

March 5, 2013 PanIIT USA Board Meeting Minutes:

ATTENDEES

- | | | | |
|-----------------------|----------------------|-------------------------------|----------------|
| • Chair: | Praful Kulkarni | Campus Representatives | |
| • President: | Siddhartha Chowdhary | • Kharagpur: | Vas Raman |
| • VP/Secretary: | Arjun Sen | • Guwahati: | Kiran Thota |
| • Chapter Liaison: | Smita Bagla | • Madras | Bob Nathan |
| • CFO: | San Sengupta | • Madras (alternate) | Monishi Sanyal |
| • DA Rep: | Suresh Shenoy | • Bombay: | Ram Kelkar |
| • Past President: | Gunjan Bagla | • Roorkee: | Anoop Verma |
| • Executive Director: | Roy daSilva | • Kanpur: | Ashok Gupta |
| | | • Houston Team | |
| | | • Chairman | Witty Bindra |
| | | • Vice Chairman | Pratish Kanani |
| | | • Other Attendees | |
| | | • Priyank Saxena | |
| | | • Yash Mahendra | |
| | | • Gaurav Agarwal | |

MINUTES:

- **February 2013 Minutes:** The February 2013 minutes were circulated by Arjun Sen and approved.
- **Regularizing Pan IIT accounts to include Bay Area Accounts:** Sid Chowdhary gave on regularizing Pan IIT accounts to include Bay Area Accounts. Doing diligence on identifying all information on bay area accounts. Once the information is available, it will be shared with the board. An accountant has been consulted and PanIIT USA will consider using professional help if needed to resolve this based on IRS rules.
- **PanIIT USA 501 C3 status:** Sid Chowdhary and Arjun Sen informed that we are putting this on hold till the Bay Area issue is resolved. After that is completed, this will be expedited. Sid Chowdhary and Arjun Sen was requested to present an expedited.

Ram Kelkar forwarded the name of the following law firm that helped IITBHF, as the board recommended that PanIIT USA should get a second opinion.

Nancy E. McGlamery
Adler & Colvin
235 Montgomery Street, Suite 1220
San Francisco, CA 94104
415/421-7555 (phone)
415/421-0712 (fax)
nmcglamery@adlercolvin.com
www.adlercolvin.com

- **Houston Conference:** Witty Bindra and Pratish Kanani presented an update. Suresh Shenoy applauded the team for pulling off an amazing kick-off.


IIT 2013 Global Conference Update

	Speakers		Sponsors (in '000s)		Registration	
	Target	Actual	Target/Commit/In	Actual	Goal	Actual
Jan 2013	5	6	\$300/\$35/\$0	\$300/\$35/\$0	50	22
Feb 2013	10	8	\$500/\$35/\$0	\$500/\$160/\$10	150	325
Mar 2013	15	TBD	\$650/\$50/\$35	TBD	250	TBD
Apr 2013	20	TBD	\$750/\$100/\$35	TBD	350	TBD
May 2013	25	TBD	\$850/\$150/\$50	TBD	450	TBD
Jun 2013	30	TBD	\$1000/\$200/\$100	TBD	550	TBD
Jul 2013	35	TBD	\$1000/\$250/\$150	TBD	650	TBD
Aug 2013	40	TBD	\$1000/\$300/\$250	TBD	825	TBD
Sep 2013	45	TBD	\$1000/\$350/\$300	TBD	1000	TBD
Oct 2013	50	TBD	\$1000/\$400/\$350	TBD	1175	TBD
Nov 2013	60	TBD	\$1000/\$500/\$500	TBD	1350	TBD

- **March 16 strategic planning meeting in LA:** The meeting has been cancelled. Instead PANIIT USA will try to do a meeting parallel to the Tie-Con in Bay area in May 16 and 17. All board members were requested to inform Arjun Sen about their availability during that time for a face to face board meeting.
- **Newsletter editor board:** Yash Mahendra and Priyank Saxena presented the work done by the team and their efforts were applauded.

PAN IIT Newsletter: Editorial board

- **PHASE 1: BUILD REGULAR CIRCULATION**
 - PANIT Newsletter has been published every month for past 11 months with a circulation of 51,000 + emails, in LinkedIn and Facebook
 - Open rate of emails: (Between 11% to 20%)
- **PHASE 2: ENRICHING CONTEXT**
 - Purpose of the PAN IIT Editorial board is to reorient the newsletter's content from fact based news to creative writing
 - PAN IIT Editorial board has the following members as of now:
 - Yash Mahendra (Managing Editor, IIT Kanpur)
 - Sanjiv Sinha (Editor, IIT Bombay)
 - Sundaraj Ragh (Editor, IIT Kharagpur)
 - The board contributed two articles in the Feb '13 PANIT Newsletter
 - "Here comes the News Revolution" by Yash Mahendra & Sundaraj Ragh
 - "Normalie Campus Recipes Ready For Topo-ing" by Sanjiv Sinha
- **PHASE 3: (NEXT STEP): REVAMP LOOK AND FEEL AND CONTINUE TO CREATE CONTENT**
 - The board intends to create creative content regularly for the newsletter
 - The board will recruit additional members based on a meeting of minds (preferably from IITs other than the ones already represented)



Sanjiv Sinha
Author of "Normalie Campus Recipes Ready For Topo-ing"

- **PaniIT USA Website:** Gaurav Agarwal presented the work done by the team and their efforts were applauded.

PANIIT USA WEBSITE UPDATE

<p>VISION</p> <ul style="list-style-type: none"> • Create a world-class alumni website → One Stop point for alumni • Develop infrastructure for conference website and reuse the infrastructure for the conferences <p>FEATURES PLANNED</p> <ul style="list-style-type: none"> • Information about PanIIT • Blogs, Forums • Event Registration • Job Postings • Social Network • Fund Raising • Revenue generation <p>EXECUTION PLAN</p> <ul style="list-style-type: none"> • Phase 1: <ul style="list-style-type: none"> ◦ iit.org update ◦ Houston Conference Website (iit2013.org) • Phase 2: <ul style="list-style-type: none"> ◦ Linking with Newsletter ◦ Social network on iit.org • Phase 3 <ul style="list-style-type: none"> ◦ Revenue generation 	<p>WHAT WE HAVE ACCOMPLISHED</p> <ul style="list-style-type: none"> • Phase 1: <ul style="list-style-type: none"> ◦ iit.org update • Reviewed other Alumni website to finalize the template for the website and new features • The new look and feel site is ready to be launched ◦ Houston Conference Website (iit2013.org) • Conference website is now fully functional with details about the conference, videos and registration <p>WHAT ARE THE NEXT STEPS</p> <ul style="list-style-type: none"> • Phase 2: <ul style="list-style-type: none"> ◦ Linking with Newsletter • Newsletter content details to be available on the website (currently at iitpro) • Will allow alumni to get details on any article and also have discussion online ◦ Social network on iit.org • Enable blogging, forums and event registration for alumni • Phase 3 <ul style="list-style-type: none"> ◦ Revenue generation • Offer revenue generation streams through advertisers
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- **Chapter Liaison:** Smita Bagla quickly took the team through a status update and sought feedback on the documents she had sent out two months back.
- **Executive Director - Vote Update:** Praful Kulkarni presented the votes which are attached below. In October the board had selected Roy for the role of the ED. The board had also voted on Roy's performance/success criteria and the initiative list developed by him. Here are the results:

	Yes	No	Not Voted	
SUCCESS CRITERIA	9	0	6	
Phase 1: Approved and ready to launch				
Events	Global Conference	12	0	3
Events	National Event	12	0	3
Events	Annual Gala Banquets	12	0	3
Events	The Travel Program /Anniversary Cruise (starts 2014)	12	0	3
Monetizing PanIIT Assets	IIT Alumni news letter	11	0	4
Monetizing PanIIT Assets	PI tech	11	0	4
Pay for setting up Alumni Services Program	Job Board/ mentorship program	11	0	4
Membership	Pan IIT Advisory Board Membership	11	1	3
Pay for setting up Alumni Services Program	Longterm care Insurance	10	1	4
Pay for setting up Alumni Services Program	Credit Card Program	10	0	5
Monetizing PanIIT Assets	Website	10	1	4
Pay for setting up Alumni Services Program	Health care	9	1	5

Phase 2: Close to getting Approved. Need to create additional buy-in

Contributions for setting up PanIIT Giving Back Endowment	6	2	7
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Phase 3: Not Approved. Visit in a year

Capital Plan contribution to operating costs	5	4	6	
Membership	Individual Memberships	6	3	6
Membership	Associations/Foundation Memberships	2	5	8

- **Executive Director - Next steps:** Roy da Silva informed the board of the following:
 1. Roy da Silva was selected as the Executive Director in October 2012, he has used the time since to evaluate the role.
 2. Based on his evaluation Roy da Silva stated that it is not feasible for him to perform the role as defined by the board and meet the performance/ success criteria.
 3. Roy da Silva recommends that the role of the ED be truncated, and some of the “approved” areas be worked on by the President and the Vice President. Roy wants to do a reduced role pro-bono, with travel expenses.
 4. During the test phase Roy da Silva proposes to work as part of the EC and will only be compensated for his travel expenses.
 5. As a next step, Roy da Silva offered to send details of the new plan to the board members by email.
 6. After that the board members will have seven days to ask any questions they have of Roy. Following that the board will vote on the new role.

Here were some of the key comments on Roy's proposal.

Gunjan Bagla: He stated that a typical conference raises \$750K to \$1 M, and the current scope of \$100K proposed by Roy is too small compared to the scope of the ED role proposed by the board.

Sid Chowdhary: He clarified that the funding for the ED position is not coming from just two individuals. Instead main part of the funding is coming from all the funds raised in the President's lounge during the NYC conference and past savings.