

MWCC Board of Directors Meeting – October 21, 2013

## Attendees

Christina Wiggins  
Mark Geoffroy  
Elizabeth Reiser  
Karl Hakkarainen  
Kathy Matson  
Philip DeCharles  
Carla DeFosse  
Carol Jacobson  
Lea Ann Scales

## Old Business

Approval of Minutes  
Other Old Business

## New Business

### Welcoming Carol Jacobson

Lea Ann Scales, Vice President of Access, Transition and Development, introduced Carol Jacobson, the new Associate Director for Alumni Relations. Lea Ann, Carol, and Carla outlined goals and recent activities regarding alumni outreach. Carol's goals are outlined in a separate document, attached.

### Relay for Life

Discussion with representatives from the Relay for Life committee.

The Board voted to form an MWCC Alumni team that will participate in the June 2014 relay. Karl Hakkarainen and Christina Wiggins will be co-captains. The team will have a fund-raising goal of \$2000.

More details about the event will be available starting in January.

## Next Meeting

The Board will hold its next meeting on November 4, 2013 in the Board Room at the MWCC Gardner campus.

**Alumni Association Board Meeting**  
**Carol Jacobson - 10.7.13**

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- **Relationship Building:**
  - Within MWCC to integrate into college community and to foster outreach and engagement efforts with programs/majors that may already have well-established alumni subgroups
    - Student Services and Clubs (and volunteering at student events)
    - Career Center
    - Early Childhood Education
    - Dental Hygiene
    - Nursing
    - Physical Therapy Assistant, Medical Assistant
    - Veteran's Program
    - Honors Students
    - Computer Graphics/Design
    - Marketing (to develop stronger online presence - FB, LinkedIn, MWCC site)
  - Continued and expanded community connections/involvement to promote our alumni relations efforts
    - New affiliation w/Gardner Chamber
  
- **Benchmarking** other community colleges and internet research
  - 14 MA community colleges - and all are at varying stages of alumni program implementation/success
  - Reaching out to other alumni professionals – intro/and benchmarking
  - CASE (Council for Advancement and Support of Education)
    - *Tracking Alumni Engagement* – developing systems to measure alumni engagement
    - *Growing Community College Alumni Relations: Transforming Nomads into Settlers* – 5 PA community colleges at varying stages of alumni program implementation
  
- **Short-term goals:**
  - Continue relationship building efforts, including strong working relationship with Alumni Association members and board
    - Social media management strategies and extended outreach
    - Survey membership for interests and event ideas
    - Hold networking or other career-oriented event as early as feasible
  - Develop strategies to improve collection and storage of alumni information/records
    - ID method and strategy to collect early alumni records information from microfiche
  - Collect new contact information at all events and programs attended by alumni
    - Build stronger base of emails for extended outreach and communication