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

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

**January 7, 2013**

Location: **TBD**