

Board of Directors Meeting
Charter Oak State College Alumni Association
Meeting Minutes
March 8, 2011, 5:30 pm

Members Present

Carlo Esidore, Marcia Esson-Anderson, Mary Jo Betzen, Carolyn Brown, Kari McCaw-Blaise, Jeff Sorrell, Lisa Wildman.

Staff Present

Ed Klonoski and Nancy Taylor.

I. Call to Order

The meeting was called to order at 5:45 p.m. by Carlo Esidore, Alumni Association President.

II. Approval of Minutes

The minutes of the January 25, 2011 meeting were read and approved.

III. Treasurer's Report

The Treasurer's Report was read and approved. The balance in the checking account as of January 31, 2011 was \$ 5,795.14. Carlo moved \$500.00 from our PayPal account into the checking account, which will appear on next month's Treasurer's Report. There is \$298.00 remaining in PayPal, which can be transferred over after 30 days.

IV. New Business

1. Membership Dues/Drive

- We have received \$798.00 in dues but are looking for ideas to increase the numbers. Nancy plans on sending out a New Membership Drive letter with a link to the PayPal site – she has 500 email addresses (people who have opted in) and will mail out to the others. She would like to send it out with the "Connections" newsletter, but that only comes out twice a year. She will also send out reminders to those whose 1-year membership is about to expire. Last year's Grads get their first year free – those will expire in June.
- We discussed having a table at the Graduation ceremony, with some kind of free offer to draw people in (see Staff Advisor's Report for more details). Also discussed were having 3-year or 5-year memberships in addition to the current 1-year and Lifetime options.
- We are looking into new Benefits for members, such as discounts from businesses – these should be nationwide to include out-of-state grads – such as Dunkin' Donuts or Starbucks, or family entertainment like amusement parks or movies. Online stores such as Amazon.com are also possibilities.

2. Alumni Events

- We need ideas for future events. Nancy suggested a fundraiser at New Britain Rockcats Stadium – we would get 50% of ticket sales for a "Charter Oak Day". They have a picnic area for a private party. Six Flags and Lake Compounce also have picnic areas.
- Lisa mentioned a museum associated with IBM that she will research, and hiking on Connecticut Trails through CFPA (CT Forest and Parks Association). We can take a look at their pamphlet and map in May. Out-of-state alumni could hike at other parks across the country.

3. Eddie was not present to report on the Association of Arson Administrators event.
4. Matt was not present to report on the Harley Event.
5. Officers
Carolyn, Marcia and Carlo will be on the slate for their current offices. Carlo will check to see if Eddie is interested in remaining as VP. If anyone else is looking to run for office, please let Carlo know. The vote will take place at the May meeting. We don't have a location yet for the Annual Meeting, as the Foundation Fundraiser fell through. Give any ideas you have for a location to Carlo or Nancy.

V. Staff Advisor's Report

Nancy Taylor discussed the table at the Graduation ceremony on June 5th. We could hand something out, such as candy. A raffle would be difficult because of strict laws. But we could have a drawing for a "prize" such as a basket, including a free Alumni membership, if people give us their business cards. Carolyn and Kari volunteered to sit at the booth.

Nancy handed out a schedule for "Student Info Week", which we will chip in with the Student Association to present. The event is March 21-24. A presentation on the Enneagram is coming – Nancy will give us more info on that later.

VI. President's Report (Ed)

Charter Oak will have a 12% reduction in its state allotment in the Governor's new budget, which is 20% of the COSC budget. This translates to a \$459,000 reduction. The Governor is restructuring Higher Education to have a Unified Management for Public Higher Ed., and "firing" the Board of Regents. Because of Charter Oak's small size, this may pose some challenges. The Governor is bargaining for give-backs from the state work force; otherwise, other cuts are needed.

Ed asked us to send letters to amplify Charter Oak's strengths, such as 1) it is cost effective, 2) our 6-year graduation rate is the second highest in the state (63%), and 3) we are adult-focused. Also, sending our personal stories would be helpful.

COSC's plans to offer Masters degrees are on hold due to the state budget and new administration.

VII. Other Business

No other business was brought forward.

VIII. Adjournment

The meeting was adjourned at 6:50 p.m.

The next Alumni Board meeting will be **Friday, May 13th**. Time and place to be announced.

Respectfully submitted, Carolyn Brown, Alumni Secretary