Alumni Association Discussion
July 9, 2012

Meeting Notes
Alumni Attendees: Ned Fowler, Misty Hamlin, Jesse Korth, Brenda Luther, Kevin Luther, Max Queen, Joe Scott, Paula Tomberlin
Staff: Dr. Hank Dunn, President; Sana Efird, Executive Director; Mark Newman, Alumni Relations and Resource Development Coordinator

1) Welcome and Introductions: Mark Newman greeted everyone in attendance and thanked them for taking time to begin the conversation to build a vibrant alumni association. Then introduced Sana Efird who welcomed everyone to the meeting. Mr. Newman then introduced Dr. Dunn.

2) Greetings from Dr. Hank Dunn: Dr. Dunn thanked everyone for attending the meeting. He then gave an update on the new construction projects happening on campus along with dates of groundbreaking and completion. Dr. Dunn also discussed our new educational goals for the coming year.

3) Tell us your A-B Tech Story: Each member of the group expressed their own personal journey from A-B Tech to the current professional lives and why they have decided to help shape the Alumni Association. These conversations led to a discussion about working on an outreach campaign were graduates tell their own A-B Tech stories via media and social media as a way to increase interest in the Alumni Association.

4) How do we get the word out?
   a. During the discussion, Ms. Luther and Ms. Tomberlin brought up the fact that A-B Tech is the community’s best kept secret. It is incredibly affordable, offers competitive classes with the same equipment and materials that 4 year schools have. It is all of our jobs to help spread the word.
   b. Some specific ideas to get the word out were: 1) Tell your A-B Tech Experience; 2) Increase social media presence (10,000 A-B Tech grads on Facebook), 2) have festivals or event to bring graduates and students in. 4) attend public events and festivals 5) community service events (helps locals schools etc.) 6) During registration have alumni available for advise to new students 7) Alumni Directory 8) Advertising on Town Crier and 96.5

5) What does your A-B Tech Alumni Association look like?
   Alumni Association is a source for:
   a) Networking
   b) Contact and assistance for current students
c) Giving back to students
d) Creating leadership programs
e) Activity days/events for alumni
f) Fundraising/scholarships
g) Projects to help the community and raise awareness
h) Increase school spirit

6) How you can help: each committed to getting 1 or 2 folks to attend next meeting. We also discussed that Mr. Newman would work on an annual plan to be presented at the next meeting. Max Queen asked what the charge is for the Alumni Association for the next year. We discussed the strategic plan of the college and alumni involvement is mentioned as an area of focus. There is a membership goal of 2894 and a fundraising goal of $35,000.

7) Future meetings: It was decided that there would be meetings every other month for the time being with all interested parties with a goal to ultimately grow into a board.

8) Upcoming College Events
   b. August: Community Open House
   c. August 20, 2012: Classes Begin
   d. August 30, 2012 11-1: Fall Festival
   e. October 23, 2012: Wellness Fair
   f. November 1, 2012 (Tentative): Scholarship Luncheon
   g. November 30, 2012: Children’s Holiday Party/Gifts that Give
   h. December 4,7,11,14,18: Lighting of the Green
   i. April 4, 2013: April In Asheville
   k. Monthly (beginning in September): Departmental Tours, Contact Susan Haldane at susanehaldane@abtech.edu or 398-7567