

Board Meeting Minutes
February 22, 2016 at 6:00 p.m.
Camarillo Chamber of Commerce Conference Room

Board members present:

1. Jason Barnes '12
2. Yvette Bocz '02
3. Kristina Cervi '15
4. Barbara Davey
5. Matt Furmanski
6. Sarah Gallagher '10
7. Mark Garcia '04
8. James Jackson '13
9. Melody Kimball '09
10. Robert Krauss '07
11. Lisa Pitts, student
12. Richard Lucas '08
13. Allison MacDonald '07
14. Maria Madrid, student
15. Gary Wartik
16. Daniel Wolowicz

Board members absent:

Gary Cushing '10
Marlene Dean
Amanda Gordon '11
Nichole Ipach
Saxon Knauss '07
Bert Partida '05
Mike Silacci

Special Guests/Staff present: Tania Garcia, Steven Guetzoian '12, Alysha Cordova '15

1. **Welcome** (MacDonald)

a. New Board Member Introduction.

- Dan Wolowicz. Dan is currently the Editor of the Camarillo Acorn and Moorpark Acorn newspapers. Prior to these positions, Dan spent five years in the entertainment industry – largely at Paramount Studios, USA Network and for the television show TWILIGHT ZONE. Was instrumental with Dodger Day support. Communications background. Actively involved in Ventura.

b. Board Introductions.

2. **Approval of Minutes, November 16, 2015** (Kimball)

First Motion: Approve to amend minutes from November 16, 2015. (Barnes/Seconded by Krauss)

Discussion: Correct misspelling of “SABUL” in Committee Reports section and “AeroVironment” in Welcome section.

Vote: 16 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; Minutes from meeting November 16, 2015 amended.

Second Motion: Approve minutes as amended from November 16, 2015. (Cervi/Seconded by Bocz)

Discussion: None

Vote: 16 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; Minutes from meeting November 16, 2015 approved as amended.

3. **President’s Report** (MacDonald)

a. Update Presidential Search. Identifying the 3 final candidates to be announced March 9 (still on schedule for March announcement). Gary Cushing is serving as the alumni representative from our Board for this process.

b. January CSU Alumni Council Meeting (Krauss).

- January 1 hour WebEx call. The other meetings are 2-day long meetings in person (travel required)

- Philanthropy for the entire CSU System. Record 4th year in a row of increase.

- Reviewed Article 15 and Memorandum. Which is part of the Education Code Title 5. Compliance and how we operate.

- How to get to college poster. Discussed changes to this poster.

- CI’s alumni giving participation rate came in 3rd (5.18%) within the entire CSU last year – following only the Maritime Academy and CSU Humboldt. Report breakdown shared.

- Next meeting at San Bernadino April 8-9.

c. Being A&FA Ambassadors – Alumni Brochure

- Reviewed our role as members - importance of community visibility, and establishing tradition, being positive ambassador.

- Please read the weekly emails to stay abreast of updates.

- Kudos to Alysha Cordova for creation.

- Handy guide for speaking and sharing with other alumni in the community.

- Distributed the brand new A&FA marketing brochure totaling 8 pages, covers included, to utilize as leave-behinds for meetings with alumni or community friends.

d. \$16 for 2016 & EOP Alumni Unite

- Launched at the end of January. Every dollar raised goes to scholarships.

- 28 gifts to date, for \$795. Contributes to overall giving goal is 696 total alumni participation, 120 alumni to date.

- Campaign to raise \$2000 among the 95 EOP alumni, 8 gifts to date for \$398. Target by next EOP Banquet in April.

- Educational Opportunity Program (EOP), helps underserved, financially disadvantages 30-40 students in the program at a time due to funding constraints. Bridge program to prepare them for college.

4. **Treasurer’s Report** (Krauss)

a. Review of Financials

- Revising to show budget to actual to simplify. Will also include budget to actual projections.
 - Balance Sheet summary. One open purchase order from the Mentorship & Networking Night event. True spendable is \$10k less than the listed \$98,719.
 - Income Statement summary. \$11,030 increase in Net Assets between June and September 2015.
- b. Met with Stephanie Bracamontes, CI staff responsible for pulling financial information, to review the A&FA Financials on February 11.

5. Discussion & Action Items

a. Dr. Rush Retirement Gift & Tribute Ad (All)

Motion: Approve retirement gift and tribute ad. (Bocz/Seconded by Barnes)

Discussion:

- Special gift book for Dr. Rush. Similar to Dodger Day book for the Celebrity Pitcher. Gift book will contain events over the years and our special handwritten notes. Deadline for tribute note is ASAP. Prefer to collect these tribute notes tonight. Pending coordination effort, tribute notes from past board members may also be included.
- Dr. Rush will attend our April 18th meeting (which is after his Farewell event).
- Nursing Program usually asks for \$250 co-sponsorship for their Nurse Pinning ceremony and usually gives A&FA the entire back page as ad space.

Vote: 16 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; Approved co-sponsorship of Nursing Pinning half-page for \$250 and quarter page tribute ad for \$250.

b. Nautical Yearbook Ad (All)

Motion: Approve Nautical Yearbook quarter page ad for \$200. (Cervi/Seconded by Davey)

Discussion:

- A&FA manages \$1000 co-sponsorship budget.
- Nursing Program usually asks for \$250 co-sponsorship for their Nurse Pinning ceremony and usually gives us the entire back page as adspace.
- Will the Nautical promise to be completed by Commencement? More likely to make schedule this year.
- Nautical readership? Last year only 60-70 claimed of the 100-120ish sold. In this case, not as much ROI, more of good faith. One call would be a surprise. The audience, those purchasing are most likely to be involved in student activities and aware of us than the average commuter. It's a student publication, invite them to something, action-oriented ad.
- Advertising a little bit over time is better than a one-time big ad.
- A quarter page is a little too small, can get lost. The message to the graduates is to stay in touch.

Vote: 16 in favor, 0 opposed, 0 abstained.

Resolved: Motion carried; Approved Nautical Yearbook quarter page ad for \$200.

c. Article Discussion: Meaningful Alumni Communication (All)

- Are we changing our communication practices? No, requesting Board feedback.
- Utilize different social media platforms (FB and Instagram) do more personal outreach. Example: new alumni parents
- Target our disciplines and contact key alumni and post.
- Celebrate where the alumni are at in their lives.

- Implementation requires a plan and a content calendar.
- Random happy birthdays on FB from the A&FA.
- Little touches add up.
- Advertise a small student scholarship “rent or feed themselves” a 6-second vine to draw seekers. Creative engagement for scholarship ideas.
- Hot button issues, polls.

6. **Committee Reports (Chairs)**

- a. Communication & Marketing (Bocz). Met on February 15.
 - Monthly A&FA Newsletter has evolved. Consider updating Subject line.
 - Better utilize FB and Instagram. Has largest audience of all our current social media platforms. More likes on Instagram.
 - Reviewing LinkedIn whether to combine with CI Career Services alumni page.
 - Mobile app was launched 2 years ago. Not being fully or effectively utilized. \$1200 annual fee. \$3000 setup fee.
 - New brochure is fantastic.
 - Calendar targeting different groups to make that link (who will be POC for connection).
 - Personal touch, 1-2x yearly phone-a-thon for the \$16 for 2016. Also may follow-up with a personal thank you.
 - Potential overlap with Fundraising committee
- b. Entrepreneurial Group (Garcia). To be revisited in April or May. No standing meeting. Alumn Pradeep was heading this up.
- c. Finance (Partida). Budget meeting to be scheduled.
- d. Fundraising (Barnes). Met on February 16. Monthly meeting since last summer at Richard’s house. New grassroots committee. How can we support the university, support the Board, and involve the Board?
 - Donor outreach - identifying potential community member donors and inviting them to our events to develop the relationship and show them the benefits of supporting us. Goal: Engagement, future donation will grow from a solid relationship. Led by Tania and Nichole.
 - Student Scholarship Recipients - Talking with them and inviting them to events to bridge the gap between students and the Board. Led by Richard.
 - Thank you campaign - Providing a personal touch, writing cards, making phone calls, letting them know that what they’ve done is really appreciated. Led by Jason.
 - Thank you to the Board survey participants. Assigned team members to the team captains mentioned above.
 - Thanks to Jason and Richard and the entire committee for getting things going. Fantastic leadership.
 - See Jason for involvement. Not too late to get involved.
- e. Nominations (Wartik). 3 folks have reached term limits - Yvette Bocz, Gary Wartik, and Mike Silacci. Nominations needed for 2 friends and 2 alumni total (to account for vacancies and retirees). Send your nominations to Tania and Gary Wartik.
- f. Programs & Events (Cervi)
 - Mentorship & Networking Night Recap, 2/18.
 1. 89 people attended out of 125 registrants.
 2. Of which 48 alumni.
 3. Mentors and mentees 32 groups (alumni and students).

4. 2 mentees left with job opportunity (formal survey hasn't been completed yet).
5. Couple alumni donation checks for \$16 for 2016 campaign received at the event.
- Grad Fest, 3/9-10.
 1. Alumni volunteers to connect with soon-to-be graduates and build that relationship. Trying to have more alumni volunteers.
 2. Sign-up sheet being passed around.
 3. One-stop shop for Commencement needs - cap and gown, parking permit. Estimate about 2000 participants.
 4. We will be next to the bookstore.
 5. #1 way of bring revenue and new members for the association
- Presidential Farewell, 4/9
- B&TP Dinner, 4/21
- Commencement, 5/21
- Wine Event, 6/16
- Dodger Day, 9/24 or 25
- Alumni rally for the August Welcome Week, \$0 from Association, Host at Brendans.
- g. Strategic Plan (Gordon). On hold for now.
- h. Wine Team (Davey). Met on February 17
 - June 16th at Camarillo Air Museum 6ish start time.
 - Same price 2-for-1 alumni pricing and military.
 - Beer and Wine with lots of food
 - Thank you to AVMetrics and Allison, the Daveys, and Richard Lucas for sponsorship.

7. **Student Report** (Madrid/Pitts)

- a. Pizza with the Presidents was last Wednesday. Successful, pizza sold-out within first half hour.
- b. Trans Experience Noon Forum - social justice event and the foster/homelessness Forum
- c. Award Ceremony for Impact May 5th
- d. Gamma Beta Pi - relay for life, cancer awareness, perhaps do an alumni team. Recommended to follow-up with Tania's alumna contact to create an alumni team.

8. **Faculty Report** (Furmanski)

- a. Campus visits for tenure track lines starting this Thursday for the next couple weeks. 9 candidates from all different programs.
- b. Maybe there will be a strike. CFA California to Faculty Association negotiating salary increase.
- c. First artist residency on campus. Visiting artist in April the same week as our next board meeting. Mohamed Ali, British national street artist (TED talk)

9. **Alumni Director Report** (Garcia)

- a. Text to join program available to make it easier to opt-in to A&FA newsletter.
- b. Alumni 411 - Coffee talk Freudian Sip peak traffic times. Relate to them in an easy and non-threatening way. To start mid-March. Independent webpage to track engagement metrics. In-person market research quick survey. :
 - What do they know about us?
 - What services do they think we offer them?

- Do you know you don't have to be an alumni to benefit from us?

Also recommended high traffic area is in front of the library and the middle of the Bell Tower.

- c. Jared Barton capstone, giving survey with May presentation.
- d. Sociology capstone on Sociology alumni, more comprehensive of A&FA experience.
- e. UCLA membership benefit for leadership courses, UCLA checking interest. Confirmed with Gary Berg of Extended University Education and Bill Cordeiro of MVS. A&FA membership discount.
- f. Library during finals week - notes of support from alumni covering a big wall
- g. Portfolium to be launched. Enhanced LinkedIn for students and alumni. Coursework and video, resume, Invite local businesses to improve the hiring process. Testing phase free for 3 years.
- h. Zach Scott, alumni author of zombie trilogy - horror/comedy Sean of the Dead genre. Available on Amazon.com. He is also an entertainment attorney and started a green cleaning products business.

10. **University Report** (Ipach). none additional

11. **Open Comments**

- a. CSUCI website does not have a prominent A&FA banner on its homepage. Clarify previous discussion? Website redesign targets the prospective student. Scrolling banner at the homepage includes A&FA.

Meeting ended at 7:25

The next Alumni & Friends Association Board Meeting will occur on Monday, April 18, 2016 at 6:00pm at the Camarillo Chamber of Commerce Board Room.