

MINUTES OF THE JULY 19<sup>TH</sup>, 2017 ALUMNI COUNCIL MEETING

ANGLO-AMERICKÁ VYSOKÁ ŠKOLA, Z.Ú.

ANGLO-AMERICAN UNIVERSITY

JULY 19<sup>TH</sup>, 2017, 6:15 PM – 6:40 PM

4.16, LETENSKÁ 5, PRAHA 1 – MALÁ STRANA

**ATTENDANCE:**

PRESENT

<i>ELIZABETH NOVACEK</i>	<b>EN</b>	<i>Specialist for University Advancement (Administrator)</i>
<i>OFELIJA UZUNOVSKA</i>	<b>OU</b>	<i>Member</i>
<i>ONDŘEJ PEKÁČEK</i>	<b>OP</b>	<i>Member</i>
<i>ROMAN SHBAT</i>	<b>RS</b>	<i>Manager for University Advancement (Administrator)</i>

ABSENT

<i>JOSEF MULLER</i>	<b>JM</b>	<i>Member</i>
<i>JURAJ VOZÁR</i>	<b>JV</b>	<i>Member</i>
<i>SOŇA KRAUSOVÁ</i>	<b>SK</b>	<i>Chairwoman</i>

**AGENDA:**

- 1) Alumni giving proposal from Kamila Suchomel
- 2) Alumni fundraising evening
- 3) Alumni social media presence
- 4) Graduation ceremony review
- 5) New name for those who have attended but not graduated from AAU
- 6) Alumni Ambassador brochure

**TIME STARTED, 6:15 PM**

**1) Alumni giving proposal from Kamila Suchomel**

- a) EN passed a hard copy of Kamila Suchmel’s proposal asking the Alumni Council for supplementary funding for her attendance 11<sup>th</sup> Pan-European Conference in International Relations this September in Barcelona to present her Master’s thesis with other related attachments to OF and OP.
- b) EN highlighted the following key points...
  - She won the 2017 Alumni Involvement award,
  - Most of the papers being presented are PhD papers which shows the caliber of the Master’s thesis she produced at AAU,
  - She has already made small donations to the Alumni Community fund,
  - She has already presented her paper at a conference at CEU last April and will be participating at a conference in San Francisco next April which exemplifies her exceptional academic abilities,
  - If we help our alumni “kick-off” at the early stages of their career, they will be more likely to donate back more later,
  - EN will share it on our social media and interview Kamila about why her experiences at AAU were important to her success and the importance of these events, with the theme that “AAU supports and is proud of our most successful alumni”,
  - EN said that our alumni are the best and most underused marketing for AAU and this is a great opportunity.
- c) EN said she will email the proposal out to all of AC with a google form to vote on with different proposed donation amounts.

**2) Alumni Fundraising evenings**

- a) OP said that he was still trying to contact Tomas Klvana to be our guest speaker but still has not gotten a response and that it was likely he was in the US.
- b) OP suggested two other guests who could both present for the evening:
  - Jakub Seldacek who could talk about the decentralization of media with YouTube blogging,
  - Another sociologist colleague of his who studies measures of happiness.

- c) RS asked if they would be attractive enough to attract an audience, to which EN and OF responded that the topics themselves are catchy enough.
- d) EN reminded that we can have Tomas Klvana who is higher profiled at a later event in this series when we have more experience hosting.
- e) OP suggested that both speakers could present with a break between.
- f) OF asked if both are comfortable to present in English, to which OP said yes, they are.
- g) Regarding the date, EN brought up that Spirit Week will be in the first week in November so that Student Council can have more time to assemble and plan it this year.
- h) RS reminded those present that last week, attendees of Spirit Week were 50% alumni.
- i) EN brought forward to two options for dates for our alumni fundraising evening
  - Make the event in September and we can use the President’s balcony (this can boost an extra 10 people in addition to the office space which can fit 15 to 20 people).
  - Make the event in Spirit Week in the first week of November (can use the fire place and participate in Sprit Week).
- j) OF said that we should confirm that we will use the President’s office definitely, but AC should vote on this on the date which will determine if we use the balcony or not.

### 3) *Social media presence*

- a) EN said brought up that we have too many profile/ pages/ groups on Facebook and LinkedIn and that there needs to be more strategy to this, she informed that she will keep the following:
  - **LinkedIn profile** with the name “AAU Alumni Specialist”,
  - **LinkedIn group** to be operated by the profile above, the nature of a group is be a members only platform for members to communicate amongst each other which is what we want on LinkedIn,
  - **Facebook profile** and change the name from A.a. Uni the name “Elizabeth Novacek (Alumni Specialist)” so that we can message with other connections, EN said she unsuccessfully tried to change the name of the profile to “Alumni Specialist” which was rejected by Facebook,
  - **Facebook page**, the nature of the page is better to share and promote information.

4) ***Review of the graduation ceremony***

- a) EN showed OP and OF the post cards and stickers that were given out.
- b) EN suggested that next year we could do a bigger give away, like draw string back packs with “AAU Grad of 2018”.
- c) EN also mentioned that she should change where she stands and hands out these items to grads from the bottom of the stairs as graduates we caught off guard, OF suggested that EN could wear something that makes her look like a more official part of the ceremony.

5) ***New name for those who have attended but not graduated from AAU***

- a) EN said that from last google form vote she sent out, there were three votes and they were all for “non-graduate alumni”, and that is the name used by Harvard on Wikipedia.
- b) OF said she looked it up on the internet and “non-graduate alumni” seems to be the most used term.
- c) EN said that we just need to get approval from the President to move forward with the declaration of change.

6) ***Alumni Ambassador Brochure***

- a) EN said that she removed the details for recruitment, and just put that they are invited to participate in recruitment and Irena’s contact if they are interested. EN also added that they can help consult on marketing to their country.
- b) EN passed around the printed information, and reminded that will move this text into a more visually pleasing digital brochure.

***TIME FINISHED, 6:40 PM***

