



Alumni Coordinating Committee Meeting

August 26, 2011

Telephone Conference Call

Presiding: George Laubmeier, Executive Chair

- I. Call to Order/Welcome/Introductions at 12:04PM EST by George Laubmeier
 - A. Agenda approved
- II. Roll Call and Minutes from the previous meeting
 - A. Roll Call
 - 1) PRESENT
 1. Executive Chair: George Laubmeier
 2. Region 3: Anne Ruble Dew
 3. Region 4: Brice Harader-Pate
 4. Region 5: Colleen Reed
 5. State Director Liaison: Peyton Holland
 6. National Staff: Niki Clausen, Marsha Daves
 - 2) ABSENT
 1. Region 1: Emily Hughes
 2. Region 2: Steven Hawes
 3. Executive Secretary: Alicia Brown
 - B. Minutes approved from last meeting
- III. National Staff Report
 - A. Membership
 - 1) In last 2 years growth has been 227%
 - 2) 25,954 current members, Goal was 23,500
 - 3) Tiered Membership approved by Board of Directors and YDF
 - B. Financial
 - 1) Alumni Fund is down \$10,000
 - 2) Looking for donations from sponsorships
 - 3) Lifetime Fund is \$23,000
 - C. Other
 - 1) Proven.com Sponsorship for Alumni
 - 2) Other Sponsorships: Elephant Insurance and Solano
 - 3) Alumni Training at Mid-America Conference
 - 4) Professional Webinar Series
- IV. Review of 2011 National Conference Activities
 - A. 5K Race—George L.
 - 1) Partnership for next year, Proven.com
 - 2) Race location was better than previous years
 - 3) Participants: 200 participants under our goal, only 100 actual
 - 4) Location in Techspo decreased visibility to enrollees
 - B. Headquarters—George L.

- 1) Boxed lunches improvement for next year
- 2) Improve procedure for financial management
- C. Financial Procedures—Niki C.
 - 1) Work with national staff to develop improvement in financial procedures
- D. State Pin Sets—George L.
 - 1) All State Directors turn in 160 pins to Alumni HQ
 - 2) Look at methodology for next year
 - 3) Each State Association who turns in pins gets 2 sets
 - 4) New ideas welcome to handle flow and management
- E. Alumni Booths--George L.
 - 1) At NLSC 2011 we had 2 booths: Harley Booth and 5K/Amazing Race
 - 2) Increased visibility while at booth: Be engaging and interactive with crowds
 - 3) Future of booth design to increase visibility
 - 4) Increased foot traffic and sales at Harley Booth for NLSC 2010
- F. Alumni Training—George L. & Niki C.
 - 1) Sunday and Monday prior to conference
 - 2) Thanks to all those who assisted and attended
 - 3) 15 attendees focused on “How to Start a State Alumni Association”
 - 4) Goal for NLSC 2012: More participants
- G. Meal Functions—George L.
 - 1) Lunches throughout week
 - 2) Tuesday Breakfast Kickoff
 1. 30-40 attendees
 - 3) Friday Luncheon/Banquet and Official Business Meeting
 1. Wrap-up video idea
 2. Largest that we have had (80+ attendees)
- H. Dunk Tank—George L. & Niki C.
 - 1) 3 ACC Members in Dunk Tank
 - 2) Thanks to State Directors who participated as Dunkee’s
 - 3) Results: over \$1900 raised, NLSC 2009 was \$800
 - 4) Thanks to BOSCH
- I. Other—Niki C.
 - 1) Travel for ACC events covered
 - 2) Only 1 ACC member can travel to each state/per year
 - 3) Regional Reports announcement
- V. Unfinished Business—Niki C.
 - A. Review FY11 Alumni Goals
 - 1) Goals met
 1. Branding: State Association logos
 2. State Grants: 5 states assisted with startup funds
 3. Over 100 alumni at NLSC, 39 PNOs in attendance
 4. Tiered Membership moving forward with BoD and YDF
 5. Social Networking: Facebook Page and Group
 - a. Increase visibility on facebook and members
- VI. New Business
 - A. State Director Conference--Peyton H. & Niki C.
 - 1) Peyton Holland was elected this month as the new State Director Liaison
 - 2) Increased energy and excitement from State Directors to improve involvement
 - 3) 17 State Directors attended Alumni Training at State Director’s Conference

B. Fall Meeting--George L

1) Possible Dates:

1. October 13-16, 2011: Preferred Option
2. December 1-4, 2011: 2nd Option

C. Beginning on FY12 Alumni Strategic Plan--Niki C.

1) 3 Goals for FY12

1. TOPICS:

- a. alumni membership, communication, training, social networking, volunteerism

D. Review committee member expectations- George L.

- 1) Each ACC member sent position description, responsibilities and expectations
- 2) "Procedures and Protocol" sub-committee development
- 3) "Code of Conduct" development
- 4) Other sub-committees development
 1. Membership Welcome Kit
 2. Competition

VII. Announcements

- A. Let Niki know if conflicts exist with Fall Meeting dates as soon as possible
- B. Introduction to your region's State Directors as an Alumni Coordinating Committee member
- C. Wiggio.com documents and calendar available

VIII. Adjournment at 1:04PM EST by George L.