

# March 11, 2017 PanIIT USA Board Meeting Minutes

(Sunnyvale, CA)

## ATTENDEES

1. Chairman: Sudhakar Shenoy
2. President: Witty Bindra
3. DA Rep: Prabhat Hajela
4. KGP Rep: Roy Da Silva
5. BHU Rep: Manu Goyal
6. Bombay Rep: Ron Mehta
7. Guwahati Rep: Kiran Thota
8. Kanpur Rep: Priyank Saxena
9. Roorkee Rep: Anoop Verma (On Phone)
10. Pan IIT Admin: Swati Deshpande
11. Invitee: Shum Mukherjee – Bay Area Conference Rep
12. Invitee: Puneet Agarwal – Chief Strategy Officer (On Phone)
13. Invitee: Huzefa Shakir – CFO/Treasurer (On Phone)
14. Invitee: Mandy Panth – IIT Women Rep (On Phone)

## MINUTES:

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

- ❖ **Past President Appreciation** - Past President Arjun Sen was felicitated with a plaque commemorating his service to Pan IIT USA and his active role in the creation of the database and website. He stressed on Board Member accountability and getting the organization branded properly in his closing comments.
- ❖ **New admin introduction** - Swati Deshpande was welcomed.
- ❖ **Last meeting Minutes** - February 7, 2017, were approved.
- ❖ **Financial Update**
  - Update was shared and revenues, deficits and investments were discussed.
  - 2016 Balance Sheet, 2016 Profit & Loss statement & 2016 Operational Budget was presented. Current fiscal year Operational Budget was presented.
  - Cost and coverage of the Business Insurance was discussed. It was suggested to review and evaluate the present coverage; and put the insurance renewal on the President's calendar.
  - All categories on the Financial records are aligned with the IRS forms filed at the end of the year.
  - To resolve any issues and for ease in income tax filing transparency it was suggested to share a blank template with the Chapters in the format used by IRS.
- ❖ **Job Board**
  - Received favorable response to the job postings. Requires marketing to give favorable exposure.
  - Present quarterly the job board update / mention it in the monthly newsletter.
  - It was suggested to link the Job Board to local Alumni websites.
  - It was suggested to contact the IIT Directors regarding the job board.

- Major Companies / Conglomerates should be approached requesting them to post their job requests on the iit.org Job Board under their logo; and a basic fee should be charged for having their logo on the website. A click on the logo would show the jobs that company has posted.
- ❖ **Social Media** - Twitter / Facebook / LinkedIn
  - A volunteer was nominated to handle Social Media.
  - It was suggested to define strategy and criteria before posting on any Social media platform.
  - Have a paid resource manage the Social Media to keep it current, thus having more traffic & creating visibility.
- ❖ **Website** -
  - The iit.org website design needs to be enhanced and updated.
  - Hire a professional to update the website.
  - A RSS feed to the website will generate interest for more visitors.
  - IIT's should have a Pan IIT USA link on the institute website.
- ❖ **AAA Discount to Alumni**-
  - Seek a deeper discount than what is being offered and pass on the incentive to the alumni as promotions.
- ❖ **Chapter Involvement**-
  - Paid resources can be available to support the Chapters.
  - We have - Functional Chapters (major chapters), Mid-size Chapters, and Small Chapters.
  - There has to be successional planning for chapters.
  - The Board agreed to participate in helping / mentoring the chapters to initiate activities; specially the smaller and dormant chapters.
- ❖ **Newsletter** -
  - Alumni should have only one incoming email monthly.
- ❖ **Branding initiative** -
  - Draft proposal from 2 outside vendors were presented.
  - Board will vote to select the final company.
- ❖ **Governance** -
  - Nomination Committee was formed .
  - President Elect was proposed and approved by the Board
  - Vice President Elect was proposed and approved by the Board
  - Advisory Council-
    - It was proposed and approved by the Board to invite past Chairmen & past Presidents - Emeritus members, in advisory capacity to share their wisdom & expertise with current officers.
    - The Board decided to invite them to the next quarterly Board meeting; they can join either in person or on phone.
    - The Advisory Council members are invitees and not entitled to any reimbursement.
  - Global Conference Advisory Committee -
    - Proposed and approved to have past Global Conference chairs in advisory capacity to approve, ratify, and expedite the viability and success of a proposed conference.
    - This committee has to connect with the branding & marketing team.

❖ **Directory of Experts -**

- 46 responses were received from 180 letters sent out to create a Directory of Experts.
- Inform applicants and send out letters under the President's name to them.
- Establish criteria for screening - have tiers.
- Upon assessment create a format for the online directory of experts.
- This final list can be shared with IIT and the Ambassador's office.

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