



HFTM/HAFA ALUMNI ASSOCIATION  
 University of Guelph  
**BOARD OF DIRECTORS MEETING AGENDA**  
 Wednesday, November 17, 2021, 8:00 to 10:-00pm

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	<b>Item</b>	<b>Lead</b>	<b>Time Allocation (min)</b>
1	<p><b>Welcome Attendees</b> Lora, Laura, Rachel, Adam, Sandra, Patrick, Lisa</p> <p><b>Regrets</b> Statia, Daniel</p> <ul style="list-style-type: none"> <li>• Work on including the Student Association In the future</li> </ul>	Lora	5
2	<p><b>Last Meeting Minutes – September 8<sup>th</sup>, 2021</b></p> <ul style="list-style-type: none"> <li>• Rachel to take minutes for tonight’s meeting</li> <li>• Last meeting minutes approved on the call</li> </ul>	Lora	5
3	<p><b>Finances</b></p> <ul style="list-style-type: none"> <li>• Move to next meeting/via email</li> </ul>	Daniel C	10
4	<p><b>Alumni Affairs &amp; Development</b></p> <ul style="list-style-type: none"> <li>• Virtual Career Night Thurs. Jan 27<sup>th</sup> 6pm - 8pm next event.</li> <li>• Lang Job Expo, Jan 26<sup>th</sup></li> <li>• Strong Alumni Support for these events, but we need more student involvement. How do we work on increasing this?</li> </ul> <p>General discussion:</p> <ul style="list-style-type: none"> <li>• Work with profs to address the importance of attending these events. A personal invite may help student registration as well as optional grade for students who attend (for some courses).</li> <li>• Engage with the Career development centre to make sure students are aware of the event.</li> <li>• Market the session as to who the Alumni will be present.</li> <li>• Make sure the industries are highlighted that are trendy.</li> <li>• Focus on other programs to recruit students not just HTM.</li> <li>• Door prizes – social media campaign – tag a friend and enter the draw. Use multiple pages not just the AA. Linked In and Insta are key for targeting students.</li> </ul>	Patrick	10

	<ul style="list-style-type: none"> <li>• Target – need more than 20 students. 50-60 people in the past. Max we can host online is 300 people.</li> <li>• Lisa stated the 2020 stats = 55 students registered, only 50% showed up.</li> <li>• Should we target other programs and change the name? Don't change to generic because it misleads students to what jobs are on offer. Decision = keep HAFA HFTM Career Night name.</li> <li>• Find a student influencer = ask them to help promote.</li> <li>• Target other programs for student recruitment.</li> <li>• Create message to send this event invitation out to these other programs. Patrick could share internally with those departments and career development departments will send to everyone. (Lora, Laura, and Rachel to work on this).</li> <li>• Send communication to everyone, this is news, and make it sound important to attend. How do we find out who to send this to at the University?</li> <li>• Nov 26<sup>th</sup> invitation from Alumni Affairs.</li> <li>• Set up Careers Night Sub Committee meeting to review who has signed up Dec 3<sup>rd</sup> – date tbc</li> </ul> <p>Communication to Alumni:</p> <ul style="list-style-type: none"> <li>• Merge email lists from previous alumni who have registered Career Fairs, Townhall 2021, Fall Social to sign up.</li> <li>• Get comms out sooner on social platforms and more often to get momentum going but need to address status of Town Hall focus group follow up first. Lora to reach out to Statia about focus groups follow-up from Town Hall.</li> <li>• Jan 10<sup>th</sup> really push socials. Students more likely to registers in Jan. because Dec they are focused on school.</li> <li>• Lisa will set-up the student registration portal. Include the topics for them to choose their top ones. Need to know what alumni have registered first beforehand, so we know what we can offer.</li> </ul>		
5	<p><b>School of Hospitality, Food and Tourism Management</b></p> <ul style="list-style-type: none"> <li>- Move to next meeting</li> </ul>	Statia	15
7	<p><b>Social Media &amp; Website</b></p> <ul style="list-style-type: none"> <li>• Fall Social Video – still to be formatted and shorted to a social clip, plus the full length video will sit on a site and be viewable.</li> <li>• Check if it's ok to copy and paste from other websites/socials.</li> <li>• Sit in with the comms people to meet with them. Lisa, to connect Rachel to them for sharing content in the future. Patrick mentioned monthly communication meetings as well.</li> </ul>	Rachel/Lisa	15

	<ul style="list-style-type: none"> <li>Lang stops social Dec 16<sup>th</sup> – Lisa off from then on. People come back January 4<sup>th</sup>. Students back in the classroom 10<sup>th</sup>. Patrick's last day the 16<sup>th</sup> and back the 4<sup>th</sup>.</li> <li>Before Dec 16<sup>th</sup> - post an AA Happy Holidays message. Video snapshots. Theme? Lora will edit with In Shot – video editing app.</li> <li>Grad Webinars – follow up from our last meeting (Patrick)</li> </ul>		
8	<b>Events</b> <ul style="list-style-type: none"> <li>Merged discussion with Alumni Affaires section</li> </ul>	Sandra/Laura	15
9	<b>Open Discussion/Questions</b> <ol style="list-style-type: none"> <li>Minute Taking- who will do it? <ul style="list-style-type: none"> <li>Discussed whose responsibility it is to take minutes to simplify the process/share duties because when you're taking minutes, it is harder to participate in the meeting. Asked if Patrick if he could do it and discussed the idea of rotating through Board members – let's schedule it and if that person can't do it then they are responsible to find their replacement ahead of time.</li> </ul> </li> <li>Adding another volunteer to the Committee? <ul style="list-style-type: none"> <li>For example, "Director of special projects"</li> <li>Inviting alumni Christian Cross to the BOD was tabled. Reach out to recent grads to increase their engagement. Huika Read is also interested in volunteering. If we create a new position, we need to post it and make available for anyone interested in applying.</li> <li>Idea, ask Christian to help with survey for how we engage our 5500 alumni members. Data min via alumni survey to send out – Step 1.</li> </ul> </li> </ol>	Lora/All	15
	<ol style="list-style-type: none"> <li>BOD member scheduling <ul style="list-style-type: none"> <li>Asked if everyone could share when they will be unavailable for long periods of time so everyone can be in the loop, especially before events/holidays.</li> <li>Confirm meeting dates/times = Jan 19, Mar 9, June 15, Sep 7, Nov 9</li> <li>Meeting timing change to 4pm-6pm? Lunch hours maybe work better for calls – can try it out for January meeting. For meeting in person might be later in the day. Meet in person? Try starting in March maybe depending on pandemic status. Jan. 19<sup>th</sup> scheduled for a virtual call from 12:00-1:30pm</li> </ul> </li> </ol>		