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## MWCC Alumni Network Monthly Meeting – October 5, 2015

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### PRESENT:

- President – Mark Geoffroy
- Vice President – Kathy Matson
- Secretary – Briana Nobrega
- Board Member – Philip DeCharles
- Board Member – Amanda Landry
- Associate Director of Alumni Relations – Carol Jacobson
- Guest Alumna – Charity Cooley

### ABSENT:

- Treasurer – Elizabeth Reiser
- Board Member – John Day
- Board Member – Joanne Davidson
- Board Member – Marianne Geoffroy
- Board Member – Karl Hakkarainen
- Board Member – Lawrence Nfor
- Board Member – Carrie DeCosta
- Board Member – Adoshella Gionét
- Board Member – Stacey LaPointe
- Board Member – Phillip Stan

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## Discussion

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### 1. Introductions

- Mark introduced alumna, Charity Cooley. She was previously on the Board, but had to step down for a period of time. She is now ready to come back and be involved with the Network again.

### 2. Fundraisers

- Carol made everyone aware that the Board has to come up with activities to raise our own money. These activities have to be driven by the Board. She will be there as support, but the bulk of the work must be taken on by the Board members.
- Quiz Night was a huge success last year and we will be hosting it again. This year it will be in March, no date is confirmed, but we were thinking the Friday before Spring Break might be ideal.
- The Sharks games have been relatively successful, so more events like that would be good to host.
- **Brainstorming Session for New Fundraising Ideas**
  - **Wine Tasting** – this might be a good event for the future, once we have more alumni involvement as this is a large undertaking
  - **Paint Night** – this is a popular trend right now. A paint instructor walks attendees through a DIY painting while they enjoy their adult beverages of choice. This would require little work for us.
    - Depending on the limit of attendees, we might be able to offer 2 locations.
    - We could offer snacks for a small charge, but it would be BYOB for alcohol.
    - We discussed possibly hosting on a Thursday night so not to interfere with people's weekend plans.
    - **ACTION ITEM:** Amanda will contact the Paint Night owner to check the feasibility of hosting this event in January and get details.

- **Dress Down Day** – MWCC employees would pay a set amount to be able to wear casual clothes to work for a specified day. This, again, would require little work for us.
  - Participants would have to wear a sticker stating why they are in casual attire (I'm supporting the Alumni Network...etc.)
  - While this idea was accepted as a good option, it might not be doable. Some members expressed that this type of fundraiser has been rejected by administration in the past.
  - **ACTION ITEM: Carol was going to check with the administration on the feasibility of this fundraiser.**
- **Holiday Wrapping Party** – Alumni volunteers would wrap Christmas presents for a fee.
  - What would be our message connected to this fundraiser?
  - We would have to round up enough volunteers
  - Where would we setup? The college campuses are not in convenient locations for shoppers. Amanda mentioned a bit Nonprofit event held at the mall on Nov. 21, but that would probably be too early.
  - Reserving a space at the mall can be expensive and might not be worth it.
  - This might be a good option for the future if we can iron out details.
- **Dine for a Cause** – A certain percentage of people dining at a specified restaurant (who present our flyer) will go to us. Again, another option that would require little work.
  - UNO's, Buffalo Wild Wings, and Dominos were options that we know offer this
  - The Gardner Ale House would be best for us since it is local and we know they offer this service
    - We could ask about reserving the side room for a place for people to mingle
    - In that side room we could set up a raffle for anyone to enter (alumni get an extra free ticket)
    - **ACTION ITEM: Briana will connect with Manager, Stacey, on the details of doing this event. Carol will give Briana her contact information.**
- **National Philanthropy Day** – November 15. How can we leverage this? Setup table near cafeteria or SGA booth to collect donations?

**3. Messaging**

- **ACTION ITEM:** Next Board meeting Carol will train us all on how to discuss the purpose of Alumni Network fundraisers with potential donors. We should all be using the phrase “support student success” so that people hear consistent messaging.

**4. Other Business**

- Carol gave us flyers for the upcoming Alumni After Hours event and encouraged us to invite other alum that we know. She said if there is a great turnout, she will plan more, if not, she will likely not plan any more.

**5. Adjournment**

- Meeting was adjourned at 7:08.