

ROCKY MOUNTAIN HARVARD UNIVERSITY CLUB
Steering Committee
Meeting Minutes

September 1, 2010
6:30 pm - 8:30 p.m.
Daniels Fund Building

In attendance: Phil Weintraub, Douglas Dinsmoor, Jennifer Brown, Diana Lawrence, Lucy Clark, Leslie Munoz, Bill Bruneau, Anna Jones, Jeff Lakey

- I. August 11, 2010 Meeting Minutes - unanimously approved as written

- II. Steering Committee Meeting Date
Tuesday seems to work better, but no day works perfectly for everyone. Lucy will book the Daniels Fund room for October 5 (Update: the 12th was the first available).

- III. Volunteers to Bring Meeting Food
October - Bill Bruneau
November - Jeff Lakey
December - Jennifer

- IV. Treasurer's Report - July/August - Fred Ris (Fred was away so Phil reviewed Fred's email for the group)
Income:
Membership: 91 members with revenues of \$3770
Scholarship Fund Revenues: \$643
Summer Fellowship Contributions: \$135
Summer BBQ: \$1465.00
Expenses:
Mailings to 444 pieces to past 5 yr. members plus 1489 pieces to new list: \$1484.39
Summer BBQ: \$1483.68
CLIMB Housing (from May): \$2425.5
CLIMB Dinner \$275.53
Balances:
Checking: \$4,752.5
Money Market: \$20,071.56.

- V. Events
Summer BBQ:
80 RSVP's, over 60 in attendance, general feedback is positive so far. Unofficial practice is to alternate years between a Boulder and a Denver location, same is true for Holiday Party in December.

Starz Architecture Film Event:

Jeff and Anna to research coordination with Ann Collier to help publicize the Jeanne Gang architecture films. Decision not to buy block of tickets, just direct members to the event.

Harvard-Yale Game:

Choppers is reserved again for November 20 at 10 am. Phil is also meeting with the Yale Club president concerning club relationships. Ways to stimulate fun activities in addition to the football game were discussed.

VI. Schools Committee:

Anna and Jennifer met to set up workshops for interviewers or potential interviewers in Ft. Collins, Denver, and Colorado Springs in October. Discussion about sending Jennifer to regional schools committees meeting, and also discussion concerning club sponsorship of all meetings and how to prioritize.

VII. Networking Committee:

An idea was discussed about the club sponsoring a “speed mentoring” event that would be partly facilitated and partly interpersonal, and the possibility of connecting this event with the Global Night of Networking coming in December. Leslie will explore models for the December meeting.

VIII. CLIMB Experience Summary:

Some new interest in CLIMB for the summer BBQ. Discussion about how to think about our club’s money, mentors, speakers, and venues related to CLIMB. Anna has been aiming at younger population. More volunteers are needed for long term success of program. With weekly conference calls, people are needed for things like keeping minutes.

IX. Communications Committee:

Not much activity as we await the Alumni Magnet implementation. Doug is researching with three other clubs to learn their opinion on the technology’s desirability and usability. Web officer updates will be needed since the roster has changed due to summer elections.

X. Brainstorming of the Club’s Future:

- A. Anna has continued to outreach to personal connections to see if there is interest in participating in the club operations.
- B. Fred has developed a list of interested persons which is posted on the Google groups website, and he will email that list to the steering committee.
- C. The officership will prepare descriptions of their positions for compilation, distribution and review at the October meeting.

- D. Phil may bring an HAA officer to the next steering committee meeting. Everyone was asked to invite one interested person to the December steering committee meeting (or other meetings).
- E. There was discussion of how to make more structured networking at the Global Night of Networking including adding a panel discussion, involving other Ivy clubs, or by aggregating people by topic or field.
- F. Discussion of creating a club directory as an inducement to membership.
- G. Doug and Fred will prepare a communication plan by the January meeting and will have described a schedule for implementation of the Alumni Magnet by the November SC meeting.
- H. Princeton Club is having an annual ski day that our club might want to consider tagging on to, and Diana will call them to discuss.
- I. Discussion of making a newsletter including appointing a chair and figuring out a process for publication; debate on paper vs. electronic, vs. both.

RMHUC Tactics for meeting goals for 2010/2011 membership year

From August 2010 and September 2010 meetings

Target outcomes by August 2011

- Alumni Magnet implemented (the sooner the better)

Action	Resp	Due date
Reach out to people who might be interested in participating in RMHUC <ul style="list-style-type: none"> • PHIL: person who expressed interest in leading events for young alums (Kristen Carillo?) • COMMITTEE CHAIRS / OFFICERS: people who expressed interest in getting involved in their membership renewal forms (Fred recently distributed this list) <ul style="list-style-type: none"> Leadership positions (Phil) Communications (Fred) Interviewing (Jennifer) Career networking (Leslie) Events (Diana) • ALL: everyone to reach out to at least one person! 	Everyone	Committee Chairs to reach out to people who expressed interest in volunteering in membership renewal forms by 10/5 Everyone to reach out to at least 1 person by 10/5
Dedicate Nov 2 Steering Committee Meeting to volunteers. <ul style="list-style-type: none"> • PHIL: Advertise that interested people are invited to join us, e.g. via an email blast • ALL: Each committee member to write up a description of his / her role, including discrete tasks that can be delegated • LESLIE: to put together write ups in a single doc that can be distributed to people interested in volunteering • ALL: Each committee member to present (1) his/her role and (2) discrete tasks that would be easy for individuals to sign up for • PHIL: In next newsletter, include descriptions of leadership roles and tasks that can be delegated. 	Phil to take the lead Each Steering Committee member sends write up of role & tasks to Leslie Leslie to consolidate write-ups in to 1 doc Each Committee member presents	Oct Invites Nov mgt 10/5 Nov 2 Nov 2
Next Global Night of Networking add some sort of structured program for part of the evening <ul style="list-style-type: none"> • Intros / elevator pitches? • Speed mentoring? • Panel discussion? 	Leslie	Late Dec?
Preliminary implementation schedule for Alumni Magnet created	Douglas	Nov mtg

Who should be invited to be included in the Directory section of the Alumni Magnet? <ul style="list-style-type: none"> • RMHUC members only? • Everyone in our database? 	Fred to take the lead	
Communication plan created	Fred / Douglas	Jan 2011
For future events that carry a registration fee <ul style="list-style-type: none"> • Tell people what their money pays for • Create steeper tiered pricing, e.g. bigger discount for young alums, high fee for older alums 	Diana	Ongoing
Distribute list of people who expressed interest in getting more involved in the Club through the membership renewal forms, including what they're interested in doing	Fred	8/21. Done.
Add RMHUC home page URL to bottom of all email blasts	Lucy	Ongoing
Add invitation to come to the next Steering Committee meeting to all blasts	Lucy	Ongoing
Reach out to Princeton Club to find out about their annual ski day and possibility of RMHUC joining them	Diana	Oct mtg

Items brainstormed but not yet prioritized

Action	Resp	Due date
Publish an email newsletter on a regular schedule		
Communicate with people in the ways they want to be communicated with		
Deliberately drive traffic to the web site, e.g. put links to the web site in all communications		
Post Club financials to the web site		
Increase transparency of Club operations		

From: Fred Ris <Fred_Ris@post.harvard.edu>
Subject: **Treasurer's report July / August**
Date: August 27, 2010 1:46:39 PM MDT
To: RMHUC Steering Committee <rmhuc-steer@googlegroups.com>
Reply-To: rmhuc-steer@googlegroups.com

Ladies / Gentlemen,

As you meet on September 1, my intention is to be sleeping soundly on a pig farm in Devonshire; hence this somewhat unorthodox report.

I have posted the current version of my membership spreadsheet to the GoogleGroups file area. It is still a bit rough, and there is a worksheet that explains what remains to be done. Note that it does not reflect any changes that may have come in during the 2010-11 membership cycle.

I've also posted the current membership interest spreadsheet. I hope that most of the people there will have been contacted by the appropriate parties by the end of September.

Not much to report for July. The report for August is through today, so a little more may come in, including interest on our money market account. Here are the informal highlights.

Members: As of today, there are 91 members with revenues of \$3770. Contributions to the Scholarship Fund seem to me (without really checking) to be up this year and are currently running at \$643. We also have \$135 summer fellowship contributions to date. (Too bad these came in prior to Hena Haines' great talk at the annual meeting.)

Mailing: We mailed 444 flyers to members from the past five years and flyers plus a welcome letter from Phil to 1489 new names we acquired from the HAA to whom we have not previously mailed. The total cost of this mailing was \$1484.39. Our e-mail list has grown from about 450 to over 3000 names. We are scheduled to begin the conversion to Alumni Magnet in October; this will change the dynamics of our communications considerably and allow us to target our postal mailings to a much narrower and higher-yielding audience. Of the 1900+ pieces that went out, only four were returned as unable to forward; a good testament to the work the students did for us in January.

BBQ / Annual Meeting: revenues \$1465.00, expenses \$1483.68, net loss \$18.68. I'm sure there will be a more general post mortem at the meeting; let me observe that on the one hand we had quite a bit of food left over (as often happens), and on the other hand there were twelve unpaid RSVPs that didn't show up. One person showed up, filled out a form, but was unable to pay; if we can eventually collect, we'll end up with a net profit of \$1.32. There were two people who paid at the member rate but did not renew their memberships. Another interesting tidbit: There were two who paid the non-member rate and declined membership; one of these sent in a membership form the day following the BBQ!

CLIMB: We were expecting to pay \$2000 for the two students plus host a dinner in their Wednesday series for about \$300. The dinner came in at \$275.53. As I reported in June, we prepaid \$2425.50 on May 15 for housing to help the program with its cash flow. Since then, we have not heard a plan for how (or whether) we will get any of that returned. Instead, there has recently been a plea for more contributions, as the program has apparently run a deficit. Anna is working on this and hopefully will be able to report some progress at the meeting. Note that the dinner has been paid in the current fiscal year, while the fees were paid in the 2009-10 fiscal year.

Other observations: (1) There is a lot smaller percentage of people transacting by credit card this year compared to last. (2) It's sure a lot easier for me now that I live across the street from the bank!

Questions and comments, as always, can be posted as a reply to this note. I will only be checking e-mail once or twice a week while I'm away, though.

Thanks.

Fred