

**MINUTES OF THE APRIL 10<sup>TH</sup>, 2017 ALUMNI COUNCIL MEETING**

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

**ANGLO-AMERICAN UNIVERSITY**

**APRIL 10<sup>TH</sup>, 2017, 18:00 PM -19:30 PM**

**AAU PREMISES (ROOM 4.16), LETENSKÁ 5, PRAHA 1 – MALÁ STRANA**

**ATTENDANCE:**

PRESENT

<i>SOŇA KRAUSOVÁ</i>	<b>SK</b>	<i>Chairwoman</i>
<i>ONDŘEJ PEKÁČEK</i>	<b>OP</b>	<i>Member</i>
<i>JOSEF MULLER</i>	<b>JM</b>	<i>Member</i>
<i>OFELIJA UZUNOVSKA</i>	<b>OU</b>	<i>Member</i>
<i>ROMAN SHBAT</i>	<b>RS</b>	<i>Manager for University Advancement (Administrator)</i>
<i>Elizabeth Novacek</i>	<b>EN</b>	<i>Specialist for University Advancement (Administrator)</i>

ABSENT:

<i>JURAJ VOZÁR</i>	<b>JV</b>	<i>Member</i>
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*TIME STARTED: 6:13 PM*

**AGENDA**

- ❖ NEW ADVANCEMENT SPECIALIST INTRODUCTION
- ❖ ALUMNI COUNCIL BYLAWS AND UPCOMING DECEMBER ELECTIONS
- ❖ SPRING ALUMNI MIXER
- ❖ ALUMNI AMBASSADORS
- ❖ ALUMNI FUNDRAISING STRATEGIES
- ❖ ALUMNI FUNDRAISER EVENINGS
- ❖ ALUMNI COUNCIL MEETING WITH PRESIDENT

#### NEW ADVANCEMENT SPECIALIST INTRODUCTION

- RS introduced Elizabeth Novacek, the Advancement Department's new Advancement Specialist who is working part time until RS's resignation date on the last day of June 2017. After that she will be working as his replacement full time.
- EN briefed the Council members on her background and experience.

#### ALUMNI COUNCIL BYLAWS AND UPCOMING DECEMBER ELECTIONS

- EN brought up the first agenda topic being two suggested additions to the Alumni Council Bylaws in light of the upcoming elections being:
  - First suggestion: AC members nominated to sit on another board should not have any family or professional connection with members on that board
  - Second suggestion: Alumni nominated to sit on other boards should sit there for the same term as AC
- In reaction to the first suggested to be added bylaw, the Council agreed.
- In reaction to the second suggested bylaw, JM advised that other alumni board members should sit on the board for the term of that board, not for the term of the Alumni Council. JM also offered his help with the formulations of these new bylaws due to his legal studies.
- RS raised the point that we need to further define election process, as alumni are now more aware of the Alumni Council and this will make it more likely that we will have to undergo the election process unlike in the past when there were only five candidates. RS also raised the concern of how to execute the election- in person or in the electronically.
- JM recommended that we study the current bylaws regarding elections, and from there we can determine if further suggestions to the existing bylaw are needed.
- SK advised that we should tell candidates about the commitments (2 hours a month) along with the benefits. OU emphasized the desirability of having influence of the school and the Alumni Community.
- EN suggested we should start advertising the openings for new candidates in September. RS added that we should market it more creatively and interactively with videos, etc.
- RS said we will (Advancement Office) will send out our suggested time line, and review current bylaws.

#### SPRING ALUMNI MIXER

- EN brought up the basic details of the event to be held in the AAU campus courtyard on May 26<sup>th</sup> at 7pm. Café des Taxis will be providing the BBQ food and drinks, and the President will give a speech introducing EN and saying farewell to RS. EN emphasized the importance to invite and welcome new graduates to this event.

#### ALUMNI COUNCIL BYLAWS AND UPCOMING DECEMBER ELECTIONS

- EN gave a briefing on the Alumni Ambassadors

- We have UK, France, Slovakia, and Switzerland, and US in process. RS brought up our need to target post-Soviet like Turkey, Kazakhstan, Russia, Georgia (as requested from the Marketing Department).
- Made new Facebook groups to serve as a platform for prospective, current and Alumni. OU remarked that these groups and the Ambassador's duties should be centered on the Alumni.
- RS brought up that the President met with an Iranian Alumna and her Father, he father will be doing recruitment and his daughter can be an Ambassador. EN mentioned that we do not know how much time she spends in Iran.

#### ALUMNI FUNDRAISING STRATEGIES

- RS opened this topic with the fact that the President has new ideas regarding getting fundraising from Alumni, as perhaps getting money from Alumni hampers the idea of the community in addition to the fact that it has not been successful yet, this should be talked about in our next meeting with the President.
- OU countered this change in direction by saying that in North America, Universities get fundraising from their alumni.
- RS recommended holding these comments and discussion until next meeting with President.
- JM brought up the strategy to target specific donors and with the potential to donate big amounts.
- SK raised the idea that giving small donations gives you a sense of inclusion and engagement.
- OP said we can have both strategies... small and frequent, and also fewer, bigger donors... like the successful case of the law school.
- S: our aim was originally not to score one big donor, and get more grassroots donations as aid.
- JM: we should discuss this more with PP
- RS and JM suggested that next meeting we invite Jiri Swartz, he has a lot of power within the board and the school. Agreed to invite him to the next meeting.
- SK said that we need to ask them what the final vision is, and how to can act according, and be transparent about the expectations.
- JM: We have half a year... redefine bylaws, sort out what we want to achieve by the end of the term, work all the way until the end, what do we want to leave behind.

#### ALUMNI FUNDRAISING EVENINGS

- RS suggested saving conversation until the fundraising strategy with the alumni is known more after the next meeting with the president.
- OU refreshed us on the idea of the evening, small dinner type events with a special guest. It could be held on the President's terrace.
- As a react to RS suggestion to discuss a date, SK suggests September or around the graduation ceremony in June.

- JM raised the idea that we should target the audience they would like to attend... if we target more senior than timing around graduation is less relevant. JM also suggested that seniors should be their first target group, then younger secondary.
- After discussion between RS and the Alumni Council members, it was agreed that timing does not matter, just not the summer holidays (July and August). After the graduation ceremony would be ideal.
- OU and SK encouraged that we should start these events out small, with about 20 guest and just drinks/ snacks to get a feel of the market.
- RS responded by saying 20 is ambitiously high, and that we could use the President's office.
- To arrange a pool of speakers, RS suggested that we ask Deans, Kristina Soukupova, and university's leadership for suggestions. From there, we can discuss time, venue and pricing for attendance.
- JM advised that it should start out as just an engagement event, not to push fundraising tickets yet, and also to save big speakers.

#### ALUMNI COUNCIL MEETING WITH PRESIDENT

- It was collectively agreed to have the President and Jiri Schwartz in attendance for the next meeting to discuss fundraising objectives.
- JM suggested having a breakfast meeting, and to let the President and Jiri Schwartz choose the place, we can recommend Café imperial, Lourve, Salvoy... this was collectively agreed upon.
- After discussing dates, all Alumni Council members in attendance agreed set the date to May 10<sup>th</sup> around 8am.

***Time ended 19:30.***