

AGENDA – JUNE 28, 2014
CROOMS AOIT ALUMNI ASSOCIATION, INC.
ANNUAL MEETING

NOTICE: THIS YEAR'S ANNUAL MEETING WILL BE HELD ON JUNE 28, 2014 AT 12:00PM AT THE FOLLOWING LOCATION:

COCINA 214 / 151 WELBOURNE AVENUE EAST / WINTER PARK, FL 32789

MEMBERS THAT CAN NOT ATTEND MAY CALL IN AT: 1 (702) 589-8240 AND ENTER ACCESS CODE 4176940. CALL-IN INFO MAY CHANGE, CHECK THE WEBSITE ON THE DAY OF FOR ANY UPDATES.

1. Call to Order – *12:16PM*
2. Roll Call of the Board

Board Members in Attendance: Frank Bracco, Matt Carli, James “Brock” Mangus, Greg Raymond, Nikko Ritter

Board Members Not in Attendance: John Amirrezvani, Chris Lopez

Honorary Board Members in attendance: Matt Tucker

Other Attendees: Events Coordinator Angeline Gores, Scott Johnson, Melissa Ohel

3. Approval of the March 2014 Board Meeting Minutes:

Mangus moves, Bracco Seconds; none opposed

4. Amendments to the Agenda:

Bracco: Correct Brock Mangus’s class to Class of 2007 in the appointments new business

5. Reports

Management Team members shall deliver reports; after each report, board members may ask questions. Active members of the Alumni Association shall have the ability to question Management after the Board.

- a) President’s Report – [See final pages of minutes](#)
- b) Secretary/Treasurer’s Report – [See final pages of minutes](#)
- c) Other reports as requested

Gores: I do not have much to report other than more marketing in the future.

6. New Business

- a) Appointments of the FY2015 and FY2016 Management Team:

Mangus: Biggest item is Frank is not running. I want to thank him for the time and effort. Wish you will stay on the board for the future. Beyond that, please take notice we have no candidates for Vice President, Membership Coordinator, and Events Coordinator –and, thus, they will remain vacant. Frank, are we okay to directly appoint people on/after July 1st to vacancies?

Bracco: Yes, the board can do so.

Mangus: Good. We have a void and that leaves us with only 2 management members, compared to 4 last year.

The Board, having solicited requests for individuals to serve on the Management Team, hereby nominates the following individuals to be appointed. The Management Team is appointed by the Board and only the current Board members have the ability to vote.

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Board member Ritter leaves the conference

1. President: James “Brock” Mangus, Class of 2007

Raymond: *Can we add our names in*

Bracco: *At this time no, but individuals can be appointed after the 1st. However the by-laws can certainly be changed in the future.*

Bracco moves to call the question; Mangus: seconds

Voting: 3-0-1; appointed for FY15-16. Bracco abstains; Carli, Mangus, and Raymond aye.

2. Vice President: *Vacant*
3. Secretary/Treasurer: *Angeline Gores, Class of 2010*

Carli: Big shoes to fill.

Mangus: will you train her?

Bracco: Yes, the by-laws say Angeline is in training for 3 months.

Bracco moves to call the question; Mangus seconds.

Voting: 3-0-1; appointed for FY15-16. Bracco abstains; Carli, Mangus, and Raymond aye.

4. Membership/Solicitations Coordinator: *Vacant*
5. Marketing Coordinator: *Angeline Gores, Class of 2010*

Bracco moves to call the question; Mangus seconds.

Voting: 3-0-1; appointed for FY15-16. Bracco abstains; Carli, Mangus, and Raymond aye.

6. Events Coordinator: *Vacant*

b) Election of At-Large Board of Directors

All members of the Alumni Association that have not yet casted their vote may cast their vote today and the results will be revealed here.

Bracco: The two largest vote getters are 5 are Gabby D’Abreo and 5 for N/A or No Confidence.

Mangus: Can these be appointed after July 1?

Bracco: Yes.

c) Address to the Alumni Association Members from the incoming Management Team

Mangus: Some thoughts on FY15-16: I want to enact and present a focus to the board. One idea that highlights this focus was actually spawned by Matt Carli: a story of the Class of 2014 President. It’s the story of a student doesn’t come from a well-off family; the student wanted to

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apply to Harvard, but didn't have the money to apply. I would like to propose a program to work with the guidance department to put together a one sheet application to allow students to get money to apply to schools as a grant for the college application. That's definitely one of the items on the agenda.

I would also like to do the things we have done in the past and do them better. I don't think the organization is going to help plan and schedule the reunions. I don't think that's an area to get involved in and I urge the board to not go that route. I do think there is value in scheduling meet-ups. We all want to get together, catch up, and have lunch; but, I don't think that should distract us from raising money for the current students. The logistics of that still need to be worked out; I would like to get that fundraising really covered in the Fall. I also want to grow the scholarship program; to accomplish this, I think we need to grow membership and grow donations – I think those are two distinct things. We can increase donations without increasing active membership; for instance, look at Josh and his sizable donation in the last couple of months. He saw this organization of value and the value of donating to a 501(c)3.

I would also like to focus on actively targeting individually for donations. I think the personal ask is extremely important and something I – along with a yet to be seen solicitation coordination – should focus on.

Carli: *Next year we have the Founder Society with \$2,500 coming in?*

Bracco: *We have already raised \$2,500+ this year from 4-5 individuals for the next Founders Society. But, yes, we do have The Founders Society slated for next year if you so choose.*

Carli: *And is ten a cap?*

Bracco and Mangus: *No, it's a goal.*

Brock: *Angeline, do you want to report?*

Angeline: *As marketing coordinator, we have a small alumni group because we have a small school. I would like to reach out to the 1st and 2nd class to see where people are at and what they are doing. It would be a good way to get in touch, ask for donations, add content to the website, and even support the Business Advisory Council. I would also like to get a current student to volunteer to help with web design, calls to alumni, the alumni database, etc. We could potentially even become a pre-approved list for Bright Futures.*

Mangus: *What's the process to become a Bright Futures approved organization?*

Bracco: *I don't know. We did talk about potentially using a guidance dividend with this.*

7. Open Discussion of the Board

Angeline: *I would also like to redo the website.*

Brock: *I definitely agree with redoing the website and simplifying. I also need some technical help with the Google Apps for Non-Profits. Could we use WordPress or something that's more*

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intuitive? My first thought was yes, my second though was...oh...we have this huge user management system. Frank, you had a lot of discussions about this. What would be your top issues?

Bracco: Folks talk about an alumni database, it's already there with the user accounts. The site is also functioning as a CRM as it deals with the orders and the historical donation tracking. The shopping cart also keeps track of historical donations. But, all of the user accounts have custom user fields using CCK to track how much people have donations, when folks last registered, and there is a view set up to show when individuals last donated. Everything is manual; the only automatic triggers are adding people to the active membership group and removing when the donation expires.

Various discussions about whether to use Drupal or WordPress.

8. Question and Answers from General Membership

Carli: I wanted to congratulate Gabby on being as an At-Large Board member.

Gores: We do quarterly newsletter – perhaps we should start doing monthly newsletter.

Carli: Do we have analytics on newsletter?

Gores: Yes, MailChimp as tons of analytics.

Mangus: I don't think we need to have a monthly newsletter. I think you things timely via social media; then use the website as a monthly summary post; and, then we have the quarterly based on it.

Raymond: Perhaps we can do text messages updates – WordPress can do it for free.

Carli: How was the Community Scholarship review?

Mangus: It was good. No one in this room was on it, so I was really surprised on how well it went. We missed the target week, but we built in enough time. I provided them with the rubric and told them where the scholarships were. The bottom six were very easy to cut, the second call and they did they rankings again and narrowed it down to two. It went very smoothly.

Gores: I presented and it was nice. Bradley [Community Scholarship winner] won a ton of awards.

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Gores: *For the calendar, I would suggest 9:00PM for the board meetings.*

Mangus: *Good call. Thanks Frank for putting together the draft calendar.*

Tucker: *I would like to know the plan for fundraising for the Community scholarship and other things. The big question from us from the Tech Innovation folks is we really wanted to earmark our dollars for Tech Innovation scholarship. So you really are going to have to think about that going forward.*

Mangus: *Good point. I agree with the need to consider this. Want to ensure we are meeting the needs of the organization while still fulfilling donor expectations – keeping the middle ground between the two are important.*

Tucker: *I'll bring back that. Moving forward, I would like to know how we're earmarking and providing visibility to know where the money is going.*

Mangus: *Is there a way we can better report that out? Can we put that in the donor letter? And how do we ensure the surplus remains in that account.*

Bracco: *The issue isn't telling people, it's more so an accounting issue for continuity. Right now we just have an Excel sheet that tracks positive and negative.*

Mangus: *I want to make sure we don't get into one extreme or another.*

Various discussions about how to handle - no resolution.

Bracco: *Another thing to keep in mind, you can promise, but is it binding? The only binding agreement we have is with me for the scholarship.*

Tucker: *Well, definitely something to consider. At this point, I would suggest we enjoy lunch.*

9. Adjournment: Mangus moves to Adjourn, Carli seconds. No opposed. 1:25PM.

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President Report

I'm Brock Mangus, the President of the Crooms AoIT alumni Association. My main role is to carry out the directives voted on by the board of directors, and provide leadership and direction to the management team.

This year, we had a visioning session with a large number of donors regarding the involvement of the alumni association as to the role we should play in the future in support of current Crooms students vs. serving the interests of the Alumni. We concluded that the focus should be on the current students, with a secondary focus on alumni and meet-ups. The visioning sessions showed that the primary interest from the majority of Alumni is continuing to provide scholarships to graduating seniors, raising the number and amount.

To summarize for this year: we have a couple new donors this year and we have the Founders Society coming up that will help with cash next year. We have been involved in the 5K race, Tech Fest/Teach-In Day, and have continued – and grown – the scholarship program. I think we do these three things well and I think we should get even better with them.

This year we awarded our first Technical Scholarship to a graduating senior, with a committee separate from our Community Scholarship. There were 3-4 individuals who had a great interest in this, and who have committed to donate next year as well.

I hope the Board and Mgmt team can continue to look for ways to benefit Crooms students and add value to each of our events for the upcoming year!

Secretary/Treasurer Report

Hello, my name is Frank Bracco and I serve as the Secretary/Treasurer of the Crooms AoIT Alumni Association, Inc. In this capacity, I am responsible for the record-keeping concerning the Association's finances, ensuring we are in compliance with various legal requirements, facilitating communication between Board members and Management, and taking notes during meetings in which official business is conducted. As such, our by-laws also provide me with a seat on the Board of Directors.

The Alumni Association's fiscal year runs from July 1 to June 30. As such, this fiscal year started on July 1st, 2013 and will end on June 30th, 2014. Our book-keeping is done in a cash basis, although I can inform the Board of impending expenses which would impact our fund balance.

Last fiscal year's efforts left us with a \$3,040.76 fund balance in reserves; or, \$2,440.76 if you take out the \$600 commitment we had pending for the Class of 2013 community scholarship winner. This fiscal year, we stepped up our gifting efforts with 2 scholarships and a grant.

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On the Revenue side, we brought in:

1. \$2,550.00 from advanced Founders Society donations – these were largely to support the 1st ever Crooms AoIT Alumni Association Tech Innovation Scholarship;
2. \$250.00 in restricted dollars for the sports grant;
3. \$185.00 from membership dues;
4. \$147.00 from the 5K team;
5. \$102.86 from Google ads revenue;
6. \$100.00 from a donation outside of membership dues;
7. \$35.00 in in-kind donations

That gives us a total of \$3,369.86 in gross revenue, with \$35 as in-kind.

On the Expense side, we incurred expenditures of:

1. \$600.00 for the Class of 2013 Community Scholarship recipient;
2. \$250.00 for the athletic program grant;
3. \$50.00 for an additional grant to support a Croomie running for Miss Florida USA;
4. \$140.00 for the 5K team;
5. \$61.25 for our annual filing with the State of Florida;
6. \$93.28 for the Founders Society Plaque;
7. \$77.39 in transaction fees;
8. \$35.00 for donor gifts;

That gives us total expenses of \$1,306.92, of which \$35.00 was covered by in-kind donations.

Total revenue from total expenses leaves you with \$2,062.94 in net income (compared to \$302.69 last year), and \$5,103.70 after added to last year's reserve fund balance. The Class of 2014 scholarships expense of \$2,100 will hit the books in July/August. So, if you were looking to net out all of this year's activities, we would have a fund balance of \$3,003.07 going into next year (compared to last year's \$3,040.76).

As of today, membership count stands at 19 (compared to 21 at the start of last year's Annual Meeting and 22 at the March 2014 board meeting).

Finally, I would like to expand on one fiscal category that has been a focus in past years: the concentration of donations by two or three large donors. Monies collected through membership fees, other donations, and in-kinds or matches came from 15 individuals (compared to only 12 last year) for a total of \$3,120.00. Our largest donor contributed ~32% (compared to ~44% last year) of this amount, while our largest three donors account for ~64% (compared to ~72% last year) of these revenue categories. That said, revenues from the 5K team and Google ads provided some diffusion of this percentage of concentration. This is basically in line with our historical pattern of three individuals making up over 2/3^{rds} of gross revenues in non-capital fundraising years. Last year, our revenue was more diverse and I hope we can return to this trend as the organization heads into a capital fundraising year in order to decrease our dependence on two or three individuals.

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With that, I conclude the Secretary/Treasurer report; if there are any questions, I would be happy to take them. Thank you very much.