



HFTM/HAFA ALUMNI ASSOCIATION
BOARD OF DIRECTORS MEETING AGENDA
 Wednesday, May 13th, 2020, 5 to 7pm
 University of Guelph

Call-in info:

WebEx link: Elizabeth to send link via email
 Meeting number (access code): 799 465 281
 Meeting password: y3kMBn3HPm8 (93562634
 from phones and video systems)

(Lora's cell 905-873-5672)

	Item	Lead	Time Allocation (min)
1	Welcome Attendees Video call: Lora, Laura, Rachel, Adam, Chris, Daniel M., Joseph, Daniel C., FangYu NEW - Dan M., President of Student Association NEW - Fang Yu, VP Student Association NEW – Elizabeth Rauchenstein, Alumni Advancement Manager	Lora	15
2	Last Meeting Minutes – March 11 th , 2020 Mainly discuss pandemic and thought to go ahead and then 2 days later we decided to cancel because of COVID-19.	Lora	5
3	Alumni Affairs & Development update <ul style="list-style-type: none"> • Notes from call with Lora & Elizabeth • Elizabeth will provide us updates from the Uni, and high-level feedback. • Assist with relationship building for philanthropic giving to the schools. • COVID-19 = adapt innovate, take care of your health, people have been rallying at the school to try and help each other. • Committee on campus to make plans for students to help them out. They are in consultation with other Universities as well. • Emergency bursaries, gift cards, food support. • East Residence is repurposed for front line healthcare workers. • Share news articles to the committee of what is happening in the area and on campus. • Connecting as much as possible with grads to see what they are doing and how they are doing. • Lang HR announced they have a new Director: Frances Houston, Director, Alumni and Annual Fund- she will be engaging our Alumni Association as she will with other U of G volunteers re: ongoing strategy for volunteer and alumni engagement initiatives. • Lang has a new Dean Dr. Lisa Porth, Starts 5-year term October 1st. 	Elizabeth	10

	<ul style="list-style-type: none"> • Fall events have a lot of uncertainty. What are our objectives for fall events – make a list? If we can't meet in person what can we do instead to meet those objectives in a creative way. • Events in Sept need a June deadline for pulling alumni lists. July for Oct, Aug for Nov, etc. • What date are we going to decide to make the final decision? • June 1st is when Alumni Affairs will decide their events list for the year ahead. • Do we want to hold a spot for an event in Sept, Oct, or Nov? 		
4	School of Hospitality, Food and Tourism Management <ul style="list-style-type: none"> • Enrollment – not sure if international students are able to come over for classes or not. • Expected enrollment will be very low. • Some students are planning to take a gap year because they don't want to do the classes online. • School is losing its identity is some of the feedback. Maybe an opportunity now to determine who we are again and define that. • Working on a strategic plan for the next 5 years. • Launched new Major – Sport Management • Fall planning is being discussed – Universities are expecting a large deficit – these means there will be some layoffs. • Formals are cancelled and convocation. How can we celebrate with those students? How can we help the students celebrate? • What jobs will there be for students who are graduating? • Find the largest classes and make them smaller or rent meeting rooms to space them out more. 	Chris	10
5	HFTMSA update <ul style="list-style-type: none"> • Welcome new President and Vice President 	Daniel M & FangYu	10
6	Social Media & Web <ul style="list-style-type: none"> • News or updates • Items that need updating on the website – biographies and photos (due date was May 1st) • Topics – how can grads keep their skills up during a low employment rate. • Post the biographies – PLEASE EVERYONE SEND 5-7 LINES ABOUT YOURSELF AND A PROFESSIONAL IMAGE TO RACHEL AND SHE WILL GET THEM POSTED. lesterrachel@hotmail.com • Social media post ideas: <ul style="list-style-type: none"> - 50th anniversary was a year ago – throwback - Fall social throwback - Welcome new alumni – congratulations. - Do videos of alumni welcoming new alumni. - Maybe do a France throwback photo collage or series of posts (maybe do a competition to get engagement going again). • What happened to the video collected from the last Fall Social – Chris will reach out to Scott. • Elizabeth will check with Alumni she is talking to and see if they will share words of encouragement. What should the questions be? 	Rachel	20

	<ul style="list-style-type: none"> 10,000 Coffees – Lora & Elizabeth = promoting it with Alumni, networking opportunity virtual for Alumni and Students. Good way to connect. Elizabeth will send link. 		
7	<p>Fall Social 2020</p> <ul style="list-style-type: none"> Plan A / Plan B Update on Spring Social (cancelled) Fall Social Plan A see if Party Putt would be ok with the original arrangement. Was going to be an opportunity for Party Putt to hire students. Plan B – An Online Panel Discussion maybe Important to get to network in person to build relationships with students and Alumni. Fund Raising – usually Fall focus and Awards given out. Lang has been doing weekly community discussions. Link from Elizabeth. Hybrid event, combine some in person with virtual sharing of links in Toronto, Guelph, Kingston, etc. Lora the Tundra platform looking for online events – virtualizing events. Lora will email link to everyone. Laura having polls is interactive. Fall Social October is normally a good time – we need to get nominations out too. Laura checking to see if Party Putt would still be appropriate for the Fall social with the awards ceremony. Plan both A and B for October and make the call later on. Add online component to all of our events and engage a wider group of alumni globally. Elizabeth will check about getting an alumni distribution list globally. Plus see geo stats and occupation. 	Lora & Laura	20
8	<p>Careers Night 2021</p> <ul style="list-style-type: none"> 2020 event recap Notes for 2021 2020 event was very positive, and people were engaged. Great networking. A clearer understanding of who is doing what between Alumni Association and the Alumni Relationship office. Elizabeth and Lisa will be discussing logistics of how we work together moving forward – where do they overlap and work together. Invite Lisa on a board call in the future. Thanks to Lisa the event went really well. 	Laura	20
9	<p>General Discussion / Questions</p> <ul style="list-style-type: none"> Next meeting date Digital event idea <p>Budget – no big changes because the Spring Social did not happen. Hospitality Leadership cancelled and a double course will be offered next year.</p> <p>Nominations for awards, how are we going to get this communication out?</p>	All	10

	<p>How often can we email this list? Takes 2-3 weeks to get the list pulled. Create a schedule of when we want to communicate and send it to Elizabeth. Next meeting in 4 weeks to finalize details for Fall Social. Elizabeth will send the Webex invite.</p>		
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