

BC Alumni Board Meeting
Georgia Tech Hotel and Conference Center
Thursday, February 28, 2008
7:30 a.m.

Attendees: Pat Jones; Brenda Stokes; David Pritchett; Jason Rehmert; Steve Foster; Robert Lafayette; Eric Taylor; Eddie Harris; Jeff Brown; Rob Schulten; Anna Forgey; Jennifer Moore; Michael Clark; Trevor Pitt; Dia Hunter; Dr. Roozbeh Kangari; Ed Rondeau; Brenda Morris; Casey Hall; and Lisa Borello.

Chair Pat Jones opened the meeting at 7:45 a.m.

Project Playhouse

Two student representatives from the Student Construction Association, Will Harris & Katie Watt, presented a proposal to enter the Project Playhouse Competition that is sponsored by “Home Made” a 503(c) (3) organization. Entries are built in Spring/Summer 2008 and then are on display and up for auction in the fall at Lenox Square. Mr. Harris and Ms. Watt stated that a small group of BC seniors were planning on participating in this volunteer project during Georgia Tech’s spring break and were looking for support, largely in materials, but also legal assistance and supervisory support. The pair passed out a project notebook which included drawings of the playhouse, which is designed to look like GT tower on the outside and an engineer’s office on the inside. The students want to complete the project by the first week of May, and Ryland Homes has agreed to move and store over summer. Casey Hall is the point of contact with the BC Program. David Pritchett confirmed if Casey forwards the project concept/business plan documents, he would be willing to circulate electronically to other industry members.

Program Updates

Dr. Kangari provided an update on recent events and BC Program news. He stated that the Annual Construction Industry Career Fair was held at the Georgia Tech Student Center Feb. 4 and was a great success. Students from Building Construction, as well as Civil Engineering and the College of Management attended.

The BC Program is currently interviewing candidates for a faculty position; four candidates have been interviewed and the Search Committee is finalizing its decision. The Program only has approval to hire one faculty member and is in negotiation to hire a second.

Dr. Kangari stated that the students and faculty are extremely pleased with the renovated computer lab. He then provided an update on enrollment figures and said the Program currently has about 320 total students (about 210 undergraduate, 100 graduates, and some PhD students) and is the second-largest program in the College of Architecture.

BC Career Fair

Casey Hall provided a report on the recent Construction Industry Career Fair. He stated that about 41 percent of all BC students, or 125 students, attended the event; there were 40 companies present. He added that companies were provided with student resume books; this year's book included more than 90 student resumes, the largest since the Career Fair began offering this to attending companies.

Mr. Hall then stated that all participating companies were sent a survey asking for their feedback and suggestions on how to better improve the event; he stated he would provide a summary of the responses from the survey at the next Alumni Board meeting. He then asked the Board if they had any recommendations on improvements to make to the Career Fair. Trevor Pitt said Whiting-Turner liked mix of academic programs at the Career Fair. Ms. Jones stated that the logistics of the event were excellent. She added that the event, because it took place over the course of the day, was challenging for Draper because it required its recruiters to be away from the office for the whole day. She suggested perhaps considering a half-day event, or holding something in the evening hours. She also added that the College of Management holds a "reverse" fair where students are responsible for setting up booths, which company recruiters visit. She further suggested inviting all the majors in the COA to attend the BC event. Dr. Kangari responded that the primary focus on the fair is to provide job and internship opportunities for Building Construction students. Jennifer Moore added that her company prefers to interview and hire BC students. Ms. Moore then suggested holding the Career Fair twice a year (once in fall and once in spring). Ms. Jones agreed that a fall recruiting event was a good idea. She added that the price of company attendance was right on track with what other academic programs were charging. Brenda Morris added that graduate students also attended the event. Mr. Hall added that the program intends to better track student next year, in terms of distinction by year and status (graduate vs. undergraduate).

50th Anniversary Event

Event chair Brenda Stokes reported on the 50th Anniversary Event. She stated that she did not want this event to compete with AGC or other organizations, or from the GT/BC Golf Tournament.

Steve Foster then reported on the meeting the subcommittee held Feb. 15 with Dr. Ahmed concerning the Information Security System's annual program that recently occurred in the Fall 2007. The group talked about planning and execution; Dr. Ahmed shared that they have a \$32K budget for the event, with about half spent on promotion. They have sponsors and have large companies looking to reach out to industry, and have been hosting this program since 1988.

Dr. Kangari asked if the proposed BC event should be an annual event or a 50th Anniversary event. He added that he believes the event should be aimed at increasing the visibility of the BC Program among industry, rather than being a fund-raising event. He stated that the cost would be about \$30K, and the Program would need seed money, industry involvement, and student involvement. Ms. Morris added that the Information Security System has a full-time staff person dedicated to planning and coordinating the event, and that planning is done at least 9 months in advance; the date of the event is chosen based on the availability of the speakers. Ms. Jones agreed that the BC Program would need to hire a person specifically to coordinate this event, and

that the Alumni Board would assist in strategic thinking rather than logistical planning. Dr. Kangari then suggested the alumni board request Leslie Sharpe's time from COA to organize a plan for this event. There was then some discussion about the importance of creating a brand identity for the BC program, and setting up a meeting with Dean Allen in the coming months to discuss the goals and objectives of this proposed event.

Recruiting Update

Brenda Morris provided a report on graduate recruiting activities. She stated that she has had 26 one-on-one meetings with potential students in January and February. She also added that for the first time, the program allowed for Spring enrollment; this spring, the Program admitted 10 graduate students. Dr. Kangari added that if Board members were planning on attending any professional events that would be a good recruiting opportunity for the Program to let Ms. Morris know. He also added that in the next few years, the Program is considering creating additional graduate tracks in BIM and Sustainability/Green Building (the Program currently offers three tracks).

Alumni Database Project

Yarrow Smith provided an update on the BC Alumni Database Project. She stated that the Program started with about 1,100 names, and has completed two of three phases of data collection/cleaning. In the first phase, alumni were contacted via email, and 242 (23%) of addresses were verified. In the second phase, she sent letter with a survey to those who provided home addresses only; she verified 138 addresses and was able to clean out 306 invalid emails and 94 invalid addresses. Those who responded to the survey were provided with a BC pen or other promotional item. Ms. Smith stated she was ready to move into the third phase of calling individuals (there are 659 alumni left to verify, and she has phone numbers of about half of this group; there are still 273 people she has no information on).

Dr. Kangari stated that when students are graduating, there is an exit survey by BC and this is a way to obtain contact information for the future. The next steps is for Ms. Smith to send Ms. Jones an e-mail of unverified names (including graduation year and company names); Ms. Jones will forward to alumni board members and request review and responses be sent to Anna Forgey. Ms. Forgey will serve as lead to provide industry input back to Ms. Smith during March 2008. In April, any remaining unverified names will then be grouped for phone calls (unclear who will make calls), and the expectation is that the data will be completed and cleaned up by the end of the summer.

There was some discussion then about current Alumni Board information on the BC website. Ms. Stokes noted her contact information is incorrect and should be modified to match content on the BC alumni board contact; Lisa Borello maintains this list and will update the Board's contact information. (Note: This action has been completed and a PDF file of all Board Members and photos is currently online. No personal contact information is included.).

Space Planning Report

Ed Rondeau provided an updated version of the Space Planning Report (handout). At the time of the meeting, about 13 Alumni endorsement letters given to Mr. Hall to be included in the space needs package. Dr. Kangari reminded that this report is being submitted by the Alumni Board and the Graduate Advisory Board; the board will finalize the report before meeting with Dean Allen in March. Several Board members (Jennifer Moore, Pat Jones and Eric Taylor) agreed to participate in a GT/BC space needs meeting with Dean Allen if Dr. Kangari schedules and facilitates this meeting.

Space Renovation Update

Jennifer Moore provided an update on the renovation project to the BC Computer Lab (handout of photos). She thanked the following for their assistance: Stephen Stephenson (New South); Scott Garrett (Art Plumbing); Casey Hall (BC Dept); and Trevor Pitt (Whiting-Turner). She stated that the furniture has been added and the lab was already in use; a window still needs to be added to one of the faculty offices. She also stated that the project came in well under budget; the group had budgeted \$30K for the project, but only spent \$7K. She also arranged to have a plaque made of all corporate sponsors and showed it to the Board; it will be hung in the computer lab. Ms. Jones sent personal thank you notes (on behalf of the BC alumni board) to all companies who participated; notes went out on Feb. 15.

Golf Tournament Update

Ms. Jones provided an update on the BC Golf Tournament on behalf of chair Jeff Eidson who was unable to attend the meeting. The BC department has decided to have the tournament at the same course as this past year; though the date has not been set for 2008, it will be sometime in late September early October. In about a month, Mr. Eidson will ask for volunteers to help; also, Karen Houston and Mr. Eidson will be meeting in the next few months to begin the planning process for this year's tournament.

BC Green Area Project.

Dr. Kangari stated that the BC Department wants to remove asphalt and create a green area to the side of the building. If any members of the Alumni Board are interested in assisting SCA with this project, send him an e-mail (Roozbeh.kangari@coa.gatech.edu).

Fundraising

Ms. Jones provided an update on fund-raising activities. She discussed the phone survey memo (dated December 2007), which was prepared by Terri Nagel, the COA Communications Officer (handout). She stated that there needs to be a subcommittee meeting to discuss this issue and

begin making industry calls. The target is to make 10 industry calls in March/April and then numerous stewardship calls during May-July.

Future Meetings

The Board agreed to the following future meeting dates:

- Thursday, May 8, 2008 @7:30am
- Thursday, July 17, 2008 @ 7:30am

All meetings will be held at GT Hotel Restaurant

The meeting formally adjourned at 9:15 a.m.

Alumni members remained behind for 30 minutes of further discussion.