

# January 2016 PANIIT USA BOARD MEETING MINUTES

(Conference call)

## ATTENDEES

- |                    |                |
|--------------------|----------------|
| 1. President       | Witty Bindra   |
| 2. Past President: | Arjun Sen      |
| 3. VP/ Secretary   | Jassi Chadha   |
| 4. Delhi Rep:      | B D Goel       |
| 5. DA Rep:         | Arvind Jain    |
| 6. DA Rep:         | Prabhat Hajela |

## MINUTES:

Witty welcomed the team and wished everyone a wonderful 2016.

Arjun shared the 2014-2015 achievements with the board members including Alumni services, branding and governance. He also emphasized how the face to face meetings has changed the dynamic of the Pan IIT board and it has given opportunity to the board members to interact with each other.

Jassi indicated that the things need to be done are highlighting the prominent IITians in the US and sharing their contribution using the Pan IIT USA platform. For branding purposes, we should have social media marketing engaging passionate volunteers and they can manage our Facebook, Twitter and LinkedIn accounts. For media coverage including publications ideally we should hire a PR company or request any alumnus who owns the PR Company to help us.

Prof Hajela shared his vision and informed the board the importance of undertaking some of the research projects involving alumni country wide. He also indicated that as PanIIT is growing, we need to address some of the issues as faced by the Post graduate in the US universities who has come from the various IITs. How we can assist them in the job search and get them involved with PanIIT immediately after their arrival in the US.

BD Goel shared his viewpoint stating that PanIIT needs a road map to work with the social media for branding purposes. He also indicated the importance of PanIIT app which can be used by all the alumni in the country. He suggested getting in touch with Amit Kumar, Past IITD President who has his own company working in the mobile application area.

Finally it was decided to have a face to face discussion on the above mentioned issues at the next board meeting scheduled for **6<sup>th</sup> of Feb. in San Jose at India Community Center, 525 Los Coches St. Milpitas CA 95035**