April 5, 2013
Meeting Minutes

I. Attendance
   a. In Person: Howard Coonley (C66), Will Derby (C61 WG65), Lois Ellis Jakubowski (ED59), Adrienne A. Price (W78 G78) ACLC Internal VP, Brad Richards (C92), Steven L. Roth (W66) ACLC President, Alice Way Waddington (ED49), Brett Weinheimer (W00) ACLC External VP, Sue Dreier Wishnow (C86), Stephanie S. Yee (C08) ACLC Secretary
   b. On the phone: Lisa Aldisert (CW75 G75), David Blatte (W86), Howard Freelander (C67), Mary Ellen Miller (CW69 GED74), Orvil le “Russ” Walls (C91)
   c. Staff: Hoopes Wampler, Lisbeth Willis, Colleen Kelly, Kelly Porter O’Connor, Jeanine McAdams

II. Welcome & President’s Report – Steve Roth, W’66, ACLC President
   a. Beautiful day at Penn
   b. Penn welcomes new admits

III. Alumni Relations Update – Hoopes Wampler, Assistant Vice President, Alumni Relations
   a. Alumni Relations Strategic Investment: City Strategy
      i. 130 regional clubs across the globe
         1. 85% of alumni live in these areas
         2. Focus on markets with highest concentration of Penn alumni
            b. London, Paris, Singapore, Taipei, Hong Kong, Shanghai, Beijing, India (looking at the country as a unit)
      ii. Regional Clubs, Interview Program, Athletics, Academic Programs
      iii. Want to increase presence in Boston and Washington DC (3rd and 4th largest markets in the US)
   b. Alumni Education
      i. In person, online, and regionally
      ii. Partnering with Coursera
         1. E.g. Al Filreis teaches a course on poetry on Coursera → Penn alumni in retirement homes were taking the course together
         2. Great opportunity to interact with other Penn alumni to make the Coursera experience more interactive and social
c. Penn Traditions and yPenn (Students & Young Alumni)
   i. Last year’s 5th reunion was hugely successful; this year’s will be even better!
d. On-Campus Signature Events
   i. Penn Spectrum, Homecoming featuring Arts & Culture, Alumni Weekend
e. Online Community
   i. Newly enhanced online directory will launch in June
   ii. iModules for new alumni websites
   iii. Integrate social media
f. Campaign Non-Financial Goals
   i. Total Engagement Increase
      1. 68% increase in alumni engagement
      2. Now we start back at zero
   ii. Many major program launches (e.g. yPenn, Office Hours, Penn Spectrum, Engaging Minds)
      1. These programs will be even more successful in 5-10 years
      2. Opportunity to continue to be creative to enhance these programs in future years
g. Campaign Events – 2013 Celebrations
   i. Time to Shine
      1. Over 9000 students, alumni, faculty, and staff have registered
      2. 2500 students; the rest are alumni, faculty, and staff
      3. No reserved seating
      4. Strict security; no big bags, no umbrellas
      5. Event is rain or shine
   ii. Time to Shine on the road
      1. Philadelphia has two dates: April 19th (Time to Shine) and October 29th on the road event (Theatre style show featuring Dr. Gutmann – she will interact with the media to deliver a 40 minute theatre experience)
      2. Open to whole Penn community including parents and friends
h. Adrienne’s question: How is Alumni Relations making sure alumni get notices? Adrienne is calling classmates and finding out that many classmates do not open emails.
   i. Hoopes: Penn over communicates. E.g. A Penn alum in NYC receives 47 emails per month (he did not sign up for any of these lists)

IV. Class Presidents Event – Steve Roth
a. Terrific success
b. Great breakout session leaders
c. Survey responses
   i. More responses this year (25) compared to last year (18)
   ii. Some Class Presidents who are ACLC members didn’t fill out the survey
   iii. Favorable responses
      1. People thought the content was good; well thought out and better than last year; fresh content
2. Loved the speaker  
3. Liked the timing (weekday)  
4. 50% said they wanted it to be a standalone event; 50% wanted more leadership → should this event be annual? Maybe annual with every other year dedicated to more leadership

iv. Things to think about for the future
1. We need one single venue (inconvenient for some people to move from one location to a second location)  
2. We need to work on the dinner program; people want to interact with the people they are sitting with; too many long and self-serving toasts

v. David took many photos; Lisbeth put them on Phanfare  
   http://www.pennalumni.phanfare.com/5999871

d. David received half a dozen calls after the event with positive feedback  
e. David suggests that ACLC members call Presidents who attended the event (who aren’t ACLC members) to thank them for coming, ask them if they filled out the survey, talk about the event, etc.

f. Lois – The décor was great, and the fire drill was fun.  
i. Fire drill was the best fire drill ever – drinks, food, and the Quaker! Thanks to Adrienne for getting the food and drinks outside.

g. Howard Freelander – We need to focus on the dinner.  
i. Three individuals around his year left during dinner because they were turned off by the remarks.

V. Alumni Weekend – Kelly O’Connor and Lisbeth Willis

a. Make sure to register!  
b. Let the AR staff know if you are planning on going to any of the nighttime parties – you will get a generic Staff badge, so you can get into the parties.

c. Parade route updates
   i. Moved the 50th Reunion and Old Guard back one block (outside Huntsman Hall), so people can cheer for them when they march by
   ii. Golf carts will be available for Old Guard and 50th Reunion – also available for other alumni who submit a special request

d. New Penn pennants (different than last year’s pennants) – great giveaway for people who are marching in the parade  
e. Class of 2012 (first ever 1st Reunion) and Class of 2013 will be with the 5th-15th Reunions on Locust Walk between 36th and 37th

f. Seniors (Class of 2013) will receive info about the picnic and parade in their Senior packet

g. Commencement updates  
i. Increased security because Joe Biden is the speaker
   ii. Let Lisbeth know by Monday if you are attending, so your name will be in the Commencement program, and Lisbeth can order your regalia
iii. Schedule (think rain schedule): We will line up in front of Sweeten (wear red and blue) during procession, move to Weightman Hall (put on regalia), march into Franklin Field (go through metal detectors)
   1. Be in front of Sweeten BY 8:00 AM. Students will march by Sweeten by 8:30 AM.
   2. No faculty and no presidential review on College Green
   3. More info in today’s Penn News Today – Lisbeth will send out the list of to do’s

iv. We all get 2 complimentary tickets for our family members to attend Commencement

VI. Communications Update – Mary Ellen Miller
   a. The ACLC website is online! [http://www.alumni.upenn.edu/class/aclc/](http://www.alumni.upenn.edu/class/aclc/)
   b. Thanks to the AR staff and the Communications Committee
   c. 2x per year, we will add new items and comments on the website
      i. After 1st ACLC meeting of the year (new board members, new class presidents)
      ii. After President’s Meeting (new leadership tips, update ACLC handbook)
   d. Brad – Concerned that all of our documents are online without security; intellectual property
      i. Hoopes – Our peer’s post their info publically
      ii. Steve – The information isn’t proprietary
   e. ACLC members’ photo and bios are online; NO email addresses; only info/photo cleared by members are posted online

VII. Awards – Will Derby
   a. First heads up email went out a couple weeks ago
   b. Detailed submission information will go out to class leaders week of April 15th
   c. Award submission deadline = June 3rd
   d. By June 7th, ACLC members will receive all submissions and submit their top 3 votes for the two awards
   e. June 18th = ACLC award election meeting
   f. Steve – Thanks to Will who has chaired this committee for at least the last three years. Lauren Hedvat will chair this committee beginning next year.
   g. Class financial information isn’t complete when we vote in June (The Penn Fund doesn’t have complete information until after July), but every class has the same program, so all the numbers will be lower than the final numbers

VIII. Mentoring – no report

IX. PRLC on September 27 & 28 – no report

X. Next Meeting: Tuesday, June 18, 11 AM – 2 PM (Vote on Class Awards), Van Pelt Library

XI. Good and Welfare

XII. Adjourn