

AAMC Communications Committee October 2013 Report

Mission:

The mission of the Board of Governors' Communication Committee is to act both strategically and tactically to facilitate best practices in building formal and informal communication channels between and among the AAMC and its stakeholders (including but not limited to alumnae, regional clubs, and the college) to help the AAMC achieve its mission.

Meeting Dates in Last Quarter:

New Committee so only one meeting last quarter:

First Thursday of each month at 9am PT/noon ET

- Sept. 5, 2013

Conference Dial-in Number: (712) 432-1500

Participant Access Code: 505437#

Scheduled Meetings Dates in Next Quarter:

First Thursday of each month at 9am PT/noon ET

- Oct. 3, 2013
- Nov. 7, 2013
- Dec. 5, 2013

Conference Dial-in Number: (712) 432-1500

Participant Access Code: 505437#

Committee Chair(s)/Members:

Pamela Sufi (chair), Mary Jackson (member), Claudia Mercado (member), Ashley Redfield (member), Baljeet Purewal (member), Susan Thomas (member), Rebecca Waterhouse (member), Joyce Yee (member)

Strategic Accomplishments:

- Created new social media strategy to share news of AAMC with recent or digitally-oriented alums and attract alums outside local regions to AAMC. Went live with new Facebook page (rolled out and 72 Likes so far) and Twitter account.
- Created templates of new committee descriptions and committee report templates as part of effort to create digital annual report to share news of AAMC with recent or digitally-oriented alums and attract alums outside local regions to AAMC.
- Researched other alumnae associations and created skeleton of resource manual for regional chapters, including materials about AAMC, branding guidelines, event templates, etc based on suggestions from branch members/internationally-based alumnae for review of new Branch Liaison Committee when it is formed.

Other Completed Projects:

- Set up internationally accessible free conference call number for committee members to meet virtually.

Action Items In-progress/Pending:

- Trying to create single, integrated calendar of all AAMC BOG and Committee content and process for disseminating content in various communications channels
- Setting up Dropbox or other free online service to share documents among committee members and to post content promotion request forms for BOG members and Committees
- Planning Twitter account roll out, Tumblr page launch, and enhanced Facebook content.
- Supporting May 2014 AAMC elections
 - Investigating for Nominating Committee online voting system that ties in with existing email process through College's office of Institutional Advancement
 - Developing promotion plan to use Nominating Committees revised job descriptions and online application forms to solicit broader selection of potential candidates
- Investigating how to add Paypal link to products for sale and for direct donation to AAMC via AAMC website and Facebook pages
- Researching College's Career Services mentoring program and what additional materials required to meet information needs of potential participants and how it might be promoted
- Researching costs of non-profit accounts for email service and website hosting/development

Expenditures in Last Quarter:

0

Planned Expenditures in Next Quarter:

0

Pending Budget Requests:

n/a

Recommendations/Question to Full AAMC Board of Governors:

Need to prioritize creation of single, integrated communications calendar with all committees and BOG members sending content to Communications Committee (via email to chair until online form goes live) to expand number of alumnae/i who can participate in AAMC activities and execute AAMC's mission of building links between alums between alums and the College.

Report Submitted by:

Pamela Sufi (committee chair)