

Jessica Lueck
Region V Representative

Alumni Coordinating Committee Meeting
August 6, 2009
Conference Call

George Laubmeier, Executive Chair, called the meeting to order at 6:03pm Eastern Standard Time.

Present: George Laubmeier- Executive Chair, Albert Rice- Region 2 Representative, Peggy Plowman –Region 3 Representative, Brice Harader-Pate- Region 4 Representative, Jessica Lueck- Region 5 Representative, Dara Dubois- State Association Director Representative, Tim Lawrence- Executive Director, Kelly Horton, and Karen Perrino

Absent: Brittani Cockayne- Secretary, and Kristen Smith- Region 1 Representative

Agenda

- Review of 2009 National Conference Activities
- Membership and Financial Reports
- Completion of FY09 Alumni Strategic Goals
- Alumni Program Manager Position
- Beginning FY10 Alumni Strategic Plan
- Attendance at State Director Conference
- Fall Meeting

2009 National Conference Activities

Financial Report

- We did well at NLSC ending with a total of \$6,300
- For next year, new ideas on how to keep accurate inventory counts are needed
- This year there were problems with keeping track of the Justin Barnes shirts as well as the Harley Davidson Raffle ticket counts
- Next year Justin Barnes will work more closely with us so that the shirt sales can be represented at his appearances in hopes to promote and sell more shirts

State Pin Sets

- For the first time having to do the State Pin Sets since Guy left, the general feeling was that the distribution went well
- There was some confusion and commotion about because no one knew how it had been done in the past

- Peggy has new ideas for bettering the situation and process for next year
- As a general note Harley Davidson has always purchased a pin set from Alumni for \$150 – Is this something we want to continue
- There was a general concern about how well the pin sets did in the Auction this year because the pin sets weren't getting appropriate bids and perhaps were set in too high
 - Generally the ACC needs to make sure not to over saturate themselves with the number of pin sets

Review at Fall Meeting:

- **Number of Pin Sets**

Booths

- The inventory system was hard to follow this year
- There was miscommunication of the number of Justin Barnes Shirts that were given to us
- The booths could have looked nicer

Review at Fall Meeting:

- **Decorations for Booths**
- **Alumni Pins- For sale or give away**
- **Nicer Bags to give away to new Alumni Members**

Alumni Training

- Generally positive feedback to the training
- Members enjoyed getting to know the people they would be working with all week – It made it more comfortable
- It was also a plus that people understood the areas where they would have volunteer opportunities for the week
- On the downside the scheduling for this meeting may not have been opportune because many people had to leave before getting the chance to sign up for their time slots

Review at Fall Meeting:

- **Perhaps a different time for the training**
- **Should we have the training with a meal**
- **Get more people to come to training**

Alumni Survey

- Only got 5 surveys back that were generally favorable
- We want to make the Alumni Survey available online or via email to try to get more surveys back – Kelly and Karen will do so and get back to us with a larger sample of feedback

Review at Fall Meeting:

- **Alumni Attendee Packets**
 - Making it more special for Alumni who come volunteer
 - Welcome Letter
 - Agenda
 - Code of Conduct

Membership

- Still working on a final number
- 8,290 members as of July 31st
- Numbers are still being input so this may change slightly
- We met our goal of 8,000 but not Tim's goal of 8,500
- We want 10,000 plus members next year
- Final count will be sent out when verified

Financial

- Still paying conference bills
- Trying to figure out the Alumni sales of Justin Barnes Shirts and Harley Raffle Ticket sales – Alumni gets \$5 of Justin Barnes Sales
- \$5,000 from Lowe's Grant for Alumni- However we must pay for the pin pavilion so we probably have 2-3,000 of that
- 5K Race is still being counted as well
- Final numbers next week- though our fundraisers did well this year
- Also we have a \$50,000 sponsorship from Air Products

FY09 Strategic Goals

5 goals to have completed by August 31, 2009

Membership to 8,000

- **Stamped Completed a month ahead of time**

Financial Development

- To get industry support and financial guidelines
- We successfully got the support of Irwin, Bosch, Heidelberg, Air Products with the help of National Staff
- **Stamped Completed**

Volunteer Engagement

- Wanted up by 20%
- This year we had 50 dedicated volunteers at NLSC
- **Stamped Completed**

Up Industry Support with Alumni

- Irwin sponsored the 5K Race
- Bosch sponsored the dunk tank

- Heidelberg sponsored the pin towels
- Thanks to help from Chris Powell
- **Stamped Completed**

Increase Alumni Awareness

- We had help from staff this year and the PowerPoint from WLTI
- NLSC also highlighted Wendy Venturini as an Alumni Member as the keynote speaker during Opening Ceremonies
- We pushed Alumni
- **Stamped Completed**

All of our FY09 Goals were stamped completed ahead of schedule
For next year we need to remember to highlight some of our older members

Program Manager Position

- Job description in full will be posted and advertised in the next few days
- This position will start as the Alumni Coordinator and learn and grow into a manager position
- Goal to fill the position by mid October
- Funding for this position comes from the Air Products donation of \$50,000 and Lowe's Grant
- This will be a fulltime position at National Headquarters
- This position will be 75-80% Alumni Focused and 20-25% on other SkillsUSA support
- For now this position is dependent on funding

FY10 Plan

- Look over last years goals and decide which of these are worth carrying forward and pushing harder
- How can we make these goals new and fresh
- Start with broad goals and ideas
- Find a measurement for the success rate
- We need to grow and reach higher
- "What is the one thing that we need to solve to really serve Alumni Members?" -Tim Lawrence - Keep this in mind when thinking about goals
- We want 1 million members by 2020, what do we need to do each year to achieve that -11 years remain
- Is our mission and vision statement still correct

Review at Fall Meeting:

- **Missions/Vision**
- **FY10 Goals**

Everyone e-mail George an idea to answer the above question proposed by Mr. Lawrence - or an idea of a goal for next year if you have one

Attendance at State Director Conference

- George and Dara should hopefully be there
- They attended last year and are talking to State Directors about what they want to see from Alumni
- Nikki Clausen should also be hosting an Alumni Session at the Directors meeting
- If there is anything George can ask the Directors for us please email him and let him know- He is leaving Wed August 12th.

Fall Meeting

- Suggested Dates of November 6, 7, 8 in the Leesburg, VA area
- Reply all to email saying if this date works
- Other possible date is November 13, 14, 15

With no further business, George Laubmeier, Executive Chair, adjourned the meeting at 7:05 Eastern Standard Time.

Respectfully Submitted,

Jessica Lueck
Region V Representative