



LOAA Programs/Membership Committee Minutes

March 29, 2024

11:00 a.m.

Attendees

Justin Stewart
Lori Lieneke
Melbra Watts

Winifred Day
Emily Prieto-Tseregounis
Michele Joseph

Actions & Tasks

- Review current membership pricing and benefits: <https://www.loalumni.com/Premium-member-benefits>. *Be prepared to discuss at next meeting: What value would you need to realize to financially support LOAA?* - All committee members
- Consider what is needed to make our socials successful. Days, time, refreshments or food, etc.? *Be prepared to discuss at next meeting.* - All committee members
- Draft and circulate May 2024 alumni survey – Michele
- Provide updates on Crime/Safety Conversation Series Event, May Happy Hour - Jeremiah and Dale Marie
- Send Notes to the Executive Board--Michele and Jeremiah
- Post and email next meeting notice, send minutes and draft agenda for input - Michele and Jeremiah

1. Welcome and Introductions

2. Values

- a. What are our values as they relate to bringing programs to alumni and engaging our membership? Previous meeting attendees cited: community and supporting the wellbeing of its individuals; the holistic healing of people; integrity; and a spirit of camaraderie, connection and collaboration.
- b. New attendees were invited to add their thoughts:
 - i. Leadership - it's in our name.
 - ii. Community service, elevating the community, lifting up the city/profile of the city, how the city is viewed externally and internally.
 - iii. Promotion of commerce, particularly in underserved parts of the city (i.e. 40x40 initiative, Black Cultural Zone, new BID in Hegenberger Corridor)

3. Updates & Reports

- a. At this time, Programs/Membership is a combined committee, but the ultimate goal is to have separate committees. We are looking for leaders who can chair the committee(s).
- b. Programs - Jeremiah is working on a speaker series focused on Crime/Safety with the Oakland Inspector General. Dale Marie is working on a City of Oakland-focused speaker series event with three COO leaders who are also LO 2012 alumni. Also working on a social event in May. Details TBD.
- c. LOAA Clarification - LOAA is a recently incorporated 501(c)(6) nonprofit. Our membership consists of alumni who graduated from LO program. Alumni become free members upon graduation. LOAA is a volunteer-led organization and completely independent from the Chamber; we receive no financial support from them. We're supported by member dues, but can now start soliciting sponsorships.

4. Discussion

- a. Programs – Our goal is to have three events per quarter - one social/networking, one speaker series, and one volunteer/community service - for a total of 12 events per year. We will have a mix of virtual and in person events to allow more alumni to participate on a regular basis.
- b. Speaker Series – Potential topics of interest and several news or recent activities were mentioned: corporations investing \$10 million in Oakland, regional tourism drops due to negative perceptions; overall sense of hopelessness, stressors related to overall health as related to criminal acts. How do we link to holistic community health to achieve a sense of wellbeing and balance - how do we help with a campaign to improve the crime situation. Also, workforce development/shortage, connection with health/wellness, how to improve quality of life, mind/body/spirit/environment/mental health/stress, unhoused individuals/families.
- c. Community Service – Ideas discussed include: community education partnerships, hands on working on solutions, partnering with nonprofits, elevating community work, volunteer matching. We have numerous connections with organizations who would likely be interested, as past LO cohorts have partnered with nonprofits on projects, and a number of alumni are employed by nonprofits or serve on boards. Find projects that are meaningful and that reach a larger group. What is our impact and accountability and how do we measure that?
- d. Biannual survey - Previous surveys conducted in 2020 and 2022. 2020 data helped shape our membership package. Last survey inquired as to topics of interest for volunteerism and speaker series. Survey results revealed alumni most value social connection/networking, current event topics, connecting with community through volunteerism. Another alumni survey will be conducted in May.

5. Future committee meetings

- a. Committee stated desire to keep meetings to one hour, and Friday mid-days work well. No decision was made as to frequency. Next meeting is Friday 4/19 at 11am.

6. Socials and Membership

- a. At this point, most of the group had to leave the meeting. Justin asked the remaining attendees to think about our social events and membership offerings. For socials, what's important to our members? Do we need to have food or drink tickets? When and where should we have them?
- b. We would also like the committee's thoughts on benefits, price and value for membership. How do we capitalize on momentum, particularly of those graduating this year while interest and engagement is high?

Adjourn

NEXT MEETING--Friday, April 19, 11am to 12pm

Resources (available on Google Drive)

- [2020 Member Survey](#)
- [2022 Member Survey](#)
- [Membership Plan](#)
- [Program & Experiences Plan](#)
- [Previous Meeting Agendas and Minutes](#)

If you are unable to access Google Drive to view Resource docs, please contact Michele Joseph michele.joseph@me.com or 520-490-2150 for emailed pdf copies.