

MINUTES

PanIIT USA Monthly Board Meeting Call Tuesday May 2, 2017.

Attendees:

1. President: Witty Bindra
2. Vice President: Puneet Agarwal
3. Governance Chair: Kiran Thota
4. Prominent Alumni: Hajela Prabhat
5. IIT Bombay Rep: Ruyintan (Ron) Mehta
6. IIT Madras Rep: Sagar Pushpala
7. IIT Roorkee Rep: Anoop Verma
8. IIT Kharagpur Rep: Arjun Malhotra
9. Invitee: Divya Gupta (PR Consultant)
10. Admin: Swati Deshpande

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

- ❖ **Last meeting Minutes** - March 2017 and April 2017, were approved.
- ❖ **PanIIT San Jose Conference 6/17/17.**
 - PanIIT San Jose conference is estimated to be well attended by around 1000 participants including IIT Delhi & IIT Kharagpur delegations with the respective Deans.
 - PanIIT USA will assist the San Jose conference to market the conference through PanIIT USA PR consultant.
- ❖ **Academics update** -
 - Initial preliminary work on the Directory of Experts completed.
 - Content handed over to the Committee for further review.
 - Initial introductory call with PR consultant was successful.
- ❖ **Update on Marketing & Branding from PR consultant.**
 - Currently working on the Logo, Webpage, Tagline.
 - Social media engagement has gone up.
 - Will be conducting interviews for news content.
 - Aiming for a press release in June.
- ❖ The Board tentatively approved budget for PR consultant to attend PanIIT San Jose conference. PR consultant to provide their agenda / plan for the conference.

❖ **Chapter rep selection to the Board -**

- The chapter leads were asked to vote for a candidate from the 3 nominations sent to them for the Chapter rep selection to the Board .
- The election process was discussed.

❖ **Indian PanIIT conference in November 2017**

- The India PanIIT conference will be held from November 24 to November 26, 2017 in Noida . Ashok Madhukar POC.

❖ **Ideas for a tagline for PanIIT USA**

- It was suggested to have a contest on Social Media after defining the parameters of the contest.
- It was suggested to copyright the Tagline.

The meeting concluded with thanks to all the attendees.