

MINUTES OF THE MAY 10TH, 2017 ALUMNI COUNCIL MEETING

ANGLO-AMERICKÁ VYSOKÁ ŠKOLA, V.Ú.

ANGLO-AMERICAN UNIVERSITY

MAY 10TH, 2017, 8:45 AM -9:50 AM

AAU PREMISES (PRESIDENT'S OFFICE), LETENSKÁ 5, PRAHA 1 – MALÁ STRANA

ATTENDANCE:

PRESENT

<i>SOŇA KRAUSOVÁ</i>	SK	<i>Chairwoman</i>
<i>JOSEF MULLER</i>	JM	<i>Member</i>
<i>PRESIDENT PETR PAJAS</i>	PP	<i>AAU President</i>
<i>ELIZABETH NOVACEK</i>	EN	<i>Specialist for University Advancement (Administrator)</i>

ABSENT

<i>JURAJ VOZÁR</i>	JV	<i>Member</i>
<i>ONDŘEJ PEKÁČEK</i>	OP	<i>Member</i>
<i>OFELIJA UZUNOVSKA</i>	OU	<i>Member</i>
<i>ROMAN SHBAT</i>	RS	<i>Manager for University Advancement (Administrator)</i>

TIME STARTED: 8:45 AM

- o PP opened the meeting with the key issues the school's leadership is dealing with...
 - The loss of tuition funds from the restructuring of a partner CEA university in the US which has led to the loss of about 80 students
 - Restructuring the university administration so that there are fewer decision levels to move decisions forward, and also to increase cooperation between the administration and faculty
 - Reviewing AAU's accreditation as the Czech Government's new law hampers AAU's ability to issue Master degrees to students; Guarantor of a Master's degree must be registered with the Czech Ministry of Education, graduated from a Czech university, and must teach at least one course of the program they are a guarantor of with a full work contract with the university, making it more difficult for internationals. This kind of hindrance to an international university is similar to what is happening to CEU in Budapest. PP recalled on his involvement of with the opening of CEU, and the recognition the state government should give an international university.

- o PP called on EN to raise the topics planned to discuss today. The fundraising strategy of the university with the new President and how the Alumni Council and Community can harmonize our goals and actions with it.

- o SK elaborated on the context of the alumni community; there has been previous attempts to build the Alumni Community but it has not been followed through resulting in a lack of trust and expectations to follow through from the Alumni Community. Now in the second term of an Alumni Council, we have a stronger foundation to allow a stronger effort which has been exerted however there is a lack of engagement still in regards to our event turnout. She raised the importance of creating an emotional bond. SK also introduced Alumni Council's idea to create a fundraising evenings to entail a paid attendance by alumni for an evening to be focused around a special guest. These events could start of small and get bigger. With the raised money, the Alumni Council and Community could reinvest it in the projects or efforts of an alumni, and that Alumni Council hopes to establish the culture of alumni giving donations back their Alumni Community, even if we start off with small donations.

- o JM asked PP what goals he would want the Alumni Council to focus on, and to share his views

- o PP responded with the following

- o EN and RS are working on the alumni database which should be more than three or four thousand graduates now. With this available database of alumni information, we could create an alumni almanac- a list available to the public or other alumni of their stories and achievements from those who would like to give it. This common with universities in France.
- o There are two tiers of graduates which must be (re)defined
 - Alumni: those who have obtained a degree at AAU
 - *Unnamed yet*: those who have taken classes at AAU, but have not completed the degree at AAU
- o Set up a fund for AAU, similar to the fund he set up for the gymnasium he attended. We would next need to find a procedure to decide how to spend the money and put together a list of needs for the development of AAU that would require external funding. Doing this would require the input from students and alumni also. PP has started his own fund, „President Fund“ as part of the funds available to the university, but must be used with his consensus. Currently it is being used to purchase cameras for the journalism department. Others could join in giving to this fund.
- o Alumni can provide a critical review of their academic experience and how the university is working, along with what they recommend for the university’s development.
- o We should foster the ability that „if they (the Alumni Community) do something, there is a chance to do something else“ and we should provide the means to moderate these relations
- o To shift our programs to not be classical style of teaching, but also provide the practical day-to-day skills needed in career, „we are losing contact between educational part of preparation for a professional career and the real (practical skills) for working in companies“... Particularly adding a stronger sense of practical business skills to the law program. Making this will require feedback from various professionals and alumni, in addition to providing guest lectures.
- o SK brought up two activities that can engage the AAU to the working world
 - firstly, AC’s idea to have special guest lectures for the Alumni Community
 - Secondly, the mentorship program which already exists but still needs to be further launched. We currently have five mentors.
- o PP expressed support for the Mentorship program, and brought up the opportunity to work with social entrepreneurship NGOs. This needs to be further developed and discussed

with staff and faculty. He added that our new partnership with SUMAS will bring more interesting connections for AAU especially in terms to sustainability management.

- o JM supported this idea for more development programs and partnership and suggested with contact with Bata who is active with these activities.

- o PP said that for marketing and prospective student awareness, partnering with Bata would be very positive. This idea lead his share advertising recruitment with the particular example of an Alumna who is famous in Iran for show jumping who could promote her success from AAU to increase our presence in Iran- this is an example of how alumni can work as recruiters for AAU around the world through giving them commission. This developed to conversation regarding how interesting it would be to have a map of all our alumni around the world particularly for marketing use. PP introduced his idea for having an alumni almanac or directory.

- o JM mentioned it would be good to be able to sort this alumni directory by school and year, and online and in print.

- o As reaction to PP comments about the difficulty of working with high schools, JM recommended that AAU must provide them some added value- this is something he has learned from his experience.

- o JM brought the next topic of concern to the table regarding changing the definition of „alumni“ from what it currently is officially (someone who has recieved any amount of credits with the institution) to distinguish the difference between those who have received any amount of credits and those who have recieved enough credits for their degree. PP supported this change of definition, and supported this by saying that he came to office to make changes with the support of the BoT. They expect AC to react to their proposed changes by saying if it is a good idea or a bad idea and that welcome recommendations.

- o SK followed up to PP welcoming of working closer with school’s leadership by saying that in the past year and a half, AC has been working fairly independantly and that she supported this idea to further inform and collaborate in the future to a common goal of making t.

- o PP asked that EN helps to facilitate this connection between AAU’s leadership and AC, recited the goals for the alumni community which JM and SK agreed with being improving the quality of life for the alumni as it has not been good enough in the past.

- o PP announced that Kiril Ribarov will be working as a Vice President for Communication and Development which should help move our goals forward.

- o EN ended the meeting with a comment on general awareness and engagement of the alumni community, particularly with newsletter in which JM, SK and PP reacted by saying that 34% is a decent opening rate. She also mentioned the importance of working with Student Council and raising students' awareness of their alma mater before the graduate. She suggested giving them discounts on AAU Alumni Cards.
- o SK said that in the past AC has given them a token of the Alumni Community, which all participants agreed they must do again this year.

END OF MEETING: 9:50 AM