College of Science Alumni Board Meeting Minutes  
Friday, April 11, 2014

Location: Córdova Recreation and Exercise Center (CREC) – Large Conference Room

8:30 a.m.  Continental Breakfast

9:00 a.m. – 9:20 a.m.  Welcome, meeting overview and around the room
Matt Fife, CoS Alumni Board President
• Welcome New Members – Role of the Board

Around the room introduce
Alumni Board Attendees: John Ariano, Bob Beideman, Henry Chou, Matt Fife, Spencer Hahn, Mike Hoffman, Melissa Kikta, Brent McClean, Larry Myers, John Parker, Tim Reust. Members who called in: Pat Corcoran, Pat Ridgely

College of Science Staff: Janelle Musch, Andrea Spahn-McGraw

• Dean Robert’s Goals
• Go through the Day agenda – talk about spring fest and alumni board
• Engaging new alumni
• Talked about coffee and conversations
• Start up in classes in HS so they can get a feel for what it really means in majors like CS
• Science Express – but don’t know it comes from Purdue – how can we push it
• Push to the state schools – resource for schools – Noblesville for example – website landing pages as educators to students – maybe have AB members coming in to speak – but how does that balance? – can that happen – but more college nights would be a better direction to go – John Fisher – my utilize alumni board members help recruit? Instead of student speakers.
• Show them the job opportunities to in Math – just because they don’t know where it can take it. Alumni stories – engagement.
• John Fisher will make sure they get in front of students.

9:20 a.m. – 9:50 a.m.  Overview of the College of Science
Dr. Jeff Roberts, Dean, College of Science

• Jeff Thanks alumni board – for all they do for the college
• President Daniels has 10 moves – one being CS – Dr. Sunil and Dr. Neville will talk later about the big move
• Increase in international students – making strides to incorporate them into the college
• General Funds – 65 million – tax payers, students
• 60 Million from grant dollars – from faculty Jeff supports them in endeavors
• Purdue Chemistry came in as one of three colleges listed as having the most women in faculty compared to its peer groups.
• CS expansion – why is it a good idea? CS & Stat & Math is a golden age for the fields – translating the way students are learning how we are retrieving information and how we are currently doing research. Opportunities that are being explored in CS.
• Grow faculty by ¼
• Grow under and grad students
• 1 million for new student support
• Drug Discovery – looking to expand – strong program
• Chemistry – Nobel Prize winner – Dr. Negishi – Chemistry depart. Will have bust in Wetherill Hall
• Austin Childs – well rounded Purdue student
• Goldwater – one of the highest honor scholarships in the nation
• Purdue is looking for high end scholarship and fellowships
• Drew Feustel an alumni of CoS and an astronaut is back on campus for the astronauts weekend
• Pulling instruments for Purdue students
• Depts. have formal boards but CS has one of the best developed way on how to approach industries
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- Working with other departments and colleges on how we can impact the world.
- Asking the Alumni Board to help in supporting our students and scholarship.
- Welcomes feedback
- Keep portfolio an out of state support – names of students – we will connect with them if you can provide names.

9:50 a.m. – 10:50 a.m.  Department overview – Big Move in Computer Science – future for students and faculty
Dr. Sunil Prabhakar, Department Head, Computer Science  
Dr. Jennifer Neville, Associate Professor, Computer Science

- Sunil – talked about the future growth of CS
- Have a couple of slides – top twenty list almost half of them are networking based and other part are supported by advances by computer science or Eng.
- Future Growth – and down side is 20 victims of ID theft per minute
- By next year we will have two times as many devises hook up.
- 60% of corporate partners are alumni coming back
- Companies are a diverse group
- Long standing culture of entrepreneurship
- Tripwire and Arxan Tech – created by CS alumni
- International renowned network CERIAS - look at security and human centric security
- They welcome small companies to come and talk to CS grads and try to balance it with large companies

10:50 a.m. – 11:05 a.m.  Break

11:05 a.m. - 11:25 a.m.  Alumni Day 2014
Ms. Janelle Musch, Director of Alumni Relations and Special Events, CoS

- Potential students
- Celebrity alumni to come – maybe Drew.... High level executive
- Cold calling to stop
- Fact sheets

11:25 p.m. –11:50 p.m.  Alumni Board Communication & Event/Committee sign up/Leads for groups
Matt Fife, CoS Alumni Board President

- Looking for leads/or person to help keep the group on track
- Regularly ping the lead to stay on track
- Adding an extra day to the board meeting? Maybe for the fall – leave it up to the committee to decide? Platform or chat room to communicate – standard platform – google docs
- More off site not extra night- more social networking committees
- Having a chair to lead and start the communication – make a quarterly report out – short and simple

11:50 a.m. – 12:00 p.m.  Walk to Wiley Dining Court

12:00 p.m. – 1:00 p.m.  Lunch - Alumni Board – Greeting Students and Reconnecting with one another
Location: Wiley Dining Court

1:00 p.m. – 1:15 p.m.  Walk back to CREC and Break
1:15 p.m. – 1:25 p.m.  Purdue Day of Giving – leading into the Alumni Board Fellowship
Andrea Spahn-McGraw, Director of Advancement, CoS

• Showed website for purdue.dayofgiving.com
• How is the Purdue day of giving working – it is online and there will be a phone bank staffed by students
• All hands on deck – communication staff will be running the social media portion
• Science will be doing video tweets
• Mostly unrestricted funding – but other like student organizations
• There are different challenges per hour for extra funds to grab
• And over all challenges
• Looking for higher participation rate and look at young alumni for participation engaging young alumni with tweets and challenges throughout the day
• Working with marketing agency out of NY to make sure content is fresh
• Are we advertising in TV?  We are doing some on radio locally and maybe some of the local TV sources and PR focus around it
• Are there events within the event?  Kind of like a tele fund – there will be video and cybervest onto the twitter and website.  Live streaming and Big Ten network – President Daniel speaking about the Day of Giving
• Board can help generate material for the day of giving
• Share photos – like what we are doing – send out to your friends via social media

1:25 p.m. – 2:45 p.m.  The Science Alumni Undergraduate Research Fellowship Discussion
Spencer Hahn, CoS Alumni Board Member
Andrea Spahn-McGraw, Director of Advancement, CoS on site to help answer questions
Marcus Knotts, Assistant Vice President of Planned Giving

• Spencer presented on the background on how they came to the fellowship direction
• Slides summarize
• Make a choice on how much the board wants to raise
• Support and endowment accounts are different. Support account is where the money comes from for the students
• Go over the purpose and elastic clause
• Funding the endowment – how do we want to fund?  CoS can help pull past alumni board members and put together a list of individuals of who might be interested. We can provide content and CoS would handle the collecting of all of the funding. Even if we don’t raise all of the funds it can still impact students until it is paid out.
• If it is not raised than it will be spent out
• It can be decided on how to raise the money today or in the future
• Motion made by Spencer Hahn to accept endowment and seconded by Henry Chou.  But it would not be signed until fundraising is started. Voted and passed and will wait to sign until approved fund
• More questions around how we would fund – second part of slides
• Present to past board members too – don’t skip them
• Who else should we ping? Previous board members, current board members – other non-board members as a last follow up
• Show Boards efforts through a featured student in publications like insights
• Board is leaning towards waiting until full funding is there.
• Highlight a student and then show them on endowment job site in insight magazine
• Funding proposal: Matt – this year from spring 2014/15 use the same committee to work with Andrea and Janelle to fundraise with our current board and past board members and (DSAs?).  To do those now and then see where the funding amount lands.
• Start with $2K for first year and help with fundraising and then hold funds until endowment reaches full level
Matt proposed and Mike Hoffman 2nd – passed
Spencer asked someone else to take the lead – Marc Sunga offered to take the lead

2:45 p.m. – 3:00 p.m. Purdue Alumni Association Update
Chad Johnson, Purdue Alumni Association

3:00 p.m. – 3:45 p.m. Alumni Board Business & Sign-Up
Matt Fife, CoS Alumni Board President
- Alumni Day
- Spring Fest
- Fall Meeting timeframe/dinners
- Meeting Feedback Forms
- Other items TBA

- Went over who signed up and passed out
- Feedback collected on meeting

3:45 p.m. Meeting Adjourned