

AAMC Branch/Club Liaison Committee
Third Quarter, 2014 Report

Mission:

Build a strong, active global network of Mills alumnae who have positive feelings about Mills College and the AAMC Board of Governors by establishing a mutually beneficial relationship between the AAMC Board of Governors and the regional branches/clubs. The Board of Governors will continue to partner with the Office of Alumnae Relations, as well as establish our own relationship with the branches/clubs.

Committee Chair(s)/Members:

Chair, Marge Nicholson. Members: BOG members - Marina Simenstad, Judy James, Lynette Castille-Hall. Non-BOG member: Kirie Lange, North Bay Club. Additional non-BOG members, active in local branches/clubs, are being recruited.

Scheduled Meetings:

Meetings will be by telephone conference call on a schedule to be determined.

Accomplishments:

1. We celebrated branches and clubs at the May, 2014 AAMC Annual Meeting! 14 of 20 branches and clubs submitted written reports. Representatives from 8 branches and clubs spoke at the Annual Meeting. Copies of the 14 written reports were sent to contact people for all branches and clubs and to the College's alumnae relations staff. The reports are archived in the AAMC Office. We were not able to get them posted on the College's website. In order for us to communicate about the College and AAMC, copies of the AAMC President's Report and the Alumnae Trustee Report were also sent to contact people for the branches and clubs.
2. In conversations with Laura Gobbi and Caitlin McGarty, we identified two major objectives for the B/C Liaison Committee in the 2014-15 program year, both of which build on work of last year.
 - a. Increase presence of BOG at branch-club meetings, events, social activities. Put the "face of the Board" out there.
 - b. Encourage dialogue between the Board and the branches and clubs, and among the branches and clubs. Build on network promotion that Caitlin McGarty is already doing.
3. Talking Points are on the agenda for the October, 2014 meeting.
 - a. The AAMC Talking Points were developed in collaboration with last year's Communications Committee and a focus group of some members of the Executive Committee. They also reflect feedback from three previous AAMC Presidents. The Talking Points are designed to be used by BOG members travelling to areas with AAMC clubs or branches, but can serve as a useful resource for other situations where we want to talk about AAMC.
 - b. Attachment: (AAMCTalkingPoints_materials_5/14)
 - o The full set of Talking Points
 - o Index card version of the Talking Points
 - o Draft Travel Presentation Report template

- c. For travel possibilities where you can meet with alumnae, see materials in the October 2014 Board packet sent by Laura Gobbi which list the clubs and branches.

Action Items In-Progress:

1. Expand the membership of the committee to include non-BOG alumnae who are members of local branches and clubs.
2. Collaborate with Caitlin McGarty on the feasibility of a networking potluck for leaders of local branches and clubs.
3. Continue dialogue with branch/club contacts to identify their greatest needs. e.g.
 - a. Finding effective ways to engage alumnae, especially younger alumnae
 - b. Funding activities – and finding new ways to do fund-raising
 - c. Supporting career networking
 - d. Reaching out to students
 - e. Other?

Action Items Pending:

4. Explore more frequent strategic communication between the B/C Liaison Committee and branches and clubs, sharing information about Board activity on a regular basis. This communication might also include 2014-15 goals and priorities as well as specific requests like alumna trustee nominations and alumnae award nominations.
5. Explore ways to encourage dialogue among branches and clubs.
6. Explore places where branch-club reports can be posted and available to anyone interested in seeing them.

Expenditures in 3rd Quarter:

None

Recommended Action at the October 15, 2014 Board Meeting:

Approve in concept a BOG "Visitation Program" that includes Governor outreach to alumnae at branch/club steering committee meetings, events, and ad hoc social occasions both locally and out of the area.

- a. Governors would advise the Chair of Branch-Club Liaison Committee of their upcoming trips to places where there are branches and clubs – both local and out of the area. She would assist Governors, as necessary, in connecting with alumnae in specific areas.
- b. The Committee would advise Governors of upcoming branch-club opportunities. Governors would advise the Chair of the B/C Committee when they are attending a specific event or ad hoc social occasion sponsored by a branch/club.
- c. Governors would use the Talking Points, as applicable, and give feedback through the draft Travel Presentation Report form to document what has been learned from visits.
- d. The B/C Committee would track Governor visits and attendance at B/C events.

Report submitted by: Marge Nicholson, Chair, Branch-Club Liaison Committee