiative at this time
* Scholars on Board
  + Paperwork completed and get that posted on the website and upcoming newsletter

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

* Committee held call 6/28/2016
  + Family Event - May 14, 2016 - Piedmont Park, Atlanta
    - First event of its kind
    - We wanted to pull together scholars in the area as well as their families
    - 70 registered and only six no shows
    - 64 participants, 19 alumni scholars, the rest was staff, family and kids
    - Nine surveys completed
      * 3 of never participated before in a CCSF event
      * Top reasons to participate - network with alumni and family aspect that kids involved was a draw
      * Mixed response on how often to do, so we will need to evaluate frequency in the future
* Coke Scholar Pro
  + 2-3 planned for calendar year
    - Nola will host at NYC office of Twitter on August 4
    - Trying to get third one for DC in 2016 - may look at post-election November

**Board Governance** (Jolene Loetscher)

* Brought forward slate of nominees for new AAB members
  + Sheel Tyle
  + ​Michaella Gallina
  + ​Marc Eichenbaum
  + ​Heidi Koester Oliveira
  + ​Greg Melia
  + ​Deborah Stine
  + ​Kristina Gisonde (Alternate 1)
  + Patrick Daly (Alternate 2)
* Vote on slate

F/S/C Pearson/Abrams

**Final Remarks**

* TJ asked if there’s been any conversation within company regarding Black Lives Matter or policing concerns.
  + Mark said no official response that Mark has heard.
  + TJ would like to keep AAB informed on those positions.
  + As a board, we are being sensitive and aware of those conversations. TJ asked if you have thoughts on this to send to TJ or MK.

**Important Dates Coming Up:**

**Quarterly Meetings:**

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

**CCSF Receptions/Events:**

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