Attendance: Please see attached sign in sheet

Location: McShain Hall-Haub Executive Meeting Room

Note: This is one of two meetings held each year for ALL National Alumni Board Members

- (8:30) Breakfast
- (9:00) Welcome-Opening Prayer-Gina Mazzulla’91, President Alumni Assoc.
- (9:30) University Update-John Smithson’68 MBA’82, Interim University President- Please see attached copy of screen presentation.
- (10:15) A Reflection on Student Life Today at SJU Dr. Cary Anderson, Vice President for Student Life-Please see attached copy of screen presentation. Dr. Anderson introduced Brett Woodard, new team member with 12 years of experience-Brett encouraged us to “like” SJU Alumni page on Facebook.
- (11:15) Social Media Discussion Joe Rafter’98 & Jason Brennan’98- Video Presentation highlighting the assortment of social media vehicle available all over the world, transmitting information at an instant.
- (12:00) Working Lunch-An Alum’s Perspective on Giving Jill Liebling Executive Director of SJU Fund-Each table was assigned a question to answer concerning Alumni support of SJU.
- (1:00) Alumni Relations & NAB Administrative Update Tom Monaghan, Executive Director, Alumni Relations.
- (1:30) Committee Meetings-at this point in the day each committee had an individual meeting to discuss their goals and objectives.
- (3:00) Committee Reports-
  - Technology & Marketing Committee- upcoming launch of CRM system with volunteers to test/ social media will be used to engage alumni/ possible move to “check-in” at alumni events on Facebook. Special thanks to Deb Coughlin.
  - Programming & Services Committee — continued assistance to Hawk Ambassadors Program/ will also reach out to teachers, school guidance counselors and administrators/ continued efforts with mentoring/can we unite with affinity groups as an assist in our work?
  - Alumni Networks —event recaps and big events on campus to go out to the regions/strong presentations from NAB to be captured by video and posted online.
  - Young Alumni — now have 15 members in student Alumni Assoc./encourage alumni and NAB members to be involved with student activities and Student Alumni Assoc./survey coming by email- A Student Today-Alumni Forever.
  - Governance- all must vote on changes to Alumni Constitution/2 calls will be scheduled in late September to answer questions about changes/ ratification by email/openings on NAB to be filled-please send suggestions to Tom or Patty Newby.
• (4:00) Open Discussion- Rich Brennan-support Dragon Boat Races in Philadelphia 10/1/11. Anita spoke about the Barbelin Society and invited interested parties to her home on 9/22/11. Tom called for support of Hawtoberfest weekend-Alumni Gala(includes all three Alumni Awards) on 10/14/11.Campus Activities & Reunion Parties(5 year anniversaries) on and off campus. Mass on Sunday 10/16/11-vow renewals. Destination Weekend in February supported by Barry. SheUnited was supported 10/2/11.
• Our next meeting will be March 24, 2012.

Minutes submitted by Eileen Dougherty’76