

Clubs & Resources Committee

FALL 2011 MINUTES

Present: Sarah Brown (chair), Geneviève Morrill (vice chair), Cass Rydesky Connor, Phyllis Sullivan Van Hersett, Kathy Gibboney, Dawn Parker Santamaria, Kimberly Roland '12, Elizabeth Mueller '12, Chelsea Young, 13

Absent: Monica Stallworth Kolimas, Annette Isom, Kelly O'Shea Carney

- Kathy opened the meeting by reading a prayer
- Committee Members introduced themselves
- Spring 2011 Minutes were approved

- 2011-2012 Goals
 - Engage with\execute SOP
 - Liaison Role
 - Recognize club leadership
 - Handwritten notes to thank those club leaders that sent in annual reports
 - Survey club leaders

- Jessica Stuijbergen gave an update:
 - 13 Clubs returned their annual reports this year (this is in comparison to 17 last year and 19 the year before)
 - This year the report was made into a "drop down" format
 - All members should have annual reports from the clubs with which they liaise
 - If report was not included, please ask key contact why it was not completed.

- Questions to explore—is the club not active, is the club not having events, do leaders not want to do paperwork?
 - **Suggestion:** summer is a difficult\busy time for many families—perhaps move the time that the report is due?
 - Currently working on how to better engage clubs
 - There are 50 alumnae clubs, but only 20 are "active"
 - Alumnae Memorial Scholarship gave out \$25,900 this year, this amount has increased since last year.
 - Goals for the coming year
 - Contact inactive clubs and contact areas
- How can the committee support AOR's strategic plan
 - Provide meaningful lifelong opportunities to engage
 - Strong club presence
 - Facilitate connections between alumnae
 - Intellectual and spiritual engagement
 - Support, retain, attract leaders
 - Foster student relationships
 - Promote\encourage clubs to connect with students
 - Design\support interaction
 - Align alumnae and admissions
 - Identify and recruit alumnae to host student yield receptions\get involved in application process
 - Improve communications
 - Online

- The Courier
 - Club Connections
 - Increase giving
 - Educate alumnae regarding philanthropy
 - Upgrade the database
- Review of Standard Operating Procedures
 - Post information on Facebook to share good club ideas.
 - Discuss goals for the coming year and how they fit into SOP
 - Support Jessica as she tries to reinvigorate clubs
 - Question regarding training club leaders
 - Leadership training weekend is no longer provided
 - Jessica hosted webinars—well attended by active clubs
 - Revised club handbook is available online
- Working Groups
 - Club Connections
 - Club Leadership Exchange
 - Liaison Activities
 - Admissions Office
 - Talking points received
 - How to train alumnae to talk to potential students
- How to execute committee goals
 - Club Connections

- Has previously been paper once or twice a year
 - Would online be better versus personal touch of mail
 - Should be a question put to club leaders in the survey
 - Could be easier for leaders to share information
 - **Suggestion**: two electronic communications
 - One for club leaders
 - One of SMC news to be forwarded to all club members
 - Easier to cut and paste
 - Cost neutral since OAR has a constant contact account
 - Could include a link to the Annual Fund
- Club Connections
 - Club Tips
 - Campus Update\ Association News by October 7, 2011
 - One Book, One Saint Mary's—Sarah
 - College Facts
 - Regional Initiative Info—Dawn
 - Creation of a multi-cultural club—Angeline
 - Club leadership as a council or board—Kathy
 - April Day of Service
- Club Leadership—how can this committee support them?
 - New leaders are sent links to on line handbook—do we need to re-promote that?
 - Jessica—sends a monthly update from campus
 - Fledgling clubs—send a note of support\thanks for their work

- Move beyond the liaison contact a few times a year
 - Inclusion of a token when college visit is planned
 - Acknowledgement before peers
 - Recognition at Reunion—ribbon on nametag

- Struggling Clubs, *i.e.*, clubs that the college has not heard from, the leader is tired, no new leadership
 - Examples:
 - Arizona—no contact in two years
 - Florida—no contact
 - What are we missing—lethargy? What are other colleges doing?
 - Jessica: Plan of action
 - Make contact with the club leaders
 - Ask them to commit yes or no
 - Pull list of alumnae to determine if club is viable
 - Board members to review list—are there connections
 - Blast email to area: reminder that you are a club, find out how many alumnae are interested
 - Set up no commitment events (lunches, events)
 - Board members to host
 - Review minimums for club
 - What number of alumnae are needed to sustain a club—depends
 - Some areas—no need for club events
 - NW Indiana\Valpo—so many alumnae are connected that there is no need for a club

- Regional Initiative—Dawn reported
 - Partnering to do larger events\regional newsletter
 - Regular contacts to create strategic partnerships
 - Challenges
 - Email
 - Succession planning
 - Mini-Success After Saint Mary's event
 - May 2010 in NYC
 - Four prominent alumnae from separate decades
 - Four communiqués before the event—billed as a professional opportunity
 - Space, raffle items donates
 - Served wine and cheese
 - \$25 ticket price
 - Emailed "Best Tips" after the event
 - Surveyed at the close
 - 27 alumnae attended
 - Planning another event for spring 2012
 - Young Alumnae Initiative out of Hoboken

- Discussion—what other areas\clubs would benefit from a similar initiative?
 - Chicago
 - Look at the a map of our active clubs

- Survey

- Questions for Survey (9\19\11)
 - I feel supported by the College
 - Do you wish to continue in your role?
 - Are you worried about succession planning?
 - Do you have skills\tips to share?
 - Best events
 - How can we help you?
 - What motivates\fatigues you?
- Send to two or three on leadership team
 - Liaisons to share names from annual reports