

AAMC Travel Committee Report
October 7, 2013

President DeCoudreaux and her husband accompanied 8 alumnae and 20 of their family members and friends to the Waterways of Russia (July/August 2013). Though many of the travelers had Russia on their "bucket list", Alecia was instrumental in drawing people to this particular program rather than some other one. It was great having the opportunity to get to spend casual time and appreciating our great fortune of having President DeCoudreaux lead Mills College.

Lessons learned:

- Having President DeCoudreaux join the trip increased to participation rate from approximately 4 to 8 travelers to 20 (the higher the number of participants, the more commission is paid to AAMC).
- Because we had early agreement from President DeCoudreaux to join this program, we were able to start marketing it much earlier & through many more venues than for other programs. This also helped in drawing a larger number of AAMC participants.
- I was disappointed not to have any European alumnae residents join the program. I had thought this would have been a good opportunity to get acquainted with Alecia without having to travel to the US.

There are currently 11 domestic and international programs planned for 2014 (see Alumnae Travel website). The Travel Committee will continue to explore shorter and more local programs to encourage younger participants. Our past efforts in these trips have failed to draw enough participants to actually proceed with the programs.