

CLUBS & RESOURCES COMMITTEE

Friday, March 25, 2011

9:45 a.m. – 11:45 p.m.

Mother Pauline Room, Cushwa-Leighton Library (2nd floor)

COMMITTEE MEMBERS: Liz Bermingham Lacy (Chair), Sarah K. Brown (Vice Chair), Nora Barry Fischer, Kathleen Gibboney, Monica Stallworth-Kolimas, Annette Isom, Mary Sue Dunn Curry, Karen McNamara Weaver, Rebecca Votto, Lisa Maxbauer Price, Kimberly Roland '12, Annie Harton '11, and Elizabeth Mueller '12

INVITED GUESTS: Jessica Stuijbergen, Assistant Director of Alumnae Relations, Kristin McAndrew, Director of Admission, Mona Bowe, Vice President for Enrollment Management, Genevieve Morrill, Dawn Santamaria

COMMITTEE PURPOSE: The purpose of the Clubs and Resources Committee is to foster communication between the alumnae club network and the College and explore methods of encouraging alumnae leadership.

MINUTES

Liz welcomed everyone and called the meeting to order. Mary Sue offered the opening prayer. Liz acknowledged that the Committee approved the minutes of the September 2010 meeting electronically, via Yahoo Groups.

Jessica provided an updated from the Alumnae Relations Office. Three areas have requested information on becoming a club, however, no paperwork has been submitted to date. Those areas are Monroe, Michigan; Long Island; and Memphis. Should a group submit paperwork, the full Board will vote to approve club status via the Yahoo Group. Members of the committee requested that the Alumnae Relations Office inform liaisons of visits from members of the College. Members of the committee also suggested that we publicize or provide notice to those clubs having an anniversary in the upcoming year, so that they may plan an event. It was suggested that the year of the club's founding be included on the club's website.

The Committee discussed the Alumnae Relations Office Strategic Plan. The committee agreed that one strategic plan for the ARO and the Alumnae Association was the best use of limited resources. The committee felt the strategic plan should reflect high level goals that could be carried out with specific strategies and tactics by the College and the Board. The Committee felt that clubs should be specifically included in the longer strategic plan document, and suggested

several specific edits. Liz and Sarah will work on specific language to be shared with the full Board and the Alumnae Relations Office.

Sarah will compile the spring edition of Club Connections. Submissions are due to her by April 15, 2011. This issue will feature profiles of club leadership. Club Connections is sent in hard copy to all club leaders and Board members, and posted electronically on the Alumnae Relations website.

Mary Sue and Annette presented a proposal for club programming, using the alumnae association Facebook page to promote ideas and connect club leaders. Specifically, successful club ideas will be posted about every six weeks, relevant to the upcoming time of year, and will include an example from another club and a "how to." The posts will be written and developed by the alumnae board and approved and posted by the alumnae relations office. Lisa noted that special attention must be paid to limitations on Facebook; namely, a limit of 425 characters in a post, and that including a link or a picture allows the item to be "shared." It was suggested that an advisory group of club leaders be created to provide feedback and fresh ideas.

Karen and Monica provided an update on their evaluation of the role of the liaison. Karen noted that it is important to address how to make contact with the club leader when a Board member misses a meeting. Either detailed bullet points must be provided, or another Board member must take on those calls. It was recommended that liaison reports be submitted to Jessica and to the chair of the Clubs and Resources committee. The talking points will include instruction on how many attempts to make to reach a club leader. Several committee members agreed that sending an email with a summary of information is helpful and effective.

Kristin and Mona attended the meeting to discuss interaction between the Admissions office and the Board. Kristen reviewed new talking points developed to aid in making calls to admitted students, and accepted several suggestions from the committee. Kristin explained her intent to include in the letter the President sends with the alumnae endorsed application an invitation for interested alumnae to join a listserv, to which messages about admission counselors travel schedules would be posted. The committee recommended adding board members and club leaders to that email list. The committee requested that admission counselors reach out to Board members when they know they'll be traveling to that Board members' region. Kristin explained that all travel schedules are posted on the SMC website, and that having one member of the Board be designated the admissions point person would facilitate additional dissemination of information. Kristin and Mona also discussed yield receptions and explained that the admission office typically uses parents of current students and hosts the events on spring break so that current students may attend. They expressed that it was desirable for a Board or club presence as well, but attention must be paid to the numbers so that alumnae do not outnumber prospective students.

The liaison tool kit will be updated and maintained by the Board secretary, and the document was officially passed over to that office this meeting.

The committee noted that our proposed revisions to the Standard Operating Procedures are not altered by the Alumnae Relations Strategic Plan and plan to ask the full board to adopt our proposed revisions to the Clubs and Resources Standing Operating Procedures at the full Board meeting.

The meeting was adjourned.