

Rocky Mountain Harvard University Club

Steering Committee Minutes, February 6, 2013

In attendance:

Fred Ris
John Griffin
Phil Weintraub
Steve Kregstein
Ann Bender
Christina Gomez
Junko Kim
Tracey Smith

The meeting was called together at 6:45 PM.

1. Minutes for the January 2, 2013 meeting were accepted

2. Financial Report

Fred reported that we booked revenue in in January from people renewing memberships in December.

3. Alumni Leadership Conference

Tracey reported that we will be leveraging best practices from other clubs and learning from their mistakes. Transitioning to all email/web based communications resulted in a drop in membership renewals. One club sent an annual newsletter by snail mail. Social media may be the best way to reach recent grads.

Junko discussed the Innovation Lab on the Business School campus and the use of the Alumni Magnet to send out renewal reminders. The Chicago club experimented with sending ½ reminders by email and ½ by paper. It was decided that the additional capture with paper did not justify the expense.

Fred suggested we send out postcards and ask people to send their email addresses. He also suggested that paper reminders might resurface whereas emails are “toast” after a few days. We send newsletters by email to everyone whose email addresses we receive from Alumni Magnet. We don’t send emails to people whose membership is expiring, but we probably should. People don’t necessarily sign in to website to check their status.

4. Insurance

Ann reported that we had received two general liability quotes ranging from \$625-\$850 annually (\$1M limit for injury or damage to premises). Half the clubs did not have insurance. We won’t know the cost of D&O insurance until we apply.

5. Self Promotion

Fred handed out a draft policy re workshops.

6. Upcoming event

Appreciation Event – February 9th.

The meeting was adjourned at 8:10.