

## MWCC Alumni Meeting Notes

December 3, 2012

### Attendees

- Charity Parker
- Marianne Geoffroy
- Mark Geoffroy
- Karl Hakkarainen

### Topics

#### Email contact information for alumni

The Marketing Department sent a test email using their Constant Contact account to more than 200 alumni email addresses. Karl still has the approximately 8000 addresses provided by the Foundation.

Update: Of the 217 emails sent, 66 were returned as non-existent or otherwise undeliverable. Janice O'Connor provided Karl with a spreadsheet of the known good addresses. Karl will inform Janice if the alumni use these address.

#### General discussion

The team discussed various ways of making contact with current alumni and with students who will be graduating in the coming year.

- Direct personal contact, particularly among members of our graduating classes
- Social media, including Facebook and LinkedIn
- Email
- Direct mail
- General publicity through Marketing channels
- Contact with new graduates. This may require coordination with the college's IT department to obtain information from the student database, Banner.

The broad goal is to develop an on-going communications strategy.

The Foundation is interviewing candidates for the director position in mid-December. We anticipate that we will have expenses for email service, possible printing and postage, and advance costs for other promotional items.

At our next meeting, we will have a vote select officers.

**KH Note:** Given the number of currently active participants in the association, we may need to allow exceptions to quorum requirements for this initial vote. The newly-constituted board should review the status no later than mid-2013 and, if desired by any member, hold another vote.

### Next steps and action items

Who	What	When	Notes
All	Continue to make personal contact to alumni	Next meeting	
Karl	Prepare draft budget for the balance of FY 2013	12/10/12	Distribute for email review. Karl to contact President Asquino with budget request.
Karl	Contact IT Executive Director Susan McHugh regarding student database	12/17/12	

### Next Meeting

January 7, 2013

Location: TBD