Marlboro College Alumni Council
April 10, 2022

In attendance: Ellie Roark, Bess Poehlmann, Melanie Gottlieb, Kate Hollander, Amy Tudor, Mark
Genszler

Meeting called to order at 2:04 PM EST

Agenda approved with a change to the order of items; since Erik [Olsen, webmaster] is here, we move
website discussion to the top of the agenda.

Website features discussion
- Site analytics:
  - Traffic to website spikes after we send out a message.
    - For example: after our most recent message, we had 164 visitors; ~90 from direct click
      in email, some from social media, a few from search engines.
    - The blog/news section gets the most engagement
- Donation page:
  - Erik has made two trial run donations successfully.
  - Mark notes that we are still working on connection between bank and stripe (online
    payment processor), so money from stripe does not yet go into our bank account.
  - The donation page on the website is active, but not linked to anything at the moment. We
    will need to decide when we'd like it to go live.
  - Erik demonstrates the donation page; an email automatically generates as a receipt when we
    receive a donation. Receipt via email will serve as formal documentation of donation for tax
    purposes.
  - If someone enters their email address wrong, they can contact us and we will have a record
    of all the data; we can send them a receipt to the correct address then.
- Class notes
  - Erik plans to add these to the Memory Bank drop down menu once we decide on the format
    we'd like to go with.
  - Current proposal for class notes overview page: view class notes in three different cohorts:
    early to 1970, '70-'99, '00-'20.
  - Submissions can come in via a website form. One downside: squarespace doesn't allow
    attachments, so if people want to share a photo they can email it to us and we'll have to
    attach it.
  - Erik to share URL to live but unlinked class notes pages so we can review.
  - Options for the format of notes:
    - Every person who submits gets an individual blog post that people can click on to see
      their updates.

- - - Or, perhaps notes are grouped by maybe five-year increments into a blog post, where many notes would be published together.
      - Discussion about pros and cons of various page structure possibilities.
    - The submission form on the website can be customized; what data do we want to capture?
      - Identify graduation year or cohort
    - Can publish twice a year, as old potash hill class notes, or quarterly… might be better to keep it coming more frequently to avoid data backlog, but this will require more work from someone.
    - We decide to table this discussion and create a subgroup; this is not a subject that this group is going to be able to make a decision about during this meeting, it will require more discussion.
- Social media buttons
  - Erik proposes removing social media buttons from the header of the website; we don't use twitter or instagram, so those are essentially useless but taking up space where more important links should go.
    - We agree to move this to the bottom of the website rather than the top.
- Pages that need updating
  - "Take Action" button may have lost its usefulness; this has not been updated since the interim council established the website.
    - We decide to change this to a "donate" button, and a link to the donation page.
  - Can we sign off on the donation page as Erik has drafted it?
    - We review the donation receipt email, and the donation page, and approve them.
- We table Erik's other topics for another meeting. These are:
  - Our Flickr account
  - The possibility of an in memoriam page

We will need to add a subcommittee to deal with the website and class notes in particular. The council will not be able to weigh in as a full group on every word on the website; it is not an efficient use of our meeting time.

Profuse thanks to Erik for all of his continued hard work and help!

Back to the rest of the agenda…

Minutes approved without amendment.

Officer Reports
- Clerk- no report
- Moderator
  - No progress on 501(c)3 filing, but this is due in May- will continue working on it.
- Treasurer:

- Mark will work on bank/stripe issue. Stripe will continue to collect money, it just won't hit our bank account until we fix the issue.
- When we submitted our 501c3 application, we accidentally submitted VA instead of VT. We can update this in the annual report this year, we think.
- We're still considering whether we should switch banks; we will need to return to this question. Our address is still Randy George's address. It's possible that in the future we may be able to use the Music Festival's address as ours, whenever that is appropriate. Something to consider and for Resources to bring to the Music Festival when the time is right. Virtual mailboxes also exist, but cost money.
  - While we're on the topic of things we need eventually: We're going to need a fundraising software platform-- a spreadsheet isn't going to handle the data that we need once we start receiving more than a very small handful of donations.

Committee Reports
- Communications
  - Email report:
    - We received an email from someone reporting a death asking us to remove the person from our mailing list; the need for better database management grows more pressing.
    - Email from Spencer Knickerbocker (Marlboro Nordic Ski Club director) saying that trails are open for use with a fee during winter and without a fee in the summer, as long as no one is interfering with Music Festival activities. Alumni are not allowed to wander around campus, but wandering the trails should not be a problem as long as people stick to the trails. Please respect the Music Festival's wishes for no campus visitors at this time.
  - Upcoming communications
    - Two versions of the April email inviting people to the online event-- one short, one longer. We will send the longer one via email, and post the shorter one on facebook.
    - Melanie will prep this and get it out today.
    - Is the registration form for the event ready to go? We add a couple comments, Amy makes changes.
- Resources - No additional conversations with partners/others this past month. No report.
- Governance
  - Officer elections- Melanie's term as moderator has ended. Pam has accepted a nomination for the position. We vote to approve Pam as our new Moderator. Melanie and Pam will connect to get Pam access to the account.
  - Bylaws: Plans and timeline for a full draft, council approval, and ratification by the community; plans for upcoming elections to council
    - We want to finish the bylaws this year. We plan to have a full draft of the bylaws by late summer for the council to endorse, so that we can all endorse it to the entire association. Bylaw ratification should happen around the same time as elections.
    - Let's think about leaving as long a runway as possible for getting people on board.

- While discussing timelines, we decide to move July 3 meeting to July 10.

Old Business
- Virtual Gathering Planning Update
  - We need to make sure we have enough council people attending to help. Need someone to monitor the chat; need people to help recruit attendees. Mel will give the council host privileges, so we can mute people as needed, etc.
  - We want presentations to be minimal and to allow time for Q+A and social gathering with breakout groups.
  - Melanie will send zoom link and reminders from MCAA email account a week before the event.
  - Council should show up 30 min early to the event to do a tech check and make sure we're all set. We will set up zoom link with a waiting room.

New Business: we table all new business to next meeting.
- MCAA swag
- Archives Committee structure and charge

Thank you to Melanie, our wonderful outgoing moderator! We appreciate your service and leadership.

Open meeting adjourned at 3:49 PM EST.
No closed meeting.

Respectfully submitted,
Ellie Roark
Clerk