

**Capitol College
Alumni Advisory Board
April 26, 2007**

Attendance: Joy Johnson, Rick Hansen, John Ryan, Charlie Vergers, Mike Wood,
Helen Barker, Richard Beall, Charlie Britt, Kevin Wilson, Frank Jenkins

Welcome

- A) Sign in sheet
- B) Meeting agenda approved
- C) Minutes approval
 - 1) Minor corrections to names
 - 2) Minutes accepted

Guest Speakers and Administrative Reports

- D) Marketing Plan
 - Professor Helen Barker
 - 1) Faculty Member of the Year
 - 2) Collected staff in locked room to develop marketing plan
 - 3) Want visibility & reputation to be known
 - a) Funding continuing branding effort
 - 4) Integrated Marketing Plan
 - Plan emailed to AAB
 - a) Has many things in it that we are not capable or ready for yet
 - b) Areas will get more attention as we go
 - c) Current focus on: Visibility, Reputation, Branding
 - d) Development (corporate support), relationship building, funding
 - 5) Audiences
 - a) Perspective Students
 - (1) Traditional student of college age
 - (2) Working adults in technology fields
 - (3) Working students for on-line Graduate Studies
 - b) Government
 - c) Local Community
 - (1) Area has potential for tremendous support
 - (2) Asking for support for local people
 - (3) Supply student customers for local businesses
 - 6) Funding:
 - a) Time Frames
 - (1) Undergrad effort finished for this term
 - (2) Professional development & Grad School effort in progress now
 - (3) Media consultant & targeted specific time frames
 - b) Developing plan for fiscal year
 - c) Focus on known audience while build new
 - (1) Cyber Protection
 - d) 70% branding 30% program (Fix these numbers!)

- e) Military branches, newspapers
- f) Committed to making college grow
- 7) How do you measure performance
 - a) Have database in place to bring data together
 - b) How do you measure effect of a radio ad
 - c) Look for correlations between activities & any results
 - d) Looking for connections between areas
- 8) Need voice from everybody including AAB
 - a) Need feedback from field
- 9) Projections for future enrollment?
 - a) Have retention plan
 - b) Looking at total capacity for school of 1500 in 5 years
 - c) Current enrollment of 850
 - d) Have classrooms, Dorms are full
 - e) Developing stretch goals that can be reached in 5 years
 - f) Had executive retreat in December
 - g) 55% grad 45% undergrad, 50% of undergrad resident
- 10) Targeting pockets & markets but not specific numbers for each
- 11) Integrated
 - a) Everyone working together across multiple areas
- 12) Office of Marketing & Communication led by Megan Campbell
- 13) Have marketing consultants
 - a) Potomac
 - b) Green & Associates
- 14) Advertising
 - a) Radio & Newspapers
 - b) What about recruiting web sites
 - (1) Not very effective for us
 - (2) Using, but not many hits
 - (3) Need branding first
 - (4) Will be looking for best on-line places to be for next year
 - (5) Consultant helping to best allocate available funds
- 15) We are stealth compared to big schools
- 16) Working on how to market within for retention
 - a) Branding
 - b) Strategic Plan
 - c) Students want more things to do (Do not have gym)
 - d) Administrators available to students
 - e) Have institutional as well as student input
 - (1) Many students leaving due to financial difficulties
 - (2) Increased scholarship \$ 20%
- 17) Retention
 - a) Only 30% of new students graduate
 - (1) Big drop is Freshman to Sophomore
 - b) Goal is 50%

- 18) Looking for areas where AAB personal touch can make a difference
 - a) Informal meetings with students at beginning of terms
 - b) Major reasons for losing students are financial, social, academic
- 19) Mentoring
 - a) Need to cross boundaries between Business, Engineering, Computers
- 20) Personal attention
 - a) We have small classes - high teacher to student ratio
- 21) Fall to Spring
- 22) AAB Plan
 - a) Key Contact Melinda Bunnell-Rhyne
 - b) In person
 - c) initial contact by email
- 23) Community Events
 - a) Have not decided
 - b) First Robotics (Quite successful)
 - c) Math Department hosted programming contest
- 24) Exploring computer science web design and gaming
- 25)
- E) President Michael Wood
 - 1) Good discussion & want to show video
 - 2) Lots going on
 - 3) Board meeting & Staff Town Hall next week
 - 4) Make budget & plans
 - 5) Commencement on 5/12/07
 - 6) Walt Townshend of BWCC
 - 7) May 30 Innovative Leadership Institute
 - 8) Accreditation
 - 9) Relations with China
 - 10) Challenge - Dr. Odett has left
 - a) Launching search for new VP & Chief Academic Officer
 - b) National search & interim
 - 11) Things going great
- F) Vice President Richard Beall
 - 1) First Robotics Kickoff
 - a) On Channel 9 news & Washington Post
 - b) Met prominent people in innovation & leadership - good ties to CC Innovation & Leadership Institute
 - (1) Patent Office Leader
 - (2) Dave Lavery, NASA
 - (a) How you become a problem solver
 - (b) How you become a team leader
 - (c) How you become a gracious competitor
 - c) FIRST looking to CC to build number of teams in DC area
 - d) Student speaker

- 2) MICUA Day at Annapolis
 - a) Took students
- 3) Scholarship Appreciation Breakfast
 - a) 75 industry, donors, faculty, students, staff
 - b) Maurice Pettiford, alumni scholarship in honor of father
- 4) Career Fair
 - a) 50 employers
- 5) DISA (Defense Information Systems Agency)
 - a) Met with them
 - b) Moving to Ft. Mead
 - c) Sent folks to Career Fair
- 6) MD National Guard discount
- G) Joy Johnson
 - 1) Fund
 - a) \$141K Total
 - b) \$27 Annual Fund
 - 2) 80th Anniversary
 - a) Banners
 - b) Schedule of events for year
 - c) Website & guest book
 - d) Speaker series
 - (1) David Ward, on Centra
 - (2) Charles Britt
 - (3) Want some for summer
 - (4) Pick up in Fall
 - e) Presidential Luncheons
 - (1) Company reps meet with President Wood
 - f) Spirit Week
 - (1) Annual
 - (2) Pajama Day
 - (3) Reversal Day - Staff dressed like students & vice versa
 - g) Graduate Reception
 - (1) Night before graduation
 - (2) AAB invited to graduation
 - h) Golf Tournament
 - (1) Late September, October
 - (2) Suggest Mini-Golf session
 - i) Founders Day
 - j) PG Gazette article to come out
 - k) Survival Kits
 - (1) Rick will shop
 - (2) Deliver Monday 4/30/07 - need volunteer

Old Business

H) Domain Name

- 1) Can get separate domain names for separately accredited unit (subsidiary)
 - 2) Marketing
 - 3) Can only have one .edu domain name
- I) New working group names
- 1) AAB moved & approve new names
 - 2) Rick will send email showing which new group the old committee topics fall under. by May 1, 2007
- J) Graduation Ceremony & Reception
- 1) Introduce Rick Hansen to invite/welcome new grads to Alumni
 - 2) Suggestion - hand out cards instead of expensive glossy booklets
 - a) Please use new logo on cards
 - 3) Want to give discount for family to come to college
 - 4) Offer them an email account
- K) AAB Retention outreach & to alumni

New Business

- L) Richard Zuschlag, '71 CC
- 1) Video of Inc Magazine presentation on Acadian Ambulance work after Katrina Hurricane
- M) College Power Point Presentation

Action to Rick

- Send email on new working groups
- Develop business cards

Looking into some in-person meetings and some Centra meetings

Adjourned at 8:28

Notes by Tom Bagg