Alumni Association Board Meeting
2011-12 Strategic Planning

September 17, 2010
Dunwoody Campus
NB-1601
12:00 – 3:00 p.m.

Events Committee—Ms. Kitty Gold
Opportunities: generate revenue, memberships and presence

- Auction—homemade dinners, resume review, DeKalb Symphony Orchestra performance for a party, dinner with Dr. Tricoli (or hold the event at his home), etc.—money could benefit scholarships
- Fashion show—Emory Alumni does one at Phipps
- Speed dating, date auction
- Job fair, lecture series, professional skills-building sessions—could be followed by a cocktail/social hour
- Speaker with name recognition/brand equity in the community
- On-campus events that can include students to generate interest in staying connected
- Connect with particular sub groups of students/alumni—military, etc.
- Women’s business event—entrepreneurship
- Price break on events—ex: $5 for members, $10 for non-members
- Sponsor/participate in events in the community to increase GPC’s presence—Peachtree Road Race, Breast Cancer 3-Day, Habitat for Humanity, Toys for Tots, donate items to women’s shelters
- Fun events for students—student/faculty basketball game with alumni as cheerleaders
- Work with Student Activities Office to partner/sponsor/participate in their existing events
- Alumni awards dinner/gala—award alums who have done great things in their post-GPC careers/lives (not necessarily members)
- Value-added events—GPC night at Six Flags, etc.
- Health events—GPC Walk for Fitness on campus, health fair, college-wide goal to become the healthiest college in Georgia, blood drive (November/December)
- Open up student services to alumni/community—free flu shots, etc.
- Pet contest—family event
- Homecoming—campus visits/tours (bus tour of all campuses)
• Evening in the Botanical Garden/butterfly release—wine and cheese plus short presentation
• GPC Night at the High, Georgia Aquarium, etc.
• Grad year-specific projects—mural, etc.
• Art show/visiting artists with closing dinner/event
• Dinner with twelve strangers/dinner with Dr. Tricoli—alumni host dinner with students at their homes—networking/alumni recruitment
• Family event on campus—Halloween carnival, tables set up by various departments with activities, get student organizations involved, costume contest, pumpkin roll
• “Jail” fundraiser—raise funds from bail
• Raffles geared to students—laptops, digital cameras, etc.
• Ask a Nurse/Ask Dr. Tricoli

**Membership Committee**—Ms. Marilyn Burnett

• Engage alums through social, professional and philanthropic/charity/activism activities
• Survey of alums and current students with at least 30 credits—what do you want from a membership, what would make you want to join
• Spotlight alums/members who have gone on to be successful (theme of foundations)
• Member discounts on events and/or on outside services/products—airlines, car rentals, electronics, gyms, library access and parking pass, discounted sporting event tickets
• Shadowing opportunities/mentoring program for recent alums who are members
• Partnerships with retailers to give back to the college
• Post-graduation event/reception
• Class year challenges to get the most members from a particular class, etc.
• Career counseling for members/professional network to bounce ideas/questions off of
• Contract training through the Center for Organizational Development
• NetCommunity access
• Members-only events for recent grads—job fairs, resume building, etc.
• Suggestion boxes around campus
• Attach membership application to graduation application—discount?
• Rolling membership vs. single-date renewal?
Scholarship and Awards Committee—Ms. Marilyn Burnett

Scholarships

- Engage members to ask for employer matching gifts to GPC scholarships
- Work toward endowing current scholarship and build up to multiple recipients each year
- What would the endowment goal need to be in order to award $500, one semester, one full year or two full years?

Awards

- Promote winners prominently—present recipient at annual meeting and board holiday dinner
- Ask for nominations via end of term evaluations
- Coverage on GPC home page
- Develop scoring tool to determine winners
- Young/Recent Alumni Award? Emerging Leader Award (within five years of graduation)? Rising Graduate Award?

Action Items

- Each committee should explore their respective list of ideas in more detail
- Alumni staff will meet with individual committees to discuss feasibility and resources
- The final draft of the Board’s strategic plan will follow the format of the college’s strategic plan in order to comply with SACS regulations
- Committees should draft an action plan before the next Board meeting; drafts should be turned in to Ms. Collins Foster and Ms. Melinda Mock by Oct. 15; members will receive all drafts by Oct. 20 to review before the meeting