

**MINUTES OF THE APRIL 7<sup>TH</sup>, 2016 ALUMNI COUNCIL MEETING**

**ANGLO-AMERICKÁ VYSOKÁ ŠKOLA, O.P.S.**

**ANGLO-AMERICAN UNIVERSITY**

**APRIL 7<sup>TH</sup>, 2016, 18:00-21:30 PM**

**AAU PREMISES (ROOM 3.12), LETENSKÁ 5, PRAHA 1 – MALÁ STRANA**

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**ATTENDANCE:**

**PRESENT:**

<i>SOŇA KRAUSOVÁ</i>	<b>SK</b>	<i>Alumni Council Chairwoman</i>
<i>OFELIJA UZUNOVKSA</i>	<b>OU</b>	<i>Alumni Council Member</i>
<i>JOSEF MÜLLER</i>	<b>PB</b>	<i>Alumni Council Member</i>
<i>ONDŘEJ PEKÁČEK</i>	<b>OP</b>	<i>Alumni Council Member</i>
<i>JURAJ VOZÁR</i>	<b>JV</b>	<i>Alumni Council Member</i>
<i>ROMAN SHBAT</i>	<b>RS</b>	<i>University Advancement Manager (Alumni Council Secretary)</i>
<i>ALAN KRAUTSTENGL</i>	<b>AK</b>	<i>President</i>

**APOLOGIES:**

<i>ONDŘEJ PEKÁČEK</i>	<b>OP</b>	<i>Alumni Council Member</i>
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**AGENDA:**

**Discussion with AAU president; Electing member of the University Governance Committee; Communication channels with Alumni community; Alumni card; Next Alumni reunion event.; Newsletter content; Alumni AAU web section; Alumni Council symbolic monthly giving;**

RS Opened the meeting with thanking AK for attending at the Alumni Council meeting.

- AK thanked members of Alumni Council for serving the University. For most of them, it is fresh experience in case of JM it is continuing his activities in the previous Alumni Council. AK also expressed his belief that alumni community is the essential part of University.
- AK believe that experiences that Alumni council members gained in their jobs can help them in their position in AAU committees.
- AK thanked Alumni Council members for their willingness to financial donations to the AAU. AK wants alumni to have a bound with AAU and to achieve it he want to use the inspiration of USA models. He thinks that for example situation in the USA where almost 50% of BoT is consisted of Alumni is very much something we also seeking for in the future. AK is always open for Alumni ideas.
- SK Asked AK what was the most important think when he was cooperating with previous Alumni Council.
- AK answered he had few chances to work with Alumni and not just members of alumni Council but Alumni general. In term of previous Alumni Council AAU the meetings and cooperation were less formal, today thanks to AAU administration it is more professional and structured. AK highlighted specifically Alumni loyalty to to the AAU.
- SK stated we should continue where previous Council ended and at the same time add our own initiative
- AK highlighted the project of Alumni Ambassador program, he has his own experience with it from Georgetown University. We should also have success stories about how the money from alumni giving was invested. If the Ambassador program can be build up in many countries it can significantly help the university in many areas.
- AK also stated alumni should approach giving to the university as a normal thing, and they should know where specifically the money was invested. That is partly the job of the budgeting committee. We should take alumni giving extra resources for special projects. The point is to never get lost in details and understand that few people can change the situation in the short period of time.
- AK stated that we should take all benefits that WASC accreditation giving us and we should think globally not just locally. WASC is for example very well knew not just in the USA but also the UK and China.

- JV shared his view as alumnus that is already bounded to AAU we should work more with man capital that alumni represents, what is the opinion of AK when it comes to open lectures like the way how to bound alumni to the university
- AK replied that it is a great idea when he was at the international universities this was one of the traditional ways how to approach alumni. It is also way how to connect alumni and students and the university as well to benefit from this interaction. Alumni Council should monitor the interest of Alumni when it comes to different ways of participation. We can also have September event for example and connect it with WASC accreditation.
- SK noted that it is not just about alumni but also some of her friends are interested in attending some classes
- AK stated that Alumni stipe indium giving us the option to allowed the education to those interested . We should get inspired by USA universities in issues like a homecoming if we could have homecoming every year that would be fantastic.
- SK came back to the topic of discounts for further studies to Alumni
- AK supports the idea but legal point of view is necessary in this case. University should do something positive for Alumni.

### **AK left the meeting**

- RS stated that we should finish voting for the member of Governance Committee and reminded OU like a candidate for the position
- All presented Alumni Council members voted for OU to be a member of the Governance Committee
- SK came directly to the topic of Alumni Ambassadors and stated we should have some promotion materials for them, specifically online materials
- SK also noted and supported by OU that we should be more active and use more options when in comes communicating with alumni trough LinkedIn
- All members agreed we should ask alumni on Facebook if they want Alumni benefit card
- OU came back to Ambassador program and offered her help in Macedonia because she is going to be there in few months, and also offered help with recruitment there.

- RS asked again members of Alumni Council if they agree with small financial monthly gifts to the University
- All members agreed and SK stated that first we should create a way of communication with alumni that going to donate financial resources to University.
- SK noted that the story behind giving should be consisted from Alumni Council goals and should be transparent
- JM added that it will be very difficult to donate while we don't have strong story for us and the community
- SK thinks the way is to communicate it through all University media channels and focus on sharing experiences
- SK summarized we must bring interactivity to the giving that the community understands they don't support only University but also each others
- OU added that next time the alumni newsletter should have column for the alumni Council when the opinions and news can be shared with community
- SK proposed speed networking like one of the future activities for alumni

**At the end of the meeting, RS summarized all inputs and ask Alumni Council members for the attendance at dinner with student council, president, and chair of Board of Trustees. They all agreed with attendance only OU can't be there at the time. Also shared documents where RS and the members can elaborate their ideas on upcoming Alumni Spring Reunion and Alumni giving the story. Alumni Council also want to invite Marketing Director Dana Kucejova and *Chief Operating Officer and Chief Financial Officer Věra Převrátlová to the next meeting.* Next meeting should be scheduled before Alumni Spring Reunion (May27th).**