



MWCC Alumni Network Monthly Meeting – December 3, 2018

PRESENT:

- President - Mark Geoffroy
- Vice President - Lawrence Nfor
- Treasurer - Karen Greenwood
- Secretary - Briana Nobrega
- Board Member – Philip DeCharles
- Board Member - Marianne Geoffroy
- Board Member – Caitlin King
- Board Member – Kathy Matson
- Board Member – Amanda Melanson

ABSENT:

- Board Member - Amanda Curtis
- Board Member – John Day
- Board Member - Stacey LaPlante
- Board Member - Phillip Stan
- Alumni Liaison - Karl Hakkarainen
- Alumni Liaison - Joanne Davidson
- Alumni Liaison - Carrie DeCosta
- Alumni Liaison - Renee Eldredge
- Alumni Liaison - Elizabeth Reiser

Discussion

1. Minutes from Previous Meeting

- Reached quorum, approved.

2. Contact Info for Bank Account

- Giving us a hard time for online access for multiple people
- Let's just have them send a hardcopy statement to us, see if they can do a C/O to Carla. If not, just address it to the Alumni Network at the college address and tell the mailroom to give those items to Kathy (which they may end up with her anyway).
- If we get to a point where we are receiving a number of mailings, we'll need to look into how to best handle this with the mail room.
- **ACTION ITEM:** Karen will figure out what's doable with Carla in regards to the statements.

3. Donation Button Linking Directly Into Our Account

- Karen spoke to Carla about getting this done and Carla said she will look into it. It's not an easy thing as she'll have to get the appropriate clearance and legality squared away before we can accomplish this.
- **ACTION ITEM:** Karen will keep a pulse on this.

4. Welcome Email

- Briana sent out the 2018 graduate welcome email and reported that we received a 42% open rate which is a very impressive open rate (Update: As of 12/4 it has bumped up to 51% open rate with a 3% click through rate). We will continue to use emails as a communication tool now that we are back up and running with Constant Contact.

5. Wreath for Winterfest

- Briana brought in the fully decorated wreath and handed off to Kathy. Everyone present gave Kathy money to put towards a gift card purchase. Our donations paid for a \$125 VISA gift card on the wreath.

6. 100 Days Until Graduation Project

- Graduation is May 23 (Thursday) this year, which is a week later than usual.
- 100 Days until graduation means we'd have to start in February
- We decided to change it to 55 days until graduation so we would start first week of April, 55 is significant because the school has been open for 55 years and each year we could add a day to correlate.
- We could advertise on iConnect and ask if Marketing could share on the appropriate college social media sites
- Ideas:
 - **Resume writing critiques**
 1. However, we do have a career planning office, so we'd have to make sure this was ok. We think it may be fine because we would approach it in a way that we are offering the existing coordinator help and supplementing her work .
 2. **Volunteer:** Karen
 3. **ACTION ITEM:** Lawrence will ask Pat Brewerton if this would be a feasible option.
 - **Professional Headshots**
 1. Encourage students to get a professional headshot done for their LinkedIn profile
 2. **Volunteer:** Mark
 3. Wednesday, April 17
 4. Encourage students to bring a flash drive (or maybe we can ask Marketing for some?) so that we can give them the file on the spot
 - **Bring a speaker in to talk about cyber security and fraud, coupled with a shredding day**
 - **Pizza Party** (might be best toward finals week, we can also hop on the Evening student pizza that Kathy already has planned in early April)
 1. **Volunteer:** Needed
 - **Nutrition and Food Security/Food Drive**
 1. **Volunteer:** Marianne
 2. Marianne's daughter works at the Worcester County Food Bank and can help.

3. We should offer some small snacks at the table such as granola bars

- **Evening of Excellence**

1. Normal giveaways, Dine for a Cause promos, sign-up sheets, etc.
 2. **Volunteer:** Needed
- We will send out an email within the next couple months asking Alumni to help or to bring forward ideas, we will explain the 55 days campaign, our goal and ask for assistance
 - **ACTION ITEM:** Mark to write up a draft. He and Briana will edit and have ready for review at the January meeting.

7. Other Business

- **Quiz Night:** If we want to do this in April, we have to start planning this now. It will be a lot of work but if EVERYONE is on board and willing to help, we can pull it off.
- **ACTION ITEM:** Lawrence to ask Carla if Carol left her Quiz Night files so that we can look at what she did and not start from scratch
- Dine for a Cause: Ideal dates May 21 or June 4
- **ACTION ITEM:** Bri will reach out and see if they are available and if not, what dates are available.
- Mardis Gras is February 28 from 6-9, volunteers needed to run carnival games.

8.

9. Adjournment

- Adjourned at 7:13