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## MWCC Alumni Network Monthly Meeting – January 4, 2016

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### PRESENT:

- President – Mark Geoffroy
- Vice President – Kathy Matson
- Treasurer – Elizabeth Reiser
- Secretary – Briana Nobrega
- Board Member – Philip DeCharles
- Board Member – Amanda Landry
- Board Member - Lawrence Nfor
- Associate Director of Alumni Relations: Carol Jacobson

### ABSENT:

- Board Member – Charity Cooley
- Board Member – Joanne Davidson
- Board Member – John Day
- Board Member – Carrie DeCosta
- Board Member - Marianne Geoffroy
- Board Member – Adoshella Gionét
- Board Member - Karl Hakkarainen
- Board Member – Stacey LaPointe
- Board Member – Phillip Stan
- Alumni Volunteer – Renéé Eldredge

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### Discussion

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#### 1. Minutes from Previous Meeting

- Approved

#### 2. Paint Night Update (Art on the Rocks – Amanda)

- Amanda asked Art on the Rocks if they had any pre-existing marketing materials and has not heard back, so we will do our own
- Amanda asked that all board members keep her up-to-date on their ticket sales that do not go through the website so that she can keep an accurate head count
- Let guests know that when they put in their credit card online, that is only to hold their spot, they will not get charged until the night of the event and at that point can choose to pay by other means or with the original card
- URL is [artontherocksma.com](http://artontherocksma.com), click on Gardner Calendar, navigate to February 18 and click on the MWCC Alumni Network name to register
- **ACTION ITEM:** Briana will develop and iConnect slider, a graphic to post on Facebook and a poster
- **ACTION ITEM:** Briana will check with MWCC's PR Director, Janice O'Connor, about the rules of submitting a press release (can we do it ourselves?) Carol said she is willing to help us with this

#### 3. Update on Dine for a Cause (Gardner Ale House – Briana)

- We determined that the information on the rack cards will talk about the alumni network as well as the foundation and the amount of scholarships that have been awarded
- Carol mentioned we have MWCC decals left over from graduation that we could hand out. We discussed the possibility of either wandering around tables thanking them for attending and giving out decals or standing near the hostess and greeting/thanking people and handing them out
- Carol suggested not doing a raffle table as we originally discussed since it will be so close to Quiz Night, we don't want to overlap with asking for donations

- **ACTION ITEM:** Briana to ask Emily at GAH if we can stand somewhere to greet/handout decals or go from table to table doing so
- **ACTION ITEM:** Briana to ask Emily at GAH if we can do table tents as well as rack cards with receipts
- **ACTION ITEM:** Briana and Carol to come up with a draft of the table tent and/or rack card (depending on Emily's answer)

#### 4. Update on Quiz Night (Carol)

- It is set for March 16 (Wednesday), the Save the Date was sent in the most recent newsletter
- Mayer Hawke will be the MC again
- Carol will be working on flyers and sponsors this week
- **ACTION ITEM:** ALL board members are encouraged to recruit teams (4 people per team) as well as recruit donations for the silent auction

#### 5. Relay for Life

- Mark posed the question: "Do we want to do the relay again this year?", we decided that he will send out an email asking the entire board since a lot of members were absent. We will also need volunteers to step up and help co-captain.
- **ACTION ITEM:** Mark will send out an email to all board members asking for feedback regarding participation in the Relay and the captain position.

#### 6. Other Business

- Per our question from the previous meeting, Carol reported that the Alumni Network account has about \$5600, however, this is ONLY available for student scholarships. This account cannot be used to withdraw for any expenses. She explained that if we want an account for expenses, we will have to do a fundraiser and specify that the proceeds go to that type of fund. She also explained that the Foundation has been more than generous in picking up costs for us; they don't have to give us any such aide.
- Carol mentioned the possibility of doing a Worcester Bravehearts event (baseball) and asked our thoughts
  1. Unlike our Red Sox event (which we would still do), we would not have to provide transportation and it would be a family event
  2. Amanda said that she helped coordinate this event for her previous job and sees pros and cons. Pros: You get the full stadium/vendor experience, it's local and easy to get to, it's family-oriented and there is easy parking. Cons: The one she went to was not well attended overall (stadium was not full)
  3. **ACTION ITEM:** Carol will do a bit more research on the event and see if she can find attendance numbers.

#### 7. Adjournment

- Meeting adjourned at 6:37pm.