

Simmons UNIVERSITY

Alumnae/i Association

January 28, 2023 Minutes
2-4 pm EST / 11 PST

meet.google.com/ibn-bhkq-ytz

- 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

2-4 pm	AAEB Meeting
Welcome	Karen Thomas
Roll Call	Barbara Campbell Harvey
	<ul style="list-style-type: none">• Link

Celebration: AAEB Student Intern Introduction and Welcome- Kat McCully

- The Alumnae Association Board welcomed a new student intern - Kat McCully. Kat will be working with all the board members throughout her internship and help them with their projects and initiatives.

STRATEGIC ACTION PLANNING SESSION Bobbi Thompson

The Co-presidents have set a goal of March 31 to complete the 2022-2025 Strategic Action Plan focusing on each of the 4 established goals making tactical revisions, adding a timeline and metrics for success. This will complete the work begun by the Board in 2022 and be our North Star for the continuing work over the next 2 years.

- Bobbi combined all the brainstorming ideas from the board members and presented it to everyone in order to start planning events
- Below are the event ideas:
 - **Ask me Anything Virtual Tea-** update of a Simmons tradition of informal discussions among alum and AAEB of tea, tea things, Simmons University news of the week and

the 125th celebration plans. followed by featuring an alum discussing her career or life triumph/challenge or with a University leader about

- Simmons/education/leadership issues.
 - Which livestream platform creates the most engagement?(AAEB website, fb, insta, TikTok?) - High profile Guest Moderators?
 - Young alum or student moderators?
 - The ideas were around having a moderator who has acted like a moderator before. It is important to have someone be prepared to handle tough questions as a moderator
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- **Note card writing party** - to freshman applicants , to incoming freshmen, to outgoing seniors
 - This will be done as an activity within our own meeting. - Do we invite in other alum? Virtually in our meeting on another date with virtual groups? Organized By Class?
 - Do we offer an incentive for card-writing Alum?
 - Bea Jones (representative from Senior Class) offered an idea where they can involved seniors on-campus to participate in the note card writing activity
- **Volunteer Day of Action** - Are we going to proclaim an AA Action Day for which alumni can sign up or are we going to declare a Day of AA Volunteer Action of personal choice and have alumni send selfies of how they participated?
 - An idea was suggested where a volunteer activity could be a group of folks doing the volunteer activity together and take a picture instead of doing it individually
- **Live networking Mixer events** in metropolitan areas -w/ a topic speaker?
 - AAEBoard member to deliver welcome or other remarks
 - How many can we do this year?
 - Where to host?
 - Do we charge on a pay what you can basis or fee? -Will we work with advancement to schedule, seek locations, book speakers, organize catering?
- Bobbi pulled up a picker wheel in order to assign events to the board members. Team assignment are below:
 - Ask me Anything Virtual Tea- Kelly & Bobbi & Elaine
 - Note card writing party - Lynne & Barbara & Maddie
 - Volunteer Day of Action - Jasmine & Karen
 - Live networking Mixer events - Clare /Gina/Priyal

January Meeting Focus:

Goal 4 Develop consistent programs activities to (re) engage alum

Committee Reports

- **Student Representatives (Megan Watras)**

- Senioritis kicking in for senior class
- SGA organization is working with Simmons Leadership office with upcoming year's programming

- **Student Senior Class Representative (Bea Jones)**

- 50 days to graduation event planning is in progress
- A new Vice-President position is currently open
- DEI events for senior class are being planned currently. They are planning to have 2 events in their final semester
- A Senior career development week is in progress for being planned with the CEC including events like LinkedIn profile, professional photoshoot, mock interviews etc.
- Senior class is also working on figuring out senior gift campaign
- Senior class is super busy with senior week planning

- **Student Outreach (Presented by Megan Watras on behalf of Maddie)**

- Maddie has met twice with Senior Class on the 50 days to Graduation event
- Fun fact: Alums graduated from Simmons for less than 10 years are called gold alums
- AAEB (Kelly O'Connell) plans to launch their Beyond Balance Pitch event applications during Women's College Week in March
- Karen advised Megan to think about giving back day/volunteer day of action during the Senior career event week

- **Finance (Barbara Campbell)**

- Barbara was able to set up an electronic payment to our new intern, Kat with the help of our book-keeper
- Below is the balance of the Alumnae Association Organization
 - SVB Boston Private: \$8,166.27(LiMu check \$4086.05 included from 1/24/23)
 - Vanguard \$135,518.85 (I just got a check for \$15K from them)
 - COH \$147, 675.12 + \$15 K when it gets deposited
- Expenses
 - Google
 - Fivver
 - Quickbooks

- Braun Weiss
 - Barbara spoke about her resolution to the committee to approve \$2700 on retrospective book-keeping for FY 2021 and 2022
 - Another resolution Barbara covered was asking the committee to approve a withdrawal of \$15,000 from the Alumnae Association's Vanguard account to help the committees with their programming and initiatives for 2023.

- **DEI (Gina Patterson)**
 - Gina connected with Khadijah White (SGA DEI Committee Chair) to talk about the work SGA is doing and how can Alumnae Association be of help
 - DEI committee will also be supporting the Alumnae Symposium which will be led by the AAAAs (African American Alumnae Association) and come up with ideas of how the DEI committee can help sponsor an event during the symposium. An idea is for AAEB DEI committee members to lead a panel discussion during the symposium.
 - An idea is floating around to rename the symposium potentially to former Dean Rowling's name. This will come to fruition as we get closer to the symposium
 - DEI committee is thinking about planning a networking event for BIPOC alums during April
 - More updates to come on these events.
 - Symposium is supposed to be in late April 2023. Dates are not finalized yet.
 - Barbara will share estimated budget with Gina for the symposium

- **Alum Outreach (Kelly O'Connell)**
 - Planning in progress for the Beyond Balanced Strengthening Shark Tank Event happening during homecoming weekend in 2023
 - Focused on students and graduates of women centric universities working towards building venture skill start-up companies
 - The event will be announced during Simmons Leadership Conference
 - Kelly has been working with Susan and Tracie from Simmons Leadership Institute
 - Kelly has sponsors for this event and might not need to use AAEB budget
 - After the announcement during Simmons Leadership Conference, Kelly is also working on doing broader marketing campaign with Susan and Tracy
 - Each of Kelly's committee members located in their local areas will be sponsoring a tea to get their communities together. The teas are planned to occur during April

- **Nominations (Elaine)**
 - Still looking to fill open position of Director of Communications
 - Email Elaine to recruit more people on the board

Co-pres (Bobbi & Karen)-

- Simmons Leadership Conference (3/14/2023)
 - AAEB is doing a give-away for 1 ticket for in-person attendance at the Simmons Leadership Conference
 - Gloria Estefan will be the keynote speaker
- Arrive and Thrive- Feb in Los Angeles

- 2/26 event in LA with President Wooten about trends in leadership and self-advocacy. Bobbi is hosting the event
- Simmons Travel Club Exploration
 - Bobbi, Karen and Barbara met with a travel group that helps plan travel for people. They learnt Simmons had a travel club which used to exist back in the day.
 - The travel club could help connecting alums who came from abroad or are currently abroad to come back to Simmons for reunion events
 - The travel club would create a travel memo and Simmons would send it to the alums
 - The travel club would be for both domestic and international travel
 - A survey would be created to gather feedback from alums regarding travel questions in order to understand the need and goals of the travel club
- Reunion –To be or not to be?
 - Karen asked board members if they think reunions are still helpful and relevant
 - They plan to engage with Advancement on the importance of reunion
 - If you discontinue reunion, you run into the risk of losing donations from older classes which are primary givers
 - Older classes really care about reunion and meeting their classmates. But the timing of the reunion in September can be tough since the dorms are not vacant. Boston is an expensive city and can be a lot for alums to spend for their stay in hotels if no dorms are available
 - Younger alums gravitate towards connecting without reunion and can easily connect with their classmates via social media
 - Maybe reunions are better for classes that graduated 20 or 30 years
 - Younger alums do not see the draw of coming back to campus. It is not very intriguing for younger alums. They are unable to justify the value of a reunion.
- Alumnae Award Presentation
 - During graduation an alumnae honor award will be presented by the AAEB
 - Karen and Bobbi are trying to figure out who from the board can attend for this event
- Annual Meeting in May
 - As a group we should think about our Annual meeting in May.
 - AAEB will use our February meeting to talk about the structure of annual meeting in May
- New Jersey Simmons Club Proclamation
 - We are sending Proclamations to different Simmons Clubs that are celebrating milestones from the Alumnae Association

Resolutions

FINANCE

01-1-23

Resolution to spend up to \$2,700 on retrospective Quickbooks for FY 2021 and 2022. (PASSED)

OPERATIONS

02-1-23

Resolution to approve the minutes from the December Meeting (PASSED)

CO-PRESIDENT

03-1-23

Resolution to approve appointing Kat McCully as the AAEB Intern for Spring Semester 2023. (PASSED)

FINANCE

Resolution to transfer \$15 K from Vanguard to checking in anticipation of the: intern(s); awards; expenses (PASSED)

Reflections closing remarks

[Gina Patterson](#)

- Our worlds are shifting and things are changing. Looking forward to seeing folks during Simmons Leadership Conference. The Pitch event will be very exciting! Kudos to everyone on all their hard work