Leader-Led Presentations:

CAA Michigan: Revitalizing a club through utilizing area alumni
Co-President Louise Giles '66JRN louisagiles@gmail.com
- The CAA of Michigan incorporated in 2001 and had strong programming until the economic recession in 2008.
- They revitalized the alumni effort in 2013 with a series of regional meetings to attract an alumni base throughout the region.
- They look to their alumni population, community events, and the club board members’ connections in order to facilitate activities and a diverse range of events.
- By looking to alumni with professional experience and/or interest in areas where alumni might also have similar interests, you’re able to tap into two populations—utilizing alumni for programming and engaging the wider population base.
- Once you’ve used an alum and/or professor for an event and know of their tour schedule, you may connect with other clubs to use in their programming. Example: Katie Freese and traveling to events in Seattle and Sweden.

CAA Boston: Partnerships with Athletics and Barnard Alumnae Association
President Stephen M. Kane '80CC '83LAW skane@richmaylaw.com
- Boston hosts athletics events surrounding basketball, football, and soccer.
- They have had over 100 people attend the basketball pre-receptions, and they are interested in opening up to a wider demographic with the Women’s Basketball events and discussions with the coaches.
- They hold family events around the Columbia Soccer games.
- The CAA Boston is working to co-promote events with their local school-based clubs like Barnard and Business—they offer to help with this event, but continuing to support these clubs’ independence.

Columbia Venture Community: Integrating alumni volunteers and alumni speakers into programming
President Uri Weg '06SEAS Uri.Weg@gmail.com
- Established in 2006, the CVC now has around 4,000 members from around the world, with main chapters in New York and San Francisco.
- The group is mostly entrepreneurs, with professional service people and investors also interested in joining.
- They hold events such a demo nights, social get togethers, workshops, and incubation space.
- They utilize an email listserv to allow all members to pose questions to the larger group.
- Benefits of joining CVC: meeting other people; getting assistance and information for building your company; discovering other startup jobs.
- Join the Meetup group – meetup.com/ColumbiaVC
  - This will allow you to participate in events and be subscribed to the listserv
  - Volunteering opportunities are also posted online
- How to get alumni involved:
  - Keep it repeatable, simple, and light
  - Follow up with people after events
Quarterly Club Call Highlights | February 2015

- The hub and spoke model
- Transition slowly to new leaders
- Build a base of knowledge sharing

**Loopy regional clubs with SIGs is a great opportunity for partnership and adds another lens to the alumni experience. Reach out to your regional liaison or Asha Kaufman about partnerships with SIGs.**

**Columbia Club of Atlanta: Ivy+ Partnerships from the Yale Ivy Forum**

**President Roxann Smithers ‘99CC ’02 LAW rss48@columbia.edu**

**Presentation given by Board Member Michelle Walsh ’02LAW ’02BUS michelle.audrey@gmail.com**

- Volunteer motivation and management
  - Articulate core values. Be transparent. Shared values are the most powerful motivator.
  - Gifts & Skills—Time+Alumni Talent=Resources
  - Be intentional about relationships. How do we help members use their gifts and talents. Inspire giving at the highest level—for gratitude and self-actualization.
- Metrics for success
  - Pick a metric that will drive your progress: renewals, new attendees, attendance, email opens

**CAA South Florida: Club Annual Programming and Miami Art Basel**

**President Eugenio Cano ’95CC gac5@columbia.edu**

- By opening the alumni Art Basel event to the alumni club, they were able to take advantage of the city as a destination, and attract alumni visiting the area to a local club event.
- Last year, they worked to increase costs, so that the club could fully cover an event that used to have some sponsorship.
- Please reach out to Eugenio Cano for more information about the Miami Art Basel alumni event.

**Columbia Global Centers: Alumni Efforts and the Global Centers**

**Chief of Staff Jaki Sitterle jms141@columbia.edu**

- Mission: Columbia Global Centers promote and facilitate the collaborative and impactful engagement of the University's faculty, students, and alumni with the world to enhance understanding, address global challenges, and advance knowledge and its exchange.
- Global Centers are charged with sharing activities and events with people in the region surrounding the GC.
- They offer mentor- and internship opportunities to students traveling abroad in the summer.
- Partnerships with GSAPP’s Studio-X, Women Creating Change, and the World Writers’ Festival
- Information about Global Center events and faculty visiting the region goes directly to the Global Center, and information can be shared out from them.

**CAA London: Building a Robust Calendar of Events**

**President Ashleigh Silver ’04CC cuclondon@gmail.com**

- London has worked with partnered University events—like Columbia University Film Fest, cultural events—like polo and shooting, and all-Ivy events.
- They sharing out all-Ivy events and visiting with other Ivy local clubs to do partnered events.
- Publicizing through web and facebook posts, monthly newsletters, and word of mouth.