

GAMMA NU ETA National Board Meeting

Meeting Minutes

May 3, 2014

Rutgers University, New Brunswick, NJ

Attendees:

Sharon Stoerger – Rutgers

Josh Hoffman – RPI Alumni, Microsoft and National Board Chair

Anthony Barbieri – RPI, Alpha Chapter President

Chris Paradis – RPI, Alpha Chapter Vice President

Greg Hughes - RPI

Ray Trystad - IIT

Madeline England – IIT

Lessa Shear – RPI, National Administrator

Rick Plotka - RPI

- ❖ Ray transitioned the National Board Chair position to Josh Hoffman.
- ❖ Review of National Board Meeting Minutes from 2013.
 - Ray moved to approve, Greg seconded, all approved.
- ❖ Governance
 - Review constitution – Reviewed, no changes.
 - Discuss proposed amendments – No amendments.
 - Officer nominations and elections:
 - Sharon nominated to be a member of the national board. Josh moved to approve, Greg seconded, all approved.
 - Rick nominated to be a member of the national board. Greg moved to approve, Josh seconded, all approved.
 - Chair Elect - Greg moved to nominate Sharon, Josh seconded, all approved.
 - Treasurer - Josh moved to nominate Greg, Madeline seconded, all approved.
 - Gina Picciano from Rutgers will be asked to act as student board representative.
 - **Follow up:** Lessa will invite Gina to participate in national board meetings. Will work with her in future meetings to determine her role.
 - Each of the school presidents offered to be available to Gina for assistance if needed.
 - Introduce all the chapter presidents at one of the early quarterly board meeting.
- ❖ Social Media Conversation
 - Facebook Group – Request that all chapters encourage current members to join Facebook group. Also advertise to GNH alumni.
 - Have secretary from each school be responsible for posting content. News, photos, articles, etc.
 - Reddit Group – Should we create a Reddit feed to discuss Board issues? No, it is very public.

- LinkedIn – Alpha chapter is working to get this active and will reach out to alumni to join.
 - Do we want this to be the primary way we reach out to alumni? We should impress to students how valuable LinkedIn can be.
 - **Follow up:** Josh will look into the details of having a linked in professional group.
 - **Follow up:** Lessa will look into becoming an owner and then make Josh an owner.
 - **Completed:** Lessa and Josh are ‘managers’ since there was no way to add additional owners.
 - OK to allow local chapter groups but in order to increase visibility have all members be on the main site and on their local chapter site.
 - Having members active on LinkedIn will allow us to keep contact information updated.
 - An active group will potentially create valuable content and information for members:
 - Current job postings
 - Current events and photos
 - Meeting reminders
 - Professional relationships
- Basecamp - Project Management online application that allows for assigning tasks, meetings, and message sending. Set up Basecamp as private means of communication for current board members.
 - **Follow up:** Lessa and Rick will get this set up, include all current board members and all current school GNH presidents.
 - **Completed:** Board members were invited to participate in Basecamp.
- Highrise - Customer Relationship Management
 - **Follow up:** Rick will help Lessa. This will help with recruiting schools.
- Google spreadsheet, google docs, google form to create student information list. Have secretaries of each chapter maintain data of incoming inductees.
 - **Follow up:** Lessa will create initial document, then will share with other chapters. Work with Madeline on data required.
 - Reminder to local chapters – maintain current alumni email addresses.
- Create Gamma Nu Eta Gmail account after 501c3 is set up.
 - **Follow up:** Lessa will create Gmail account.
 - **Completed:** GNH email is gammanuetait@gmail.com.

❖ Corporation business

- Financial management
 - Bank of America account set up under the name Gamma Nu Eta Inc.
 - Set up paypal account and email account to streamline yearly due payments.
 - ◆ **Follow up:** Lessa will set this up.
 - Collect dues from each of the schools. Rutgers and RPI have paid dues. Dues are pending from Gallaudet and IIT.
- 501(c)3 status – needs to be completed before the end of the year, Ray and Madeline will work on the paperwork shortly after graduation. Try to complete paperwork by the end of the summer.
 - **Update:** Lessa is working on paperwork and has a completed draft. Greg Hughes is reviewing draft.

❖ Strategies

➤ Chapter and professional membership

- Having professional members is a great way to build corporate involvement and build the connections between employers and students.
- Consider offering professional membership to a noted leader in the local area, invite them to speak at events.
- There might be a Microsoft person that is interested in GNH chapters in general not just a specific schools.
- Develop a list of target companies, contact alumni at these companies for sponsorship and honorees.
- These companies are already involved with GNH in some way:
 - Microsoft
 - Cisco
 - Verizon
- Other companies to consider:

<ul style="list-style-type: none">• Motorola (IIT)• Boeing (RPI)• Google• Deloitte• GE• Walgreens (IIT)	<ul style="list-style-type: none">• Johnson and Johnson (Rutgers)• Merck• BD (Rutgers and RPI)• Goldman Sacs (IIT)• JP Morgan Chase (IIT)
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- How elite do we want professional members to be?
 - Valid point, a local but active person is more likely to have interest and participate.
 - Approach former GNH presidents and their companies.
- Gabe Heilig in Washington DC might be willing to give advice or presentations about reaching out to companies; he's well connected and has extensive background in resume writing. If board is interested Madeline will reach out to him.
- All our schools have projects in classes and this creates a good opportunity for corporate engagement. Tap into those relationships for GNH. Source of professional memberships.
- GNH alumni meet up by city.
- Long term goal should be to associate GNH conference with alumni meet up.
 - One option might be to host a GNH conference at Microsoft in NYC and hold a GNH alumni event in the evening.

➤ Recruiting

- Rutgers is associated with the Big 10.
 - **Follow up:** Sharon will look into how this association may be beneficial.
- Do other campuses of Rutgers count as new Chapters. Yes, we think that is ok.
- Sharon is going to look into inviting students from Business Analytics and Information Technology (BAIT) into their GNH chapter.
- Chris and Anthony can try to get Stanford on board while out in California.
- 10 Chapters are needed to get national status. Changed requirements down from three regions to two regions but require 10 chapters.
- Greg – University of Mass, RIT
- Rick – Drexel, SUNY Schools
- Sharon – NJIT, other Rutgers chapters
- Josh – Temple, University of Missouri Kansas City
- Ray - University of Washington, Tacoma, DePaul and BYU

- Madeline – Loyola, University of Cincinnati
- One sheet about GNH – Ray shared the one sheet he developed. Target first of June for one sheet. #1 priority.
 - **Follow up:** Josh will update and modify content, include membership criteria, what's involved in applying, etc.
 - **Follow up:** Rick will typeset, produce and print.
- When one sheet is complete Lessa will look into the top 20-30 school based on ABET and BYU list.
 - **Follow up:** Lessa will create spreadsheet of potential schools based on this information and send them promotional material about GNH.
 - Target early part of the academic year for outreach.
- ACM SIGITE Conference – IIT is willing to take this on and pay. They will also pay for an ad about GNH at conference. Ray encouraged other board members to participate.
 - ACM Research in IT - Students can submit papers and present at this conference.
- Increasing current member engagement
 - Sponsors might be willing to host events.
 - UPE has programming competitions, but nothing at the national level for sponsorships.
 - Speakers that come regularly and give out free food, includes PR press through university, open to just their members.
 - 16 handles offered joint fundraising event for GNH members at Rutgers.
 - Barnes and Noble?
 - Hackathons.
 - Are other honor societies doing exciting things?
 - Professor/student dinner for members with a professional member giving a talk.
 - Invite alumni to give talks, don't limit it to IT and GNH alumni.
- Sponsorships/Partnerships
 - Local sponsorship vs. national sponsorship.
- Marketing and branding
 - Discussed new logo .
 - **Follow up:** Ray and Lessa will develop final logo.
- Service ideas
 - Participate in outreach to younger students in local high schools.
 - Target 8th grade girls for focus in computing.
 - Volunteering at admissions events.
 - Relay for Life at RPI, small turn out but hope to expand next year.
 - Habitat for Humanity – using this as an opportunity for team building.
- ❖ New Business / Additional discussions
 - Stoles
 - Motion made to accept Greek letters on both sides, Josh seconds, Madeline abstains, everyone else votes yes.
 - **Follow up:** Lessa will move forward with purchasing stoles for all chapters.
 - Future conference calls
 - 8/7/14 11am
 - 11/5/14 11am