

Marlboro College Alumni Council
December 5, 2021

In Attendance: Pamela Nye, Ellie Roark, Kate Hollander, Melanie Gottlieb, CJ Churchill, Dagmawi Eminetu

Meeting called to order at 2:09 PM EST

Approval of agenda:

Approved without amendment

Approval of minutes:

Need to approve both October and November minutes.

Melanie and Mark will draft note from the whole council to relevant folks before minutes are posted.

October minutes approved with some amendments.

November minutes approved with one amendment.

Officer reports:

- Clerk- no report
- Treasurer- no report
- Moderator- Melanie, Mark and Erik (Olsen, webmaster) have been working on website.
 - There are some archives-related requests and projects; archival photos are going to the website.
 - Important upcoming feature is making it easy to give money now that we have 501(c)(3) status. Erik looked at our options: stripe and paypal were the finalists. Stripe is what we're going to move forward with. Stripe account should be tied to treasurer role and connected with our bank account. Erik will build a donation form and connect stripe info with donation form. If Mark can get account set up in the next few weeks, Erik can set up payment form by the end of the year-- we could do a fundraising communication in January.
 - Maybe we can tie in a merch update with the website update.
 - Website image discussion-- goal to make website less stock photos and more Marlboro photos.
 - Dreams for the future: could we have an alumni projects/alum work section that showcases books, projects, etc.

Committee Reports:

Communications:

- Incoming emails have tapered off. Most recent communication will likely go out today. Everyone is encouraged to send out survey to email contacts who may not be reached by our mass email or facebook.

- Proposal to move our Jan meeting to the 9th. Next communication will be sent out in mid-January. We agree to move the meeting.

Resources:

- Upcoming meeting with Emerson College
- Upcoming meeting with Ellen. Issues on the table: alumni campus visits; URLs; campus use.

- What people seem to want immediately re: campus visits is to wander around campus again and use the trails. Long term, people want events/reunions on campus.
- Discussion of what we want to include in our discussion with Emerson. They have heard our concerns regarding email outreach and have taken those under advisement. Emerson has the resources of a large institution that can be useful to alumni. Our organization delivers different values to our community and members. We believe that as time moves on, the distinction between our organization and Emerson will become more clear.

Governance:

- Discussions about bylaw specifics have sometimes been circular in council meetings and inconclusive about particular policy questions. Pam and Kate and Ellie have to make some decisions about bylaw stuff and we're looking to either get the council to have more pointed and conclusive discussions about the bylaws, or to get the go-ahead to make these decisions.
 - Council agrees that decisions should be made by the committee
 - Discussion of "coffee with the council" events for casual conversation about policy topics with the alumni body.

New business:

Concerns about email outreach and have taken it under advisement

- We unanimously accept the resignation and approve offering the position to the candidate with the next highest number of votes, per council procedures. If that person declines we will offer to the next highest candidate, etc. all the way down the line.

Old business:

- Potash Hill: We developed a subcommittee to articulate our vision for a Potash Hill magazine revival, and they did this. We endorse this articulated vision!
 - How does this change what we communicate with the current potash hill committee? We want to just share with them where we are and thank them for their efforts. We need to be as clear and direct as possible. Some of the stuff that the current potash hill folks want to do can tie very nicely with community engagement blog type stuff for the website that we discussed last time. Mark and Melanie to contact the existing Potash Hill committee members.

Meeting adjourned at 3:17pm.

Closed meeting followed.

Respectfully submitted,

Ellie Roark
Clerk