

MINUTES OF THE JANUARY 31ST, 2018 ALUMNI COUNCIL MEETING

ANGLO-AMERICKÁ VYSOKÁ ŠKOLA, Z.Ú.

ANGLO-AMERICAN UNIVERSITY

JANUARY 31ST, 2018, 18:00

AAU PREMISES (ROOM 1.32), LETENSKÁ 5, PRAHA 1 – MALÁ STRANA

ATTENDANCE:

PRESENT

<i>EGON HAMPL</i>	<i>EH</i>	<i>Alumni Councilor</i>
<i>JAN CHYTL</i>	<i>JC</i>	<i>Alumni Councilor</i>
<i>NADIA KOTAISOVA</i>	<i>NK</i>	<i>Alumni Councilor</i>
<i>VLADIMÍR PALIČKA</i>	<i>VP</i>	<i>Alumni Councilor</i>
<i>JOSEF MULLER</i>	<i>JN</i>	<i>Alumni Councilor</i>
<i>ELIZABETH NOVACEK</i>	<i>EN</i>	<i>Alumni Coordinator</i>

ABSENT

<i>PETRA KAKOUSIS</i>	<i>PK</i>	<i>Alumni Councilor</i>
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18:15- meeting started

1. Alumni Council overview

EN introduced her position at AAU as the Alumni and Events Coordinator, and that alumni activities make up one third of her activities within the marketing team. She explained how being an Alumni Coordinator involved community fostering and that the purpose of Alumni Council to represent the greater Alumni Community.

JM raised the goal to stimulate enough interest among the Alumni Community to have more than five Alumni Council candidates for there to be an election in the next 2020 term. JM explained how the previous Alumni Councils had to deal with a lot of administration to establish the council, particularly with the WASC accreditation, and that there is still a lot of room for the community to grow. JN encouraged members to reach out and connect with him.

EN summarized the bylaws; five elected members, quarterly meetings minimum, opportunity to sit on other boards and committees, internal election for the chair person. These position assignments were delayed to the next meeting as not all Alumni Council members were present. EN asked members what they would prefer for communication platforms.

NK said that email as a primary platform with Facebook as supplementary along with using Google Docs. Other Alumni Council members agreed.

EN explained that she has her personal Facebook account (Lisa Novacek) and her AAU work Facebook account (Elizabeth Novacek).

2. Alumni activity orientation

18:21- JC arrives

JC introduced himself.

Alumni Ambassadors; EN outlined the three pillars and explained that each pillar is flexible to the availability and skills of that alumni ambassador;

- Community facilitation; using Facebook group for a communication platform, hosting networking events.
- Recruitment; one of the most important missions, alumni ambassadors work with AAU's Recruitment Director to visit high schools and fairs and they can get a commission.
- Marketing advisor; share insights, advice and trends of that country with AAU.

EN listed the countries where we currently have alumni ambassadors; Eastern Canada, Serbia, France, the UK, Slovakia, and Switzerland. EN explained that the Serbian Ambassador has been active in marketing advising but there isn't as much recruitment potential in western Europe, UK and Canadian markets as AAU's target markets are international schools, particularly in post-Soviet countries.

Mentorship Hub; EN explained that this is an opportunity for alumni to meet with students and young alumni for career advice over coffee or skype, and that EH was one of our first mentors to meet with a student. There seven alumni mentors currently but there are very few students engaged. EN highlighted that she must work on this with AAU's internal marketing of the program, inform professors and with Student Council.

NK asked if it possible for potential mentees to view mentors. EN explained the process which is listed on the website.

Alumni Events; EN explained that there are regular educational events that alumni are welcome and encouraged to attend. In addition to that, there are about two or three exclusively alumni social mixers a year. EN spoke about how there have requests to do more targeted alumni events, ex. Alumni of 2005 reunion or SBA reunions.

Social Media; LinkedIn profile account, Facebook page, Elizabeth's Facebook profile, and the webpage are the digital outreach platforms we have. EN talked about the alumni stories interview stories which are published through these platforms.

Newsletters; EN talked about how the newsletter gets sent out three times a year to our mailing list for about 1500 and raised that point that we have 1800 alumni- so we don't have everyone on it yet. The mission of the newsletter is to inform alumni school activities.

NK and VP asked if there is a way to change your email address currently, EN said only through emailed her directly. EN also explained that Mailchimp has an analytics program that allows you to see the open and click rate, to which we are just above the industry average.

The group talked about how it would be good if alumni could control their contact details somehow.

JM raised the point that Alumni Council members can use their AAU email, which could be put on their AAU Alumni Council business cards.

Alumni Edge Cards; EN explained how alumni card holders can get discounts with it, in addition to get access to the library. EH asked about listing his hotel.

Alumni Partnership Opportunities; EN explained how businesses can sign up for students to perform case studies on their company as their term project, alumni can contact the Career Center to be listed as an internship provider, and AAU has been renting out our spaces for events or alternatively letting them use the space for free if there is some marketing benefit that can be provided for AAU.

Alumni database; EN explained that she has collected information about alumni current companies, positions and locations on about 400 alumni however this information can become outdated quickly so AAU is looking for a new system that works with LinkedIn and with Salesforce. Challenges to this are the new data protection policy law coming in May, if they change their name or do not use LinkedIn.

3. *Alumni activity goals*

EN outlined the realms which the council could be concerned with working with; improving experiences for students, building a strong community and network among alumni, alumni helping with recruitment and fundraising. EN raised that she thinks it is important to bring more value to alumni before asking for donations and reflected on a fundraising evening that they had last fall which just about broke even with a smaller than hoped turnout.

NK mentioned that the alumni activity on LinkedIn and alumni story interviews were some of the activities that she was aware of, and also brought up the importance of word of mouth awareness; something that all alumni councilors can take upon themselves. NK also said it is important for alumni councilors to lead by example and participate these programs, and said she would be happy to sign up as a mentor.

VP agreed with NK that more just media presence and communication is needed to boost the community with activity participation by Alumni Council.

NK raised she and perhaps other alumni would be very interested in open lectures to continue their education.

JM raised that there is, like the MBA open lectures, and that it is very useful to bring people to our campus via these events for marketing such events put on by his new company Grow Job Institute and Procrasination.com. He also raised that attendance is always a challenge, but we shouldn't be afraid to start small to start.

VK raised the importance of events for visual arts events that could be merged with Alumni Mixers, and raised the point that AAU's strength is these personal, smaller scale events.

JM agreed that AAU's strength is our smaller and more accessible community.

EH reflected back to the all list of activities for alumni, and that they were all useful especially the Mentorship Hub. Regarding the Alumni Edge Card, he suggested doing a year end raffle and suggested a night at his hotel could be the prize.

NK asked how many alumni live in the Czech Republic as a concern for alumni's connection to AAU for making donations.

EH said that he thinks that location is not an issue for alumni's connection to AAU. EH then suggested that there could be an event hosted by alumni to market their community and activities to students. NK and EN agreed.

EN raised the career expo which is coming up and could be an opportunity for students and alumni to mix.

VP brought up the idea that students could mentor other students. EN replied that this fall more in the realm of AAU's Student Buddy program, they at least help with student life but not so much with academics. VP raised that graduating students are the target then, and asked how many graduates are in one year. EN replied that it is about 100.

JC suggested that professors could also be very interesting mentors too, and the importance of student competitions.

JM mentioned that almost every day VSE has events lead by student clubs, and recommended more academic clubs at AAU. JC added that these clubs may also involve more than just one school.

EN brought up UniRun, a student running club, which she started in 2014 and worked with other schools. She said she's starting it again and asked if they knew anyone interested in running at any other schools.

JC brought up the group 307 which used to run at VSE and now Cerge Institute, and that AAU could offer to host it. EN said it was a good idea to collaborate on clubs rather than just have our own.

EN raised that she tries to use "AAU Community" is communication for events where possible, so that events and the broader AAU community do not seem siloed, that all these clubs could be open to AAU alumni too.

EN went through all the upcoming AAU events for the spring that have a date so far, and that it would be nice for the Alumni Council members to attend to give the Alumni Community more awareness.

NK requested that EN put together a Google with the events to keep the Council organized.

EH raised that the Open House would be a nice event for Alumni Council members to participate in, and also suggested that we could create a sheet in the future to keep track of shorter term or more measurable goals on and to keep communicating as a group about.

NK emphasized the importance to build up off the existing programs.

VK made a suggestion for our alumni card; to have different tiers of cards, ex. Bronze card that gets you all the basic discounts for a minimum price and the gold card which gives you a free pass to the annual ball for a higher donation fee.

EN raised another goal; to have an online login platform for alumni to keep their accounts up to date.

VP mentioned it's important not to overlap with LinkedIn. EN brought up another alumni LinkedIn tool which is not totally accurate as it also accounts for exchange students.

EH questioned if exchange students could be considered alumni. EN raised the debate around this; currently alumni are considered just those who have completed their whole degree at AAU while the name for exchange students is still being debated. JM added that there will be a new president of AAU soon, to which this will be a question. He raised the importance of differentiating degree obtained alumni and students who did not complete their degrees, as students who did not finish their degree were attending graduating ceremonies. EN brought up that AAU's external recruiter who emphasized the importance of all the exchange students who love AAU and could help with the community and recruitment. JM said these students should not be ignored but just managed separately.

Regarding the database, EN brought how she is looking at solutions for an alumni database that is linked with LinkedIn and could be used with Salesforce for internal use and also could be viewed externally for alumni. JM raised the importance GDPR law change on this topic. EH brought up his friend who is an alumnus of Cornell and had a login access to all his fellow alumni's details for online networking, and that this could be a goal.

JM raised that the current available alumni LinkedIn tool is very useful, especially with a premium account, and that he knows of an NGO that helps other NGOs (AAU is registered as an NGO) implement Salesforce. He emphasized the importance to build off existing platforms rather than having to make new accounts and passwords. It would be great to utilize something with Facebook and LinkedIn.

VP brought up his opinion that when using these databases to find contacts, that the searches primary concern will be who can get the job done for them as a contact, not if they obtained their whole degree at AAU.

EH brought up the point that using an external database tool will disconnect the networking potential from AAU, and also the concern that not all people have or use LinkedIn.

JM raised that it is important to communicate to students about to graduate the importance of using LinkedIn, such as in the letter Alumni Council writes each year's grads.

EN said she would send the LinkedIn alumni tool link to everyone.

JM reminded everyone that the data on it is a bit disrupted because it includes exchange students.

The group discussed when to meet next. EN agreed to provide the Google Doc with events and that they should aim to meet if there is something specific that needs to be addressed. EN agreed to send out a Doodle and list of their key goals for the first week of March.

JM reminded Alumni Council of the other committee opportunities which they should take advantage. EN followed up that there are positions available for Alumni Council and BoT Nomination Committee.

NK raised that we should meet again soon as possible to internally vote a chair person. The group agreed.

TIME ENDED: 19:47