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| Meeting Name: | March Board Meeting |
| Meeting Date: | March 4, 2020 |
| Meeting Location: | Call In |
| Attendees: | Ashwin Ranna (President)  Jayne Marks (Vice President)  Dan Phillips (Secretary)  Lauren Dziagwa (Past President)  Jesse Doss (Social Co-chair)  Jeff Argyros (Social Co-chair)  Erin Feichtner (Technical Events Co-chair) |
| Handouts: | March Agenda |

ACTION ITEMS

* *Jayne to email The Foundry again for March GBM.*
* *Ashwin to email Roland’s for March GBM.*
* *Dan to add canstruction to weekly email blast.*
* *Lauren to submit region 2 awards soon.*
* *Sylvia to confirm which societies have paid for Joint Social.*
* *Someone to make a flyer for the Joint Social.*
* *Jayne to plan women’s event with SEI.*
* *Ashwin to request membership list from section again at March BOD Meeting.*
* *Lauren to check if constant contact is free for ASCE groups*
* *Sylvia to check if we have the budget to pay for mentorship activities.*
* *Anyone to send Erin contacts for April lawyer/court based technical presentation*
* *Dan to send email blast for call for elections.*

NOTES

* President
  + Elections
    - Elections to be held at March GBM (March 12th)
    - Only 2 people officially running for 3 open positions
    - Send email advertising meeting and open positions
    - Location for GBM still not decided
      * *Jayne to email The Foundry again for March GBM.*
      * *Ashwin to email Roland’s for March GBM.*
  + Events
    - Canstruction needs volunteers for build on May 8th
    - Karen Muser is organizing it
    - *Dan to add canstruction to weekly email blast*
  + Meeting Structure
    - Should BOD meetings be moved back to GBMs
    - To be discussed at March GBM
    - Potentially add call-in option to in person BOD/GBMs
    - Pair something engaging like a fun activity or technical presentation with the GBM to attract new members
* Past President
  + *Lauren to submit region 2 awards soon.*
* Secretary
  + Open rates are low
  + Looking into improving the use of tags in email to better visualize audience
  + Potentially set up trips to local companies to give short presentations and advertise ASCE
* Social
  + Joint Social
    - Funds due the night of the event
    - $500 per society, 5 societies, $2500 total
    - *Sylvia to confirm which societies have paid for Joint Social.*
      * ASHE is only one confirmed per Jeff
    - *Someone to make a flyer for the Joint Social.*
  + Curling “Winter Sport” Event
    - Jesse having trouble getting in touch with curling place
    - Potentially combine event with mentorship program event to get more people interested
  + Women’s Networking Event
    - *Jayne to plan women’s event with SEI.*
* Membership
  + Membership List
    - YMF (or Pittsburgh Section in general) membership list requested from Section Treasurer, Mike Krepsik, at February Section Board Meeting.
    - *Ashwin to request membership list from section again at March BOD Meeting.*
  + Email client
    - Mailchimp seems to be the better option for email client unless constant contact is free from ASCE
    - *Lauren to check if constant contact is free for ASCE groups*
* Student Activities
  + Combine mentorship event with curling event.
  + Want to have more group meetings or reimburse in person meetings to encourage pairs to meet up.
  + *Sylvia to check if we have the budget to pay for mentorship activities.*
  + Instead of creating our own new events, encourage mentors to bring their mentee to already existing society events
* Technical Events
  + Cap Project Tour
    - Geneva wanted to have a tour of the cap project construction site on March 21, but may not be able to make it
    - Try to keep the date and have it as a general YMF event
    - *Erin to email cap project contact and set up a date for a YMF tour.*
  + April GBM Technical Presentation
    - Erin is planning lawyer/court based presentation for April and is looking for presenters
    - *Anyone to send Erin contacts for April lawyer/court based technical presentation*

AGENDA

**Meeting 7: March 4, 2020; Call-In**

1. **Call to Order – 12:00 - 12:05**
   1. Introductions
2. **President’s Report – 12:05 - 12:10**
   1. Long-term strategic goals review
      1. Membership: increase membership and improve membership retention
         1. 20% of student ASCE members continue on to be full ASCE member
         2. Attendance at general body meetings has been limited to board members
         3. Re-evaluate membership/email list, email format, email client, etc.
      2. Technical and industry information: hold more frequent, shorter technical presentations and plan for some longer technical presentations
      3. Outreach and mentorship: Visit student chapters and increase engagement with mentorship program
   2. Upcoming events
      1. Joint Social - April 3rd, Marios
      2. CANstruction - Concept by end of March, build May 9th at the Mall at Robinson
      3. Board Elections
   3. Section update
      1. Next Section meeting March 5, 2020
      2. ASCE YMF mentorship program underway
      3. Legislative fly-in planned for March 11-13, 2020
   4. Discuss alternatives to Call in meetings
3. **Past President’s Report – 12:10 - 12:15**
4. **Treasurer’s Report – 12:15 - 12:20** 
   1. Current YMF Balance: $4,859.66
      1. Outstanding Items:
         1. Payments:
            * ERYMC: $50 (Daniel Phillips)
         2. Incoming Funds:
            * Joint Social from other organizations
      2. Balance one year ago: $3,305.50
5. **Secretary’s Report – 12:20 - 12:25**
   1. Email Subscriber Growth ( Feb 1, 2020 - March 2, 2020)
      1. 305 Subscribers
      2. 42 New subscribers
         1. Majority from mentorship program (Students)
   2. Email Subscriber Engagement
      1. 6% frequently open emails
      2. 14% somewhat frequently open emails
      3. 66% rarely open emails
   3. Campaign Performance

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| Week | Unique Opens | Unique Clicks | Audience |
| 2/23-2/29 | 65 (21.3%) | 9 (3%) | 305 |
| 2/16-2/22 | 65 (21.3%) | 23 (7.5%) | 305 |
| 2/9-2/15 | 37 (13.8%) | 7 (2.6%) | 271 |
| 2/2-2/8 | 46 (17.2%) | 14 (5.2%) | 267 |

* + 1. Average open Rate = 25.4% (all emails, included mentorship and events)
    2. Average open Rate = approximately 20% (weekly email updates)
    3. Average click Rate = 1.9% (all emails)
  1. Working to organize contact list in Mailchimp
     1. Adding tags (labels): student organizations, general body, board members …
  2. Update official membership list
     1. Need to figure out who to contact for a ASCE local member list.
  3. Switching Email Clients (Mailchimp to Constant Contact) ?

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| **Feature** | **MailChimp** | **Constant Contact** |
| Subscription | Essentials ($9.99 /mo) | Email Plus ($45.00 / mo) base price increases with no. contacts |
| Users | 3 | multi user (email plus required) |
| Contacts | 50,000 | more contacts = more $$ |
| Emails | 500,000 | Unlimited |
| Analytics | Yes | Yes |
| Contact Profiles | Yes | Yes |

* + 1. The features and interface between Mailchimp and Constant Contact email clients appear to be comparable. Constant Contact in my opinion is a more premium service that contains more advanced marketing specific tools (not something we need). Constant Contact is also 22% more expensive than Mailchimp.
    2. My recommendation is that we continue to use Mailchimp as the ASCE YMF primary email client.
  1. Create calendar of events (Gmail ?)
     1. Includes: Final exam schedules, YMF events, ASCE events, Student Events

1. **Committee Reports – 12:25 - 12:40**
   1. Committees are actively seeking co-chairs to help plan events:
      1. Fundraising Committee
      2. Membership Committee
   2. Social:
      1. Spring Joint Social: Agreement with Shadyside Mario’s for Friday, April 3rd (Confirmed with our Mario’s contact in January). Societies confirmed:
         1. ASCE
         2. ASHE (payment received)
         3. PSPE
         4. SAME
         5. ESWP
      2. Women’s Networking Event
         1. SEI would like to partner with YMF to host a women’s networking event
         2. Potentially get other societies involved (WTS, SWE, SWEP)
   3. Student Affairs
      1. Student/YM Mentor Program
         1. 12 mentor/student pairs matched up 2/24/2020
         2. YMF funded coffee events?
         3. Combine curling winter sport event with mentorship meet up
            * Week of March 23rd?
      2. Pitt:
         1. Pitt Alumni Networking Event - March 4 (tonight) 5:30pm Oaklander Hotel
         2. OVSC - April 2-3, 2020 @ Western Kentucky University
      3. CMU:
      4. Geneva:
         1. Initial confirmation of construction site tour in March (21st) of Cap project by JB Fay.
            * Low student interest and have not heard back from Contractor to confirm the Sat. works. Considering canceling event.
      5. UPJ:
         1. Planning a joint UPJ/Section dinner meeting at UPJ on Wednesday March 25th. Currently distributing save-the-date flyer and confirming speakers and logistics. More details to come.
         2. Still trying to nail down dates during Spring term for YMF “Intro to Institutes” meeting (waiting on Prof. Houston to confirm calendar of available dates).
      6. Point Park:
         1. Hosted mentorship kickoff event
         2. 2 students attended WSCL
      7. Franciscan:
      8. Slippery Rock University:
         1. Practitioner Advisor: Greg Rumbaugh
   4. Fundraising
      1. Benefits night at restaurants:
         1. BJ’s / California Kitchen Pizza (2020 GBM or Happy Hour)
      2. Section 50/50 Sale: Jayne attended the event and raised a total of $90. Winner Jeff Argyros’s dad donated $45.
      3. Need a fundraising co-chair to help out with door prize donation requests
   5. Membership
      1. Re-evaluate how membership is tracked
         1. I plan to use a combination of the Mailchimp account contact list database and cross reference it to the ASCE membership list.
            * Goal is to keep the mailchimp contact list in sync with the official member list.
            * Tags (labels) will be used to organize contact lists by student organization, Board members, Gernal Body, Alumni … Keeping this up to date should give us a good idea of how many members join and leave each year.
            * MailChimp has a specific CSV file format for the contact list that can be edited and imported from excel.
      2. How to increase membership
         1. Consider adding an “employer tag” to the contact list. See which employers are not represented by Younger Members and see if these employers will let us do a YMF presentation to promote ASCE YMF engagement.
         2. Plan to visit our ASCE Student organizations near the end of the spring semester. Present of the benefits of continuing membership with ASCE and Joining the YMF. Gather contact information from graduating seniors (non .edu email addresses). Make sure graduating seniors are aware the ASCE membership is FREE the first year and that they have all the correct information to join YMF.
   6. Community/ Outreach
      1. 16 year old junior at Mt. Lebanon High School who is required to do a 3+ hour shadowing experience for the STEM Academy looking to shadow a local Civil Engineer
      2. (Section outreach committee) Judges needed at Covestro Pgh Regional Science & Engineering Fair March 25th and volunteers to interact with elementary classroom for 45min March 26th at New Brighton Elementary STEAM Day.
   7. Technical/Employment:
      1. Pennsylvania Report Card - Recorded version is now available and can be used when visiting student chapters to give them a better understanding of the Report card and State needs/impacts. Web Version: <https://stephtheengineer.clickfunnels.com/asceparc1>
      2. Next technical GBM event will be in April. “Tips for Interacting with Lawyers and the Media for Young Professionals” at Penn Brewery.

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| **Adjourn – Next Meeting April 2020, Location: ON Phone** |