Ryerson University Alumni Association

BOARD MEETING AGENDA

Call to Order: Tony Biglieri
Roll Call: Paul Cheevers
Approval of Previous Minutes: Paul Cheevers
  - Receipt of Annual General Meeting Minutes
Tony Biglieri: Vice President Executive Report
Tyler Forkes: Executive Director, Alumni Report
Academic Associations - vacant
Stephanie Veltmann: Shared Interest Groups
Tom Birchall: Regional Branches
Andrea Belvedere: Students & Recent Alumni
Austin Tam: Marketing & Communications
David Martin: Awards & Nominations
Jon Wylie: Annual Fund Liaison
Pouria Ataei: Board of Governors Liaison
Christine Demetriades: Senate Liaison
Hala Bissada: Director at Large
Nneka Elliott: Director at Large
New Business
Calendar: June and October 2010 Convocation Dates
New Board Date: April 29th, 2013
  - Board Report Due: April 19th, 2013
Adjournment

February 25th, 2013
Board Meeting
415 Yonge Street, 9th Floor
5:30 pm - 7:00 pm
5:15 Light fare & refreshments at 5:15pm
1. Enhance the profile of the RUAA with senior administration and across the campus community through:
   a. Active participation by the Executive Committee and Board of Directors in scheduled AR events by greeting, speaking and presenting awards (Alumni Achievement Awards, Alumni Weekend, Ryerson Dinner and other events)
   b. Target of 10 events by the AGM in November 2013

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 13</td>
<td>All three executive members and many board members attended the Ryerson Alumni Awards event. For the 2014 event the RUAA Executive team would like to: 1. Offer a greeting to the assembled dignitaries and to assist with presenting one or more of the awards 2. Have specific name badges, identifying them.</td>
</tr>
<tr>
<td>Feb. 20</td>
<td>Ian Horne attended the RIC Alumni reception and gave an official welcome from the RUAA to the assembled guests</td>
</tr>
</tbody>
</table>

2. Leverage the Board and our Network of Alumni Groups in support of the Make your Mark Campaign by:
   a. Having each Executive Committee member assist with at least 1 key goal of the campaign and demonstrate measurable progress toward it by the AGM in November 2013
   b. Connecting with Alumni Groups through the Board of Directors representative(s) to encourage active participation in the campaign

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb-April</td>
<td>RUAA Executive to meet with Rivi Frankle – ED Development</td>
</tr>
</tbody>
</table>
3. Leverage the Board and alumni in general to support the President’s goal for alumni engagement in the MAC and RIC
   a. By actively participating in AR and general university events at MAC and RIC
   b. By circulating 1 story per month through social media of Board members connection to these facilities and the importance of alumni engagement at MAC and RIC

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 1st</td>
<td>Paul Cheevers brought three new alumni guests to RAMS Basketball games during Eggy Summit.</td>
</tr>
<tr>
<td>Feb. 13</td>
<td>Tony Biglieri Urban Planning challenged Frank Salvati, Business to an Urban Planning vs Business Alumni hockey game at MAC – the date is to be determined.</td>
</tr>
<tr>
<td>Feb 20th</td>
<td>Ian Horne attended the RIC Alumni reception and gave an official welcome from the RUAA to the assembled guests</td>
</tr>
</tbody>
</table>

4. Enhance Board functionality and effectiveness in supporting the mission of Alumni Relations and Ryerson University
   a. By meeting with AR staff at least 4 times per year
   b. Ensuring that all RUAA Directors participate on one or more AR social media communities.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
RUAA BOARD OF DIRECTORS REPORT

Name: Tyler Forkes
Board Position: Executive Director of Alumni Relations
Date: February 25, 2013

Highlights Since last Meeting:

- December 15  Holiday Skate at MAC
- January 18  RUAA Collaborative Goal-Setting Session
- January 23  AR Suite at MAC for Rams Game
- January 31  Alumni Reception in Barrie
- February 1  Alumni Reception at Eggy’s Summit for Rams Basketball
- February 2  Rams Men’s Hockey Alumni Game
- February 13  Alumni Achievement Awards
- February 14  Alumni Valentine’s Day “Date Skate” at MAC
- February 19  Selection of new Ryerson Wines – affinity partnership
- February 21  Alumni Reception in Pickering
  PPAAA Speed Networking Event
- February 22  RUMBAA Networking Event

Upcoming Events and Activities:

- March 4  Alumni Expo – TRSM
- March 6  Alumni Reception in Hong Kong
  Alumni Expo – Hub, Jorgenson Hall
- March 19  Ryerson Hosting Alumni Director’s Round Table
- March 22  Rams Athletic Awards Banquet
- April 2  Alumni Reception in Kingston, Jamaica
- April 4  Alumni Reception in Port of Spain, Trinidad
- October 5  Alumni Weekend & The Ryerson Dinner

Social Media:

- LinkedIn connections: 10,600
- Facebook fans: 3,428
- RU Online members: 5,759
- Twitter followers: 1,089
1. **I will continue to increase Varsity Alumni engagement.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Meet, introduce myself and welcome the new Soccer Ambassador.</td>
</tr>
<tr>
<td>April</td>
<td>Attend the Athletic Banquet and Presidents reception.</td>
</tr>
<tr>
<td><strong>On-going</strong></td>
<td><strong>Promote committee structure of at least 3 alumni groups</strong></td>
</tr>
<tr>
<td>Feb. 1</td>
<td>Attended Men’s Basketball Alumni Night and chatted with Ambassador. Shae is working on engaging one other alumni to support him and his group.</td>
</tr>
<tr>
<td></td>
<td>Met Women’s Basketball ambassador and provided strategies for growing group engagement through Facebook and to reach a broader group in hopes to start building a more connected alumni network. This will eventually make it easier to form a committee structure, as there is currently not enough group engagement/connection here.</td>
</tr>
<tr>
<td>September</td>
<td>Hall of Fame ceremony: Attend and promote attendance of alumni ambassadors.</td>
</tr>
</tbody>
</table>

2. **I will service Shared Interest Groups (non-varsity)**

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>Email on behalf of chapter to introduce, offer support and encourage engagement to re-energize dormant groups.</td>
</tr>
<tr>
<td>September</td>
<td>Show support of O’Keefe by participating and representing RUAA at this year’s reunion</td>
</tr>
<tr>
<td>TBC</td>
<td>Attend Delta Sigma Phi dinner on behalf of the RUAA Shared Interest Chapter.</td>
</tr>
</tbody>
</table>

3. **I will increase Shared Interest Group engagement on Alumni weekend**

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>On-going</strong></td>
<td>Promote attendance at Alumni Games.</td>
</tr>
<tr>
<td><strong>On-going</strong></td>
<td>Organize, attend and promote engagement for the Hockey Shinny game.</td>
</tr>
<tr>
<td>September</td>
<td>Initiate Meet &amp; Greet as ‘Ambassador-led Tradition’. Support and help organize. Potential to include current athletes and coaches.</td>
</tr>
</tbody>
</table>

4. **I will connect with Varsity coaches to educate them on our efforts and to build partnerships between ambassadors/committees and their athletic programs.**

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>Connect with Stephanie White to attend an upcoming coaches meeting.</td>
</tr>
</tbody>
</table>
1. I will engage all the branches and existing ARCs at least quarterly in a meaningful dialogue using a variety of approved media to foster an environment for the creation of at least 2 new official branches by October 31, 2013.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>weekly</td>
<td>Regular posts are being made on the RUAA Facebook and dialogue is occurring. I’m now a member of the New York group and I’m trying to get access to Vancouver and Ottawa</td>
</tr>
<tr>
<td>23 Jan 13</td>
<td>Entered into dialogue with Peterborough ARC (trying to get traction around having a social event – special event tentatively scheduled for 09 May 13)</td>
</tr>
<tr>
<td>06 Feb 13</td>
<td>Cynthia sent out an open invitation for volunteers in Trinidad and I will be following with her efforts</td>
</tr>
<tr>
<td>11 Feb 13</td>
<td>Received an open e-mail (forwarded by RUAR) from Catherine Dawe seeking for support to form a Montreal Branch</td>
</tr>
</tbody>
</table>

2. I will develop at least 20 new non North American ARCs (10 by April 30, 2013) so that Alumni Relations can use all the ARCs to market the relevance of Alumni to new grads.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>Draft letter in process to be sent to those countries with only one or two alumni. (Intent is to have the letter sent via e-mail before the end of March)</td>
</tr>
</tbody>
</table>

3. I will support Special Events & Regional Programming so that there is at least an ARCN and preferably a branch in all areas where a regional event is planned through to 31 Oct 15 with target dates comparable to the scheduled events.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>05 Feb 13</td>
<td>Calendar of tentative regional events posted by Cynthia on the ARC Facebook</td>
</tr>
<tr>
<td>30 Jan 13</td>
<td>Barrie event was great success and posted a personal e-mail to thank one of the attendees who provided feedback (awaiting reply and will then look at establishing an ARC or more in the Barrie area)</td>
</tr>
<tr>
<td>21 Feb 13</td>
<td>Pickering Event planned (currently no ARC in the area)</td>
</tr>
</tbody>
</table>
4. Senior Administration and Admissions has targeted London, England and the Trinidad & Tobago as areas of influence. I will support their initiatives by establishing and enhancing relations with all known grads in these areas with a view to establishing formal branches by October 31, 2013.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>06 Feb 13</td>
<td>Cynthia sent out an open invitation for volunteers in Trinidad and I will be following with her efforts (also shown under goal #1)</td>
</tr>
<tr>
<td>24 Jan 13</td>
<td>Cynthia sent me link to follow with two potential London reps. Will be contacting prior to 28 Feb 13</td>
</tr>
</tbody>
</table>
### GOAL: SYA Events & Engagement

<table>
<thead>
<tr>
<th>Date</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>• Attend at least 50% of SRA events and represent the RUAA through introductions, networking and / or presenting at events.</td>
</tr>
<tr>
<td></td>
<td>• Solicit feedback about alumni initiatives from event attendees informally, and work to build relationships with attendees through networking and follow-up.</td>
</tr>
<tr>
<td></td>
<td>• Consistently communicate the ARO and RUAA role, as well as the benefits of being an alumnus, opportunities to get involved, etc. at events.</td>
</tr>
<tr>
<td>Feb 15, 2013</td>
<td>• Discussed the role of the RUAA as well as Board member expectations with a recent alumnus interested in applying for a position on the RUAA. (Feb 4)</td>
</tr>
</tbody>
</table>

### GOAL: Build Awareness, Communicate & Engage

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>• Collaborate with the ARO team to identify event / promotional opportunities at Orientation/Convocation. Where feasible, support the implementation of the opportunity / event through promotion and attendance.</td>
</tr>
<tr>
<td></td>
<td>• Assist with the promotion of SRA events and initiatives through online mediums including twitter, facebook, and LinkedIn by circulating invitations / information and by re-posting events / information.</td>
</tr>
<tr>
<td></td>
<td>• Continue to support Alumni social media channels by participating in discussions, and re-sharing posts on all three social media platforms on a regular basis (bi-weekly participation at a minimum).</td>
</tr>
<tr>
<td>Feb 15, 2013</td>
<td>• Re-shared several posts online (facebook and twitter); and posted in the LinkedIn group to share alumni news</td>
</tr>
</tbody>
</table>

### GOAL: Gain Feedback & Insights

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
</table>
| Ongoing    | • Identify fresh, quality speakers/topics for Blackboard to
Boardroom programming by soliciting feedback from students and young alumni and sharing this information with the ARO team.
- Support the execution of at least one survey or focus group to gain better insight into how the ARO can improve connections with students and young alumni. This includes providing input into survey content, facilitating a focus group(s) and reviewing the feedback to gain insights where possible.

Feb 15, 2013  •  No updates at this time

### 4. GOAL: Recognition and Identification of Noteworthy Young Alumni

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>• Identify 1 – 2 (and nominate if feasible) candidates for the Alumni Achievement awards.</td>
</tr>
<tr>
<td>Feb 15, 2013</td>
<td>• No updates at this time</td>
</tr>
</tbody>
</table>

### 5. GOAL: Students and Convocation

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td>• Work with the ARO to develop and execute a “Welcome to the Family” YouTube video campaign for graduating students. This includes providing input into the storyboard, and participating in the video as required.</td>
</tr>
<tr>
<td>Feb 15, 2013</td>
<td>• Discussed initial ideas for reworking the video for this year – storyboard still to be discussed.</td>
</tr>
</tbody>
</table>
1. Help drive improvements in email tools and processes to scale Alumni Relation staff external comms by 3/1

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
</table>
| 2/16 | -reviewed systems and workflow  
- recommended MailChimp on basis of templates, ease of use and analytics. Currently in review with Meredith re costs and data privacy (servers are in US). |

2. Help drive a focus on marketing analytics to keep improving comms by 6/1

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/16</td>
<td>-not started</td>
</tr>
</tbody>
</table>

3. Provide actionable recommendations for the new Alumni Relation social media strategy by 9/1

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/16</td>
<td>-not started</td>
</tr>
</tbody>
</table>

4. Provide regular constructive feedback on all Alumni comm vehicles including @alumni e-newsletter, Ryerson University magazine, website and Alumni Weekend marketing ongoing

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/16</td>
<td>-not started</td>
</tr>
</tbody>
</table>
1. Increase number of nominations for 2013 Alumni New Achievement Award. This will be accomplished by meeting with all Deans, Directors and Chairs as well as liaising with all RUAA Directors

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 2013</td>
<td>Dates to be set in conjunction with Jennifer Hicks by end Feb. Two information functions will be held to reach Deans, Directors and Chairs. Functions will be organized by the Hospitality and Tourism School.</td>
</tr>
</tbody>
</table>

2. Will review opportunities for new internal awards that would be separate from those awards given at the Alumni Achievement Awards Evening. These awards would be tied to other Alumni Events such as the AGM or Alumni Dinner

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 2013</td>
<td>No progress to report</td>
</tr>
</tbody>
</table>

3. A review of the constitution and bylaws will completed to ensure that the process for nominations and elections of officers to the board is being done in accordance with the policies and bylaws of the board.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 2013</td>
<td>Will review with Jennifer and Tyler in March. Meeting date will be set by end of Feb.</td>
</tr>
</tbody>
</table>

4. For 2013-14 develop a slate of officers for the board’s review and acceptance.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb 2013</td>
<td>No progress to report</td>
</tr>
</tbody>
</table>
5. Will meet with the Executive to develop a succession plan.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Provide the RUAA with alumni annual giving information; including Annual Fund program description, statistics, and impact of alumni giving.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Integrate leadership alumni giving into all RUAA board portfolios to provide opportunity for alumni connections to the Leadership Giving Office.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RUAA Board Participation in the Annual Fund of 100% for calendar year 2013

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
GOAL: Communicate Senate updates to the RUAA.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
</table>
| January 29\textsuperscript{th} 2013 | January Senate meeting updates:  
The 2013 RUAA Achievement Awards and the award recipients were mentioned in the January Senate agenda.  
July 1\textsuperscript{st}, 2013 - two new alumni senators will be voted to sit on the Senate. The candidates who will run for these positions will be displayed in the Ryerson Alumni magazine. |

GOAL: Communicate RUAA information and updates to the Senate.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual</td>
<td>I will communicate with a member of the RUAA Executive and with the Interim Secretary of Senate, Mark Lovewell, to arrange a date for the RUAA to address the Senate.</td>
</tr>
</tbody>
</table>

GOAL: New RUAA Senate Liaison

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>June/July 2013</td>
<td>My Senate/RUAA term (of 2 years) will come to an end June 30\textsuperscript{th}, 2013. Two new alumni senators will be announced, one of which will fulfill the role of alumni liaison to the RUAA (July 1\textsuperscript{st}, 2013).</td>
</tr>
</tbody>
</table>

GOAL: Ongoing Involvement with the University

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2013</td>
<td>Attend the Ryerson University Alumni Achievement Awards, February 13\textsuperscript{th}, 2013.</td>
</tr>
<tr>
<td>Post-June 2013</td>
<td>Subsequent to the completion of my term on the RUAA, I wish to remain connected with both the RUAA and look forward to prospectively volunteering with the alumni association as needed.</td>
</tr>
<tr>
<td>TBD</td>
<td>The (potential) launch of a Ryerson University Social Work Alumni Association, granted there is a sufficient support or interest from fellow BSW alumni.</td>
</tr>
</tbody>
</table>
5. Attend Alumni Achievement Awards and audit the event. Prepare a report with comments/recommendations within two weeks. Although the event is well received and superbly executed, the goal is to look at ways if any to improve, enhance or revitalize it.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb. 13</td>
<td>Attend Alumni Achievement Awards and audit the event. Prepare a report with comments/recommendations within two weeks.</td>
</tr>
</tbody>
</table>

6. To conduct a three hour special event workshop for Academic Group volunteers. The goal is to provide these volunteers with information/guidance that will assist them with planning and executing memorable, exciting, flawless, and audience-specific events.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>TBD</td>
<td></td>
</tr>
</tbody>
</table>

7. To meet with Adrianne periodically to discuss Alumni weekend events. To provide valuable feedback with respect to décor, events planned, event components, logistics etc. The goal is to improve and enhance the events executed during Alumni weekend.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8. To meet with Cynthia periodically to discuss the plans for the Alumni Dinner. Although, this event is already well received, the goal is to provide valuable feedback to assist in creating a memorable and flawlessly executed event within budget.
<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Feb 13</td>
<td>site visit with Cynthia and Tyler at the Hyatt to determine room layout</td>
</tr>
<tr>
<td></td>
<td>possibilities for the upcoming Alumni Dinner</td>
</tr>
</tbody>
</table>
1. GOAL  Students of Caribbean descent make up a very large percentage of the overall student population. However their involvement in alumni activities is very low. It is my hope that we can help to reinvigorate alumni chapters in the Caribbean (particularly Barbados, T&T and Jamaica) by identifying leaders in the prospective islands and providing them with the proper tools to plan effective alumni events. I plan to work with Cynthia Wilchynski to achieve these goals by October 2013.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**GOAL** Jobs for students in FCAD are incredibly scarce as these design/ media related jobs are in high demand. Traditional job hunting techniques don't allows apply to these students. Students who go on to find success in these fields site internships, mentors and networking opportunities were the key to them finding jobs. If the alumni association can help to create more events and opportunities geared specifically to the unique needs of these students, then those same students are more likely to become involved in their alumni after they graduate. I plan to work with Jamie to help tweak some of the existing events in this faculty to ensure they are more consistent and effective. I hope to solidify a meeting with Jamie by mid February and hopefully make some changes by July 2013.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Goal** RUAA has seen tremendous growth in its social media numbers. I would like to use my knowledge of social media to help Andrea with her goals of engaging current students. I'd also to
work closely with Meredith to see identify what has been working in regard to social media outreach and what areas need more help. It is my hope that this goal will not only lead to more student involvement in RUAA. But that it can also result in increased followers on twitter, linkedin and facebook by November 2013.

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>