

Seminole Clubs Conference Call

Meeting Minutes

Thursday, Oct. 1, 2015

I. Roll call

Aimee Wirth conducted roll call.

The following clubs were present on the 12:30 p.m. call:

Pinellas Seminole Club, Miami Seminole Club, Manatee Seminole Club, Boston Seminole Club, Panhandle Seminole Club, Atlanta Seminole Club, Southwest Florida Seminole Club, the Seminole Club of Greater Orlando, Tampa Bay Seminole Club, Martin County Seminole Club, the Seminole Club of Baltimore.

The following clubs were present on the 5 p.m. call:

Los Angeles Seminole Club, Panhandle Seminole Club, the Seminole Chapter of Lake & Sumter Counties.

II. Seminole Club staff introductions

Aimee Wirth introduced herself and clubs staff: Dia Combas, Jessica Tanca and Michael McFadden

III. Club business

- a) Calling campaign: The FSU Alumni Association's calling campaign began Thursday, Oct. 1 and will run through Saturday, Oct. 24. The campaign's mission is to renew or upgrade current Alumni Association (AA) memberships. If club constituents ask about the calls, let them know the calls will be generated from a 703 area code.
- b) Club newsletters: Staff made suggestions for branding club newsletters to better associate clubs with the University. Consider using official images that can be found in the Image Gallery as well as in the recent email to club presidents from the Seminole Boosters. Also membership links/buttons to AA and Booster memberships, as well as Foundation links.
- c) Constituent data: Staff encourages all clubs to send sign-in sheets from any/all events. This enables the FSU AA to update constituent's information in the University's database, which is what we use to generate funding numbers as well as eBlast lists. A scanned copy of the list is perfectly acceptable and can be emailed to any club staff member.
- d) Photo sharing: Staff has asked for clubs and chapters to please share photos from Kickoff and Game Watching Parties. We would like more club presence in VIREs magazine and other material but cannot do this without quality

pictures. Staff requests original photos from phones or cameras — nothing from social media, as the resolution is greatly reduced once pictures are loaded to social media accounts. Low-resolution pictures cannot be used. Staff is open to suggestions and are exploring ideas for the best process for clubs to share photos. Pictures can be emailed or texted to any club staff members. Other options could be [WeTransfer](#) sent to jtanca@fsu.edu. You may also use [Dropbox](#) — sign in with these credentials — email: dcombas@fsu.edu password: seminole2015

e) Resources for club leaders:

<http://alumni.fsu.edu/community/seminole-clubs/resources>

- i. Club requirements
- ii. Policies & FAQs
- iii. Marketing request forms
- iv. Information regarding Operation Club
- v. Image gallery

f) Blog subscription (<http://www.seminoleclubs.com/>). Please make sure all club and chapter board members are subscribed to the blog.

IV. Upcoming dates

a) Monday, Oct. 5 game watching party eBlasts go out

b) Alumni Association Happy Hours

- i. Friday, Oct. 9 — Miami
- ii. Friday, Oct. 16 — Louisville
- iii. Friday, Nov 13 — NC State/Homecoming

c) Homecoming week — Sunday, Nov. 8–Saturday, Nov. 14
(<http://homecoming.fsu.edu/>)

d) 2016 Leadership Weekend — Thursday, April 21–Saturday, April 23

V. New business/questions

a) No new business or questions

VI. Adjournment

Aimee Wirth adjourned the call. The next conference call will be Thursday, Dec. 3.