

Summary

USAHS Alumni Association Advisory Board Meeting

Sunday, September 17, 2023

Noon-2:00 PM

St. Augustine, Florida Campus/Virtual Hybrid Meeting

Attending: Steve Weyandt (President – in person), Stephen Elam (in person), Paige Funderburk (virtual), Lee Ann Hoffman (virtual), Katie Hohman (virtual), Rebekah Jarrar (in person), Bob Kentner (in person), Kayla Lambert (in person), Chris Long (in person), Tomika Lowe-Lopez (virtual), Sara Story (virtual), Brian Goldstein (USAHS President, in person), Polly Crabtree (Staff, in person)

Absent: Jackie Hardison, Tiffany Hilton, C. Scott Hollander, Cody Honeycutt, Cristine Johnson, Erin McCambridge, Craig McGhee, Molly Patel-Desai, Kellan Quigley, Asiah Willborn

The USAHS Alumni Association Advisory Board Meeting was moved up from noon to 11:15 AM on Sunday, September 17. We met in the Heritage Lounge of the Academic Building for people attending the meeting in person. The meeting was called to order by Alumni Association Advisory Board President Steve Weyandt.

The Alumni Association Alumni Reunion and Family Weekend

- I. What worked
 - a. Communications got better as we got close to the event
 - b. Barbecue on Friday night
 - i. Plenty of great food
 - ii. Timing was good – could have ended at 8:00 PM
 - iii. Student speaker was excellent
 - c. Saturday morning CPE sessions and Lunch
 - i. The Krell's were outstanding presenters for CPE sessions
 - ii. Multiple discipline approach to CPE topics was great
 - iii. Using Mentimeter to manage trivia contest at lunch was well-received and engaging
 - d. Saturday Campus Fair and Community Service Project
 - i. There was good feedback on outreach effort to get organizations involved in the Campus Fair
 - ii. The Community Service Project was successful – 100 hygiene kits were assembled and distributed to local shelters
 - e. Saturday night Alumni and Faculty Reception
 - i. Momentous event that sealed a great weekend
 - ii. Photography, live music, and great food
 - iii. Bartender was a huge hit

- II. What could have been better
 - a. Timing – the weekend coincided with a Jewish holiday. Check next year’s date to ensure no conflict
 - b. Social media presence
 - i. Start promoting sooner on social media
 - ii. Use contests to create excitement and interest for the weekend
 - c. Student volunteers
 - i. Student speaker and student volunteers at Campus Fair were great
 - ii. Student volunteers at all events would encourage more interaction
 - d. More at event signage would be helpful – especially location and instructions for accessing restrooms
 - e. Use of lobby for recording of testimonials was awkward and interfered with class activity
 - f. Board members should have been introduced on Friday at the barbecue
 - g. We needed to make a bigger deal of campus tours being offered
 - h. The registration platform and promotional code process was very cumbersome. Before doing this again, we will need a better registration solution.
 - i. Sunday morning breakfast event and Sunday board meeting were unwanted and anticlimactic. We should have ended events on Saturday night with the reception.
 - j. Schedule more free time into the weekend
 - k. Schedule Saturday night reception later in the evening and have it last longer

- III. Next steps
 - a. San Marcos is the location for 2024 Alumni Reunion and Family Weekend
 - i. Meet with CASM leadership to select appropriate date
 - 1. Not on religious holiday
 - 2. Cannot be dual-flex weekend (one program or the other, but not both)
 - ii. Work with PDs to build faculty support and interest for the weekend
 - 1. Schedule meeting with CASM and FLSA PDs and Brian Goldstein to strategize faculty support and involvement
 - b. Garner early support from key groups for weekend events
 - i. Social media built early
 - ii. Create a San Marcos chapter early in 2024 to build local alumni support
 - iii. Leverage Geographic Mentors to help build awareness
 - iv. Partner with SPTA, SOTA, and other student groups early to build buy-in and design student inclusive events
 - c. Build comprehensive CPE program
 - i. Include Krell’s
 - ii. SLP and Nursing topics in addition to OT and PT
 - iii. There is demand for cadaver review
 - d. Find a new event registration platform
 - e. Work out events to fit the California venue

Committee Updates

- I. Governance Committee

- a. The Self Evaluation Form has been streamlined and updated
 - b. Committees need to meet before November 30 to review form and complete for the committee
 - c. The completed Final Self Evaluation Form must be completed by December 31, 2023
- II. Advocacy Committee
- a. Continuing to monitor and update the Advocacy Committee document
 - b. Send communication to the University community
 - i. To seek out those who serve in advocacy roles with other organizations
 - ii. To seek advocates for the university through reviews and ratings on rating sites such as Google and GradReports
 - 1. Send links in social media
 - 2. Use communications to promote feedback from alumni
- III. Alumni Engagement Committee
- a. Continue to promote the Geographic Mentor program and encourage board members to join Upnotch
 - b. Use social media to promote what is happening with the Alumni Association and seek support from alumni
 - c. Reach out to students mentored in the Geographic Mentor program to see if they will now serve as a mentor to students
 - d. Send invitation to all graduates to join appropriate Facebook groups before graduation

The meeting was adjourned at 1:00 PM.

Next Meeting: Spring 2024 – date TBD by Executive Committee