

Tier 2 Alumni Club President Call: Minutes

Date: 3/18/18

Time: 8 PM EST

Alumni Clubs Represented: Boston, Washington, DC, Seattle, LA, New York

Attendees: Jim Hanley (Boston), Emily Neubig (DC), David Erbstein (DC), Saurabh Nayyar (Seattle), Aswin Saravanan (Seattle), Jerry Won (LA), Cecil Shepherd (New York/Alumni Board of Governors); Hee-Jin Yi (Alumni Board of Governors); Tawnee Milko (Associate Director of Alumni Relations, Michigan Ross)

Call objective:

To connect Ross's peer club leaders via phone, many for the first time, to share successes, challenges and best practices.

Introductions:

- Emily Neubig - DC - Co-President for the past few years
 - Loves being in the know and helping Alumni connect
- David Erbstein - DC - Co-President for 1 ½ Years
 - Moved back to DC in 2015 and wanted to be more committed as an alum to “pay it forward” and stay in touch with fellow alumni.
- Jerry Won - LA - 1 Year
 - Rewarding to give back and increase the ROI on Ross Degree through new connections and experiences.
- Saurabh Nayyar - Seattle - New to Role
 - Decided to take part to give back to Ross and Michigan
- Aswin Saravanan - Seattle - New to Role
 - Eager to give back to the Ross Community
- Jim Hanley - Boston - 20 Years in Leadership
 - Likes to interact with new alumni and see how Ross has grown and changed. Grown an active board.
- Hee-Jin Yee - ABOG Member - Past SE Michigan Leader for 10 Years
- Cecil Shepherd - ABOG Member - Club President in New York for 18 Years

Round Table Discussion: *(Alumni Club Successes and Challenges)*

- Washington DC
 - Success: Library of Congress event. Alumni had a connection there and planned a special tour, followed by brunch. People appreciated a **unique learning opportunity**.
 - Challenge: Managing a **board** and getting people to commit time.
- Boston
 - Success: Managing a **board** recruiting new participants each year who are passionate. The understanding is that board members are responsible for planning/running an event each year. All events have a social aspect built in, but center around building professional opportunities for Alumni.
- LA
 - Success: Engaging with recent **MBA** grads, especial EMBA in LA
 - Challenge: Engaging **Non-recent, non-MBA alumni**. Goal of establishing formal board this year.

Specific club leadership questions/best practice discussion:

- How to get BBAs involved?
 - Empower BBAs to lead an event. (Emily)
- Recruiting for the board?
 - Many communications include call for learning more about joining the board. Also do a PSA at start or event of event: board members stand and anyone interested in learning more about the board is encouraged to communicate with a board member during social time. (Jim)
 - Have a co-president to share responsibilities - Tawnee is a good resource if needed.
 - Include BBAs
- Large events?
 - Create an event around a visiting professor.
 - Invite execs in network to present.
 - Market events as broadly as possible - include other B-Schools and AAUM Club.
 - Fees are higher for non-Ross attendees.
- Involving other B-Schools
 - Connect with other clubs: in NY there is a group for all B-School clubs
 - Having attendees from other schools increases interest
 - Use personal connections with other school alumni
 - In Boston, there is a listserv of B-School clubs
 - LAMBA org in LA includes 10 B-School clubs
- Budget
 - Jim: Plan to lose about \$500 per major event
 - Hee-Jin: Some clubs choose to have membership dues to help fund club. Options include one year or lifetime options.
 - Emily: Charge a small amount to help people be invested in attending.

Updates from Michigan Ross: (Tawnee)

- Please view Tawnee's monthly Alumni Club President reminders for important club notifications, updates and deadlines, some of them club specific. While these aggregated announcements are longer than individual emails, it also means that you will receive less emails throughout the month, so please do read over it when you receive it.
- Budget Reminder: 4/30 is the hard stop for all club funding requests that draw upon the Michigan Ross \$1000 stipend from FY18!
 - If a club would like to host an event in May or June and would like to apply any remaining stipend funds: Our office can assist with any prepayments that can be done by 4/30, and those prepayment requests must be made to and processed our office by April 30th.
 - Otherwise, alumni clubs can still hold events in May or June, but the activities must either be free, sponsored, or supported via an alumni club's roll forward revenue, which clubs can access at any time, in any fiscal year.

- Tawnee continues to add information to and update the [Alumni Club Resource](#) website for club presidents **and** club officer. She encourages you to share this website and information with your entire leadership teams so they are as aware of club policies and support materials as you are.
 - Please let Tawnee know what other type of information or templates would be helpful to see, or if you would like one of your club's successes spotlighted on the website as a best practice or webinar.
 - Tawnee plan to build an information package on organizing club elections and on rebooting an alumni club to share on the site next.
- Courtesy of Ross IT, a social media login (rather than through iMpact) is coming to the Alumni Club Portal in the next few months.
- Thank you for supporting our MAP teams as they visit many of your regions!

Updates from Alumni Board of Governors Networking & Events Committee

Representatives: (*Hee-Jin Yi*)

- Club Liaison Program: A representative from ABOG has been assigned to each club to stay connected with club leaders to provide support. Please contact your representative with questions!
- Club President Calls: Hoping to continue calls, caedance to be discussed. Perhaps quarterly.
- Annual Club President Summit: October

Plan for future calls/club leadership programming:

- Timing: Spring, Summer, Fall (3x/year?)
- Topic: Grouped by content rather than tier?
 - Topical Calls with All club presidents to help increase connections and best practices (Aswin, David)