

**CAPITOL COLLEGE**  
**ALUMNI ADVISORY BOARD AGENDA**  
**108<sup>th</sup> MEETING**  
November 8<sup>th</sup>, 2007

MEMBERS PRESENT.

NEW MEMBER:

MEMBERS ABSENT:

GUESTS:

Called to order 6:16 pm

1. WELCOME

- A. Sign-in Sheet – Members
- B. Meeting Agenda – Moved and Approved
- C. Previous Meeting Minutes - Moved and Approved
- D. One minute of silence for Prof. Tridico
  - 1. Prof Tridico flew in the accompanying plane with the Enola Gay

2. ADMINISTRATIVE REPORTS & GUEST SPEAKERS

- A. Dr. Wood at Wye Institute attending Maryland Independent Colleges and Universities of America (MICUA)
- B. Vice President Institutional Relations, Richard Beall (Includes Space Operations Institute report)
  - 1. Dr. Wood recognized contribution of faculty to marketing
  - 2. Successful Career Day
  - 3. Kam Ghaffarian was Keynote Speaker
  - 4. Speech by James Doolan, Leadership Institute Series
  - 5. Open House this coming Saturday
  - 6. 80th Anniversary
    - i. Pugel Stick demonstration
  - 7. Public Symposium with Md National Guard
    - i. Techniques used to monitor trucks entering & leaving MD
  - 8. Utilities Update, PG County Chamber of Commerce
    - i. Panel on Energy usage
      - 1. VP of Washington Gas, Pepco, Constellation
      - 2. Pepco mounting sensors on house meters to signal power outages
  - 9. BRACC meeting
  - 10. Greater Baltimore Committee, Dr. Wood active
  - 11. HCC Fundraiser Grand Prix
    - i. Equestrian event
  - 12. 1st Capitol College Golf Tournament
  - 13. ABET
    - i. Visited Capitol College 11/4/07
    - ii. Reviewed materials
    - iii. Re-accrediting EE program
      - 1. Many areas of praise
      - 2. Few minor concerns

- 3. Categorizing faculty as end-of-career
          - Looking for plan to replace end-of-career faculty
          - Have plan for adjunct faculty to fill slots from retirees
      - 14. Capitol College Town Hall Meeting Slide Show
    - C. Scholarship Appreciation Breakfast
      - 1. Golf Tourney Raised \$ f
    - D. 12/14/07 7:00 PM Holiday Party at Capitol College - Families invited
  - 3. Committee Reports 30 Minutes
    - A. Student and Alumni Outreach (formerly Student Outreach and Tours, Scholarships, attracting new members to the AAB).
      - 1. Follow up on Branding for Survival Kits
        - 1. Delivery date: 12/7/07. Finals 12/10-14/07
        - 2. Letters sent to parents
        - 3. Question of AAB funds
        - 4. ACTION: Rick will provide
          - a. Brought to you by AAB flyer
          - b. Business cards
          - c. Need them by 12/5/07
        - 5. Donations to Joy
      - 2. Proposal for NSF
        - 1. Includes Mentoring. Expect AAB to help provide mentors.
      - 3. Follow up on Orientation Gifts
      - 4. Follow up on donated supplies for kits
      - 5. Suggest hand written note/thank you cards from AAB in each kit (Add to flyer)
      - 6. Joy will provide counts & \$ available
      - 7. Rick will send Excel spreadsheet on contents of prior Survival Kits
    - B. Industry and Community Relations New Committees (formerly NASA Report, National Engineers Week, Lecture Series)
      - 1. Tours
        - 1. Tour 1st or 3rd Saturday of month at the National Cryptological museum
          - a. Mike Cuthrell to help John Ryan with tour
          - b. Make it required for IT Security class
        - 2. History of Electronics Museum
          - a. Radio Club every Saturday
        - 3. Garber Restoration Facility
      - 2. Systems Engineering Seminar
        - 1. December 4, 2007 -
        - 2. Next Generation of Collaboration and Sharing capabilities for GSFC
        - 3. Presented by: Johnny E. Medina / 585 and Christopher Holtery / CSE
    - C. Special Projects - New projects to be proposed under "new business"
      - 1. Getting in touch with older alumni
      - 2. Motion to send letter
        - 1. Coordinate with Scholarship Committee
4. OLD BUSINESS 40 Minutes
  - A. Ideas for getting in touch with older Alums
  - B. Scholarship
  - C. Web Page for Alumni – Kevin Wilson
    - 1. Want links between IEEE & Alumni advisory board
    - 2. Web page design demonstration & Handout

3. Suggest Reconnection to Classmates
4. Job Opportunities link
5. Alumni success stories
6. Archive
  1. Based in part on 1935 CREI catalog
  2. Lily Lou Rietzke book & Rick Hanson webpage on history of CREI
  3. Oral history
  4. 1964 had 3 year associate program
  5. 1965 created 4 year bachelor's program
7. Add Stay Connected /Get Connected page
  1. Click on name and send info to post or forward to named person
  2. Add link to President's History / Founder's page
8. AAB page to be coordinated with official college web page
  1. Determine appropriate page for specific information
  2. College Marketing Group will review all information
- D. Accelerated learning trial – Rick Hansen
  1. Organizational and Study Skills workshop for students
    1. Rick teaching session in January at Capitol College
    2. Planning to bring his teacher here in January
    3. Can Rick get him to contribute?
  2. IEEE has innovation Institute
- E. AAB at 2008 Commencement – Who will speak?
  1. Rick will speak
  2. Need volunteer to be prepared in case Rick cannot
    1. Invitation to graduating class
    2. Welcome to alumni association
    3. Flyer in center of diploma roll
- F. Invitation to John Tridico's wife – letter from AAB – who will write it?
  1. Invite her to view name in the window
  2. Coordinate with a student event
  3. Next IEEE Scanner will have half page article on Tridico
- G. Non-traditional methods of attracting students – discussion – hosting technology meetups via meetup.com
  1. 99% of ad \$ are wasted
  2. Pyro-Marketing only sell to dry tinder
  3. Host little groups to work ideas
- H. AAB support for Honors Convocation on 11/28/07 3:00
  1. Harold Stinger is speaker
  2. Who will attend, what can we give?
    1. Mike Cuthrell?
    2. Rick will send email
- I. Tuition breaks for favored customers
  1. NSA, DISA, etc. – who to contact in the administration
- J. Laurel web site and City Line web site
  1. Good places to list Capitol College
- K. Senior Design project – Capitol College Traffic Webcam – Capitol College short distance FM traffic density transmitter – which teachers to contact?
  1. Who will take charge?
  2. Which teacher to coordinate with: Chuck Connor
  3. Traffic cam looking at Parkway
    1. Look at mapquest aerial view of Capitol College

5. NEW BUSINESS 20 Minutes
  - A. Pyro-marketing as a marketing strategy for new and older Alums– Rick Hansen has materials to hand out
  - B. Focused marketing
    1. Enlisting help from other Alums –
      1. An AAB award to Alums who help recruit/retain students.
    2. Support for local Science Fairs
      1. Provide judges
      2. Host events at Capitol College
      3. Provide recognition to students from Board of Capitol College
      4. Guarantee job
    3. Model rockets
    4. Balloon activity
    5. IEEE empowers sections to be judges & offer cash awards
6. Next Meeting - February 7, 2007. Hold at the campus or at alternate location?
  - A. La Madeline at Randolph & Rockville Park
  - B. Jerry Gibbon, Kevin Wilson, & Frank Jenkins will set up
7. IEEE Communications Expo 27-29 November, 2007
  - A. Jerry Gibbon General Chairman
  - B. Display space is allocated for Capitol College
    1. Never got closure from Capitol for display
    2. 3 days for Expo
    3. Evening reception included
  - C. 1000 technical papers to be presented
8. REVIEW OF ASSIGNMENTS (5 minutes)
9. ADJOURNMENT - NLT 8:35PM