



Pan IIT USA Board of Directors Meeting

Tuesday, February 1, 2011 - 6:00 p.m. Pacific / 9:00 p.m. Eastern

Attended by: Gunjan Bagla, Roy da Silva, Sid Chowdhary, Amit Kumar, Ram Kelkar, Raj Singh, Kiran Thota, Anil Bhandari, Gautam Advani, Smita Bagla, Arjun Sen (notes by Deb Jordan)

Financial Update

Gunjan led the discussion reviewing the financial information and updates. We have been saving money over the last two years and now want to utilize some of the funds to ignite and build alumni branding.

Marketing Update

PLC member Arjun Sen has been brought on board as the VP of Marketing. Arjun introduced some of the work he has been doing to increase marketing opportunities for other companies/individuals. He wants to review opportunities at the IIT 2011 to promote IIT alumni - with the key focus of how can we promote the brand of IIT alumni. He shared his PR/Marketing plan that outlined Social media and Traditional media.

Arjun will coordinate his efforts with Anil and his team as they move forward to select a PR firm to help with the IIT 2011.

The costs of the PR/Marketing outreach efforts were discussed by the group. It was approved by the Executive Committee Members to allocate \$25,000 in the budget for PR/Marketing efforts. The Executive Committee Members also agreed to revisit this budgetary item in the next 6 weeks, in case additional funds need to be allocated.

PLC Retreat and Renewals

Gunjan introduced Deb Jordan who will be assisting with the planning of the April/May PLC Retreat and she will also be working on the PLC renewals.

Update by Raj Singh

Umang Gupta hosted a dinner in San Francisco with a good turnout and excellent dialogue. Everyone wants to do more to promote the brand, but the big question was “what is the mission?” Agreeing that unless the mission is crisp/clear, most aren’t likely to be able to promote the brand. Having a mission that is clear will also help with fundraising efforts. There was a discussion about staffing – unpaid, paid, or volunteer, and the need to keep institutional knowledge instead of relearning the system every 2 years.

Next Steps? Those that want to participate and formalize a small group should contact Raj.

IIT 2011 Update

Anil gave an update on the conference planning. He is in the process of lining up the speakers and the corporate sponsors. He gave an update on a new session where students and young alumni can submit business proposals (submission fee is \$100). The selection committee will select two winners – and the two winners will have a chance to present their business plans to six VC’s (both from the U.S. and India). General Atlantic Partners has agreed to sponsor with \$100,000 that will be used as seed money for the winners – to then move onto the next stages of funding. This particular new project illustrates how IIT is “giving back.”

Anil also gave the group an update on speakers he is lining up for an NGO session – (health initiatives, micro credit initiatives, and education initiatives).

IIT 2011 details can be found at <http://conference.iit.org> and <http://iit2011.org>

In the next few weeks, the registration section will be live, and the speakers will be added. Anil feels we are ahead of the game and the enthusiasm is starting to accelerate now.

Pan IIT Newsletter

Please let Smita know if you aren't receiving the Pan IIT Newsletter. Send her an email at newsletter@iit.org.

Communication

It was recommended that updates be sent with specific subject lines that will be clear to the recipient. The email needs to highlight the action items. It was also recommended that the group receives more formal communications from Gunjan.

President's Travel

Gunjan will be in New York on Sunday, February 13th. If there are meetings he can attend, please notify him as soon as possible. He may travel to New York one more time between February and the kickoff of the IIT 2011.

Next Board Meeting

The next Board Meeting conference call will be on Tuesday, March 1.