

## **AAMC Communications Committee December 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:**

- Oct. 3, 2013
- Dec. 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

- Jan. 2, 2014
- Feb. 6, 2014
- Mar. 6, 2014

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), Susan Thomas (member), Rebecca Waterhouse (member), Joyce Yee (member)

### **Strategic Accomplishments:**

- Supporting May 2014 AAMC elections
  - Provided Nominating Committee with recommendations/data for online voting system that ties in with existing email process through College's office of Institutional Advancement
  - Provided sample applications from other alumnae associations and submitted revised AAMC BOG/Alumnae Trustee to be created as online forms and downloadable PDFs on AAMC website
- Created draft Talking Points for BOG members when speaking about AAMC/BOG. Working with Branch/Club Liaison Committee to flesh out related section of Talking Points and to get Executive Committee input/feedback.
- Shared outline of regional chapter resource manual with Branch/Club Liaison Committee and created initial content for several sections of manual. Working with Branch/Club Liaison Committee to create additional content and secure participation from other groups to create other content.

### **Other Completed Projects:**

- n/a

**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.
- 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
- Need to follow up with promotion plan to use Nominating Committees revised job descriptions and online application forms to solicit broader selection of potential candidates.

**Expenditures in Last Quarter:**

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**Planned Expenditures in Next Quarter:**

- Need to buy vanity URL for existing website as URL is too long/unwieldy for others to remember.
- Cannot propose budget for new website as have no content/confirmation of future content from AAMC committees.
- Cannot propose budget for new email service as have no content/confirmation of future content from AAMC committees.

**Pending Budget Requests:**

n/a

**Recommendations/Question to Full AAMC Board of Governors:**

Communications Committee members leaving because cannot move forward on their projects due to lack of feedback/content from AAMC committees. Executive Committee members need to take action to ensure that Communications Committee does not flounder just when AAMC most needs more structured, frequent communications to alumnae.

- Suggestion – Encourage by example and requests to other AAMC committee chairs that they actively work with the Communications Committee.

**Report Submitted by:**

Pamela Sufi (committee chair)