

# **Tier 1 Alumni Club President Call: Minutes**

**Date:** 3/22/18

**Time:** 12 PM EST

**Alumni Clubs Represented:** Chicago, Black Business Alumni Association, Ann Arbor & Southeast Michigan, San Francisco, New York

**Attendees:** Anand Christopher (Chicago); Shawna Mehta (Chicago); Carmen Mayali (BBAA); Bill Woodson (BBAA); Paul Bockwoldt (Ann Arbor); Rema Nasif (Detroit & SE Michigan); Dan Brooks (San Francisco); Cecil Shepherd (New York); Hee-Jin Yi (Alumni Board of Governors); Rick Gordon (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:**

- Rema Nasif - SE Michigan - 3 Years as Club President
  - Most rewarding aspect is bonding with the board, who is very involved, generous and enthusiastic, after much crafting.
- Paul Bockwoldt - SE Michigan as Club President
  - Enjoyed hearing from older alumni about their experiences and seeing them mix with younger alumni.
- Dan Brooks - Bay Area - 2 Years as Club President
  - Most rewarding is getting feedback/interacting with members of the alumni base who are more dispersed, further from core area, and incorporating them into events and hear their stories.
- Bill Woodson - BBAA - 2 Years as Club President -13 Years in Leadership
  - Put in place an election process and created local meet-ups in six different cities. Alumni Happy Hour at the ALE Conference. Starting a BBAA Newsletter with Carmen.
- Carmen Mayali - BBAA - 2 Months as Club President
  - We have a great infrastructure and know our people better. Email bounceback rate is really low.
- Shawna Meta - Chicago - 1 Year as Co-President
  - Enjoys seeing people make connections and benefit from each other. Supporting Dean DeRue's vision of higher level of alumni engagement.
- Anand Christopher - Chicago - 1 Year as Co-President
  - Has enjoyed meeting alumni in other industries, seeing their talent and drive. Excited about collaborating with AAUM.
- Cecil Shepherd - New York - 17 Years & 5 Months
  - Have met so many amazing people: fellow alumni, current and prospective students. ¼ to ⅓ of MBA class each year is from New York Area.
- Hee-Jin Yi - ABOG - Past SE Michigan President/Board Member
- Rick Gordon - ABOG - Past Bay Area President

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

- **Paul Bockwoldt - SE Michigan**

- Success: Good **rhythm of events**, in alternating geographies. Alumni are becoming familiar with the cadence.
- Challenge - **Membership**: People are unsure if they are a paid member or not, and are able to choose which they affiliate with when registering for events. Attributes potential confusion between Ross and AAUM. Working on developing a way to communicate membership status, and have correct fee paid for events.
- **Rema Nasif - SE Michigan**
  - Success: New attendees at recent event, some younger some older.
  - Challenge - **Communication**: Email distribution list (12,000). Addresses aren't being updated - getting many bounce backs and low opens.
- **Dan Brooks - Bay Area**
  - Success: Engaging more alumni across a **broader geography**. Less San Francisco-centric. Hosted happy hours and talks in Oakland, event at Google in San Jose.
  - Challenge - **Geography/Venues**: Struggle to support a consistent cadence of events across the broad geographic area. Considering standardizing specific venues in certain regions, to give alumni familiarity and "go to" points.
    - Advice from Paul: Identify a few easy to work with, affordable venues and use repeatedly.
- **Carmen - BBAA**
  - Success - **Voting**/Election-based board: Has resulted in increased engagement year after year. The process includes making a concerted effort in the club to update contacts, quarterly newsletter to increase engagement (email/facebook/linkedin). The election itself is conducted in a Google Form. Can self-volunteer or nominate others. All of the board roles open at once.
  - Challenge - **Membership**: To create a sense of membership, nationally and virtually.
- **Anand/Shawna - Chicago**
  - Challenge - **Larger Venues**: Require a large up-front payment that isn't available to the club until after the event.

### **Specific club leadership questions/best practice discussion:**

- Budgeting/Funding: BBAA gets Corporate Sponsorship for cornerstone Happy Hour event and uses funds conservatively.
- Luncheon with Leaders: Chicago hosts frequent (3-4/yr) luncheon at a law firm in Chicago. They host events monthly and these are one type of event they plan. Speakers are gathered by leveraging network of alums.
- Large Board: New York has a new, large board. Having so many people involved, it's easier to get things planned and get events on the calendar.
- Recruiting Volunteers:
  - Paul (SE Michigan) - New Board Development Dinner (once or twice annually) to connect socially with board members, and to set long term plan for events and give those passionate about a specific event the opportunity to take the lead. Also have monthly calls, but attendance is sporadic.

- Cadence of smaller events or Larger “tent pole” events better for engaging alumni?
  - Cecil: New York does a combination of the two. Larger events “wow” people, but smaller events are more intimate. They do a day at Yankee Stadium and a picnic in Central park. They incorporate new admits and interns into these events as well.
  - Bill: In addition to two tent pole events, BBAA also do local meet-ups focused on recruiting by gathering recent alumni and current students doing internships in the local city and newly accepted students.
  - Shawna: Chicago does an annual BBQ in summer for new MBAs and summer interns. Annual Holiday Event. In the past they did an annual Business Conference. (In addition to smaller monthly events.)
  - Paul: Ann Arbor does a summer party and a holiday party annually. There is more variability in the rest of their events

### **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?
  - Rick proposed further discussion on how to partner with Development & Alumni Relations at Ross to tap into Alumni Network and turn that into content for their clubs. (ie Airbnb event)
- **Please provide Tawnee with feedback on timing and topics.**