

AAEB November Board Meeting Minutes

10am - 12pm on Google Meet

Facilitator: Karen Thomas & Priyal Goyal

- **Roll Call recorded here** [📄 11182023 Resolutions and Attendance](#)
- **Feedback from October Hybrid Meeting (Priyal)**
 - It was great to see board members in person for the meeting as well as meet Simmons administration
 - Having Alix Laager as a keynote speaker for our board meeting was a smart choice considering she is not a Simmons alum but a Simmons parent.
 - We could have done a better job showing alums the kind of work the board does and spoke more about how to get involved with the Association
 - The board was able to recruit Fay Bean and Kaitlyn Maloney to the board as a result of networking during the family/friends weekend
 - The board members got a chance to connect with younger alums as well as students on campus during the weekend which was a rewarding experience
 - Board members liked the format of the board meeting
 - A takeaway during the board meeting was to utilize the December board meeting to invite a few members of the 125th anniversary committee and go over specific feedback received from alums on 125th anniversary planning and strategy
 - The board appreciated Karen's effort on leading the fireside chat with President Wooten. The conversation was conducted very smooth and everyone enjoyed it
 - Board members provided feedback on what could be improved for future:
 - More details on the board's projects to engage with the audience
 - Talk more about board positions to spark interest amongst alums attending the meeting and encourage them more to volunteer on the board
 - Talk more about the impact of board's activities as well as giving initiatives

- **Introduction of Marie Smith**
 - Karen introduced Marie Smith, the new President of the African American Alumnae/i Association.
 - Marie was a graduate student in the School of Social Work at Simmons
 - Marie is excited to lead the AAAA committee as President and wants to engage with the students in Simmons to build a connection in order to help build a community while they are at school and hope to keep the connection even after they have graduated
 - She is also looking forward to get engaged with a lot of Simmons African alumni and build a connection with everyone
- **Board of Trustees Update (Karen Thomas)**
 - Simmons BOT met on October 19th and discussed initiatives on academic re-design. They are still figuring out the transition phase of Simmons of having 2 colleges versus 4 colleges prior to the re-design.
 - Simmons Board of Trustees has engaged with an organization called EAB who help with enrollment, board development and engagement. EAB also works with other colleges in the Fenway area.
 - Karen provided feedback to President Wooten that it is important to get Simmons alumni feedback during this process
 - Karen has signed up for newsletters from EAB and forwarding any relevant information to board directors to help them think more about fundraising for the university as we move towards the 125th.
- **Simmons Leadership Conference Update (Karen Thomas)**
 - Trevor Noah has been announced as a keynote speaker
 - The Association has purchased 10 tickets (9 virtual and 1 in-person) to the conference
- **125th Anniversary Planning Meeting Update (Enna Jimenez)**
 - Enna and Karen hosted a meeting with the 125th anniversary committee members a day before the November board meeting
 - They shared the vision for the planning of 125th anniversary during that meeting and received a mixture of feedback and concerns from the members
 - Simmons University has defined the theme for the 125th anniversary celebration
 - 125th Anniversary Tagline: Simmons is built for now!
 - Logos, branding, marketing materials are built around this tagline
 - This brand is a current Simmons theme and it will last in 2030. Therefore, Simmons is built for now will be focused on current year, 125th anniversary and will last till 2030
 - The board's 125th anniversary committee should be inline with this theme and merge with the University
 - Karen and Enna will now be involved with the university on 125th anniversary planning and will help bridge the communication gap between the university and the alumni population
 - 125th anniversary celebration starts on May 24, 2024 due to the significance of the day for the university (Simmons university charter was founded on May 24) and would be a series of year long events leading up to 2025.
 - Simmons is still working on the logistics of the events

- Karen and Enna are working to build the committee for planning of 125th anniversary
- Barbara added that she invited Kaitlyn Maloney to the board meeting and wanted to flag that Kaitlyn can be a connection to the board's finance committee
- **Operations Update (Priyal)**
- **Treasurer Update (Barbara Campbell Harvey)**
 - Fay Bean has been brought on as the Assistant Treasurer
 - Kaitlyn Maloney has also been secured as a member of the Finance committee as well as member of the 125th anniversary committee
 - Vanguard Balance is \$126,258.89
 - TDBank account is \$13,651.28
 - SVB Private is \$126.60
 - Total Cash: \$140,036.77
 - Another officer will be getting added to the Finance committee
 - A finance meeting was held with our CPA and book-keeper
 - CPA mentioned to us to do some fundraising for the association in order to maintain our 501 c3 organization. These efforts will be tied to the 125th anniversary committee, hence having Kaitlyn attend those meetings will be beneficial
 - Otherwise all the reports and status are clear with the Commonwealth and the IRS
 - Due to the board's investments performing well, the association has tipped the scale for us to be allowable for 501c3 status by ~\$5000. This implies the association moves from a 501c3 to a foundation status, which can be a bit complicated to handle. Therefore, if we add \$5000 to our fundraising contributions, we can stay clear from changing the association's status. And if we do not, then this would imply tax payments to the IRS. Therefore, the board would need to set a goal to fundraise \$5000 for next year to stay clear of our status.
 - This fundraising goal should be met in 2023 which is filed in June of 2024
 - Barbara will check if board members can write a check to the Association as part of their commitment to give annually to Simmons University. The Association can further donate those funds to the university
 - Barbara shared the budget sheet with the board members:
 - ✚ Alumnae Association of Simmons University AAEB_3 year budget
 - Takeaway is to approve the working budget during December meeting for 2024
- **Nominations Update (Elaine McCarthy)**
 - Elaine is working on leads from other fellow alums to recruit new members to the board
 - November meeting the board will be voting on two new officers:
 - Fay Bean for Assistant Treasurer
 - Morgan Ward for Director of Awards
 - The nominations committee will also appoint Kaitlyn Maloney as an active member on the 125th anniversary planning committee for finance. Kaitlyn will then plan to step into the treasurer position
 - The goal is to recruit via committees to ensure a smooth transition between officers

- **Student Outreach Update (Courtney Bryant)**
 - Incoming students received a gift from the Alumnae Association on joining Simmons (key chain saying Simmons University)
 - A senior class President has been selected for 2024, Sarah Aluda
 - Courtney to set up a meeting with Sunei Clarke and Sarah to reinvigorate student engagement
 - Courtney to connect with Karen on bringing the senior class gift project for 2024 and will schedule time with Krissy post thanksgiving
- **DEI Update (Pam Dashiell)**
 - Exploring the possibility of partnering with or participating in student or school or alumni sponsored programs highlighting DEI during the month of December
 - Looking into the development of a DEI educational component highlighting faculty research on the topic and/or through a guest speaker(s)
 - Follow-up on F&F Weekend to determine if there is a role for DEI in the work of the committee on Rebuilding Alumni Engagement
 - Filled positions: 2 committee members added
- **Historian Update (Maddie Gretzky)**
 - Maddie scanned a lot of documentation and pictures she was able to borrow from the university during Family and friends weekend
 - Next step is organizing the data by years and events
 - Maddie will need help from the board in learning about traditional events held at Simmons so she can organize the content better
 - Maddie will need access to the website to upload some of these pictures and documents
- **Marketing Update (Janine Coveney, departing board member)**
 - Karen provided an update for Janine Coveney
 - Janine had to step down from the board due to personal reasons and Karen provided an update on her ongoing projects
 - Janine had a project in progress about branding of Association that was started by Bobbi and continued afterward. Karen will update the group on the work that was done by Janine as well as what makes sense to continue considering the re-branding being done by Simmons currently as part of the 125th anniversary planning
 - The board needs to make a decision on how to proceed with maintaining the website and social media account considering we do not have a marketing director at the moment
 - Karen will be working with Simmons administration to review resumes of current Simmons students for the open intern position
 - In continuation with the Tuesday Teas that were started by Bobbi Thompson during her position as Director of Marketing, Karen is proposing to work on a video artifact that can be released on a Tuesday, instead of a podcast which can be produced using the help of a Simmons student intern. Karen is waiting to hear back from the Simmons administration on the feasibility of this idea
- **Director of Career & Life Transitions Update (Adunni Anderson)**
 - Adunni working with Krissy to understand her position and what the board director has done in the past

- Adunni would like to work and meet with alum committees/ clubs around the country to hear from them on the experiences with the Director of Career and life transitions role.
- Maddie will work with Adunni to provide info on this role through the documents she has found as part of the historian research
- Elaine asked Adunni if she is planning to do a panel or session with alums on how they have transitioned careers with career coaches and she is happy to help her on planning this event
- **Resolutions** were recorded here: [11182023 Resolutions and Attendance](#)
 - **OPERATIONS:** 11-23-01 The AAEB approves the minutes from the October 14, 2023 open hybrid meeting.
 - **FINANCE:** 11-23-02 The AAEB approves the renewal letter of engagement for the O'Brien, Riley and Ryan CPA firm for the 23-24 fiscal year at a cost of approximately \$1,000.
 - 11-23-03 The AAEB approves the renewal of the contract for bookkeeping services at an approximate cost of \$5,500 for the 23-24 fiscal year.
 - 11-23-04 The AAEB approves the submission of the fiscal year 2022 990 IRS required report as prepared by O'Brien, Riley and Ryan and reviewed by the Finance Committee.
 - 11-23-05 The AAEB adopts the fiscal guidelines submitted by the Finance committee subject to further revisions and review.
 - **NOMINATIONS:** 11-23-06 The AAEB approves the Committee recommendation to appoint Fay Bean Class of 1975 as Assistant Treasurer for a 3-year term to 2026.
 - 11-23-07 The AAEB approves the Committee recommendation to appoint Morgan Ward 2016 Director of Awards for a 3- year term to 2026.
- **Facilitators for 2024 Meetings**
 - January meeting will be facilitated by Barbara
 - February meeting will be facilitated by Elaine
 - March meeting will be co-facilitated by Barbara & Kaitlyn
- **Meeting recording:**
<https://drive.google.com/file/d/1wApEIy5GWsG6lSWIZORImmlgVfcgN6K5/view?usp=sharing>