

Marlboro College Alumni Council  
January 9, 2021

In Attendance: Pamela Nye, Kate Hollander, Melanie Gottlieb, CJ Churchill, Mark Genszler, Bess Poehlmann

Meeting called to order at 2:09 PM EST

Approval of agenda:

Question about the alumni survey and whether to add it to the agenda; we agree to look at the data and discuss more at the next meeting.

Approval of minutes:

December minutes approved with three minor amendments.

Officer reports:

- Clerk- no report (Ellie is absent)
- Moderator- Closed the loop with the *Potash Hill* committee, positive exchange about going forward. Also had a discussion about filling our vacant seat with the person eligible per council procedure for this situation, conversation is ongoing, should be resolved soon.
- Treasurer - Mark has been working with Erik about how to receive donations via the website, work includes linking to bank, automatic receipt generation, Thank You letters, and question of how much data to capture (*not* financial data, personal member data).
  - Mark asks for help with this, esp crafting language for website.
  - Re: donations, Mark asks all council members still paying for MCAA needs with their own credit cards to email him and we can log this as donation, and also keep track of annual costs.
    - Melanie suggests a shared spreadsheet to keep track of this; we agree and she creates it.
  - Reminder that good record-keeping is essential for 501 c 3, which we now are. Reminder that we have a logo (Alumni Association + old tree) we can use for letterhead and TY letters. Melanie will create a folder for these kinds of resources.

Committee Reports:

- Communications
  - Email report: Positive feedback re: survey, some complaints about small font in last message; we don't know why that happened, Melanie will look into it. As agreed, Kate sent survey link to former faculty and staff, response was friendly.
  - Survey: We take some time looking at the summary data (225 responses so far). Agree to look more at the data, take some time to reflect, and set some time aside to discuss at next meeting.

- On next meeting agenda: Our own sense of priorities revealed by the survey; how to productively and clearly communicate survey data and priorities back to membership.
    - Decide to do another push on MCAA FB page and in next monthly message, extend deadline to Jan. 31 to try to get some more responses.
  - Next communication: We determine we have a lot to share in our next communication; Melanie and Kate will draft. We discuss several items to share, including resources from the Archives committee.
- Resources
  - Some confusion among our membership has arisen re: the Marlboro Music Festival's new umbrella organization, which is called Potash Hill. We will try to clarify to our membership what this is and that it is *not* us or the former alumni magazine, etc. We also have some questions about URL since we own some "Potash Hill"-related domain names; nothing pressing but maybe to be discussed later.
  - Exchange with Ellen continues to be cordial and warm. We are eager to collaborate with the Festival re: the campus and are committed to building a good relationship. Need to be clear, we don't have the power that the College had when it was the landlord, we will work with the Festival in a new way.
  - Mark and Bess met with alumni person from Emerson at her request and that of dean of the Marlboro Institute. Emerson/Institute want to be in communication with Marlboro College alumni and to do it as positively as possible.
    - Mark relays that he communicated that the MCAC should *not* be intermediaries or mouthpieces for Emerson, but on occasion we could share a link from Marlboro Institute to their website, asks for feedback, we agree this is something we should consider.
    - Emerson would like MC alums to know some basic FAQs, like how to get a transcript or about what career networking services they are entitled to. We discuss how to share this info. We could do it as one-time joint email with Emerson; this would allow us to reach a wider swath of alumni because, Mark learned, they have more data on alumni contact info. Melanie, Kate, and Pam are in favor of linking to an FAQ in a message or on our website, but not sending a joint message. We agree that clarity and communication around building this relationship are important and can be tricky. We will revisit this issue, but we all agree we want to facilitate MC alumni accessing transcripts and other things they need and are entitled to.
- Governance: No items.

Old business: We have already discussed these items as part of our conversations today.

New business:

- Virtual Meet-the-MCAC/gathering. We agree this is a priority, we will put it on next month's agenda to pick a date for this event and start planning.

Meeting adjourned at 3:43 pm.  
Closed meeting followed.

Respectfully submitted,  
Kate Hollander  
Filling in for Ellie Roark, clerk