MINUTES


Directors Absent: Pam Page, Brooke Ballance.

Others Present: Colleen Reynolds, Ryan Niehaus, Dr. Allen Goben, Mary West.

I. Call to Order

Robert Whelan called the meeting to order at 6:03 p.m.

II. Approval of August Minutes

Janet Hood motioned to approve the minutes and Katie Eades seconded. Motion carried unanimously.

III. Welcome Remarks – Robert Whelan

- Proud of the rapid growth the association has seen since last September
  - Appreciates the hard work and long hours the board, Colleen and Ryan have put in
  - Attributes the success over the last year directly to the dedication and vision of the board

IV. Address by President Goben

- Introductions of the board to President Goben
- “How can I help?” mentality is the spirit of community colleges
- The breadth of the community college mission is both a strength as well as a challenge
  - HCC is still very young and there is plenty of room to further grow the scope of the college
  - Especially in the areas of healthcare and technology
  - Growth over time will be methodical and thoughtful
  - If the college experiences average growth, Heartland will add roughly 2,000-4,000 credit students and 4,000-8,000 non-credit students
  - Must ensure that quality is maintained as more students are accepted
What does this have to do with alumni?
- Alumni need to understand the dynamics of the college and the uniqueness of the mission
- Must determine how alumni identify with Heartland after they leave
- Any mentoring program at the college should include the talents of alumni
- Look at great examples of what other community college alumni offices are doing
- Student life is a great tie in within the college
- The slate is open for new and innovative ideas as the association is still in its infancy
  - Dr. Goben suggested holding an evening event on the new land that was recently purchased
  - A bonfire that brings alumni and current students together
  - Brainstorm what the college could or should use the land for
  - He also thought that an alumni professional development workshop during the day could be paired with this event

Question and Answer
- Colleen: Although there was growth in enrollment, it was not what was expected. Is this a trend?
  - The tuition increase is not the main driver (Heartland is still below the community college average at only $115 per credit hour). There is a bottleneck at the frontend of the college that is hindering growth. Student recruitment is understaffed, processes are outdated, and technical support is limited.
- Terica: Does Heartland have professional development training and certificates available to alumni who have already graduated?
  - There are several professional certifications being offered at Heartland currently. Professional certifications vary between credit and non-credit courses. The college will work to promote these services to alumni and expand the number of certifications available.
- Dana: Where is the land located that was recently purchased?
  - 96 acres were purchased direct to the west of campus. The land will be leased to a farmer(s) and will continue to be farmed for the foreseeable future as there are no plans in place for further expansion of the campus at this time. This was a once in a lifetime opportunity and Heartland staff strategically acted in the best interest of the college.

V. Overview of the Alumni Association - Colleen Reynolds
**The PowerPoint will be available for download on the Alumni Website**

Mission-
- HCC Alumni Association’s mission is to establish, maintain and enhance relationships between Heartland Community College and its alumni and friends.
- Who are our alumni?
  - An alum is defined as anyone who has completed a credit or non-credit course at
Heartland.

- **Goals**
  - To reconnect alumni to Heartland Community College
  - To build a lifelong affinity for the College among fellow alumni, current students and the community
  - To leverage alumni talents and resources to benefit other alumni and the College, especially current students

**Engagement Strategy**

- **Targeted alumni**
  - Those who have earned an Associate’s Degree or a Certificate

- **Direct Mail Marketing Initiatives - To Our Target**
  - Invitation to join association (February 2009)
  - Second invite to join association (March 2009)
  - Letter to graduates (May 2009)
  - Letter to alumni donors to join association and promoting Step Back to Step Forward event (July 2009)
  - Promotion to join association, promote Evening of Dreams and Step Back to Step Forward event (September 2009)
  - Letter to grads (December 2009)
  - Spring mailing to degree and certificate holders (April 2010)
  - Spring mailing to graduates (May 2010)
  - Solicitation letter and promoted Astroturf Night at CornBelters, Heartland Day at Miller Park Zoo, Job Hunter’s Boot Camp, Community Day, Evening of Dreams (August 2010)

- **Website**
  - Main way alumni engage with us
  - Website has 23 pages and is currently being revamped and expanded to 32 pages to include
    - More vibrant colors/photos/banner
    - Benefits and discounts
    - Get involved sections with links to volunteering, support scholarships and board recruitment/application
    - Board member profiles
    - Job tip section featuring monthly update from Workforce Services
    - Career guide
    - News button that will include latest news from the college and RSS feed option
    - Alumni newsletter (current and archived versions)
    - Keep Learning button with links to Community Education (alumni benefits), Green Institute, Challenger Learning Center, Catalogue of programs and certificates

- **Alumni Newsletter**
  - Distributed quarterly
  - News from College
- Link to Alumni Spotlight
- Alumni Events
- Tidbits about faculty, athletes, alumni
- Short, concise with no more than 6-7 stories. People want to be in the know but they don’t want too much information.

- **E-mail blasts**
  - Average two per month
  - Sent to:
    - Alumni
    - Faculty/Staff
    - Heartland Board of Trustees
    - Heartland Foundation Board
    - Friends of the College

- **Events**
  - Back to the Nest
  - Speed Career Coaching (two events)
  - Heartland Night at Prairie Thunder (two events)
  - Heartland Night at Extreme
  - Step Back to Step Forward
  - Heartland Idol
  - Opening night at CornBelters
  - Bloomington Center for the Performing Arts Concert
  - Heartland Day at Miller Park Zoo
  - Astroth night at the Corn Crib
  - Job Hunters and Entrepreneur Boot Camp
  - Beyond Buildings Community Day

- **Membership Drive/Outreach events**
  - Women’s Health Night
  - Taste of Home Show
  - Culture Fest
  - Lincoln Art and Balloon Festival-Lincoln

- **Facebook**
  - Established Alumni group page September 2009
  - Moved from a group page to a fan page in May 2010
  - Launched two-week ad targeted at Heartland Alumni with FB profiles July 2010
  - Launched two-week ad targeted at Heartland students with FB profiles July 2010
  - Grown from 60 group members to 233 fans.
  - Uses for engagement …
    - Photo albums
    - Videos
    - Event invitations
    - Integrated with web site and email blasts

**Benefits and Services**
- Group discount rates for select area events/attractions
• Miller Park Zoo
• BCPA Concert/shows
• CornBelters select games
• Community Education course discounts-Select courses
• Social Events
  • Heartland Night at the Prairie Thunder
  • Heartland Night at the Extreme
• Access to current facilities
  • Library
  • Computer Lab
  • Fitness Center (future)
  • Campus Café concerts and other student activities such as Family Movie Night
• Career Development
  • One-on-one resume review through Workforce Development Center
  • Career-focused events-Speed Career Coaching, Job Hunter’s Boot Camp, Step Back to Step Forward
• Quarterly Newsletter
  • Updates on what’s happening at the College and upcoming events

Goals for the next 12 months-
1. Expand membership to 1,200
   • Strategies:
     • Create new alumni marketing brochure
     • Create recruiting video to expand membership
     • Review research from ISU class regarding student chapter and launch chapter in Spring 2010
     • Membership committee to explore other marketing campaigns
2. Expand benefits and services
   • Strategies:
     • Establish a discounted alumni rate for use of the new Fitness and Recreation Center
     • Host at least one networking event involving alumni and current students
     • Host a career-related event once a quarter
     • Expand options for more group discounts-ie: U.S. Cellular Coliseum, Pepsi Ice Center, Children’s
     • Discovery Museum
     • Explore a Career Connections options as an alternative to mentoring program
     • Survey members about what they want for benefits and services
3. Establish alumni scholarship-One time $500
   • Strategies:
     • Proceeds from Heartland Idol II could go toward this event
     • Special alumni merchandise item could help fund-ie: special artwork created by HCC students could possibly be sold at a unique fundraising event
4. Expand social networking
   • Strategies:
     o Investigate Hootsuite which allows Twitter posts to automatically go to Facebook
     o Videotape Alumni Spotlights for in-town alums to post on web site and Facebook
     o Investigate relay email and mobile marketing systems

5. Improve data management
   • Currently in research phase with HCC’s IT department
   • Research phase will examine:
     o Switching to Raiser’s Edge database (currently used by Foundation)
     o Buying Alumni module for PeopleSoft (currently data management system for HCC)
     o Creating custom alumni module in PeopleSoft using IT Department resources

VI. Adjournment
   • Special recognition of retiring board members: Tim Rixstine, Brooke Ballance and Pam Page
   • Jerry Caldwell motioned to adjourn the meeting and Dana Yeazle seconded. **Motion carried unanimously.**
   • The meeting was adjourned at 7:49 p.m.

   The next meeting will be on **Saturday, October 23 at 9:00 a.m.**