

Communications Committee Report October 2022

Mission: To develop and implement strategic communications campaigns that deepen alum connections with the AAMC.

Current active members: Debra Connick (co-chair), Karilee Wirthlin, (co-chair), Kieran Turan, Lila Goehring

Activities from September/October 2022: Based on ideas suggested and discussed at the Board of Governor's August Orientation meeting, the committee has developed three Mission/Purpose options to present to AAMC membership for comment. These options include:

- Option 1: The AAMC remains an independent non-profit with no relationship with NU
- Option 2: The AAMC remains an independent non-profit with a formalized relationship with NU
- Option 3: The AAMC merges with Mills College at Northeastern (MC@NU) Alumnae Relations

The communications plans to roll out these options to the membership for comment include:

- Announcing the options at Reunion events (the AAMC Update at 10 AM and the AAMC Forum at 4 PM, on Saturday, October 8, 2022).
- A postal mailing with a letter and three options chart to reach the broadest number of alums.
- An e-mail with the same letter and a link to the AAMC website where the options will be listed, along with the ability for members to submit public comments on the options.
- Open Forums over Zoom that will allow alums to share their thoughts. We will hold at least two of these forums at times that allow for participation by alums outside of California.

The Board of Governors' course of action after the comment period will be one of two paths:

If there is overwhelming support for one option over the other two during the comment period, the Board of Governors will proceed with membership input to update the bylaws and then hold a formal vote on the new bylaws in the Spring of 2023.

If no option receives overwhelming support during the comment period, the Board of Governors will arrange for an advisory vote for the membership to give direction to the Board on the three options in December or January (with a 30-day formal notice issued before the vote) and a second, formal vote on the new bylaws in the Spring of 2023.

Respectfully submitted,

Karilee Wirthlin