

ANGLO-AMERICKÁ VYSOKÁ ŠKOLA, O.P.S.

ANGLO-AMERICAN UNIVERSITY

MAY 11TH, 2016, 18:30 PM - 21:30 PM

AAU PREMISES (ROOM 2.07), LETENSKÁ 5, PRAHA 1 – MALÁ STRANA

ATTENDANCE:

PRESENT

<i>SOŇA KRAUSOVÁ</i>	SK	<i>Chairwoman</i>
<i>ONDŘEJ PEKÁČEK</i>	OP	<i>Member</i>
<i>JURAJ VOZÁR</i>	JV	<i>Member</i>
<i>ROMAN SHBAT</i>	RS	<i>Manager for University Advancement (Administrator)</i>

APOLOGIES:

<i>JOSEF MÜLLER</i>	JM	<i>Member</i>
<i>OPHELIA UZUNOVSKA</i>	OU	<i>Member</i>

AGENDA:

- ❖ **FUNDRAISING GOALS 2016**
- ❖ **ALUMNI GIVING REWARD STRUCTURE**
- ❖ **THE ALUMNI SUBSIDIES FOR CLASSES**
- ❖ **ALUMNI AWARD CATEGORIES**
- ❖ **SURVEY FOR ALUMNI REUNION ATTENDEES**
- ❖ **ROLE OF ALUMNI COUNCIL IN SPRING REUNION**

FUNDRAISING GOALS 2016

RS: Briefed the council of the “Fundraising Goals”. They are as follows:

1. Alumni and alumni MBA Scholarship
2. Donation to the Advancement Office
3. Subsidizing courses at AAU for Alumni

JV: Suggested that the fundraising name should be changed to a more constructive name.

OP: Suggested the first and the second goals of the fundraising should be combined. He added that, the the communication process between AAUNI and the alumni on the university’s website is not properly done. He added that there should be a specific attribute created on the cite for alumni matters.

SK: Suggested that the fundraising goals should come with a benefit for the alumni. She also asked Mr. Shbat of how he plans to raise money out of the alumni.

RS: Explained that he has developed a plan of how to raise money from the alumni and would brief the council about the fundraising strategic plan in one of the agenda.

OP: Brought up an open discussion of what should be done to show appreciation of donations given.

JV: Suggested that those who have donated money before should be contacted for us to show our appreciation, before inviting them for the next ceremony.

ALUMNI GIVING REWARD STRUCRURE

RS: Informed the council of the two basis for the rewards, which would be given to alumni.

1. According to the **time spent** with the university.
2. According to the **money donated** to the university.

Mr. Shbat mentioned the three awards structure and their conditions:

1. Alumni Associate – 1 year of service to the university.
2. Alumni Friend – 2 years of service to the university.
3. Alumni Family – 3 years of service to the university.

JV: Suggested that little Christmas presents should be sent to alumni who are active in the affairs of the university and more especially to those who make donations to the university.

ALUMNI AWARD CATEGORIES

RS: Led a discussion with the council on the type of award category that should be given to alumni. He explained that there are two categories, which include a long term serving alumni and a short term serving alumni. After further deliberations the council came up with following two award categories:

1. Long term serving alumni - DILIGENT ALUMNI
2. Short term serving alumni – ALUMNI OF THE YEAR

RS: Stated that photos of participants would be taken.

SURVEY FOR ALUMNI REUNION ATTENDEES

RS: Led another discussion of how the survey of the attendees of the ceremony should be conducted. He suggested the use of emails or a survey should be part of the registration process. Mr. Shbat suggested that they should encourage alumni to be part of the alumni council. He added that enquiries should be made to know if an alumnus has filled in a survey or not. He has used social media to communicate with alumni and has already got 50 responses.

SK: Added that 50 is a good number of response but more must be done to get alumni to take part in the survey. The privacy of subscribers should be ensured and suggested incentives should be given to alumni who take part in the survey.

RS: Informed the council of the three topics the survey should be about.

1. Mentoring programs
2. Alumni as mentors
3. Participation in the alumni council.

OP: Suggested that multiple choice questions could be used for the survey, where alumni would be allowed to make more than one choice.

RS: Explained that other alumni wanted to be part of the alumni council but some stepped down later due to some unknown reasons

ROLE OF ALUMNI COUNCIL IN SPRING REUNION

RS: stated that the university wants to have a home coming for alumni and the alumni council should be active during this spring reunion. He already has contacts of about 200 people.

OP: Explained that it is important for the alumni council to be personally introduced to the university authorities.

JV: Suggested that a special email should be sent to alumni inviting them to the ceremony and this email should allow recipients to invite other alumni to the ceremony, in which the council agreed.

RS: Added that, alumni should motivate each other to attend and participate in the coming event.

SK: Made a suggestion that, little stickers in the form of a badge should be given to participants.

JV: Suggested a game to be organized at the ceremony to allow the alumni to mingle. He stressed the need for alumni to interact and mingle with each other.

SK: Stated that she would prefer to give her speech informally, which was agreed by the council.

RS: Ended the meeting by advising the alumni council to market AAU.

OTHER MATTERS

❖ **Brochure:**

RS: Distributed the alumni club brochure to council.

OP: Remarked that the brochure is a great idea which the school has initiated.

RS: Thinks the brochure should be more sophisticated and creative.

❖ **University Advancement Office Requires Assistance Due to Heavy Work Load:**

RS: Disclosed that, he is busy organizing the University Advancement Office but is in need of assistance due to heavy workload so he requested for an intern.

OP: Remarked that, it is important he has gotten an intern to assist him.

❖ **AAU Marketing Department:**

SK: Asked if someone from the university marketing department would join the council meetings.

RS: Responded that, he invited Marketing Director to the meeting but she couldn't participate this time. Marketing Director will be invited also next time.

❖ **Benefit Card:**

OP: Asked about the benefit card.

RS: There would be reward to the benefit cardholders.

JV: Benefit cards should be in bulk.

Time Ended: 08:24pm