

Alumni Executive Council Meeting

Friday, February 26, 2010

10:00 – 11:30 a.m.

Minutes

In Attendance	Not Present
Jacki Bauer	Rachel Askey
Drew Chelosky	John Bord
Pat Easton	Maureen Connolly
John McCague	Dana Devereux
Bill Meddings	Janet Golonka
Cynthia Phillips	Kristin Ligda
Julie Rothbardt	Andy McIlvaine
Miles Simon	Marian Ream
John Tate	Fred Sharer
Linda Wagner	Debbie Slocum
	Clint Watson
	Jimil Wilson

College Representatives

Michele Hufnagel, Director of Alumni Relations

Kerri DiGiovanni, Assistant Director of Alumni Relations

Sarah Sperry, Assistant Director of Alumni and Parent Relations

Call to Order

At 10:15 a.m., Vice President John McCague called meeting to order.

Welcome and Introductions

Attendees introduced themselves. After introductions, John McCague stated that he felt that good inroads have been made with W&J administrators, the Board of Trustees, and students the past several years. He feels an obvious next step is to consider how to make greater inroads with alumni. The group agreed that they want the alumni body to know more about the AEC and to see the AEC as their voice in alumni matters.

Office of Alumni Relations Report

Michele Hufnagel gave a college update and an alumni relations report.

Currently, there are approximately 1,500 enrolled students at W&J. The Swanson Science Center opened its doors in January with faculty inhabiting offices and classes being taught. Laboratory space will be utilized beginning in fall 2010. Current fundraising is taking place to renovate Dieter Porter Hall. Michele reported that admission application numbers are looking positive. W&J was recently cited by CNN as one of the most competitive colleges no longer

requiring the SAT. W&J recently launched five new web videos that feature a “day in the life” concept with topics such as travel abroad and life after W&J. Additional web videos will be introduced this spring.

Michele reported that attendance at regional events has been strong. Alumni have given positive feedback to unique events such as a chef’s instruction dinner and a family event at the Pittsburgh Carnegie Science Center. The Alumni Office will continue to explore alumni hosted events and unique regional events to attract new audiences. Michele also reported on alumni – student programming. The Alumni Office has hosted three alumni – student dinners this academic year, focusing on a specific interest such as education or business. The Alumni Office also hosted a Greek advisor – student reception, study tables at the Alumni House during finals, and the first annual Tuition Freedom Day, celebrating the day when tuition ceases to fund tuition and donations begin to fund tuition.

The *W&J Magazine* will hit mailboxes in about two weeks, with a focus on alumni in unique careers. Michele reported that Kerri DiGiovanni is doing a fantastic job with technology communications. 29% of alumni are registered with Jay Connected, and Kerri has enhanced the site with a new look and more links and photos. The e-newsletter has seen an increase in readership, with new features such as Greek spotlights and student written articles. The W&J alumni Facebook site has seen a 49% increase since July, with 1,439 members. Facebook views are up dramatically as well, with approximately 200 views per day. The W&J LinkedIn site has seen a 30% increase since July, to 775 users.

Sub Committee Reports

After committees met in groups, each reported on discussions that took place.

Programming Committee

Bill Meddings reported on behalf of the Programming Committee.

Seven AEC members have been assigned mentors. A meeting was held with some mentees, and first communications are taking place. The relationships are in the formation stages and the Committee is hopeful that they will move on to more meaningful dialogues. Another check-in with the mentors and mentees will take place toward the end of the semester. Plans to expand the program next fall are under discussion. Administration of the program will be the biggest issue, along with determining how many pairings can be managed.

The Committee discussed AEC involvement in Homecoming as a way for the AEC to engage fellow alumni. AEC hours at Homecoming Registration and a possible AEC Homecoming session were among the ideas discussed. It was decided that the Committee will pursue having AEC members act as ambassadors at Homecoming Registration. A suggestion was made to have the AEC President join the College President and perhaps the Board Chair for a Q&A.

The Committee also brainstormed on future alumni programming. Ideas discussed were writing a magazine article on the mentor program and about AEC committee work, adding a tab to the e-

newsletter that people can click to write to the AEC with their ideas and comments, and encouraging AEC members to act as ambassadors at regional events.

Communications Committee

Kerri DiGiovanni reported on behalf of the Communications Committee.

The Committee discussed uses of the AEC Wiki and went over the how-to sheet provided in AEC packets. A wiki is a website that allows a group to comment and discuss topics. The AEC Wiki is password protected to assure the information is only viewed by other members. It allows members to discuss agenda ideas, comment on other's ideas, and express their own ideas to the group. The Committee hopes this will increase discussion between meetings and keep everyone current on each other's ideas.

The Committee discussed several strategies for increasing AEC awareness among alumni. One idea discussed was creation of a survey to determine how aware alumni are of the AEC. The Committee also suggested that pre-AEC meeting, the alumni office could solicit feedback from alumni on questions they have or topics they would like to have addressed. Facebook, Jay Connected and the eNewsletter could all be mechanisms to send messages regarding the AEC to the alumni body.

The Committee viewed the AEC homepage on Jay Connected, and were pleased with the changes made to the page and the location on Jay Connected.

Governance Committee

Drew Chelosky reported on behalf of the Governance Committee. The Committee discussed an AEC mission statement, determining that the statement of purpose in Article III of the bylaws will be considered the AEC mission statement. From this mission statement, the Governance Committee will develop AEC objectives to guide future AEC activity.

The Governance Committee discussed increasing AEC visibility among alumni, including increased involvement at Homecoming and AEC committee spotlights in the eNewsletter. Regarding Homecoming, the Committee suggested AEC introductions at the Legal and Medical Lectures, involvement in a joint session with Dr. Haring-Smith and the new Board of Trustees Chair, a booth at the tent, and serving as ambassadors at Alumni House registration.

The Committee reviewed slates for Alumni Achievement, Distinguished Service and Outstanding Young Alumni Awards. It was agreed that a conference call would be scheduled in late April to discuss nominees. At this conference call meeting, the Committee will also review a slate for Alumni Trustee and new AEC members.

Spring Meeting Date

Friday, May 21, 2010, Noon – 4:00 p.m.

The meeting was adjourned at 11:45 p.m.