

GENESE0

SUNY Geneseo Alumni Association

Meeting on November 14, 2016

12:00 – 1:00 p.m.

Minutes

Attendance:

Denise Reed Lamoreaux '84, Interim President

Brock Buffum '02, Interim Vice President

Mel Cerra '14, Co-Chair for the Committee on Young Alumni & Students

Abby Fordyce '19, Co-Chair for the Committee on Young Alumni & Students

Michele Krause '89, Chair for the Committee on Recognition

Heather Maldonado '95, Chair of the Annual Fund Committee

Valarie Scott '82, Chair for the Committee on Regional Chapters

College Advancement Attendance:

Johnson Bowles, Vice President & Exec. Director of the Geneseo Foundation

Tracy Gagnier '93, Asst. Dir. of Alumni Relations

Ronna Gillam, Director of Alumni Relations

Brandon Gordon '89, Assistant Director of Annual Giving

Shirley LaGeorgia, Alumni Relations

Michelle Worden '92, Assoc. Director of Alumni Relations

Unable to attend:

Amanda McCarthy, Asst. Director of Alumni Relations for Regional events (excused)

Gina Scalise '05, Director of Leadership Giving (excused)

Clint Sugnet '09, Chair for the Committee on Class & Special Interest Chapters (excused)

12:00 p.m. Attendance & Approval of October 19 Meeting Minutes

The meeting commenced at 12:01 pm with a welcome from Interim President Denise Reed Lamoreaux.

The minutes for the October 19, 2016 meeting were approved and will be placed on the SGAA website.

12:02 p.m. SGAA PR Campaign Presentation & Discussion

Johnson Bowles, VPCA & Exec. Dir. of the Geneseo Foundation

- *Overview of PR Campaign and Communication Timeline added at the end of the minutes.*

Thoughts/questions from Interim Leaders included:

- *Two comments...greater together sounds like “stronger together” which ties too closely to the recent political campaign.*
- *Another subtle concern is will this connect to our male alumni? Could we come up with a look that will resonate with our male alumni?*
- *Possible confusion with a Valentine’s Day campaign. Can we have the graphic design artist create a more edgy more fun contemporary look?*
- *Likes product placement and I love Geneseo alumni.*
- *High aesthetics, likes idea of people walking away with something with a logo that alumni can wear and use in the future (i.e. Great Knight).*
- *Other graphic ideas to support the PR campaign might be an emoji (bear with heart eyeballs) and use of a tag-line “Never let a Knight go by.”*
- *It was mentioned to keep graphic simple for multigenerational appeal.*
- *Idea could unify and reach across different decades.*

12:35 p.m. Review of Draft Standing Committee Descriptions & Volunteer Recruitment:

Committee on Annual Fund

- *Heather Maldonado ’95, Chair of the Annual Fund Committee reported on the Annual Fund Committee description.*
- *Question came up on term limits? Recommendation would be 3 years, which is consistent with SGAA leadership term limits.*

Committee on Class & Special Interest Chapters

- *Tracy Gagnier, Assistant Director of Alumni Relations reported on behalf of Clint Sugnet ’09, Chair for the Committee on Class & Special Interest Chapters.*
- *Recommendation to re-name this committee to the Committee on Affinity Chapters.*
 - *Would need to reflect this change in the Bylaws.*

Committee on Recognition

- *Michele Krause ’89, Chair for the Committee on Recognition reported on the committee description indicating a web-based form will be created to submit recommendations (like in the past). This will be added to the SGAA web-site after the committee description is formally reviewed.*
- *Awardees would be honored during Reunion Weekend.*

Committee on Regional Chapters

- *Val Scott ’82, Chair for the Committee on Regional Chapters reported on the Regional committee description.*
- *Val stated she likes the partnership component of the committee work.*
- *Goal is to be inclusive with all of our constituencies to meet multi-generational needs*

Committee on Young Alumni & Students

- *Abby Fordyce '19 and Mel Cerra '14, Co-Chairs for the Committee on Young Alumni & Students reported on the committee description.*
- *Membership noted a 3-year term with a 1-year term for students*
 - *Recommendation to mirror bylaws and have 3-year terms*

Final Comments

- *Interim Leadership agreed on 3-year terms for committee membership to mirror Bylaws.*
- *Edits will be made to standing committee descriptions by November 21, 2016 and will be submitted to Vice President Bowles and President Battles for consideration on November 22, 2016.*

12:52 p.m.

Adjourn

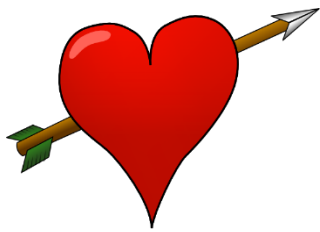
GENESEO

SUNY Geneseo Alumni Association
PR Campaign
Communication Timeline

Theme:

Geneseo loves Alumni, Geneseo + Alumni: Greater Together

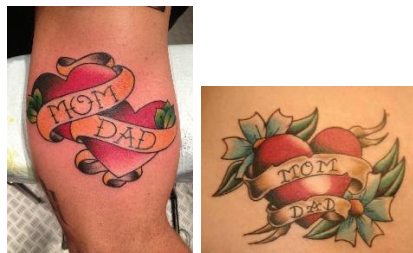
Copy:



- Heart color would be Geneseo Blue
- “Geneseo + Alumni” text would be inside the heart and/or ribbon



Geneseo + Alumni SGAA 2016



Instead of “Mom” and “Dad” would be “Geneseo” and “Alumni”



Geneseo SGAA Alumni



Geneseo Alumni SGAA Forever



Geneseo Forever



Geneseo loves Alumni



SGAA (heart) You



Put image on following and post on social media (Facebook, Instagram, Tumblr)

- Paint The Greek Tree
- Patch on Geneseo gear, Victor E. Knight
- Stamp on a bookstore receipt
- Sticker on the Starbucks coffee cup
- Sticker on
 - a beer at the Idle Hour, Aunt Cookies, Mama Mias, other Geneseo traditions
- Temporary tattoos given out at Reunion, Regional events, Homecoming, Sporting events
- Image could go on Homecoming and Reunion name-tags
- Create SGAA sunglasses, alum takes pictures at events to be used on social media
- Add to post cards and print pieces
- Ad in The Scene
- Create t-shirts
- Instagram Page with iterations of Geneseo loves Alumni, SGAA 2016

Proposed Communication Timeline:

November 14	Share idea with SGAA interim leadership for feedback
Nov. 15- Dec. 15	Work with Communications to create official visual
January 2, 2017	Re-brand Geneseo's Alumni Social Media pages: Facebook, Twitter, LinkedIn (this image would be the profile)
January 2, 2017	Update SGAA Web-site: Refresh SGAA Top Photo Refresh alumni Homepage slider Refresh email footer for email marketing
Jan 15-Mar. 1, 2017	Social Media SGAA Leadership Profiles Why do you love Geneseo 1 per week Interim President Interim Vice President Committee Chairs

Jan. 15, 2017	Email sent to all alumni with SGAA message and driving them to the web-site/social media. Call to action – want to volunteer? Want to share why you love Geneseo
Feb. 1, 2017	Image/SGAA Ad in One College Circle
March 1, 2017	Image/SGAA Ad in The Scene
April 4, 2017	Brand/image use in marketing of Great Knight Creation of marketing video to share at Great Knight
June 2-3	Brand/image use in marketing Reunion
Sept. 23	Brand/image use in marketing FW/Homecoming