

May 2016 PANIIT USA BOARD MEETING MINUTES

(ICC – San Jose, CA)

ATTENDEES (Voting Members)

- | | | | |
|--------------------|----------------|-------------------|-------------------------------|
| 1. Chairman: | Vacant | 9. BHU Rep: | Manu Goyal |
| 2. President: | Witty Bindra | 10. Bombay Rep: | Sandeep Pandya – Not Present |
| 3. Past President: | Arjun Sen | 11. Guwahati Rep: | Kiran Thota |
| 4. VP/ Secretary: | Jassi Chadha | 12. Delhi Rep: | B D Goel |
| 5. DA Rep: | Arvind Jain | 13. Madras Rep: | Sagar Pushpala – Not Present |
| 6. DA Rep: | Prabhat Hajela | 14. Kanpur Rep: | Priyank Saxena – On Phone |
| 7. Chapter Rep: | Vacant | 15. Roorkee Rep: | Sanjay Keshwani – Not Present |
| 8. KGP Rep: | Roy Da Silva | | |

ATTENDEES (Non Voting Members)

- | | |
|-------------|----------------------------------|
| 1. Co -CFO | Shum Mukherjee |
| 2. Invitee: | Puneet Agrawal – Alumni Services |
| 3. Invitee: | Amit Kumar - PanIIT App |
| 4. Invitee: | Anil Saigal – Boston Conference |
| 5. Invitee: | Sky Basu – PanIIT Database |
| 6. Invitee: | Raj Laad– on Phone |

MINUTES:

March 2016 Meeting Minutes were confirmed.

Alumni Services – Puneet Agrawal

Puneet shared with the board the progress made in the last few months in the alumni services area

Database – Infrastructure was built which is scalable and more functionality can be added to it. All the other services which could be added to the IIT Connect to attract people to use the database are;

- Project PANIIT as the umbrella brand
- Chapter alignment
 - Host chapter websites
- Newsletters & other publications
- Event/ Conference Management
- Sending Bulk Emails using IITConnect
- Groups - mentorship, startup, career
- Custom Branding for PANIIT (additional \$)
 - Creative service from YM
- Social Media Management (additional \$)
Emails, newsletter, Twitter, Facebook, LinkedIn
- YM Mobile Event App (additional \$)
 - Can be looked into at a later stage

Job Board

- We provide a list of companies
- YM's sales team contacts companies
- YM manages the job board
- Revenue share basis; no upfront cost for PANIIT

Secure ads on web pages

- YM's sales team contacts companies
- Places ads on strategic places on the website

Industry News Letter

- News Editor works in conjunction with the team
- Set the tone of the newsletters – Professional, funny, edgy
- Ad placement will be sold by YM's sales force
- Revenue share basis; no upfront cost for PANIIT

Ecommerce through Online Store

Ticket sales

He informed that the main focus is how to engage chapters and campuses to be on IIT connect. Pan IIT is prepared to offer them the platform free of charge. It was suggested to engage the 2 main IIT campuses and the top 5 chapters in the county and work on the challenges before offering this service to the other chapters / campuses.

Triman App was discussed in the meeting and Amit Kumar informed the board about various options available for PanIIT to work with his company.

The following motions were passed –

1. To proceed to execute a contract between PanIIT and Triman for app development.
2. Jassi Chadha to bring chapters together as he did in TiE.

Board Composition Update – Witty

- a. Chapter Rep – It was recommended to allow immediate past chapter presidents illegible for the chapter rep position and Kiran was requested to look into it and come up with a recommendation to the board before the next board meeting.
- b. Chairman – It was discussed to approach Kanwal Rekhi and Sudhakar Shenoy for the Chairman's role. Jassi Chadha was requested to talk to Kanwal Rekhi.

It was suggested to move fast in the selection process and have a chairman in place before the Boston Conference.

Boston Conference 12-14 Aug 2016 in Rhode Island Convention Center, Providence, RI – Raj Laad

- Keynote speakers
 - NASA Mars mission Chair
 - GE COO
 - FedEx EVP
 - TripAdvisor CEO
 - Need marquee keynote help
- Program
 - 40 panels proposed, 39 confirmed speakers
 - Friday Entertainment: Sonika Vaid (American idol top 5)
- Registration very low

- 36 volunteers, 34 attendees
- 50 rooms
- Need outreach help
- Operations
 - 60+ volunteers
 - Caterer Rajbhog, NJ
 - ~\$180/person food cost (includes \$100 RICC service charge)
- Finances
 - Cost ~\$550K, Need to raise ~\$400K
 - Collection: donations ~\$100K, sponsorship: ~\$240K
 - Spent ~\$12K, expect to raise ~\$50K per month
- Marketing / Outreach
 - Biweekly email newsletter to local community
 - Emails to PanIIT chapters, IIT newsletters, etc. every month
 - Social media publicity

Branding & Marketing Update – Jassi Chadha

- Recommended to engage Skyrocket for brand positioning for the PanIIT USA.
- Also suggested the Alumni Team to work with him on this initiative including Social Media.

Pan IIT Financial Update

Key Highlights:

- Filed an extension for YR2015 tax return. This return to include the bay area conference account
- Bay Area Conf Account
 - Total amount transferred: \$154.5 K
 - Loan Repayment: \$124 K
 - Conf Surplus into PanIIT National Account: \$29.5 K

General Discussion

It was decided to host the next face to face meeting on the 12th OR 14th August in Providence, RI. Kiran was requested to get in touch with Southern California Chapter and find out if they are interested to host the next PanIIT Global Conference in 2017.