

## IRAA Executive Board Meeting Notes – Jun 19, 2016

Attendees: Renee Robbins, April Milanowski, Christina Boyce, and Alicia Chapman via Hangout and Crianna Thomas and Adam Hagg via texting

1. Open positions on the board
  - a. Board appointed and approved Alicia Chapman to Central District Representative position.
  - b. Board appointed and approved Warren Jackson to the Southern District Representative position.
2. Build foundation and vision for IRAA --brainstorming
  - a. Descriptive words – passionate, dependable, “cool kids,” the “seniors of high school” type, resourceful, knowledgeable, motivated, creative, inviting, welcoming, inclusive, supportive, goal-oriented
  - b. Focus ideas –
    - i. Motivational / cheerleaders / injecting enthusiasm
    - ii. Support region or chapter or alumni
    - iii. Build alumni presence in Illinois
    - iv. Fill voids in region / chapter
  - c. What we do going forward will tie back to our focus / vision
  - d. Favorite foundational phrase – Building Strong Alumni Presence in IL
  - e. What does “Building a strong alumni presence” mean?
    - i. We need to be clear on what IRAA is and what does that mean.
    - ii. We need to come up with our 2 minute “elevator speech” and everyone should know it
    - iii. We need to communicate well with all levels with the region
    - iv. We need clear organization
    - v. We need membership goals
3. Communication
  - a. Newsletter
    - i. Should be quarterly
    - ii. Should have quick links to more details
    - iii. Have 5-6 sentences to catch attention only
  - b. Survey members
    - i. What are their interests
    - ii. Develop events / things based on the membership’s ideas
  - c. Planning
    - i. We will start to use Google Calendar
    - ii. We are developing an intranet page
      1. Use for discussion
      2. Use for conversation and finding solutions (where as meetings will be for decisions)
      3. Each district will have a page
4. Satellite Social

- a. Post to Facebook and SHARE
- b. Send email to members with the details