

Communications/Marketing/Fundraising Committee

May 2020 Report to the AAMC Board of Governors

Mission:

To develop and implement strategic communications, marketing, and fundraising campaigns that deepen alumnae connections with the AAMC and Mills and increase the resources available to both organizations. Working in close cooperation with our College partners and other AAMC committees, we encourage alumnae to share their stories, serve as volunteers, attend events, display pride in their alma mater, and provide financial support through philanthropic giving and purchases of AAMC merchandise and travel experiences.

Current active members:

Dawn Cunningham (chair), Lynette Castille Hall, Debra Connick, Kristen Oliver, Kate Beckwith (ex officio).

Activities since BOG meeting in February

Meetings

- April 30 via Zoom
- March 17 via phone

Communications

- Developed communications sequences regarding COVID-19:
 - Letter of support sent to President Hillman and College officers regarding impact of COVID-19 pandemic.
 - "Message of Care and Solidarity" emailed to all alums on March 27.
 - Emailed alums on March an announcement that campus was closed to alumnae and that AAMC staff and volunteers had begun working at home (also contained a reminder about alumna trustee election).
- AAMC content for summer Quarterly is being collected/written/edited. Includes announcement of newly appointed governors for 2020-23 term.
- Launched enewsletter for MillsConnect.

Merchandise

- Online store (using Square platform) is in development; goal is to launch in June.
- Researched options for table cloth and table runner printed with AAMC logo for use during sales and other events; goal is to order before end of fiscal year.
- Identified mug on which to print College seal; mug to be ordered shortly.
- Continuing to research material for new AAMC sweatshirt.
- Working on assessing inventory in order to restock merchandise before end of fiscal year.

Special gift for Class of 2020

In light of the postponement of Commencement, committee representatives are working with Alumnae Relations (AR) staff on gifts to honor the Class of 2020 and recognize their becoming members of the AAMC:

- AR to send AAMC window decal and AAMC membership card to 2020 grads in May.
- AR and AAMC are collaborating to develop and produce an enamel pin using the AAMC's big M logo in combination with "Class of 2020." Both entities will contribute to production costs; Kate Beckwith designed pin. Goal is to distribute pin around the time of the rescheduled Commencement (TBD).

FYI, below is a preview of the pin design-in-progress. Typography and other aspects of the design may be refined based on input from manufacturer.

