



Network Leader Quarterly Call

April 2023

AGENDA

1. Picnic Day!
2. Re-Evaluating Meeting Format
3. Recap of Volunteer Leadership Conference
4. FY24 Network Registration
5. Important Dates
6. Inside Scoop - Data

Picnic Day

2023 - Tell us about your events

- Washington D.C.
- Indonesia
- Hawaii
- NYC
- Philippines
- CLAA
- San Diego

2024 - Planning for next year

- What would you have liked to do in 2023 that you didn't?
- Have you been inspired by the previously mentioned events?



Re-Evaluating Meeting Format

We currently meet 1 day per quarter, split over 2 sessions

- Does this work for you? Different times or days?
- Is there a better way?

Side Note - Do you read the monthly newsletter?

Only 38 out of 77 people opened the April Newsletter.

Volunteer Leadership Conference 2023

- What did you learn from the VLC?
- What would you like to see in future sessions?

Looking ahead - Plans and goals for 2024

- Will be in person in October 2024
- Details TBD

2023-2024 Network Registration

Network Leader Resource Page

<https://bit.ly/caaanlr>

- Network Registration
 - one per network
- Terms and Conditions
 - one per network leader
- Membership
 - current annual or lifetime

Extra Budget given to networks that register by April 30, 2023.

Final Deadline is May 15th!



IMPORTANT DATES TO KNOW

Campus-Wide events to join in on

- Picnic Day - Mid April every year
- Summer Send offs - SIR deadline is May 1st. Events usually happy in June and July. Must work around orientation, housing and parent info sessions.
- Homecoming - Mid-October
- Athletics - Tailgating and Watch Parties

Cultural & Community Events

- Mooncake festival - September
- Veterans Day - November
- Cesar Chavez Day - March

Inside Scoop - Data Pulls

● Regional Criteria

- We request info for all alumni living in the vicinity of the event.
- Exp - Social in Fresno - We submit for the requested population (alums, parents, friends) within a radius (25 miles of 93727).
- We then filter the list for those who have requested Do Not Contact, Do Not Email, Do Not Invite, etc...
 - This will often reduce our list by hundreds or even thousands of people.

● Affinity

- Requested in the same manner as regional events as we want to reach as many people as possible

Marketing

Newsletters and Social Media

Sacramento and Bay Area receive monthly newsletters

- Included in those newsletters are regional events, campuswide news and membership promos
 - ❖ Regional Newsletters outside of SAC/BAY are sent when there is an event or promotion that is relevant.

Social Media:

- Facebook events are created for all network events, usually posted by Ashley or network leader.
- Instagram is currently only used by a few networks
- Main CAAA Instagram and Facebook pages are used to promote alumni stories, campus events and some regional events.

What we do as Staff Liaisons

Market events on website, Social Media and through emails

Coordinate multi-network events

Pull attendee data and constituent lists

Incentivize participation

Manage Social Media posts

Track budgets

Provide Insurance



What we need from you

Advance notice of plans

Fill out pre/post event forms in a timely manner

Responsive to communications from CAAA

Read the Network Leader Newsletter

What else?

