



MWCC Alumni Network Monthly Meeting – August 3, 2015

PRESENT:

- Vice President – Kathy Matson
- Treasurer – Elizabeth Reiser
- Secretary – Briana Nobrega
- Board Member – Joanne Davidson
- Board Member - Marianne Geoffroy
- Board Member - Karl Hakkarainen
- Board Member - Lawrence Nfor
- Associate Director of Alumni Relations: Carol Jacobson

ABSENT:

- President – Mark Geoffroy
- Board Member – John Day
- Board Member – Philip DeCharles
- Board Member – Carrie DeCosta
- Board Member – Adoshella Gionét
- Board Member – Amanda Landry
- Board Member – Stacey LaPointe
- Board Member – Phillip Stan
- Alumni Volunteer – Reneé Eldredge

Discussion

1. Minutes from Previous Meeting

- Approved with minor change (date), Karl will complete

2. Relay for Life Update

- Marianne reported that our team raised \$2,221.49 to-date
- Donations will be accepted through August 31
- John Day obtained the most donations
- **ACTION ITEM:** John Day and Carrie DeCosta “unofficially” accepted the position of co-captains for next year’s relay, though they were not present at the meeting to confirm, we will circle back with them next meeting

3. Red Sox Trip

- 9 more seats are left
- Seats do *not* have to go to alumni
- **ACTION ITEM:** Carol will check with limo company to see if they will do a pick-up off 495 for no charge (some people expressed interest, but don’t want to drive all the way to Gardner and back unnecessarily)

4. Upcoming Events & Fundraisers

- Carol needs to focus on fundraising for the Foundation, Board Members need to start thinking about what the next fundraiser for the Alumni Network will be
- Need new idea other than what we currently do
- **ACTION ITEM:** All Board Members are asked to bring one fundraiser idea to the September meeting so we can have a more comprehensive conversation
- Our goal for the new fundraiser will be a date in November
- Possible fundraiser ideas that were discussed:
 - Networking Event was brought up again, we could try to reach out to well-known/successful alumni to see if they would attend to help

with advertising and promotion...how can we leverage this into a fundraiser?

- “You can Affect Change with Your Change” and put out collection jars for extra change
- Live Auction (perhaps part of the networking event?)
- We want to focus on older alumni who are well established in their careers and are now looking for philanthropic opportunities, if anyone has any contacts, please give the information to Carol
- **ACTION ITEM:** While discussing the involvement of the Foundation on campus, the Students SOS office was explained, Karl mentioned a nonprofit meal provider program that he works with that could be listed as a resource for students in need, he will email Carol the information
- Quiz Night was briefly discussed, we *are* hosting it again this year and it will be held in March this year as to hopefully combat any inclement weather like we had last year
- Carol discussed how other larger colleges use a student/alumni club model where current students *and* alumni plan the fundraisers, this helps raise awareness about the Alumni Network and gets the students involved early (technically, in our case, a student is an alum if they’ve successfully completed one class at MWCC anyway), Carrie is a big advocate of this and can hopefully help drive us in this direction
- Think about how we can leverage the relationships between professors and students (Carol and Marketing have advocated with professors about this in the past)

5. Alumni Network Social Media

- We currently do not have any type of social media strategy, that might be something we want to think about as we grow
- The idea was brought up to possibly recruit an MWCC Marketing student to help develop a strategy (might be great for an Honors student as they need something for their colloquium)
- Carol and Briana can help identify professors who would be on board for such projects
- A campaign idea is “Mount Alumni are Everywhere”
- It was noted that we should not only celebrate large successes (like Kevin Berg, CBS Producer), but we should also recognize smaller victories as well (getting a job, purchasing your first home/car, first generation grads, etc.)

6. Adjournment

- **ACTION ITEM:** Before adjourning, we were reminded that the September meeting will be held on Tuesday 9/8 due to the Labor Day holiday, please plan on meeting in the Staff/Faculty lounge again, unless Carol tells us otherwise, we are not sure what the construction status will be at that time. Carol will send us all a reminder as the date gets closer