

Simmons UNIVERSITY

Alumnae/i Association

Theme: Everyday Leaders

September 10 Minutes - Virtual Meeting

Google link: <https://meet.google.com/bso-cbyw-hcb?hs=224>

- Goals:**
1. Create and implement clear and consistent communications strategy
 2. Build and define effective relationships with internal and external collaborators
 3. Review and clarify the Alumni Association's internal structure, processes and accountability
 4. Develop consistent programs activities to (re) engage alum

Meeting Facilitator Bobbi Thompson - Co-President

10-10:20 Welcome - Bobbi Thompson

- **Roll Call** - Priyal Goyal
 - Present: Jasmine Clark, Priyal Goyal, Bobbi Thompson, Karen Thomas, Gina Patterson, Theresa Brewer, Susan Brady (Guest Speaker)
- **Celebrations**— Directors share
 - Celebrate the leaders of Simmons. They are receptive and amazing and will be great partners for us on this journey
 - Bobbi wanted to celebrate Diane Hallwell - worked at the finance office in Simmons for 47 years but also studied at Simmons. Celebrate her dedication.
 - Gina celebrates her new puppy
 - Theresa celebrates her health after a major spine surgery and being getting cleared from the doctor
 - Karen celebrating 2 months of work with Simmons and the new alumnae she is meeting as the co-president of the board
 - Priyal celebrates Karen and Bobbi for the new leadership and thankful for Theresa and Lynne to navigate the board in tough times

- Jasmine celebrates Karen, Bobbi, Lynne and Theresa and celebrates her journey in cosmetology school starting next Monday to pursue her career goals.
- “Spread the joy not the work”. Bobbi leading first

10:20 -10:40 Guest Presentation - Everyday Leadership in Multi-generational Boards

- Susan McKenty Brady, Managing Director, Simmons Institute for Leadership
- Susan spoke about best practices of working together as everyday leaders. Susan manages the Simmons Institute of Leadership.
- Arrive and Thrive is a best seller book owned by Simmons University
- Some of the highlights from Susan’s message was:
 - Authenticity comes from the place of being your best self
 - Our authentic nature changes as we mature
 - Courage is not the absence of fear. It is the presence of vulnerability
 - We never arrive at a place where we were prior to our setback. We are always catapulted forward
 - Reflection is the most under-used leadership skill of all time
 - What worked well? And even better if?
 - Make visioning a part of how you lead
 - Be intentional about fostering safety, belonging and teamwork
 - Assume best intention and impact
 - If we can’t have honest conversations with one another, we will not be effective as a team
- Susan spoke about the Simmons Leadership Conference Ambassador Program
 - A package where you buy 10 virtual tickets and 1 in-person. In person - \$1299 and online is \$399 and for alumnae is \$299

Practice 6
Creating a Healthy Team Environment

Six Essential Actions to Creating a Healthy Team Environment

1. Understand and unleash team member strengths
2. Set team direction and strategy
3. Communicate honestly and convene frequently
4. Learn and develop together
5. Make it appreciative
6. Ensure psychological safety

Practice 6

Creating a Healthy Team Environment

Be clear about your WHY. What's your purpose?

Assume positive intent.

Genuine curiosity is your best friend – model curiosity and ask lots of questions.

Frame the dilemma your team faces as learning problem.

Be open to doing things differently.



Bad News

You can not have a healthy working team OR a culture of inclusion if leaders over value them self (their smarts, effort, value, knowledge, experience, etc...) and undervalue others.



10:45 BREAK

10:50 Committee Reports

Co-Presidents Report (Bobbi Thompson)

- Co-presidents are organizing goals in relation to the strategy retreat
- Goal 1 - Create and implement clear and consistent communications strategy
 - Co Presidents meet weekly @9am Fridays for a half hour with an agenda and communicate throughout the week
 - Advancement - Monthly Meetings with Krissy/Beth Kramer , 3rd tues 4p EST
 - Working on Advancement's schedule for University wide communications
 - Weekly AAEB communications to alums on social channels are posted on Thursdays

- Co Presidents to communication to alumnae with a President's message about our business on a bi-monthly basis
 - Communication from us to you are communication as needed on action items.
 - Co-presidents have asked each of the board members on how they prefer to receive communications. Bobbi likes texting and will be using her personal mac mail account while copying the workspace for the repository.
 - Co-presidents have sectioned our communications to you based on your committees: Karen is your go-to and ad hoc committee member for Finance, Operations, DEI and nominations. Bobbi is your go to, and an ad hoc committee member for student Outreach, alumnae/I Relations, Awards, and Communications.
- Goal 2 - Build and Define effective relationships with internal and external collaborators
 - Based on the leadership map provided by past presidents we sent to all key internal stakeholders an invitation to attend our Hybrid meeting in October. We have had positive responses to being invited from everyone , though not everyone will be able to attend. Co-presidents believe we 'll have a good turnout for a show of support from the University to the Alums who do attend.
 - We have met with previous past AAEB presidents to deepen our understanding of what various relationships looked like during their tenure with the AAEB and internal stakeholders. We've extended a hand to support Simmons Sharks in a dialogue with Head of Athletics, Erica Schuling. Thanks to Karen's extensive professional network we are meeting with other officers of University Alumnae/i associations to gain information on their current best practices and events.
- Goal 3 - Review and clarify the Alumni Association's internal structure, processes and accountability
 - We have talked with some of you about redefining the roles as Director so they are a better fit for Simmons now and for your passions. There will be a resolution to recruit for some reinstated positions and one new one. We are focusing on working with the Nominations committee to fill the current open Director positions of Asst Treasurer, Communications and soon to be open Nominations
 - We are working to return the business meetings and records of the board to financial compliance with state and federal requirements for nonprofits.
 - We will be resolving our interim budget in October based on projections we receive from you , but for now have an interim budget based on our co-president projections and known expenses.
 - The co-presidents met with the CFO of the university to make sure we are included in the University's D&O and Liability insurance which is so important for live meetings and events or God forbid a lawsuit.
 - We are researching to see if there are historical alumnae association donations being held by the university .
- Goal 4 - Develop consistent programs activities to (re) engage alumnae
 - Friendraising not Fundraising
 - Support Homecoming with hybrid meeting and participation in the homecoming events

- supported reef virtual launch attending webinar presented by Matoka and organized by advancement to increase our understanding and have placed another donation in our budget projection
 - Karen, Gina and Lynne attended, 4 A's president tour kickoff on Martha's Vineyard, contacted 4A's to see how we can continue support on their regional tour awaiting a time to meet. I will be hosting the L.A. roadshow on our behalf in February
 - With Susan Brady, we are beginning a Collaboration with the Simmons Leadership Institute which Kelly will be reporting on this
- Karen and Bobbi feel energized and have ideas big and small by the minute: two share two — game-ifying the contact process on our website.
 - Leftover Swag for your email, a personalized digital membership card which has a QR code for library use/admission to events
 - A bigger idea is researching for an Alumnae/i Association organized signature event to create awareness and support for the 125th anniversary campaign
 - But this first year we are theming around Everyday Leadership. our board capacities so we can achieve results We know we individually model it to the students but as a Board, we get to model a sound infrastructure and the ability to pivot and act when called upon by our membership, Our July/August/September priorities are compliance, restructuring the Board Directorships to make it a fit for you and for your committees and as we move into the Fall, nurturing and supporting your execution of truly relevant engagement programming to attract even one never before involved alum at each event.

Treasurer (Barbara Campbell Harvey)

- A copy of the Alumnae Association's current budget was added to the meeting materials.

Alumnae/i Outreach and Regional Planning (Kelly O'Connell)

- Absent

Awards (Renata Bule)

- Absent

Diversity, Equity and Inclusion (Gina Patterson)

- First official DEI committee meeting is on Tuesday, 9/13
- Working on ideas carry forward from last semester
- Board can help the DEI committee by sharing any university updates or announcements shared with Gina so everything is on her radar.
- Request to Karen and Bobbi to share any DEI updates from meetings with trustees and the President
- Gina to send an update once the DEI committee meets with further updates
- Bobbi/Theresa will join the DEI committee as ad hoc members and will be connecting with Gina on this.

Nominations (Jasmine Clark)

- Jasmine transitioning to Director of Athletics working with Claire and Elizabeth
- Working to figure out best point of contacts in the university and trying to create a volunteer board
- Nominations committee member interested in stepping up to the Director of Nominations position. She will be a great fit for the role.

Operations (Priyal Goyal)

- Meeting doodle sent to the team. Once resolution is passed, the calendar invites for 2022-2023 will be sent out

Student Outreach (Madison Gretzky, Offline Report)

- My goals for this year are to achieve the following:
 - Fall New Student Gift
 - Candle Lighting Ceremony
 - Find ways to connect with and benefit the REEF center, both for the AAEB and for other alums
 - If Simmons has ProStaff supporting the Class Gift initiative, partner with them on a fun Class Gift Fundraising process
 - Graduating Class Gift/ Senior Week participation
- The goals align with “effective relationships with internal/external stakeholders”.
 - On item 1, Fall New Student Gift, we have given laundry bags again; the new orders are Royal Blue and are intended to go to the new FY students; the leftovers from last year are intended to go to the transfer/ Dix students. This has happened this past weekend with the move in. Distribution was done by Housing in a new system.
 - Re: the Candlelighting Ceremony, occurred during the move-in weekend. Maddie was unable to attend. Jasmine was in attendance.
 - In early August, Maddie was able to go to campus and take an inventory of the random leftover swag we have, to see if there is anything that can be repurposed.
 - Next steps for Maddie will be following up as to how the Laundry Bag distribution went, when I return from vacation, and preparing for our October events.

Communications

- Goal 1: Create and Implement Clear Communications Strategy
 - Website completed and launched in June, updated over the summer to include presidents messages to alums, and log
 - There is a content calendar for posting on the website daily in news and events : Monday is archives day, tuesday campus/student life, wednesday repost simmons news from social or news outlets , thurs AAEB messaging which is reposted on Alumnae/i * Friends Linkedin Simmons Network & my social. Friday, Inspo messaging day . You can populate the responses. We will add a new page to the website which will post our meeting minutes. We will be recording October's meeting for repeat viewing on our website.
 - Met with Kelly's recommended agency Truss Creative about Branding in June and who noted the problem our not having direct access to email lists will be limiting.

- Further Branding discussions need to be had between Co-Presidents, Bec Rollins, and new Communications chair/committee before proceeding further talks with an agency.

On Campus Report from Student Representatives

- Absent

12:00 BREAK

12:05 New Business

- Discuss the schedule of events for Homecoming, AAEB participation
- Discuss and Prepare for our first open AAEB Board Meeting
- Reach out to 5 friends and ask them to join our October meeting
- Due to COVID, we will be collecting the names of people attending the in-person meeting in case of any positive cases for contact tracing
- The website home page has an RSVP for the October board meeting
- The room has a capacity of 20 people
- We will be hosting the meeting in the Knight Foundation room on campus. Coffee/snacks will be provided during the meeting and lunch will be provided post meeting.
- Meeting will be held from 11am - 1pm. Lunch will be served post meeting.

12:30 Discuss and Resolve - This section was skipped due to lack of quorum

- Adopt 2022-3 meeting schedule
- Reinstate Director Positions for Athletics, Career & Life Transitions,
- Director at Large, new position: Historian

12:45 Reflections - Karen Young Thomas, Co-president, Director sharing

- Karen thanks Lynne and Theresa for giving them so much information and resources to help them take on their position so smoothly
- Theresa provided a closing remark - it has been a pleasure to run the board. They faced a lot of challenges during this time - transitioning leadership in the university, covid - they could not have done it without the board's help and energy. They got through very difficult times. Theresa stayed involved to work with students

1:00 PM Adjourn