

**MINUTES OF THE FEBRUARY 18<sup>TH</sup>, 2016 ALUMNI COUNCIL MEETING**

**ANGLO-AMERICKÁ VYSOKÁ ŠKOLA, O.P.S.**

**ANGLO-AMERICAN UNIVERSITY**

**FEBRUARY 18<sup>TH</sup>, 2016, 18:00-21:30 PM**

**AAU PREMISES (ROOM 3.12), LETENSKÁ 5, PRAHA 1 – MALÁ STRANA**

**ATTENDANCE:**

**PRESENT:**

<i>SOŇA KRAUSOVÁ</i>	<b>SK</b>	<i>Alumni Council Chairwoman</i>
<i>OFELIJA UZUNOVKSA</i>	<b>OU</b>	<i>Alumni Council Member</i>
<i>JOSEF MÜLLER</i>	<b>PB</b>	<i>Alumni Council Member</i>
<i>ONDŘEJ PEKÁČEK</i>	<b>OP</b>	<i>Alumni Council Member</i>
<i>JURAJ VOZÁR</i>	<b>JV</b>	<i>Alumni Council Member</i>
<i>ROMAN SHBAT</i>	<b>RS</b>	<i>Manager for University Advancement (Alumni Council Secretary)</i>

**AGENDA:**

***INTRODUCTION; ELECTING CHAIRPERSON OF THE ALUMNI COUNCIL; ELECTING TWO MEMBERS OF THE ACADEMIC COUNCIL; ELECTING MEMBER OF THE NOMINATING COMMITTEE OF THE BOARD OF TRUSTEES; DEBATE ON ESTABLISHING EDITORIAL BOARD WORKING GROUP; DEBATE ON ESTABLISHING EVENT PLANNING WORKING GROUP; BRAINSTORMING ON MECHANISM OF NOMINATION MEMBERS OF/ STRATEGIC PLANNING COMMITTEE/WASC STEERRING COMMITTEE, FINANCE COMMITTEE, UNIVERSITY GOVERNANCE COMMITTEE, PROGRAM DEVELOPMENT COMMITTEE, FUNDRAISING COMMITTEE; BRAINSTORMING ON POTENTIAL ALUMNUS/A MEMBER OF BOARD OF TRUSTEES; ALUMNI SURVEY STRATEGY 2016; ALUMNI CLUB; ALUMNI CARD; ALUMNI AMBASSADOR PROGRAM; REVISING THE BYLAWS IN CONTEXT OF GIVING THEM GLOBAL INTERNATIONAL SCOPE.***

RS open the meeting with presenting agenda of the meeting, and then went straight to the first point of the agenda the introduction. Members introduced themselves.

- SK expressed her opinion that Alumni community is not well connected.
- JM described to the AC members the work of the previous AC and stated that he wants to represent the element of continuity.
- OP expressed his will to make Alumni community more active and his willingness to work for the sake of connecting all AAU bodies and departments.
- RS moved to the second point of agenda and asked JM to shared his experience in a position of Chairman of the previous AC.
- JM described the activities and duties of Chairman in previous AC and highlighted the extending of the present council on five members. At the end of his speech, JM nominated SK for the position of Chairwoman of the AC.
- SK accepted the nomination and nominated OU for the position of Chairwoman of the AC.
- Voting for chairwoman of the AC then started, with result – 4 votes for SK – 1 vote for OU.
- SK became AC Chairwoman
- RS announced that the there is the meeting between chairwoman of AC and president of SC next month in preparation.
- JM agreed with the need for closer cooperation between SC and AAU and pointed out that this is the reason why we have two fresh absolvents of AAU at the AC.
- SK stated AC needs a clear vision of what it wants to achieve otherwise there is a risk of investing our time effectively.
- OP propose that members of SC should attend on the AC meeting for strengthening the cooperation.
- SK replied that we should primarily focus on Alumni community.
- OP reacted and said we can use this SC member as our monitoring tool.
- SK stated that she has nothing against the presence of SC representative at AC meetings. SK also noted we should realize that Alumni community is diverse and we should focus on specific care in every category.
- RS described the Academic Council and started the election of two members of AC for the Academic Council.
- JV nominating himself and OP for the Academic Council, the election ended with result – 4 votes for OP – 4 votes for JV.
- OP and JV became nominates of AC for Academic Council
- RS providing AC with information about Nominating Committee of the Board of Trustees.
- JM explaining to AC members that he has experience with AAU environment on all levels and that the position at Nom. Comm. Of BoT is important to position and his father is at BoT so he knows how the BoT works he feel suitable for the position.

- RS asked AC members to vote on the nominating member of AC for the Nom. Comm. Of BoT. The elections ended with result – 4 votes for JM.
- JM became the nominated member of AC for the Nom. Comm. Of the BoT
- OU asked RS to describe purpose of various different commissions
- RS gave just very vague answer and promised he is going to send detailed information about rest of the committees
- JM Proposing that nomination for other committees should be made by the AC, not like in past
- RS pointed out the importance of shared government principles and also the importance of committees.
- JM pointed out specific importance of the Marketing Committee
- SK stated that we are “blind” when it comes to Alumni Community we don’t know what options we have
- All members agreed on creating list of Alumni suitable for the committees
- JM: Stated that it is role of the AC to define system of nominations
- RS proposed unofficial Editorial Board working group and Event planning working group. And asked for the volunteers
- JV and OU volunteered for the Event planning working group
- SK and OU volunteered for the Editorial board working group
- SK brought back the debate about the core principal of the AC
- JM answered that the main purpose of the AC is
  - connecting Alumni and strengthening their ties with the school
  - Give to AAU stronger visibility
  - To monitor the advance of Alumni community
  - Networking
  - Help Alumni with their difficulties
- SK is asking what is the main purpose of the AC
- JM explained that USA model of AC influenced AAU AC and we should transform AC in order to make it more suitable for the Czech environment. In past AC focused more on fresh Alumni then the more senior once but that was caused by the limited database information.
- SK We should start from the beginning and trough sources like classmate build up the database. Survey is long term run and we need activities where the result can be seen immediately. Alumni should also have the possibility to get to the contact information of each other. RS should explore the options what we have in terms of technical and legal issues.
- RS explained that this issue was part of the debate at the Fundraising committee
- SK stated that we must define the value of being Alumnus/a. There should be developed an internal business network that will allow the absolvents to connect with each other.

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JM agreed but pointed out that he is not in favor of new kind of communication platform, instead of developing new communication channel we should explore existing once and use them.

- JM also stated that fragmentation of our communication channels is a problem that should be solved. He asked RS to prepare the list of current communication channels.
- OP stated we should focus on soft power that can interest Alumni Community
- RS explained to Ac members the conversion of contacts to Sales Force software
- RS also presented the Alumni Survey 2016 strategy and explained he shared with AC members documents for one week to add their comments
- RS opened the issue of Alumni Card.
- SK said we should have someone who is going to communicate with Alumni and keep in touch with them
- RS stated that that's exactly his job and he started with Survey strategy
- JM asked RS to activate university email for AC members and to prepare BC for them.
- JM also stated he will create closed FB group where AC members and AC Secretary can solve operative issues.
- RS presented the idea of Alumni Club
- SK stated that Alumni Card is much better term than Benefit Card. She proposed that the full membership should come with some kind of fee. So there should be two groups one with benefits for free and second with extra paid benefits.
- JV stated that the debate is ahead and we should focus on more concrete and basic thinks. We should modify offer of benefits to according to Alumni community needs.
- SK proposed we should start with free benefits first and then we can advance with paid membership.
- JM also agrees and thinks we should first ask Alumni Community what they want before we will make an offer for them.
- OP asked for sharing information not just through traditional communication channels like Newsletter but also trough subsection for Alumni on the web.
- JV asked if there is the possibility to connect website with Sales Force.
- JM pointed out the need for optimization of web pages.
- RS presented the Alumni ambassadors program.
- OP reacted that the motivation for potential Ambassadors can be the prestige of representing AAU and there should have some symbolic financial support from AAU.
- SK added that we should use soft power in case of AA
- AC agreed that there is potential in the AA program but we have to decide on one ambassador per country model or more ambassadors per country model.
- JM is in favor for having more then one ambassador because at the end of the day only couple of them would be really active.

- JM also came with his idea that we should focus on the countries where we already have strong Alumni base.
- SK noted that we should seek for more needed manpower on bases of volunteering.
- RS stated that AC should work on changes to bylaws to reflect international scope of Alumni community.
- AC members agreed but warned about the danger of dysfunctional international alumni council.
- SK stated that Alumni abroad should have the chance to use the channel for communication with AC, for example, we can have the email with different where Alumni can write their ideas and inputs.
- JM warned that we can't just invite anyone from Alumni Community to participate in AC meetings, in past it caused disabling of the AC work.
- SK stated we should place QaA on our website

**The present Alumni council members expressed they strong will work for the sake of Alumni Community. Next meeting shall be scheduled in no less than one month.**