

**Aquinas College Alumni Association
Full Board Meeting
Planning Session
Holmdene Conservatory
August 2, 2008
9:00 a.m.**

Present: Brigid Avery, Michelle Bottrel, Paul Greenwald, Andy Holtgrieve, Sr. Rose Marie Martin, Michelle O'Malley, Greg Phent, Ragan Savara, Dursa Smotrilla, Tim Tierney,
Via Phone: Choka Johnson, Paul Rossi, Amy Westphal

Meeting began at 9:00 a.m.

Brigid offered the reflection.

Andy began the meeting by stating that the association has begun to establish credibility and that this would continue through setting clear, achievable goals. He questioned the wording of the Mission Statement in the Strategic Plan with regard to how the association serves the needs of alums. This issue needs to be addressed in the goal setting process. In terms of alumni financial participation, Aquinas alum giving falls short of that done by those from peer institutions. Perhaps this could be improved by offering more services to alums.

The group then began a brainstorming process.

Alumni services brainstorm

(*indicates short term; others are long term goals)

- *-Willowbrook as a temporary place for overnight stay for alumni (one year until President Balog moves in)—also use of rooms at Browne center
- develop an alumni center, information etc. with admissions office
- *-provide a process for hassle free transcripts with no fee, available online, connect/link with alumni page—quick links etc—tied to the new alumni web page look
- *-discounts for rental of rooms, or occasionally rent free for alums
- hospitality center in present alumni office area
- online directory—possible corporate sponsorship
- job posting for alums; look for jobs, mentoring etc.
- *-social events in Grand Rapid, other locations
- class notes on the web site, part of the online directory
- put new/s information in AQ magazine
- *-"new" button on web page – alert people to new services/information
- regularly update web content
- provide pictures in leaflet – versus a lot of content – layout issues – provide e newsletter
- *-emphasize services the association already offers i.e. Liberty Mutual insurance, etc
- *-older alums – coffees etc. – travel opportunities, etc. – **note:** travel opportunities tried in the past did not work
- *-phone call outreach—5 calls per month by each board member
- Catholic Central/West Catholic football tailgate or some AQ sports venue party, basketball, soccer...
- sleepover, bonfire
- film festival
- *-provide links on the alumni web page to information about events already happening on campus

The meeting continued with a brainstorming discussion of expectations regarding service on the board.

Board service expectations brainstorm

(*indicates highly encouraged, others less critical)

- *-attend board and committee meetings
- promote the college
- participate in relationship building among alums and between alums and the college
- participate in fund raising for the association
- *-engage other alums
- *-donate; time or treasure
- *-serve on committees
- *-attend AQ events – 2 events per year
- *-volunteer at 2 events per year
- *-create list of alums and make contact with them
 - use emails or mode you are most comfortable with to make contacts
 - five per month
 - alumni office provide overall coordination --who calls who
 - listing
 - alumni office provide contact info if necessary
 - maintain your own contact list

Action item: Brigid will provide contact list format/process based on these suggestion and concerns

Action item: Andy will contact those who did not get on the board to see if they are interested in serving on a committee.

Action item: Brigid will see if and how board members pictures and other pictures related to events can be put in the newsletter, keeping in mind the fundamentals of good layout.

Action item: All committee chairs and members should review the description of committees and by-laws before their first meeting.

Action item: All board members should review the criteria for the association education grant and promote application for it to eligible alums they know.

Action item: Committee chairs should establish and submit a schedule of future meetings of the committee to Andy and Brigid by August 30.

Action item: Brigid and Damon will provide a list of volunteer opportunities for homecoming for board members and distribute by August 23.

Recommendation: After some discussion the board mutually agreed that casual business attire is the acceptable dress for all full board meetings. No vote was taken.

The meeting adjourned at 10:55 a.m.

Respectfully submitted,

Sister Rose Marie Martin
Secretary
