

Tier 3 & Tier 4 Alumni Club President Call: Minutes

Date: 3/20/18

Time: 8 PM EST

Alumni Clubs Represented: Denver, Kansas City, Dallas/Fort Worth, Cleveland, Houston

Attendees: Branton Cole (Denver), Tuhin Halder (Denver), Courtney Landy (Kansas City), Menno Ellis (Dallas/Fort Worth), Kiren Devereux (Dallas/Fort Worth), Matthew Holmes (Cleveland), Sameer Soleja (Houston); Hee-Jin Yi (Alumni Board of Governors); Tawnee Milko (Associate Director of Alumni Relations, Michigan Ross)

Call objective:

To connect Ross's peer club leaders via phone, many for the first time, to share successes, challenges and best practices.

Introductions: (Name, Club, and one personally rewarding aspect of serving as club president)

- Menno Ellis - Dallas/Fort Worth - 5 Years
 - Giving back and promoting the Ross program and experiences
 - Opportunity to maintain relationship with like-minded people from Ross
- Kiren Devereux - Dallas/Fort Worth - 2 Years
 - Enjoy maintaining relationship with the University and Ann Arbor
- Courtney Landy - Kansas City - 1 Year
 - Helped build a professional network in the area
- Sameer Soleja - Houston - 1 Year
 - Enjoy personal connection with Ross and meeting variety of Ross alumni
- Matthew Holmes - Cleveland - 3 Years
 - Getting to know local network
- Tuhin Halder - Denver - 2 Years on board
 - Connects back to Ann Arbor/Ross and positive memories involved
- Branton Cole - Denver - 2.5 Years
 - Fun to help people get connected and meet each other and build friendships

Round Table Discussion: (Alumni Club Successes and Challenges)

- Kansas City
 - Success: Revitalized the club with brewery tour event.
 - Challenge: Large region/suburban area, so location of events is challenging.
 - Branton in Denver surveyed alumni at start of re-boot including questions on time of day, day of week and location for events.
- Dallas/Fort Worth
 - Success: Tailgate organized around UM game in Dallas (60-100 attendees)
 - Challenge: Curating professional development opportunities. Looking to build credibility of professional organization. Struggling to create content.
 - One way to help create content is to get more people involved in the board, as these events take a lot of work. Branton reached out in survey for volunteers. Board includes 10 alumni, including U of M club leader and variety of degree representatives. Expectation of each hosting one event, with a co-lead. Keep process open and transparent.
- Houston

- Success: Monthly happy hours, with loyal attendees.
- Challenge: Tried monthly happy hour. Attendance was low, but the attendees were dedicated. Working to increase attendance.
- Cleveland
 - Success: Held monthly happy hours for period of time, but it died off.
 - Challenge: Working on rebooting - hopes to use some of Branton's resources
- Hee-Jin (Chicago)
 - Success: Building relationships with people at Ross (MGOs, AR, professors, admissions) to gain connections and opportunities.

Specific club leadership questions/best practice discussion:

- Leadership
 - Set up a plan for leadership transition
 - Denver: Open nominations, voting by current board.
 - Dallas/Ft. Worth has engaged leaders around a particular event, but found them to be reluctant to further commit.
 - Chicago has hosted a small open house event for people to discuss leadership opportunities and meet the board members.
 - Set up a co-president to help with responsibilities
 - Dallas: Slowly offer more opportunities to be involved.
- Event planning
 - Denver used survey to determine needs of alumni and meet every 6 months to make plan and take on responsibilities
 - Creating Content
 - Alumni Relations can help with connecting to alumni in local companies
 - If professors are not already in the region, there may be an expectation that travel is paid for
 - AR is working on learning about travel schedules and sharing that information with pertinent clubs.
 - Charging for Events
 - Dallas - \$5 fee to hold spots so that people are committed to attending, and help offset cost.
 - Cleveland - Pay your way (pay for their own drinks/food).
 - Denver - Rely on independent contributions/donations from alumni

Updates from Michigan Ross: (Tawnee)

- Please view Tawnee's monthly Alumni Club President reminders for important club notifications, updates and deadlines, some of them club specific. While these aggregated announcements are longer than individual emails, it also means that you will receive less emails throughout the month, so please do read over it when you receive it.
- Budget Reminder: 4/30 is the hard stop for all club funding requests that draw upon the Michigan Ross \$1000 stipend from FY18!

- If a club would like to host an event in May or June and would like to apply any remaining stipend funds: Our office can assist with any prepayments that can be done by 4/30, and those prepayment requests must be made to and processed our office by April 30th.
- Otherwise, alumni clubs can still hold events in May or June, but the activities must either be free, sponsored, or supported via an alumni club's roll forward revenue, which clubs can access at any time, in any fiscal year.
- Tawnee continues to add information to and update the [Alumni Club Resource](#) website for club presidents **and** club officer. She encourages you to share this website and information with your entire leadership teams so they are as aware of club policies and support materials as you are.
 - Please let Tawnee know what other type of information or templates would be helpful to see, or if you would like one of your club's successes spotlighted on the website as a best practice or webinar.
 - Tawnee plan to build an information package on organizing club elections and on rebooting an alumni club to share on the site next.
- Courtesy of Ross IT, a social media login (rather than through iImpact) is coming to the Alumni Club Portal in the next few months.
- Thank you for supporting our MAP teams as they visit many of your regions!

Updates from Alumni Board of Governors Networking & Events Committee

Representatives: (*Hee-Jin Yi*)

- Club Liaison Program: A representative from ABOG has been assigned to each club to stay connected with club leaders to provide support. Please contact your representative with questions!
- Club President Calls: Hoping to continue calls, caedance to be discussed. Perhaps quarterly.
- Annual Club President Summit: October

Plan for future calls/club leadership programming:

- Timing: Spring, Summer, Fall (3x/year?)
 - Consensus that this timing works.
- Topic: Grouped by content rather than tier?
 - Would be interested in hearing from particular clubs re specific topics, such as revitalizing club.
 - Enjoyed open sharing and exchanges of ideas.