

Meyerhoff Alumni Mtg Notes
Wednesday, January 23, 2008
6:00-p.m.—Alumni House

In Attendance: *Bruk Burhane (M10), Bill Christian (M3), Darniet Jennings (M6), Ray Onley (M4), Maceo Thomas (M1), Mrs. Baker, Stanyell Bruce and Sandra Dzija*

I. UPDATE ON MEYERHOFF 20TH SYMPOSIUM

Alumni Outreach (phon-a-thon?):

In order to help spread the word to alumni about the symposium, the staff asked if alumni would be interested in using one of our meeting nights to make phone calls to alumni. The general consensus was that alumni would be interested in assisting with this effort, however would rather do it on their own time (at night, during the work day). Alumni also wanted to use a combination of email/phone calls to reach out to fellow cohort members.

Additionally, Ray suggested that he could contact some Meyerhoffs from cohorts not represented on the advisory group and see if they would be interested in assisting with this effort.

We will begin creating a spreadsheet to disseminate amongst this group in the next few weeks.

Registration:

To date we have appx 80 RSVP's from alumni and we are hoping to get many more over the next 2 months. At this time a firm registration deadline hasn't been decided however space for the Friday night dinner is extremely limited. The sooner alumni register the more likely they will be able to attend.

If you haven't already done so, please register for the symposium at your earliest convenience. If you are unable to register for the social activity at this time, you can still register for the overall symposium and register for the social at a later time.

Fundraising Letter:

We plan plans on sending a fundraising letter to all Meyerhoff alumni in March in order to solicit support for the program (Doc expects 100% participation from alumni). We asked alumni their thoughts on the letter and if they received it, who they would like it to come from and how should the message be conveyed. There was a general consensus that it shouldn't be a general form letter and it should also be short, sweet and to the point.

The question was raised regarding who the signatory of the letter/correspondence should be (i.e. Doc, Mr. Toliver and Mrs. Baker, alumni from the advisory board, random alumni in general or current Meyerhoff students).

Bill suggested that instead of a letter, we send a card to all alumni with a very short message. Instead of choosing specific individuals to sign the card, we would either bring the cards (appx 500) to a scheduled family meeting in February and pass them around for current Mhoff students to sign (cohort year, major, etc). We would also invite alumni to sign the cards on a designated night. This way each card would have 3-5 signatures. The other option would be to ask a few alumni to scan their signatures and email it to us and then all the cards would be printed with the same signatures.

We will discuss these ideas and get back to you all on the outcome.

Saturday Evening Social at the Reginald Lewis Museum (4/5):

As of now we don't have many alumni registered for the social event. Alumni gave us their feedback on the possible reasons why:

- The \$45 cost is a little too high, especially because a good majority of alumni will bring a companion.
- There is no description of what is included in the \$45 price tag. If alumni had a better idea of what they were getting for their money, we might have more registrants.
- Alumni that attended the RFL event back in September of 2005 weren't charged a fee for the same type of event and will wonder why they have to pay so much for this event.

We decided that we would include a more detailed description of the event (i.e. live jazz entertainment, open bar, heavy hors d'oeuvres, cohort reunions, cohort pictures, giveaway, etc.) We also decided that we

would email all past registrants (registered for the symposium but not the social event) and inform them of all that is included in the cost. Finally, we need to decide on a deadline for event registration.

Service Day (4/3):

Two additional schools were suggested for the service day; Little Patuxent Middle School in Howard County and Baltimore PolyTechnic.

As of 1/23 we have 33 alumni signed up for the service day. Bruk was given a list of all alumni registrants with email and #. He will reach out to alumni regarding their preferred location. Additionally he will contact the schools to find out the timeframe for the service day.

Stanyell will send Bruk and update monthly of all new additional registrants so he can contact them on a rolling basis. In late Feb/early March we will begin working with Event Mgmt staff at UMBC to work out transportation logistics.

New Cohort Page on Symposium Website:

We are adding a new section on the homepage called *Find Your Cohort* (left hand tabs). When an alumnus/a clicks on that link they will land on a page that includes links to: *Look Who's Coming*, *Participate in the Cohort Giving Challenge*, *Search the Alumni Directory* and *Update Your Contact info*.

Additionally, there will be a list of alumni names that are deemed "missing," which means we have no email and or general contact information from them. We will encourage alumni to visit this page and help us locate missing alumni by providing an email address. Once that page is live, we will send you an email.

Cohort Giving Challenge:

As of now, giving is very low and we feel like alumni aren't aware of the giving challenge. We hope that the creation of the new cohort page will spark interest as well as future communications in the monthly alumni newsletter and the March fundraising appeal.

Additionally at the December meeting, we discussed the idea of including alumni messages to supplement Doc's message. I will send out a separate email to the advisory group soliciting quotes/messages that can be included on that page.

II. ALUMNI ADVISORY COMMITTEE

We didn't have time to continue work on the goals/structure of the advisory committee and decided that we will postpone discussions until after the symposium. This way more attention and time can be dedicated to the development.

Our next meeting will be in Mid/Late March and we will use that time to discuss final items regarding the Symposium.

Next Meeting: Date/Time—TBD Mid/Late March 2008