

CCSF Alumni Board

Q3 Meeting- Agenda & Minutes



COCA-COLA
SCHOLARS
FOUNDATION

Monday, July 15, 2024

6:00 pm EST

- I. **Approve Minutes** (Ben) 5 min
- II. **Icebreaker** (Courtney) 10 min
- III. **Chair Report** (Ben) 10 min
- IV. **CCSF Report** (Jane, Carolyn) 10 min
What feedback or questions do you have for us from our report?
- V. **Committee Updates:**
 - o **Engagement** (Will) 10 min
The last PRO event had 35 attendees, but 25 others signed up and did not attend. What strategies can be employed to get those who signed up to attend the event?
 - o **Advancement** (Ben) 5 min
As we look toward the second half of the year and into Q1 2025 what fundraising opportunities exist that the Committee and Foundation should consider? Also- did you make your annual gift as a member of the AB yet?
 - o **Branding** (Courtney) 10 min
What would you compete for in a social media engagement contest?
 - o **Emeritus** (Che)
**No question or report out.*
- VI. **All Other Business** (Ben) 5 min

Upcoming Dates - 2024

- o **Q4 meeting (in-person fall retreat):** Thursday, October 24- Saturday, October 26.
(AB members will come to Atlanta Thursday night and leave Saturday night)
- o ***Note: AB meetings will be 90 minutes moving forward.**

Classified

^ -

Classified - Confidential

Q3 Meeting- MINUTES

Recorded by: Jayla Brown

In attendance: Ben Nicol, Mike Doughty, Courtney Lynn, Lucas San Miguel, Carolyn Norton, Jane Hale Hopkins, Justin Hattan, Nina Srivastava, Pamit Surana, Kari Philbeck, Kyle Walcott, Jack McKinstry, Che Miller, Anita Kishore, Laalitya Acharya, Jordan Scarboro, Ali Hartman, Jayla Brown, Lauren O' Brien

Not in attendance: Samuel, Will, Mike W., Victor

Approve Minutes:

- Courtney Lynn and Mike Doughty approved the minutes
- Everyone in favor

Icebreaker

- "This or That" with Courtney Lynn
- CCSF introduced a new team member
 - Kyle Walcott!
-

Chair Report- (Ben)

- Updates:
 - Administrative updates coming soon...
 - Bylaws
 - Lucas San Miguel
 - An ambassador for the foundation
 - Thanks for all that you do!
 - A great representation of a Coke Scholar
 - Courtney Lynn
 - Happy Birthday!
 - Ali Hartman
 - Happy Birthday!

CCSF Report- (Jane, Carolyn)

- Jane Hale Hopkins
 - We have a couple new stakeholders
 - Two new members joining our board
 - (see pre-read materials)
 - Scholars Banquet will be Thursday, April 3rd, 2025
 - We have asked Brene Brown to speak, so we'll keep you posted.
 - Kyle Walcott's first official day today!
(Kyle then introduced himself)
- Carolyn Norton
 - We have a new SWALS rolling on

Classified

^ -

Classified - Confidential

- Gitika Gorthi
- Had call with her, Jane, Carolyn, Sandy Williams and some of you on the AB last week- to tell her that she won.
- Lucas San Miguel is staying on through the retreat in October
- Board Retreat is October 24th - October 26th
- Georgia Tech Conference Center is the hotel location
 - (near the AOC)
- We will have our meeting in the conference space at the AOC
- Please fill out your Travel Form! Around early - mid August
- Jamie would want you to know- Applications open August 1st with deadline September 30th. Tell your friends and neighbors!

Committee Reports

Engagement- Anita (subbing for Will)

- Events & Pro Events
 - We have had a lot of people sign up but a much smaller number come to the virtual events
 - In person events have better turnouts
 - Virtual: Some people may sign up to receive the recording but not show up in attendance
 - Event coming up in November!
 - Please join the events or spread the word to your network
 - How might we increase virtual attendance?
 - Is it possible to send text messages?
 - Carolyn: We do not have a texting platform yet
 - Lauren: Maybe have members put their cell number in the registration
 - Ben Nicol: Maybe ask... "If you cannot come, may you invite 2 more people?"
 - Jordan Scarboro: Is there something we can do with regional people in person to drive group participation?
 - Maybe a bottler partnership opportunity?
 - Watch Party?

Advancement- (Ben)

- Thank you to Anita, Courtney & Lucas for helping with the Gratitude Station during Scholars Weekend.
 - 270 (?) thank you cards were sent out to donors (Sponsors, Bottlers, Coke execs and alumni)
 - 2024 Scholars wrote at least two cards per person.
 - Really helping give the Scholars an opportunity to learn more life skills outside of just the scholarship money

Branding- (Courtney)

- How to organize the sub committees to mobilize all of our committees?
- We want more people on Coke Scholars Connect
- Capitalize on our social media presence
- What would incentivize the scholars to be more active on our socials?
 - Pamit: Swag! Repetition.

Classifie

d -

Classified - Confidential

- Jordan Scarboro: Tell people what to post or who to tag more? What hashtags are trending? Take pictures of cool places where you can wear the coke swag?
- Nina Srivastava: example ~ She updated her profile because she saw the announcement that 10 people who update their profile gets Olympic Swag
- Lucas San Miguel: Capitalize off the partnerships with Coke. FIFA, Olympics, etc..
- Laalitya Acharya: Maybe offer two tickets or two spots at a Scholars Banquet event if people do a certain amount of things?
- Keep in mind that more swag would mean more money needed.

Ben- Fundraising Opportunities?

- (Nina)- what about parents of Scholars? What does the ongoing engagement look like?
 - CCSF: We do not reach out to parents typically
- Maybe parents of siblings who are Coke Scholars?
- She discussed the importance of building relationships...
 - Targeting scholars or partners to meet with some our best “seller” scholars to open dialog about fundraising
 - Very fruitful for some of those bigger donations
- Giving Tuesday
- A robust plan around giving during Scholars Weekend
- Direct engaged scholars
- Formulating more fundraising opportunity events

Meeting Adjourned!