

**SMYSP Alumni Association Officer Meeting**  
**October 13, 2007**

**Attendees:** Judith Ned, Marilyn Winkleby, Destinee Cooper, Angel Fabian, Enrique De Anda, Earle Hall, Daniel Stringer, Jenny Patten

**I. Breakfast & Check-Ins**

**II. Advisory Board**

- Overview: Consists of 11 members, first really active board we've had. Decision-making power comes from Judith and Marilyn. Elodie planted the seed for the advisory board to become a fiduciary board. Meets bi-monthly, 6 times a year for 1.5 hrs.
  - Specific influences they have had are:
    - Leveraged access to individual and philanthropic donors (Jeanne Kennedy is the former wife of Don Kennedy). In the past the advisory board was programmatic and has also become a fiduciary board seeking individual donors
    - Helped access grants and networks
- Angel is the Alumni Association's liaison to the board and is required to attend all meetings.
  - If unable, Earle must attend, and if neither is available another officer must attend.
  - Minutes will be provided to Angel and he will communicate important points from the meeting to the Alumni Association officers.
- Ideas for increased Alumni Association officer involvement with the advisory board:
  - Develop networking relationships similar to the board's and practice "Working a room" to build the face behind the organization
  - Participate on the board through alumni positions; help the board understand funding outreach to alumni
  - Attend social events with the board (The first is the November 14<sup>th</sup> social.)
  - Help identify and secure funding to hire a development person in the near future
  - Consider transferring the advisory board to a governing board
    - Good to consider but the board is currently reluctant to want to adopt the role and we must be respectful of their wishes.
- Sustaining SMYSP
  - Staff has set a goal to increase funding for the nonprofit (Access to Achievement Education Foundation) while at the same time grow the Stanford endowment. The board will be active in helping throughout the transition
  - Goal: Attract donors, then offer them the option of giving to the Stanford endowment or Access to Achievement Education Foundation (SMYSP's nonprofit).
  - Alumni directories will be sent with an appeal letter asking for monetary contributions:
    - Appeal letters are asking alumni to give money to ACCESS (the foundation)
      - Contributions will go to sustaining SMYSP and for alumni activities
  - Opportunities for alumni to become board members for Access to Education Achievement Foundation may be available in the future once it is firmly established.

**III. SMYSP Leadership**

- Includes Judith, Marilyn, and Destinee

- Alumni Association board is taking on much of the responsibility Destinee has previously managed
  - Alumni coordinator position is currently open and consists of responsibilities related to behind the scenes legwork and serving as a liaison to the office.
- Expected roles & responsibilities of officer board
  - Engage, ask questions, and as move forward- discuss how we want to engage alumni together and individually
  - Figure out what the officer board wants to present to the alumni and how to establish engagement with leadership
  - Organize a retreat:
    - Discuss vision, hear the vision of SMYSP leadership and negotiate the two to come up with an outcome both parties can be satisfied with
  - Dedicate part of the retreat to discuss the collaboration so that everyone is on the same page
  - As Destinee transitions out, Alumni Association roles and responsibilities will relieve half of the duties of a full time employee, transferring it to a part time position
    - Angel suggested advocating for a full time position rather than part time
  - Work with leadership to be on the same page about what message we are trying to get across to everyone
    - Ensure any correspondences that are going to be sent out are cleared with Judith and Marilyn to keep a safeguard on SMYSP
    - Send out things appropriate and agreed upon by both sides

#### **IV. Community and Alumni at Large**

- Formation of the speakers bureau will be the focal point of the coming year.
  - The foundation for the speakers bureau has been created by Judith and Nell. It should now be reviewed by alumni association officers, Judith, and Destinee.
  - Speakers will attend events with the advisory board and tell stories with fiscal potentials. This will be an opportunity for engaging alumni.
  - Definition of speakers bureau: awareness tool for making public presentations and meetings with corporate donors and other individuals
  - Working on creating speaking materials and talking points about it
    - Recommendation to have a brochure or something else to hand out to potential donors
  - Creation of a more comprehensive speech for presenters
  - Include participation in the bureau as an option on the appeals card for alumni to become involved

#### **V. What are feasible responsibilities to start now and in the future (when?)**

- Manual Activity, clarify coordinator position
- Manuals outline what alumni association officers do and is intended for anyone who serves as an officer to have the understanding of their role in order to quickly assume their duties. It is a chance to solidify responsibilities and allows Destinee to give alumni officers an idea of what she's been doing in her current capacity.

#### **VI. Upcoming Dates:**

- Nov. 14<sup>th</sup> will be the social event following the advisory board meeting
- Next officer meeting: Nov. 10<sup>th</sup>, 9-11am
- Retreat date: Dec. 8<sup>th</sup>, 9am-1pm

- College clusters must be revisited
  - Not refigure, but there is flexibility to move on
- Develop communication about the organization for the officer board to be aware of operations
- Launching of a speakers bureau
- Determine scope and create newsletter (January-May is when Judith and Marilyn are done with their annual report)
- Figure out the SMYSP blog- purpose and accessing
- Term limits: 2 year was arbitrary and determine if it's ok with the officer board
  - Consider how to keep momentum, while also turning over
- Consider best practices as a potential source of income and helping other universities start similar programs
- Alumni potentially generating small grant applications
  - Depending on what it is, we would have to distinguish which way to go. Funnel through ACCESS is another optimal rather than the complex process at Stanford

## **VII. Actions Items:**

- Update manual
  - Jenny and Destinee to work on manual format
    - Add life happens content, celebratory and recognition aspects
    - Consider the mechanism for someone else stepping in, since it's a volunteer organization
    - Standards for commitment of volunteers
- Update binders
  - Binders with vision and manual roles for the Nov 10 meeting
- Dan will attend the November meeting (Nov 14<sup>th</sup>), a social will be held afterwards
- Angel's potential agenda items for Nov 10 meeting:
  - Conversation on vision & mission
  - Items including the college cluster newsletter and blog
  - Fundraising opportunity
- Judith to follow up with a copy of the expectations the advisory board members signed to help us create ours
- Judith is to contact Julie Mosley to facilitate the retreat.

## **Alumni Association Officer Timeline:**

- ***General Policies & Procedures***
  - AH
    - Keep accessible records (hard copy too):
      - AA Officer, AA General, College Cluster
    - Accessible picture record
    - SMYSP blog→ purpose?
  - AE
    - Record & disseminate minutes & reminders of meetings
    - Schedule meeting logistics
  - AV
    - Ensure each college cluster is holding events
  - AP
    - Agenda for summer reunion facilitate alumni panels
    - Facilitate meetings
- ***January***
  - Develop best practice protocol for AAOM agendas
  - Develop best practice protocol for update funding
  - AE→ newsletter
- ***February***
  - Draft of AAO constitution
  - AE→ newsletter
- ***March***
  - Organize and facilitate annual college cluster rep retreat (first Saturday of spring break for so. Cal regional reps)
  - Interview potential participants
  - Alumni panel
- ***July***
  - Alumni reunion at SMYSP summer program
- ***September***
  - AC-recruitment of college cluster reps beginning in fall
- ***October***
  - Coordinate AAO retreat
- ***November***
  - Determine schedule of AAOM
- ***December***
  - Meet to talk about AA finc. (AT- '07)