

Minutes from the Leiden EAM

Saturday April 29, 2017

Present: 200+ alumni from 19 different countries

Meeting time: 9:10-13:05

1. Present at EAM

Alumni EAM, eXperience Group, BOG UWPIAA, BOD UWP, Cast A'17, AlumNet

2. Welcome & team

Jerko Bozиковic welcomed all alumni, especially the 'first time alumni' present at an EAM. Also a big thank you went out to the EAMsterdam team and AlumNet for organizing this event.

During the weekend, the following groups will also be present to some activities: eXperience group, BOG, BOD, Cast A 2017.

3. Country Reports

The following countries presented their association and activities:

- Belgium: no official association yet, some activities done and planned, especially when casts are in the country
- Denmark: events done related to cast visit
- Estonia: Tree planting project 'Forest Goodwill' still going on. Trees planted at EAM are doing great! Cast visited for the 3rd time. 25 alumni, of which 5 active. 30 students interviewed last visit. TAD was organized in Tallinn in 2016.
- Finland: 3-tour city held in 2016, alumni gatherings at each show, around 200 alumni in total reached. Alumni supported the cast visits as well. There is an intern working on how to do marketing between shows to keep alumni active if no cast is coming to the country – results will be published in Finnish, but translated in English so all alumni associations can benefit from it.
- Germany: official association (400 paying members), new board members elected. They provide scholarships for future students, and organize a lot of activities. Some are official (general assembly, gathering with Sing-Out Germany), others are 'unofficial'. They also provide alumni packages for new alumni, and publish magazine 'Extraplatt'. New website available'.
- Italy: Biggest event was EAM in Rome, lots of help from Italian and international alumni, thanks!
- Sweden: Official association with board and paying members. Annual meeting in May, hopefully new alumni will join the Board. Whole project started to re-connect alumni

and get them back interested in activities. Cast visited 4 cities in Sweden, alumni activities were organized in all cities and big support by alumni to the cast & organizing teams, 80+ interviews done with potential participants. TAD will be held in Stockholm area this fall.

- Switzerland: Official association established. Goal is to get as many alumni involved, and special focus to alumni just coming off the road. First SAM (Swiss Alumni Meeting) was held in 2016, next one scheduled for this year. Not necessary to be part of the association to take part; There was no tour in 2016, but cast is coming to Switzerland soon. Alumni table present at each show. Snow weekend was organized in Andermatt – snow was not present, fun was!
- The Netherlands: new logo and website. Currently board with 2 board members. Goal is to organize get-together activities, such as the beach day, and participate in volunteer work. Focus on new alumni coming off the road. Biggest event was EAM to organize.

4. Share your story

- Mimi Kik: “there is always light at the end of the tunnel”, “life is not surviving, not thriving”
- Eva Nyquist: Tara Bodong Project: raise money for boarding school in North-East India: www.tarabodong.org
- Mark Balsiger: “Follow your dreams, it is worth it”: cycling from Berne to North Cape
- Karin Nyquist: “Reach Out” project ROAAN - UWPIAA
- Chip Halbertson: Family history Norway-USA
- Geneviève Boes: IM Anne-Catherine Boes. Book on her knowledge and recommendations to be published this year in Dutch, French & English: www.timetobehappy.org
- Yolanda Ketel: “You become the average of the people you surround yourself with” – Plus One – Unleashing Potential – project of alumni Sanne Meert & Joris Van Doorselaer
- An Van Den Eede & Robert Staflin: “Coming Home” (love story)

5. Goals EuroRep (EMEA region)

- Represent Europe on UWPIAA BOG, and be the spokesman of BOG to European alumni
- Be the contact person, ‘glue ’in Europe
- Own action points

- Activate & involve all alumni?
- Alumni booth at all European shows
- We live in a world where we ask, but we also need to give back=> Celebrate alumni!
- Get the new alumni freshly off the road involved

Communications

- UpBeat: share your stories, next deadline 15 May
- European Newsletter
- Facebook-pages per country for alumni
- EuroRep Facebook account: will be passed on to the next EuroRep

Actua

- BOG: attend meetings, spokesperson for Europe
- Within Europe: several activities: Celebrate 50 in Brussels, 2 EAMs, presentations and workshops with alumni associations
- With UWP: Celebrate 50, alumni booth at shows, regular contact with offices in Brussels and Denver, with cast, workshops, ...

Money

- Amount = cost in total
- Cost for EuroRep Account
- Donations
- Full year costs 5000 EUR – currently fully covered (incl. donations)
- What are gifts? Gifts from EuroRep, i.e. chocolates in Rome, 2 tickets / show for alumni manning the booth
- Second person on BOG, are we thinking about this? BOG wants a wide representation, but there is not a lot of interest from non-US alumni (issues mainly time and money). However, country in passport will not be first criterium to select, it remains 'the best person for the job'. If a European alumnus/a is selected, we will support. BOG has funds as well.
- Are there alternative ways of funding? We will create a task force, there will be a workshop during tomorrow's meeting about this

4-year goals

- Uniformity & Celebrate 50

- Communication & connection
- European Admissions Network
- Structure for follow-up & next steps

Focus 2017

- Professionalize EuroRep-position – in EMEA – Spread the message in Africa and Middle-East
- Closer collaboration & mission, vision, structure
- Finances: rethink how to 'raise', where the money comes from
- Admissions: increase admissions activities with support from alumni
- Continue on the good way

6. EMEA-students in Cast A2017

7. UWPIAA Africa & Middle-East

Spread the message in these regions: there are alumni in the regions (locals & expats), we should get them more involved: create FB-page & platform, get help from Era-reps, have stories from these regions in UpBeat

8. Election EuroRep

Jerko Bozиковic is candidate to continue another 2 years. No other candidates came forward.

Can only associations with paying members vote? No, this changed in Munich, all countries can vote.

Question was asked if countries needed time to consult, this was not needed.

Jerko is re-elected by the majority of alumni present.

9. Meet Arnab and Sabine

Arnab Dewan is European Tour Manager since July 2016. He is originally from Bangladesh, travelled in 2008 as a student, and was on education staff 2010-2011. He married a Dane and travels between Denmark and Brussels.

Strategy of UWP Europe is to have a core base of cities where we want to go back to. These cities will then be supplied with others on the tours. For 2018, the focus is to get into Albania and Kosovo

2017-tours go to the Netherlands, Belgium, Switzerland, Germany (spring) and Germany, the Netherlands, with a possible extension in Rome (fall).

A special thanks to all alumni who helped organizing the tours!

Brad Bungum, Managing Director of UWP Europe, is the only other full time staff member in Europe.

Sabine Mikulas (Germany) travelled in D93 and was PR-rep in 1994. She then was Admissions Rep until the closing of UWP. 1 year ago, Sabine was approached to help with enrollment: spend a few hours / week as contact person in Europe for upcoming students and parents.

Golden Passport

Alumni should use their Golden Passport (1.000 USD reduction): applicant has to mention that he was introduced through an alumnus/a

Interviews

Interviews are currently done through Skype, Sabine would like to re-introduce the 1-on-1 interviews with applicants. If you are interested to do this, contact Sabine and she will give you an update on the current program.

Question: There are Ten Sing choirs all over Europe, UWP should seek contact with them as these singers are in the age group we are recruiting in Birger already proposed this several times, but it was not followed up?

Reply: Sabine is not in charge of recruitment, only enrollment. However, she heard about the Ten Sing through UWP, so the message was picked up.

Question: Are there scholarship opportunities for European students?

Reply: People in the US are willing to support students privately

Jerko: Questions related to UWP should be kept until tomorrow when UWP is here.

10. EAM 2018

Video presentation of Engelberg, Switzerland for the next EAM was very well received – as well as the bars of chocolate that came with it!

Dates: 8-10/06/2018

EAM Leiden April 29-30, 2017

Meeting Minutes

Sunday April 30, 2017

Present: 200+ alumni from 19 different countries

Meeting time: 9:00-13:00

1. Morning Yoga

Get yourself ready for the day!

2. Meet the BOG of UWPIAA

Cynthia Hoffman Cochran (President) & Phil Worcester (President-Elect)

- Major change: President changes 31 Aug. 2017 – Cynthia will be replaced by Phil
- Major news: BOG UWPIAA and BOD UWP are working together: joint website, co-operation on admissions, development, reunion
- Upcoming Reunions: requests for proposal (RFP) went out worldwide, containing the requirements for an UWP reunion. 26 properties looked into the RFP, majority did not reply or bid. There were 3 viable bids, of which 1 in Las Vegas, NV, 2 in Tucson, AZ. The hotel in Las Vegas is currently being remodeled, and could not guarantee it would be finished. The 2 in Tucson, AZ are withheld. 2018 will be in JW Marriott, 2019 in La Paloma
Question: Do you consider travel costs?
Reply: Yes, study was done, cheapest are Las Vegas, NV & Tucson, AZ. Fear of going to Europe or Latin-America is if we would have the revenue needed. IAA is willing to promote the EAM more as a European reunion, but it should not replace the official reunions.
- BOG-position is volunteer work, there are currently 26 BOG-members, and 1 open position: social media. Position is for 2 years, renewable for another 2 years.
Question: Era-rep 86-90 resigned, was not replaced, what happened?
Reply: ERA-reps had the main objective of communicating with the cast reps. Because of social media (internet, Facebook, ...) this system broke down. Because of the high number of BOG-positions, ERA-reps will be responsible for 10 years. In this case, Brenda Noyes is now ERA-rep 1981-1990.

Patrick Clayton (Communications Committee)

- Social media position is open.
- UpBeat is international 'magazine' distributed to all known alumni who want to stay in touch. Articles or ideas are always welcome!

- Currently 17,000 alumni are known
- Info published on Facebook-page
Question: Is it possible to have a link on the IAA-website to the local alumni newsletters?
Reply: working on a new website with UWP, could be looked into.

3. Meet UWP

Dale Penny (President & CEO)

- UWP started because of the divides East/West, black/white, young/old. We now have new divides: Islamic/Christian, have/not have, Globalization/Nationalization
- Can we build something with the people on the 'other side'? How can we do something in the world today? Change communities, reach new places, i.e. Kosovo, Central-America
- UWP is all of us: alumni, host families, Camp-participants
- Program is smaller, but vision is the same: "You have to make your reach longer than your arm." B. Belk). Core program is working well: host families, education, show
- We need to get better at marketing, this is awful. Not all staffing is done, and alumni are a great help in this. There will also be a joint website IAA & UWP
- Grateful for all the support from the alumni

Brad Bungum (VP, Managing Director of UWP Europe)

- First a big thank you to the EAM-team, and all alumni
- Europe team = Brad and Arnab
- Cast tour updates given. Goal is to have a core of 2 to 4 cities / region where we go back every 2 to 3 years. This gives us room to look for new cities. 98-99% of the cities we visit, have at least 1 alumnus/-a. Next big step is Kosovo
- Experience Programs: open for everybody. One currently happening Paris-Amsterdam. Next upcoming in August, concert Andrea Bocelli & UWP
- *Question:* how is UWP financially doing?
Reply: Funding comes from tuition fee, sponsorships, fundraising. UWP works on a skinny budget, but was in the black for the past 7 years. Tuition fee has not been raised the past 5 years, trying to increase scholarship funds (some dedicated to special groups)
Comment Ivan De Keyser (brought UWP to Gistel, Belgium): bringing UWP to town is not expensive: 27,000 EUR paid, profit of 13,000 EUR – UWP is a great way of making money

Tim Lane (VP HR and Alumni Engagement)

- **Camp UWP:** 3 week program for 13-17 years old kids in partnership with UWP, going in its 7th year. Already 300 participants from about 20 countries. Takes place in Virginia (flight to Washington, DC), and no electronics allowed! They do all the UWP-stuff: volunteer work, activities, show
Question: Is there a possibility to organize a Camp UWP in Europe?
Reply: We are working on this, realistic time frame 2019-2020
Question: do the kids stay in host families?
Reply: No, in our dorm. They do have a 2-day host family experience in Washington, DC, to get the whole UWP-experience, and these families are thoroughly screened.
- **UWP Jr:** new program, set up by the UWP education department for kids 7-12 years old. This summer on 7 locations in the US, but can be ran everywhere in the world, led by alumni – “UWP in a box”. It is a 2-week summer camp, only day-activities, no lodging

4. Workshops

6 workshops, alumni choose in which one they would like to participate

4.1. IAA: how to make it international (Cynthia Hoffman Cochran)

- Become a more professional network: Career Connect, LinkedIn, ‘market place’ where you find professionals. Was already launched, but did not grow because of lack of volunteers. Will come up again with new website, in phases
- Collective database between UWP, IAA and local associations. “Update your data”- campaign through UWP, IAA, cast reps
- UWP in town: let alumni be a “pre-PR-team”: the advance time increases. Use regional reps to make the bridge with advance teams

4.2. Finances (Suzanne Duryee-Hinton & Christian Walton)

- Create financing, give a cause: return for community and sponsors should be visible
- Increase visibility on how UWP is funded
- Use alumni with fundraising experience to contact associations and sponsors
- Create a “Best Practices Guide” for alumni

4.3. Communications, social media, marketing (Patrick Clayton)

- Implement an ‘update month’ to update their data. Goal is to get alumni back connected, and create a professional network
- Use a combination of all types of media to increase result

4.4. Reunions & “Project 2020” (European Reunion) (Phil Worcester)

- European reunion in 2020 is a possibility. Europe has different possibilities: 5-star hotel to youth hostel, different prices
- EAM-attendance is highest ever, and communication was only done to European alumni. Should we enlarge EAM with pre- and post-tours to attract US alumni?
- Build further on EAM-foundations

4.5. UWP (Dale Penny & Tim Lane)

- Admissions:
 - Explain benefits of travelling
 - Transparency on cost: where does the money go to?
 - Refugee travelling
 - Diversity & disability
- Sponsorships: what can we offer the local community?
- Website? Mobile application?

4.6. EuroRep job description (Jerko Bozиковic)

- Enhance network of European structure, associations, clubs; remodel European structure
- Guidelines for EuroRep and EAM are outdated – establish core groups to re-brand the EuroRep position:
 - New job description for EuroRep
 - Financial aspect: look into other options than fees from associations
 - Review election process and process to set up and support new EuroReps
- Increase communication between countries
- Create “European Community”, a European voice / project, i.e. funding a refugee to travel