

June 16, 2017 PanIIT USA Board Meeting Minutes

(Sunnyvale, CA)

ATTENDEES

1. Chairman: Sudhakar Shenoy (On Phone)
2. President: Witty Bindra
3. VP /Secretary : Puneet Agarwal
4. President Elect: Kiran Thota
5. Prominent Alumni Rep: Rajat Gupta
6. Chapter Rep: Mandy Pant (On Phone)
7. KGP Rep: Arjun Malhotra
8. BHU Rep: Manu Goyal
9. Bombay Rep: Ron Mehta
10. Guwahati Rep: Saurabh Samdani
11. Pan IIT Admin: Swati Deshpande
12. Invitee: Huzefa Shakir – CFO/Treasurer (On Phone)
13. Invitee: Divya Gupta –PR Consultant
14. Invitee: Monishi Sanyal -Emeritus Member
15. Invitee: Sanjiv Sahay - Emeritus Member
16. Invitee: Suresh Shenoy - Emeritus Member (On Phone)
17. Invitee: Anil Bhandari - Emeritus Member (On Phone)

MINUTES:

The meeting commenced with exchange of greetings and the following discussions:

- ❖ **New Board Members Welcome** - The President Witty Bindra, welcomed the following new members to the Board-
 - New Prominent Alumni Rep to the Board.
 - New Guwahati Rep was welcomed to the Board.
 - The first ever woman representative elected to the Board was warmly received as the new Chapter Rep.
 - Former Chief Strategy Officer was welcomed to his new post as PanIIT Vice President and Secretary to the Board.
- ❖ **Last meeting Minutes** - May 5 2017, were approved.
- ❖ **Financial Update**
 - Financial review and Operational Budget was presented- Advertizing being the biggest expense.
 - Amendment was filed and accepted by the IRS for the 2015 Tax Return.
 - Extension was filed and accepted by IRS for the 2016 Tax Return; CPA has the required information.
 - Insurance - Working with a different Insurance Company seeking better coverage - event specific coverage for Chapters.
- ❖ **Newsletter / Job Board/ Website**

- Working job board which generated some revenues; Good click rate 17%.
- Post on the pay-wall : Job Board- Free for all IIT Alumni.
- Also mention in the newsletter.
- Introduce company logos on the website.
- PR responsible for all the update on the website & newsletter.

❖ **Chapter Update-**

- Carolinas, Houston, New England, Dallas, Chicago, Greater New York Chapters have been active the past year & this year.
- The New England Chapter hosted a women centric event for women in startups.
- Seattle, Denver Chapters have been dormant & needs help.
- Connecticut Chapter needs help to boost morale among alumni.
- Jump starting Struggling Chapters as they feel disconnected from PanIIT USA.
- Established Chapters can mentor the struggling chapters.
- Chapters can promote their activities on the Website iit.org.
- Define a minimum level of events / activities a chapter should maintain.
- Engage with fresh IITians by hosting Fresher's Welcome.
- Consolidate smaller chapters under one umbrella.
- Ensure that the Chapters have rotational election process.
- Atlanta chapter is being revived - get-together on July 6 with President.

❖ **Past Conference Chair Discussions-**

- Focused discussions on vision, mission and goals.

❖ **Branding & Marketing, Social Media -**

- Enhancing the brand image, building trust, equity & loyalty.
- Tweaking the website to incorporate these changes consistently across all PanIIT USA platforms.
- Share the template guidelines with all the chapters.
- Launched a Press release for PanIIT USA - Jyoti Bansal was interviewed.
- Focus on the Women IITians to collaborate
- Huge jump in FaceBook and online traffic by changing the content.

❖ **Governance -**

- Replace termed out members in sub committees - Governance & Finance.

The meeting concluded with thanks to all the Board Members and attendees.