USAHS Alumni Association Advisory Board Meeting

Saturday, April 29, 2023
Noon-3:00 PM Eastern Time

Attending:	Stephen Elam, Paige Funderburk, Jacqueline Hardison, Lee Ann Hoffman, Katie Hohman, Rebekah Jarrar, Cristine Johnson, Robert Kentner, Christopher Long, Tomika Lowe-Lopez, Sara Story, Steve Weyandt (President), Polly Crabtree (Staff)
Absent:	Morgan Beard, Kevin Breuilly, Alexandra Dayton, Tiffany Hilton, C. Scott Hollander, Wendy Larkin, Erin McCambridge, Chelsea Montes, Molly Patel, Asiah Willborn

Call to Order

The meeting was called to order at 12:04 PM ET by President Steve Weyandt.

Action Item

Motion made to approve placement of Christopher Long as Vice President and Chair of the Alumni Engagement Committee by Robert Kentner. Motion seconded by Cristine Johnson. Motion carried by unanimous vote.

Introductions

All board members in attendance introduced themselves.

2023 USAHS Alumni Association Advisory Board Goals

All board members were placed in breakout rooms by committees to review goals and establish tasks for the accomplishment of goals.

Governance Committee Goals:

1. Review the 2022 Alumni association Advisory Board self-assessment to create the framework for a 3-year strategic plan for the USAHS Alumni Association.
   a. TASK: Collect/collate goals and tasks for forwarding to USAHS leadership.
   b. Process will become more sophisticated
2. Establish a plan for staggered membership terms on the Advisory Board with a goal of 1/3 of the board members being up for renewal or going off the board each year.
   a. TASK: Do not count President in the plan to roll 1/3 of the board per year
   b. TASK: Establish an observer board – people who would like to be on the board and participate in board activities. As positions become available, they can be filled from this group.

      c.   TASK: Through attrition, begin to establish the 3-year rotation with 7 members off per year. Keep board membership at 22 total
3.   Complete the 2023 self-assessment of the Alumni Association Advisory Board by 12.31.23.
      a.   Will tackle this goal for presentation at the September 17, 2023 board meeting.

Advocacy Committee Goals:

1.   Continue working to identify alumni and faculty who function in advocacy-related roles in the healthcare profession.
      a.   TASK: Use social media to help identify alumni and faculty currently serving in advocacy roles
      b.   TASK: Board members to write reviews and ask alumni to write positive reviews for the University on sites such as gradreports.com and Google
2.   All committee members continue to monitor issues and topics of importance to healthcare organizations, calls to action from these organizations, and opportunities for alumni to join these organizations in leadership roles.
      a.   TASK: Ask if the University will support board participation at National and State Hill Days
3.   Update the Advocacy Committee Interest Group Recap twice per year to share with university leadership and post to the alumni website.
      a.   TASK: Make links and document easier to locate on website

Alumni Engagement Committee Goals:

1.   Board members will continue to support the Geographic Mentor program.
      a.   TASK: All board members who have been asked are mentoring students in the Geographic Mentor program for 2023. Continue to encourage alumni to participate in this program.
2.   Help recruit group members for all alumni social media accounts with a goal of 2,000 members by 12.31.23.
      a.   TASK: We currently have 1214 social media platform members. This goal may need to be modified. Continue to push social media participation in all publications.
3.   Draft 10 volunteers to record testimonials for the University.
      a.   TASK: Polly will send a request to all board members who have not already recorded a testimonial.
      b.   TASK: Board members to encourage and refer other alumni to be recorded.
4.   Support participation in the planning of the Alumni Reunion and Family Weekend event 9.15.23-9.17.23. Goal attendance is 200.
      a.   TASK: All board members are requested to attend if possible, and invite fellow alumni to attend
      b.   TASK: Polly will work with Alumni Reunion and Family Weekend Marketing Committee to create a flyer and social media post for board members to share.

Alumni Reunion and Family Weekend Report

Continuing Professional Education – Steve Weyandt reported

1.   Three tracks with two sessions each are planned.

2. Four of the six sessions are fully confirmed.

Events and Activities – Christopher Long reported

1. Calendar of events is complete
    a. Friday: Registration and Barbecue
    b. Saturday: CPE Sessions and Lunch with Keynote, Community Service Event, Campus Fair, Alumni and Faculty Networking Reception
    c. Sunday: Brunch with Faculty, Alumni Association Advisory Board Meeting
2. Have Step and Repeat Banner out for pictures
3. Clean up the stone wall and have dressed for photos
4. Flyer and social media-ready post for alumni to share with others
5. List of childcare providers will be placed on the event application

Application and Registration – Polly Crabtree

1. We will use the CPE platform for registration.
    a. The platform will be ready for testing by mid-May
    b. Alumni board members and faculty will be our beta test groups
2. The application was demonstrated for the board
    a. Once registration has been completed and payment has been made, a link will be sent to the event application
    b. Every person who registers for and opens the app costs us $5
    c. All maps, communications, event information will be hosted on the app – there will not be any printed materials for the weekend
3. Goal is to have the registration and event platforms fully available by early June

Future Topics and Other Business

Proposed topics for the next board meeting:

- Feedback on the Alumni Reunion and Family Weekend
- Faculty who serve in advocacy roles
    o Present at meeting
    o Provide information on advocacy
- What do we need from leadership and the board to be successful?

Adjourn

The meeting was adjourned at 2:18 PM ET. Next Meeting: Sunday, September 17, Noon-2PM ET on the St. Augustine Campus or attend virtually (link to be provided).