

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

ALUMNI ASSOCIATION

MEETING MINUTES

MARCH 4, 2009

The March 4th Alumni Association Meeting was attended by: Holly Martin, Colette Papageorge, Lucy LaMere, Pete Yanok, Sarah Marggraff, and Kathy Chapman.

The meeting was called to order by Holly Martin, Alumni Chair, at 6:07 pm.

All members in attendance reviewed the minutes of the February 12th meeting. Sarah Marggraff made a motion to accept the minutes. Lucy LaMere 2nd. All were in favor.

The following items were discussed:

Treasurer's Report:

There were no changes to the treasurer's report that was reviewed on February 12th. The current balance is \$2199.07.

Fundraiser:

The Alumni Association is currently selling spring/summer flower bulbs and vegetable pre-seeded pots through Flower Power Fundraising. Extra brochures and materials are still available in the Student Activities Office, GW 110. Checks should be made payable to the NCCC Alumni Association. The money is due in the Student Activities Office by Wednesday, April 1st. Ordered items are expected to be available the week of April 8th.

Newsletter:

The group discussed including a section in the Alumni Newsletter that highlights Alumni achievements. More on the newsletter will be discussed at the next meeting.

NCCC 2009 Graduation:

Pins and Congratulatory cards need to be inventoried and re-ordered as necessary. Kathy Chapman will contact Cyndie Phillips to discuss the order(s).

Website:

Prior to the next meeting, Colette Papageorge will explore new ideas for the Alumni website and its functionality. The group agreed that the website needs more photos and event info.

Social Events:

Ideas: Holly Martin suggested a summer event (e.g. off campus barbeque). The group discussed sponsoring an event such as a concert or dance marathon to raise money for the community or to be donated to a charity. The group agreed that the next event should be an opportunity for members to get together rather than an effort to boost membership.

The group agreed that the database needs to be complete and there needs to be more focus on membership before the next event is planned.

Reunion: The possibility of an alumni reunion was discussed. The group agreed that this type of event should be discussed after the spring semester. The item was tabled until the fall semester.

Student Senate Semi Formal Dinner Dance: The NCCC Student Senate is hosting this event on Friday, April 3rd at 7:00 pm at the Torrington Elks Club. The Student Senate has extended invitations to all NCCC Alumni. The invitation will be presented to all members of the Alumni Association via email.

Facebook:

Pete Yanok has developed a group on Facebook titled “Northwestern Connecticut Community College Alumni”. The group currently has 13 members (as of March 4th). Pete will add the Alumni Officers as administrators of the group account. Pete gave a Facebook demonstration to all the members in attendance. The group discussed adding the Facebook group link to the Alumni website.

Kathy Chapman, Pete Yanok, and Holly Martin will attend a Facebook conference at Gateway Community College in New Haven on Friday, March 6th. The conference will focus on how to use Facebook for business.

Membership:

The group discussed the different ways that someone can become a member of the Alumni Association (e.g. email, phone, website, word of mouth).

The NW-Alumni email account was discussed. Kathy Chapman will look into who has access to this account, and who is responding to the email messages.

Membership Mailing:

The group discussed the need for letters to be sent. Several types of letters were identified:

- Invitation to a new member
- Thank you letter (if member joins)
- Request for renewal of existing membership
- Thank you letter (if member renews)
- Letter to those with an honorary member status that is ready to expire, extending an invitation to join as an active member
- Thank you letter (if member officially joins)
- Response letter to inquiries

Letters can be mailed via USPS and email. Sarah Marggraff will draft a generic welcome letter that can be used as a template and modified for each type of letter.

General Meeting Announcement Mailing:

The group discussed a mailing for the Alumni Association's General Meeting which is held annually each September. Since membership dues are due in September, the group discussed doing a combined mailing which will include a General Meeting announcement, a request for payment of annual membership dues that includes the option to change a member's general info such as email address, phone number, etc. The request for dues will have a deadline date for payment. The group agreed that an email alone is not sufficient for requesting membership dues. The group discussed including a return envelope in the mailing. This mailing will go out in August.

Holly Martin agreed to get a copy of the Northwestern Community College Foundation's annual mailing info. The group agreed that ideas for the Alumni mailing could be generated from looking at the Foundation's letter.

An email will also go out in July or August announcing the General Meeting. The message will include a request for current mailing address and a note to look for the General Meeting announcement in the USPS mail.

Returned USPS Mail:

Mail that is returned due to an incorrect address will be dealt with as it comes in. If a new address is available it will be corrected in the database.

Individuals who do not respond will be sent a follow up letter.

Phone Calls:

The group discussed calling members in the fall, possibly in October.

Database:

The group looked at a print out of the current Alumni database. The database is currently in Microsoft Access format. The database lists the name, mailing address, and email address of any individual who has ever paid dues to the Alumni Association. The database also indicates if a member is faculty/staff at the College, if they are current with their dues, and how many years they have paid for. The general info and the dues info are in separate tables in the database. The tables will be connected via a “unique identifier” number.

Sarah Marggraff is ready to enter the “unique identifier” numbers and current dues status for each member. She has contacted Jack Tessel for an electronic copy of the most recent database and a tutorial regarding how the data should be entered.

Kathy Chapman pointed out that the database needs to include an “Honorary Members” table. Sarah Marggraff will work on this when the information becomes available.

Sarah Marggraff brought up the need for Jack Tessel to have access to the College’s shared drive. There are currently two copies of the database that exist (one in Sarah Marggraff’s account and one in Jack Tessel’s account). There is too much potential for mistakes to occur when there is more than one copy of the database. Everyone agreed. Kathy Chapman will look into Jack Tessel’s accessibility to the College’s shared drive.

Membership:

Current/Past Members: Kathy Chapman discussed that the Alumni Association has been contacted by some members regarding membership fees. This brings light to the need for updated membership records and the development for processes and standard correspondence going forward.

New Members: Kathy Chapman and Jim Zilvitis suggested focusing on groups, clubs, and specific programs within the college that may already have established connections with Alumni.

Out of Date Alumni Files:

Kathy Chapman discussed the possibility of going through the hard copies of old Alumni files that are kept in the Activities office. Information that is no longer relevant should be shredded.

Next Meeting(s):

The next meeting will be held on **Wednesday, April 15th at 6:00 pm** in the Student Activities Office, GW 110.

Pete Yanok moved to adjourn the meeting. Lucy LaMere 2nd. All were in favor.
Meeting adjourned at 7:45 pm.

Respectfully submitted,

Sarah Marggraff
NCCC Alumni Association Secretary