

Minutes of the First 2017 Alumni council meeting

ANGLO-AMERICKÁ VYSOKÁ ŠKOLA, Z.Ú.

ANGLO-AMERICAN UNIVERSITY

(18.1.2017, 18:30)

AAU PREMISES (ROOM 3.13), LETENSKÁ 5, PRAHA 1 – MALÁ STRANA

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**ATTENDANCE:**

*Present:*

*SOŇA KRAUSOVÁ **SK** Chairwoman*

*ONDŘEJ PEKÁČEK **OP** Member*

*OPHILIA UZUNOVSKA **OU** Member*

*ROMAN SHBAT **RS** Manager for University Advancement (Administrator)*

*ZITA LARA **ZL** Marketing Director of Anglo-American University*

*IDO MASHINSKY **IM** New member of Fundraising*

*Committee Absent:*

*JOSEF MÜLLER **JM** Member*

*JURAJ VOZÁR **JV** Member*

**Time Started: (18:00)**

**AGENDA:**

- ❖ Marketing Possibilities
- ❖ Ambassador Program Progress
- ❖ Promotion
- ❖ New Member of Fundraising committee.
- ❖ Planning Fundraising activities
- ❖ Ideas For The Nearest Alumni Activities

## MARKETING POSSIBILITIES

- ZL: Suggested that Alumni council could help increasing the web-site quality and promotion. Better photographs better web-site.
- SK: Stated that we already done a lot to involve alumni community, but alumni still emotionally disconnected from the school.
- JV: Asked what is the marketing presence at fairs? Suggested that we should have at least one alumni on school fairs. Explained that it was an issue with alumni before. Said, that because he moved to Slovakia not far ago, he could be the person to visit those affairs. Suggested that council should find a person who can visit the school affairs in the Czech Republic also. Explained that students would rather prefer to speak to him or other alumni instead of (AAU) student or professor.
- SK: Presented, her project that could potentially involved about 50 schools across the whole Europe. Explained that it would be nice if the foreign students would visit those affairs with our alumni.
- ZL: Suggested alumni council should look for the volunteers for this activities.
- SK: Suggested that we have to create a possibility for potential students to use Skype calls to reach alumni or student, in order to ask an additional question about life in AAU. The issue with this proposal is the university has a limited capacity to pay for such activity. Also, suggested that we should create a list of names of people, who are potentially ready to be involved in such activity.
- SK: Said that this idea would be great even if the Advancement department and alumni council could reach 20 schools.

## AMBASSADOR PROGRAM PROGRESS

- RS: Explained that this project could be integrated as a part of the Ambassador program. Also, informed the alumni council about success of the first project outside of the Czech Republic. Provided a dialed description of first United Kingdom AAU Alumni meeting. Additionally, informed council about new activities that Advancement office is planning in the UK (First alumni reunion outside of the Czech Republic). Introduced Gene who actually a member of the Ambassador Program and also works as a recruiter for Advancement department. Also stated that we have 2 more ambassadors. One is located in the Washington state in US and another is in Turkey. Ambassador in Turkey is a professor, proposed by Gene. By the end of this semester we will have 3 new

members. These ambassadors will have their own Email, their own skype account in order to contact graduates in their region and attract potential students.

- Described the principle how ambassadors will operate. If the potential student would like to study in AAU, he or she can come to activities created by our alumni and ask them questions about AAU and professional advantages after receiving the diploma from AAU.
- Described why ambassadors should be interested in providing such activities. RS stated that the ambassador program has to be voluntarily and Advancement department would not provide any compensation for ambassadors. However, it is possible to promote them using AAU sources.
- Purposed that alumni council should make a skype meetings with ambassadors.
- Explained that Advancement department will create the PR materials about how prestige is to be a member of ambassador program.
- ZL: Stated that the marketing department is ready to support this program. Informed the council about possible additional posts that they can make. Ask council to bring more ideas.

## PROMOTION

- RS: Stated that advancement department is heavily supporting promotion though the interview with successful alumni.
- SK: Raised a question about how hard is to identify a person for a such an interview.
- RS: Informed that advancement office has reserves to cover promotion and of our successful alumni. Stated that department should promote it more.
- OU: Stated that it could be a nice idea to promote cases of alumni who are collaborating with a school. Also, stated that alumni council should give an opportunity for the self-employed graduates, who is frequently looking for the fresh interns or offering some work programs.
- RS: Agreed with the previous idea. Describe who is the new target for the interview. On the next interview we will be question the new girl from Iran (Lean Turkia). Describe that new person. That a classic story that we should share. Focus on the cases where people still connected to university or on the stories where people reunited with university. Described the story about how Advancement office supported Cris Latner and his photo exhibition.
- SK: Stated that, alumni council should create more emotional content, in order to attract new audience. Raised a question about alumni from past years.
- RS: Explained that it would be problematic due to high cost and complicated process of putting it on the website.

- ZL: Raised a question of attractiveness for the fresh alumni. Why they should be in contact with university. Suggested to create alumni conference once a year.
- RS: Express his gratitude to the increased level of communication between marketing department and alumni council and advancement department.

Zita Lara left the meeting.

#### NEW MEMBER OF FUNDRAISING COMMITTEE

- OU: Purposed that the priority for the next meeting should be “Spring Fundraising dinner”.
- RS: Agreed. Told about president Peter Pies, and advice the alumni council should meet him. Explained the process of searching for the new president of the university. Fundraising committee fresh candidate: Ido (fundraising)
- OU: Asked additional questions for new member of fundraising committee.
- IM: Explained his experience, vision and motivation about be a part of fundraising committee.

#### PLANNING FUNDRAISING ACTIVITIES

- SK: Suggested an idea about include an easy way to donate on the website.
- RS: Explained that, the process of donation is very complicated. Laws do not allow to collect donations on alumni university web page. Promised to contact the financial department, in order to receive the specific reasons why advancement department may not collect donations from the website. Explained the reasons to make a fundraising committee more diverse.
- OU: Suggested new idea for development. Discussed how could alumni community benefit from foreign online businesses.
- SK: Express her gratitude to the new member of the fundraising committee.
- RS: Requested an official alumni council approval of Ido nomination for the position of a member of fundraising committee. Informed that, Fundraising Committee will meet 3-4 times per year only.
- OU: Invited Ido to the next alumni council meeting just before fundraising dinner.

Ido Mashinsky left a meeting.

#### IDEAS FOR THE NEAREST ALUMNI ACTIVITIES

- OU: Suggested that, alumni council could have a series of press releases every time we welcome a new alumnus who expressed willingness to help Anglo-American University.

- OP: Requested the list of alumni from Slovakia in order to contact them and create new activities in Slovakia.
- RS: Offered to Ondrej Pekachek the position of alumni ambassador in Slovakia. OU and SK offered new idea for the annual AAU ball. Mainly proposed two ideas:
  - About AAU Alumni council give-away. There would be a three bags filled with some vouchers from our sponsors that guests could win. RS asked for alumni council help with additional vouchers.
  - Interesting speaker of Stand-up committee show. Professional Stand-Up comedian would be picked by (Lean Turkey).

RS: Informed that there would be a donation tickets and additional event for the alumni. Also suggested an idea: alumni could win the coffee meeting with alumni council.

Alumni council discussed the changes in university strategy.

The topic for the next alumni council meeting: **“Fundraising activities”**.