

Phoenix College Alumni & Development Office



Protecting the Heart of the Bear

Engagement Council

Fall 2017 Meeting

Welcome & Introduction

Meeting Participants: Don Jensen-Bobadilla, Tammi Krause, Gloria Bravo-Gutierrez, Miguel Andrade, Christy Flora, and Deb Spotts. No guests were in attendance.

Feedback Leads to Change

Christy Flora discussed the councils' feedback at the summer retreat. A main concern centered around communication both with the Office of Development and between the councils. To give more opportunity for the Engagement Council to discuss alumni/student engagement strategies, it was decided to give this council a separate fall and spring meeting (formatted the same as the Advisory Council) and for both councils to come together at the summer retreat.

Additionally, Flora walked the Engagement Council through the updated website. The address is still: www.phoenixcollege.edu/alumni. Engagement Council members were encouraged to move through the website at their convenience and to submit any ideas or comments to the Office of Development.

Meeting notes for both the Advisory Council and the Engagement Council will be uploaded to the alumni website and sent to both councils via e-mail communication.

Alumni Magazine Cover

Flora handed out three potential alumni magazine covers and asked for discussion both on the layout, the magazine title, and the location of the alumni photo. There was much discussion regarding the name and a brief brainstorming session for other names or ways to make the magazine more appealing to alumni. Discussions are ongoing both with the council and with Phoenix College administration as to the final naming and formatting of the magazine cover. Please see the second page of this document for image handout.

My College Orientation Recap

Miguel Andrade reported that both My College Orientations were well attended by both alumni volunteers and students. He mentioned that the mini-mentoring components seemed to have the most impact.

Homecoming Update

Andrade discussed the theme of Homecoming – Heroes Unite! Andrade and Flora further mentioned details regarding the Family Fun Fest – bounce house, face painters, selfie booth, etc. Volunteers to help work the Family Fun Fest are currently being sought. Volunteer time of arrival is 4:00pm. Event begins at 5:30pm with kickoff at 7:00pm. Volunteers are encouraged and welcome to stay until the crowning of the homecoming king and queen during the half time show.

There was additional discussion related to the highly attended soccer games the Thursday night preceding the football game. Several members agreed to volunteer (along with Flora) to sell pom poms that evening to raise money for scholarships. More information will be forthcoming in the next week about this opportunity.

Alumni Spotlight

Tammi Krause discussed the new direction of the Hall of Fame Council Member Chair. In addition to awarding Hall of Fame honors to distinguished alumni, the position was grown to include spotlighting special alumni and promoting their participation on campus with individualized programmatic activities or events. The first such event will center around networking and entrepreneurship with alumnus, Zachary Hall.

The event, to be held on November 15th from 5:30pm – 7:30pm will include a discussion by Zachary Hall on his new book, “Don’t Sleep on Planes” as well as a book signing and small reception.

Holiday Social

Flora discussed the date for the PCAA Holiday Social as Thursday, December 7th and asked everyone to save the date. More information will be forthcoming.

New Alumni Benefit Announcement

Flora showed the council the new district alumni website: <https://maricopa.edu/alumni>

She encouraged the committee to all click the “Become a Member” link and sign up as an alumnus/a. Since this is a test run, she asked that when they signed up, they either used their own names or an obviously fake name such as Fred Flintstone. She reminded everyone to put themselves in the mindset of a new alumnus/a and to take note of any issues that might come up

in filling out the form. Was it confusing? Was it easy to navigate? Are there questions not currently being asked? Was the order of questions right? Please submit any comments to Flora by e-mail by mid-October 2017.

Flora discussed the method of collecting MCCCDC graduate data for inclusion in the alumni database. Don Jensen-Bobadilla mentioned that the CTA (Ted Bland and Ann Fulton) are currently sending out degrees to those students who left MCCCDC but did not fill out the degree form (and are eligible to receive a degree for MCCCDC). Flora thanks Jensen-Bobadilla for this update and will contact them about how best to include these former students as completers.

Blog Article (Set Calendar) for Remaining Chairs

The current alumni website (<https://www.phoenixcollege.edu/alumni/alumni-council>) includes photos and names of council members. In the future, the names of all council members will be hyperlinked to blog articles. Currently the only two Engagement Council members who will blog articles are Don Jensen-Bobadilla and Tammi Krause.

Scheduled blog article stories/interviews for other council members:

November – Miguel Andrade

December – Gloria Bravo-Gutierrez

January – David Palladini

February – Ann Oehmke

Meeting Close

The meeting closed at 7:15pm