

**November 19, 2022 10-12 Minutes**

**Virtual meeting**

[Google Meet Link](#)

**Theme: Simmons 125<sup>th</sup> Anniversary**

- 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: Karen Thomas '77- Co-President**

**Welcome** **Karen Thomas**

**Roll Call** **Priyal Goyal**

**Celebrations**

**Post mortem on October – 1 thing to make it better in the chat**

- Meeting was well organized, well attended and contents of the meeting were helpful
- Reunion weekend felt a bit disconnected
- We could have sent multiple reminders
- Was great to see the newly renovated campus. Wish there was a performance from the Simmons Sirens. Wish there were a bit more fun activities during the homecoming weekend

**Planning Session** **Bobbi Thompson**

(5- minute group reading time to review PENN session list)

**Teamed Breakout sessions (15 minutes) Create 3 ideas to engage alums and students around 125<sup>th</sup> anniversary connected to**

- New ideas
- Consideration of existing ideas
- AAEB Goals
- Money is no object

**Teams** (instructions from Priyal)

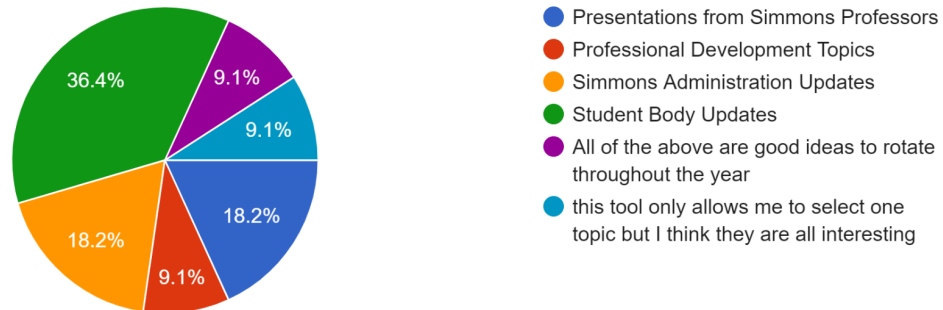
Maddie, Karen, Megan  
Elaine, Gina, Bobbi,  
Kelly, Barbara, Bea, Theresa  
Clare, Jasmine Priyal, Lynne

- **Prior to this discussion, Priyal shared the results of the survey that was sent to all attendees of the AAEB hybrid board meeting in October. The highlights are:**
  - Received 26% responses back

- 2 out of 15 of us responded to the survey
- Important issues for AAEB to address -
  - Communicate about changes in the university including campus, curriculum. Talk about the growth and legacy of Simmons. How can Simmons stay strong - talk about financial challenges Simmons is going through and importance of philanthropic support, Reunion and student needs
- Important traditions that alums value - reunion, tea, may day, leadership ceremonies, family weekend were some highlights.
- Ideas for programming - Ask me Anything session with Simmons administration (Renique, Beth & someone from Dean of college). Cool to amplify our work with the REEF center and ask for more support from the alum community

What other discussion topics would you like the Alumnae Association to cover as part of these meetings?

11 responses



### Summary of Discussion:

- The board members split in groups for a breakout discussion on how to engage more alums and students with different kinds of programming
- A broad theme of suggestions included:
- Connect the alums with the university including the students and campus using newsletters, publications etc and keep them updated on the cool things happening at the university
- Reviving the leadership weekend, review past leadership weekend agendas, bring alums with similar academic interests together. Can be a good idea to take inspiration from the nursing school which has a strong alum participation
- Marching toward a goal of an engaged Simmons Alum Community at the 125 (2024)
  - Representation from a majority of living alum graduation years attending at least 1 activity
  - Having at least 1 undergrad at each event
  - Define engagement with performance indicators aka NPS
- Plan programming like AMA session, Arrive and Thrive tours, a Pitch event and so on
- Engage younger alums more socially through in person events that may attract alums from the metropolitan areas

## **Committee Reports:**

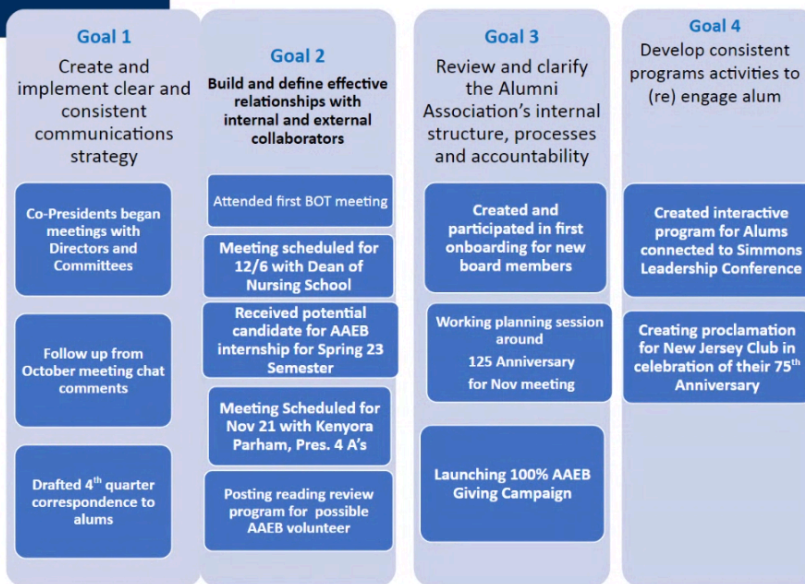
### **Student Representatives Sr. Class President Bea Jones, SGA President Megan Watras**

- Megan spoke about the passing of a student a few weeks back and the community is working together to help each other support and heal through these tough times.
- TANC - Trans and non-binary collective student organization is working with Simmons Admissions to correct the language in admissions process to be inclusive of all students. Making great strides on this resolution
- Second resolution is that students are working on divestment from fossil fuels. This is a long term goal and students are working towards it.
- Leadership Recognition Ceremony planning is in progress
- Women's College Week planning in progress - It happens in the month of March post Spring Break. It is a series of events put on by SGA to celebrate the spirit of a women's college.
- Commencement ball planning is almost complete
- Senior week planning in progress
- Leadership Recognition Ceremony is an area where AAEB can support SGA to promote alum presence on campus as well as engage more with the students. Maddie will be working with SGA on this initiative.

### **Co-Presidents Report Karen Thomas**

- AAEB will be sending a gift to the Simmons Club of New Jersey to support their upcoming 75th anniversary
- The presidents are now working more closely with the board members and their committees.
- They will be sending a quarterly communication to the alum community
- Karen attended a Trustees meeting in October where she heard that Simmons is on a financial cliff. We see this as an opportunity to build a bridge to get to the other side of the cliff.
- The Dean of CNBHS (Nursing School) is looking for financial ways to generate more revenue for Simmons for example - use Simmons simulation lab and open it up for training and certifications for folks outside of the university.
- AAEB is thinking of hosting an internship for an Eiffel school student where the student will work with all the board members over the time period of 14 weeks.
- Simmons collected \$18mm in donations last year which was one of their biggest years but \$10mm out of that was collected for very specific projects instead of the entire university. This is causing Simmons to be on a financial cliff
- University is looking for volunteers for their fall reading program. Send a note to Karen and Bobbi if you are interested and send book recommendations by 11/28
- Our board is launching a 100% giving campaign today where each board member will donate \$ equal to the last 2 digits of their graduation year. Each board member's job description requires them to donate once a year. Once each board member has contributed, they will send a copy of their receipt to Barbara and she will record it. Once everyone has donated, the Alumnae Association will match the total of everyone's donations and donate to Simmons University. Hence, doubling our overall gift to the university. Each board member is required to donate by 12/10.
  - Give here - <https://www.simmons.edu/alumni/give/simmons-fund>

**October  
Co-Presidents  
Report 11-19-22**



- Send your donations to Barbara by Dec 10 - Send your Board giving donation to: Barbara Campbell Harvey, 12 Elm St #1, Freeport, ME 04032 addressed to AAEB

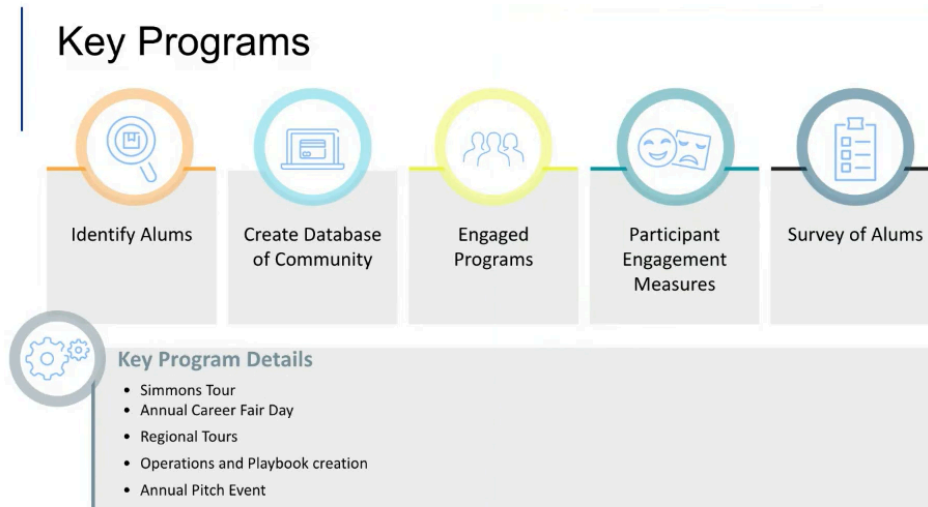
**Treasurer/Asst Treasurer**

**Barbara Campbell / Clare Pak**

- The Alumnae Association cash on hand is \$151,191.35
- The association's Liberty Mutual fund came through for \$5959.67
- 2021 fiscal year taxes have been filed
- Barbara has worked with Boston Private to set up a Zelle account and we can wire transfer money from our account for donations.
- This account will be useful to pay our intern.
- Barbara to work with Clare and make her a signatory on the Alumnae Association account
- Barbara also spoke about initiating a new open position req for the AAEB - This position will be a Bookkeeper who would work with the board on a periodic basis to ensure all books are up to date

**Alumnae/i Outreach and Regional Planning Kelly O'Connell**

- Kelly is working on a Beyond Balance Pitch Event for women graduating from women's colleges. The potential date is March 18th.
- Currently talks are in progress with corporate sponsors.
- This can be a hallmark event for us. This will be a pitch + skills based workshop event.
- The finalists will pitch their business idea to 4 panelists shark tank style and best pitch will receive funding.



**Diversity, Equity and Inclusion**                      **Gina Patterson**

- DEI committee was joined by Karen for November meeting
- The committee is working on figuring out their priorities with changes at the university as we come out of the pandemic
- DEI committee is planning to support the AAAA (African American Alumnae Association) with their symposium in Black History Month in February 2023
- They are also planning to host a networking event for Boston alumnae in 2023

**Nominations**    **Elaine McCarthy**

- Elaine is having discussions with Jasmine after the last AAEB meeting
- Elaine is following up with some of the alums she met during Homecoming weekend to gauge interest on AAEB open positions
- Elaine will also be working on opening a book-keeper position with Barbara

**Athletics**    **Jasmine Clark**

- **Absent**

**Operations**    **Priyal Goyal**

- Spoke about the new onboarding process created for new board members joining AAEB
- A master document has been created with a checklist of items that the new joiner should ensure are completed in the first few weeks of them joining the board
- An onboarding meeting was done with Claire, Elaine, Karen, Bobbi and Priyal where they were given demo of our repository, assigned their new organization emails and forwarded all meeting invites for the rest of the year
- Also discussed how all board members should be using their board emails for all board related communications to ensure there is no confusion with meeting invites, documents and accessing the repository

## **Student Outreach**

## **Madison Gretzky**

- Wednesday after Thanksgiving, Maddie will be attending the SGA forum meeting
- Maddie will be working to put together a committee for Student Outreach position and putting together a 50 days to graduation event with alums and students on campus
- Maddie spoke to the co-presidents regarding the end of her term as Director of Student Outreach and how to continue involvement with the board.
- Impending on the resolutions, Maddie will be transitioning to the role of Historian upon completion of her term in June 2023

## **New Business**

- **Leadership Institute Conference      Bobbi Thompson**
  - AAEB has been offered to sponsor the Simmons Leadership Conference as part of the ambassador package. The package provides 10 virtual and 1 in-person ticket to the conference.
  - The package costs \$5,000
  - Bobbi's idea is to take advantage of this opportunity and engage alumnae with us to get a ticket to the conference
  - We would plan to do a lottery through our AAEB website where alums enter their email and enter in a lottery for 1 ticket to the conference. They will also win some AAEB swag through this lottery.
  - This would be discussed as part of the resolutions during the later part of the meeting.

## **Resolutions:**

### **Operations**

**01-11-22**

**Passed** The AAEB approves the minutes of the October meeting as submitted with any necessary revisions

### **Co-Presidents**

**Passed**

**02-11-22** The AAEB approves the Internship program with the Ifill College for Spring 2023 as presented

**Passed**

**03-11-22** The AAEB approves sponsorship of the Ambassador Program for 2023.

### **Finance**

**Passed**

**04-11-22** The AAEB approves the cost of \$2,100 stipend for the Spring 2023 Ifill College Internship program.

**Passed**

**05-11-22** The AAEB approves the sponsorship cost of \$5,000 for the Ambassador Package of the Simmons Leadership Conference

### **Operations/Nominations**

**Passed**

**06-11-22** The AAEB adopts the onboarding program for new directors and officers to be facilitated by the Operations and Nominations directors.

**Passed**

**07-11-22** The AAEB approves the appointment of Maddie Gretzky to the position of Historian with the caveat that she continue to act as Student Outreach director during the transitional period.

- [Here](#) is the copy of resolutions along with each vote.

**Reflections closing**

**Bobbi Thompson**

- We are operating in a digital time and age, so we need to meet alumnae where they are at. It is exciting to see all the updates given by everyone.

**Adjourn**