

## NJ ACE – New Jersey Association of Colleges and Employers

### Executive Meeting - Minutes

July 6, 2011 – Caldwell College

Attendees: Geri Perret, President  
Carol Ruiz, Past-President  
Bob Franco, President Elect/VP of Programming  
Lynne Orr, VP of Communication  
Alyssa Munt, Treasurer  
Valerie Adams, VP of Marketing and College Relations  
Danielle Gargiulo, VP of Networking and Employer Relations

Meeting Started: 9:13 a.m. on Wednesday, July 6, 2011

### Minutes:

1. Membership List:
  - a. The 6.10.11 membership list was distributed
  - b. Several discrepancies found
  - c. Association needs an updated list
  - d. Carol will send electronic list to Lynne to edit and revise
2. Constitution
  - a. A Major Revision was newly constructed by Carol Ruiz and Richard White
  - b. Goal: Clarify roles and responsibilities
  - c. Revision was completed March 2011
3. Review Constitution's Officers & Positions
  - a. President – self-explanatory (Geri)
  - b. President Elect (Bob)
    - i. Major Function is Programming and Planning Meetings
    - ii. Goal this year is to plan 1-2 Director's Meetings (January) and 2 Conferences (Fall/Spring)
    - iii. Chair of Program committee, along with executive board and other interested members
    - iv. LinkedIn – Switch owner from Debra Kelly to Bob Franco; switch manager from Debra Stark to Geri. Any member can post, advertise events, and have a discussion starter once a month
      1. January – Danielle
      2. February – Geri
      3. March – Valerie (and company)
      4. April – Valerie (and company)
      5. May – Danielle
      6. June – Lynne
      7. July – Lynne
      8. August – Geri
      9. September – Alyssa
      10. October – Alyssa
      11. November – Bob
      12. December – Bob
    - v. REMINDER – Become a member of LinkedIn if you are not already.
  - c. Past-President (Carol)
    - i. Election Committee

- ii. Nominations for the Board
  - d. VP of Communication (Lynne)
    - i. Newsletter
      - 1. Currently there is a 2 page template which is emailed out twice a year
      - 2. Currently created in Publisher and saved as a .pdf
      - 3. Look into an eNewsletter and possibly switch into the website as news briefs
    - ii. Website
      - 1. Currently managed by Barbara Thompson (RU)
      - 2. Created as a yahoo website
      - 3. Look into transferring responsibility to Lynne
      - 4. Danielle will look into a new logo
      - 5. Wait for branding to be completed
      - 6. Revise and update website
    - iii. Membership
      - 1. Connect with Alyssa about the process and communication
      - 2. Reach-out to previous members
      - 3. Email-list needs to be updated
      - 4. Create follow-up email welcoming a new member (Geri will create the Letter; Lynne will send the letter)
      - 5. Membership form is available on the web
      - 6. Send an email for membership renewal (Lynne)
    - iv. College Contacts – updated list
      - 1. Lynne’s intern, Mercedes Torres, will work on this project
  - e. Treasurer (Alyssa)
    - i. Treasurer Report
      - 1. 2010-2011 Report was distributed
      - 2. Balance remaining - \$5,874
    - ii. Audit
      - 1. Danielle will find a consultant to work with Alyssa on a one-time audit
  - f. VP of Marketing and College Relations (Valerie)
    - i. Talk to non-members – a contact “reach-out list” needs to be created
  - g. VP of Networking & Employer Relations (Danielle)
    - i. Hosting a Conference – Bob Taylor (employer who attended the March NJACE) is interested
    - ii. Develop a brochure or one page – (printing through Alyssa) – wait for new branding
    - iii. A need to increase Employer Membership
      - 1. Hand-out brochure at career fairs
      - 2. Mass mailing brochure
      - 3. SHRM HR Association
      - 4. Meadowland/Chambers – Offices
      - 5. Build incentives for employers to join
- 4. Next Meeting
  - a. Schedule for September 14<sup>th</sup> 9-11
  - b. Location TBD

Respectfully submitted,  
Lynne Orr, 7.6.11