



HFTM/HAFA ALUMNI ASSOCIATION
 University of Guelph
BOARD OF DIRECTORS MEETING – AGENDA
 Wednesday, September 21, 7:00 to 8:00pm

	Item	Lead	Time Allocation (min)
1	<p>Welcome Attendees Lora, Laura, Statia, Daniel, Sandra, Nia, Sarah Bothart (VP HTMSA on behalf of Nathan)</p> <p>Regrets Daniel, Nathan, Adam, Rachel</p> <p>Minutes = Nia</p>	Lora	5
2	<p>Last Meeting Minutes – June 24th, 2022 (Thank you Rachel & Sandra)</p> <ul style="list-style-type: none"> Minutes - <i>approved</i>. 	Lora	5
3	<p>Finances</p> <ul style="list-style-type: none"> Daniel is not in attendance. BC AA has forwarded an invoice for the fall event that took place at the same time as the fall social. AA to follow up with Daniel when back from trip. 	Daniel C	5
4	<p>Alumni Affairs & Development</p> <ul style="list-style-type: none"> Patrick on leave, Nia to give update Update on IT issue – the system is still down at the university, with no timeline for a fix yet. Registrations for fall social to be manual until it is fixed. Nia will bring microphone, drink tickets, nametags, credit card, and float. 	Nia	5
5	<p>School of Hospitality, Food and Tourism Management</p> <ul style="list-style-type: none"> Currently Implementing plan to promote the program for fall 2023 intake. Statia shared the ‘future you’ campaign and received initial positive feedback. Did a lot of data collection, including from 2021 Alumni town hall, and student surveys. Press release coming soon to highlight the program is back and better than ever. Passion for hospitality with principles of business. This resonated with industry that is hiring students from the University. 		5

	<ul style="list-style-type: none"> • Most promotion is targeted for highschool students – channels such as TikTok, Instagram and YouTube will be used. • Nicole Chan, Will Yeung, Sophie, etc. featured (HFTM Alumni) • 2 prong marketing campaign – will direct viewers to a landing page for our major. Then marketing can send more information for them to enroll. • Good engagement so far – have been targeting students in locations in which we have gotten previous enrollment. • Has asked that the AA share this with alumni – post on AA site (share with Lisa Fodor). Lora asks that the AA asks Alumni to share the word. • Doing print material as well for high school engagement in form of the “Lang view book” featured alumni and HFTM grads. This will be featured at the Ontario University fair. • Lang “future you” print material including a HTM page will be shared with over 3,000 guidance counselors. • Will be having on campus recruitment days as well. • Now have a Lang engagement team consisting of 4 current students who will help with promotion. Hoping they will come to fall social. • Ahead of OUF, we have been running ads on Instagram over the last few weeks, targeting 17-18-year-olds in GTA, KW and London area. We split our targeting to also focus on Ontario-wide high school students interested in travel, restaurants and entertainment. • This targeted campaign resulted in a reach of 130k people. • Optimized campaign for reach/views (not for link clicks). • After OUF, we will be sending ads to those who have interacted with the above campaign AND those who have visited our HTM major page. • The content for this campaign will be videos and alumni content. (Nicole Chan alumni story, Careers in hospitality hype video) • We'll also be highlighting Shruti and Alec over the next few weeks on our social channels. <ul style="list-style-type: none"> o We're in talks with Nathan Muir Cressman (HTMSA pres) to cover as much HTMSA content and activities as possible throughout this year. o We have 4 HTM students who have applied to the LET team, who will be generating social content and visiting select high schools across Ontario. 		
6	<p>Hospitality & Tourism Management Student Association</p> <ul style="list-style-type: none"> • Nathan not in attendance but Sarah Botzenhart attended in his place. • Took some photos for Lisa Fodor for program promo. • Only 2 weeks since the beginning of the semester. • In person event are happening again – expect 3 per semester. 	Nathan	5

7	<p>Events</p> <ul style="list-style-type: none"> • Fall Social discussion <ul style="list-style-type: none"> - Registration numbers – waiting on IT. Need to send numbers to venue by next Monday. - Silent Auction items to be sent to Sandra before Sept. 25th. - Sandra has donated Choice Roots bag. - Jeff Hylsop donated 1 night stay at hotel. - Nia to bring swag for door prize. - Nia to bring names for door prizes. - What’s left to do? Swag for door prize, meet at W Hotel at 5pm, - Laura heard back from hotel – sent back a more traditional grazing station, all sounds good, nice variety (fish, beef, vegan, chicken). Have drinks and non alcoholic drinks. Set up the room is organized. - Need to reach out to people who have donated in the past. (Lora to reach out). • Vancouver watch party – 4-7pm live stream of the awards ceremony. Amber Douel has organized the get together. Amber has a list of the alumni who are opting in. Will be asking people if they want to start a BC chapter -something more official out west. AA will be paying for one or 2 appetizers. Will be taking pictures of the events. • How are we livestreaming day off? Sandra to work the Rachel to see if Alyssa can help with the livestream. (Either Linkedin live, Facebook, or Zoom • Careers night/Commerce Job Expo = Jan. 25th, 2023 <ul style="list-style-type: none"> - Lisa already booked PJs for that evening. <p>Follow up on action items from previous meeting:</p> <ul style="list-style-type: none"> • Survey – Rachel will get some questions together. August deadline for the survey going out. 	Sandra/Laura	20
8	<p>Social Media & Website</p> <ul style="list-style-type: none"> - Update - Rachel not in attendance <p>Follow up on action items from previous meeting:</p> <ul style="list-style-type: none"> - Business Career Development Centre posts - Promoting 2023 program – ask Alumni to assist with amplifying this message. They were passionate about their response to this program cancelling, so we need their help to make 2023 successful. 	Rachel	10

9	Open Discussion <ul style="list-style-type: none">• BC Fall social event (in conjunction with Fall Social)• Upcoming industry events participation• Board will not have to pay for entry to the Fall Social, those who have paid already will be reimbursed.• Next meeting date (Nov 7th or 8th?) – Tuesday Nov 8th 2022 hold	Lora/All	5
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2022 Meeting Dates

Jan 19 – Mar 9 – June 15 – Sept 7 – Nov 9