

**MINUTES OF THE MARCH 6TH, 2018 ALUMNI COUNCIL MEETING**

**ANGLO-AMERICKÁ VYSOKÁ ŠKOLA, Z.Ú.**

**ANGLO-AMERICAN UNIVERSITY**

**AAU (CLASSROOM 1.17), LETENSKÁ 5, PRAHA 1 – MALÁ STRANA**

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**ATTENEEES PRESENT:**

PRESENT EGON HAMPL, Alumni Council Chairperson  
JAN CHYTIL, Alumni Councilor  
NADIA KOTAISOVA, Alumni Councilor via Skype  
VLADIMÍR PALIČKA, Alumni Councilor  
PETRA KAKOUSHIS, Alumni Councilor  
ELIZABETH NOVACEK, Alumni Coordinator  
SONA KRAUSOVA, Alumni Council Chairperson Emeritus

**START TIME- 18:36**

**I. Alumni Council and Community- raising awareness of activities and programs**

Nadia successfully shared a speech at Annual AAU Ball. Elizabeth presented the Alumni Mentorship Hub with Faculty Senate and Student Council in attempts of increasing awareness, along with the Alumni Ambassador program which is shifting to target students who are about to graduate rather than already graduated. By engaging with students, we can train them before they leave AAU and it is a nice opportunity for them to have when they are about to move back home.

Graduation time is a very important time to engage students who are about to graduate and join the Alumni Community. Sona talked about their efforts last time, Elizabeth said they need to alter the delivery.

**II. Alumni Edge Card Revamp**

Elizabeth expanded on Vladimir's previous idea to have different tiers and proposed, other members contributed;

***AAU Alumni Edge card (80 CZK/ printing fee)***

Aims to simply engage alumni.

Offer:

- Discounts
- Library access
- Print
- Mail to alumni with a list of where they can get discount and other seasonal info

### **AAU Alumni Gold Card (3000 CZK plus)**

Aims to facilitate deeper alumni engagements and to fundraise.

Offer:

- Discounts
- Library access
- Invitation to alumni breakfast with president
- Use of 2.07 for <3 hour event (must comply to rules and other AAU bookings)
- Banners at annual AAU May Mixer
- 2 free tickets to annual AAU ball
- Tax reduction for donations

There was discussion about having more customizable and upgradable versions of the card, but it was decided that it would be too difficult to print and deliver.

### **Fundraising**

There was a strong consensus that we need to be clear as to what we are we are funding for. In America there is a stronger culture for alumni donating directly to the school with no specific cause, however the group agreed AAU is not ready for this nor will this be our mission- we should have more targeted donations going towards specific causes;

- Awarded to students for tuition discounts, selected by Alumni Council)
- Awarded to students to travel to conferences or competitions (selected by Alumni Council)

### ***How?***

- “Buy” part of the campus; chairs in non 2.07 classroom, plants, room names (corporate sponsor, i.e. KPMG Room),
- Alumni Gold Card
- Alumni fundraising evenings which could be hosted with and for other members of the AAU Community- particularly with Professor Gordan-Smith who wants to host something like this. Sona and Elizabeth talked about the challenges of the last Alumni Fundraising Evening; they were happy with the organization and the offer, however there was just enough participation to break even. Sona reassured Alumni Council not to give up on this model. Vladimir emphasized the importance of the cause, the group agreed.
- Crowdfunding though platforms like Hithit for specific causes.

Sona advised Alumni Council to take baby steps in this mission; “It is evolution, not revolution”, and to focus on building relations with older alumni. Jan emphasized that it is important to come up with a goal amount to fundraise if we want progress.

### **III. Alumni Database**

Elizabeth currently has 440 alumni profiles complete from the total 1800 alumni we have. She expressed that this an obsolete way of doing it as it takes so long and alumni can quickly update their info. For a solution, she is looking at some alumni portal products which work as alumni address book to record the community's work details and location (option for members to sync with LinkedIn) along with providing other features such as a newsfeed and allowing members to make groups. Elizabeth is still looking around and comparing products. Alumni Council and Sona agreed it was a good idea. Elizabeth will aim to have the top three choices for the next Alumni Council meeting.

### **IV. Academic quality**

Sona emphasized that when she was a student at AAU, there was strong value for the degree, however Jan and Vladimir compared their experiences as VSE to AAU, and they think AAU needs to needs to sharpen their offer by comparing their academics with competitors like VSE. Elizabeth offered to set up a meeting with Miroslav Svboda, the vice president for academics at AAU.

### **V. GDPR**

AAU has hired a specialist. Elizabeth will report back when they are done their research and they can see then how it applies to collecting alumni data and sending newsletters.

### **VI. Alumni tuition discount and continued education**

It was agreed that a discount for returning alumni should be established for tuition, however auditing courses should not be free. The group agreed that there is desire for alumni to continue their education through auditing classes or even specific weekend/ evening specific courses ("master classes"). Elizabeth said that AAU will continue developing "master classes" once they have a Vice President to lead it. The group suggested digital marketing and project management as topics or subjects.

It was discussed that professors could host open classes for prospective students or allow them to audit, however Elizabeth raised that it disruptive for lecturers and seminar culture at AAU and informed them of good alternatives; AAU's traveling lecturers to high schools to lecture there on a nice topic or AAU's many open lectures.

Regarding education from each other within the Alumni Community; Elizabeth asked Alumni Council to come forward with any ideas for speakers for open lectures and the group discussed the importance for opportunity for alumni professional groups on digital pages.

**END TIME- 21:16**