



Annual Report 2017

July 1, 2016 – June 30, 2017

# Alumnae Association of Mount Holyoke College

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## Letter from the President

One of the best aspects of serving as president of the Alumnae Association is the opportunity to get to know so many Mount Holyoke alumnae. To say we are a diverse group is an understatement: we come from 139 countries and fifty states, cover five generations, and are represented in nearly every professional industry.

What ultimately ties us together is our immediate affinity for each other and our shared eagerness to continue our Mount Holyoke connection. And it's the job of the Alumnae Association to provide opportunities for this continued connection.

In that spirit, fiscal year 2017 saw us working hard toward Strategic Direction 2020: Build, Grow, Forge, Serve, which aims to foster new and innovative ways of engaging alumnae that are reflective not just of our global and diverse community but of an increasingly fast-paced digitally interconnected world.

As we work to achieve these goals, our relationship with College partners has been of critical importance. Last fall the Commission on the Relationship Between the College and the Alumnae Association put forth recommendations meant to maximize opportunities for alumnae to connect with the College and enhance collaboration among all who are responsible for sustaining the Mount Holyoke mission. More detail about our progress on these recommendations is outlined on pages 6 and 7.

In concert with our work on the Commission recommendations, the Alumnae Association signed an agreement with the College that is based on shared, guiding principles and creates the foundation for a new era of collaboration and partnership. The board named Nancy Bellows Perez '76 executive director of the Association, stabilizing the leadership of the organization for the future.

All of this work paves the way to successfully welcome Maria Z. Mossaides '73, who will become the thirty-seventh president of the Alumnae Association on July 1, 2018. Maria is currently serving as president-elect, which helps to provide clearer continuity and the chance to become acclimated to the role of president. Professionally, Maria has had a long career in social services. In 2015 she was appointed by Massachusetts Governor Charlie Baker as the state's child advocate. Previously she served as executive director of Cambridge Family and Children's Service.

As you may have surmised, the past fiscal year has been quite a busy time! We have undergone a period of great self-reflection in order to stay true to our commitment to—above all—serve our alumnae in ways that honor their engagement with Mount Holyoke College. I am inspired by the dedication and hard work I have witnessed in our staff and volunteers and am excited to see what the future holds.

Sincerely,

Marcia Brumit Kropf '67

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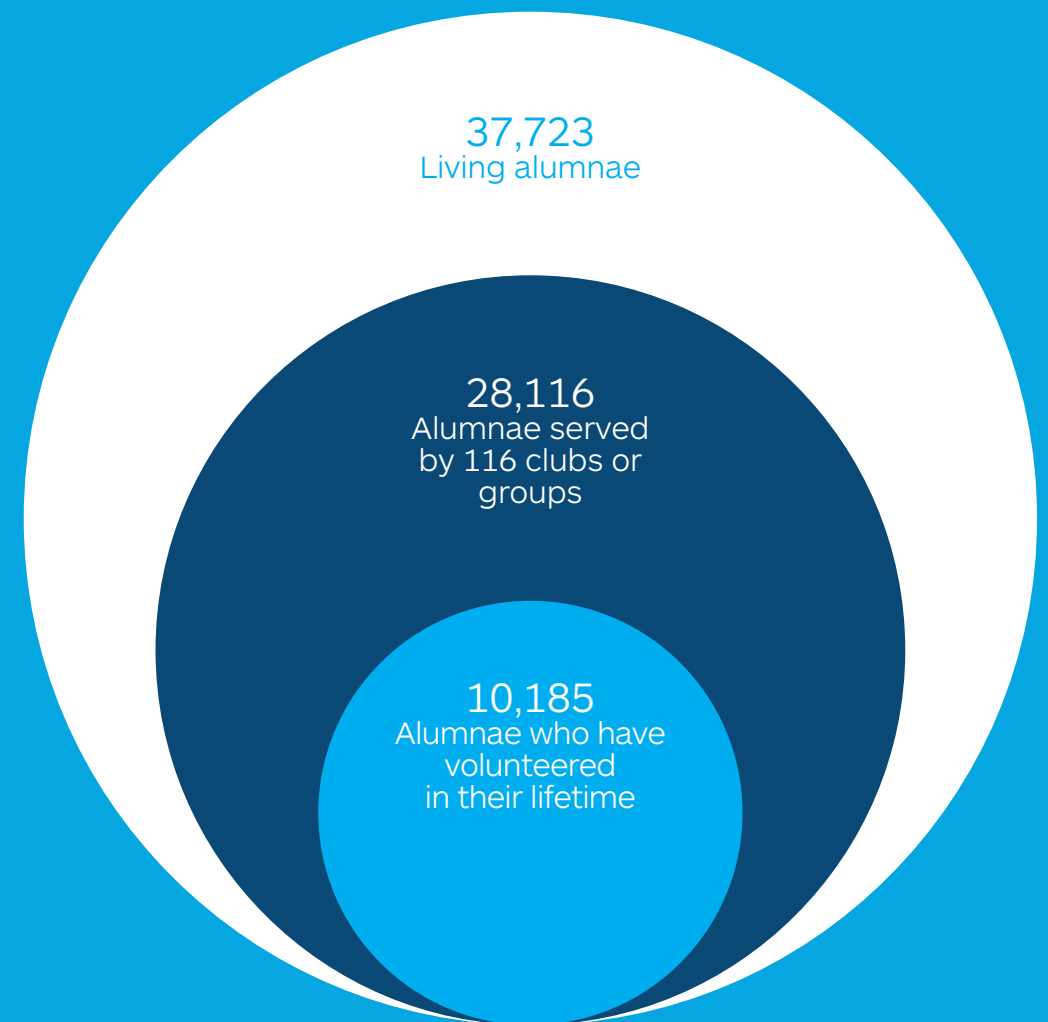
## Who We Are

Established first as the Memorandum Society by Mary Lyon at a time when women were not permitted to be trustees of the College, the Alumnae Association became officially incorporated in 1923 and gave alumnae an independent voice and financial role in the College's future.

Today, we reach alumnae wherever they are to provide important information about how they can continue to engage with other Mount Holyoke alumnae, participate in Alumnae Association services and programs, and learn about current College initiatives and planning.

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## Our Reach

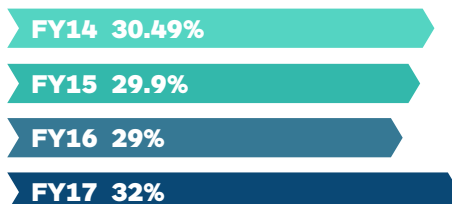




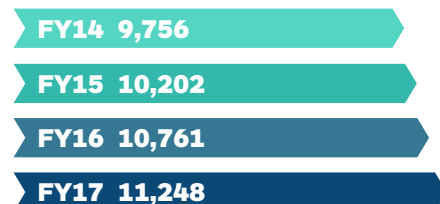
# Build Awareness of the Alumnae Association and its Services

We reach alumnae wherever they are to provide important information about how they can continue to engage with other Mount Holyoke alumnae, participate in Alumnae Association's services and programs, and learn about the College of today.

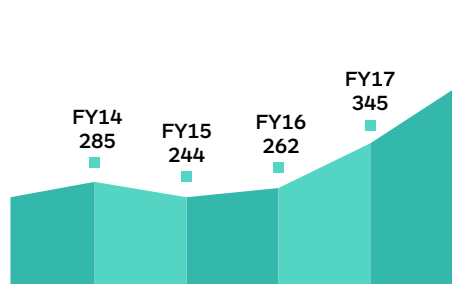
## Digital Communication Channels



 **Laurel Chain Email Newsletter Open Rate**

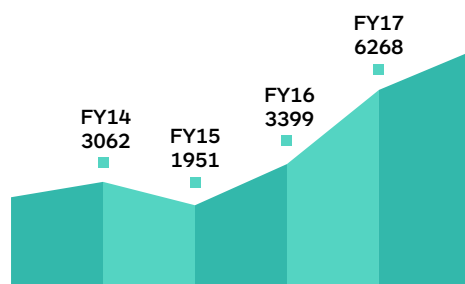


 **Facebook Followers**  
[facebook.com/aamhc](https://facebook.com/aamhc)



 **Twitter Engagement\***  
[twitter.com/aamhc](https://twitter.com/aamhc)

\* Average monthly engagement based on retweets, clicks, and mentions

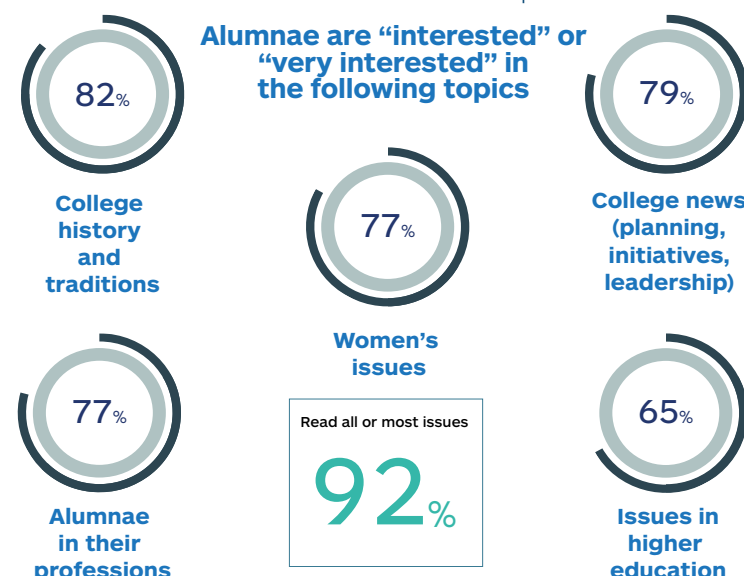


 **Instagram Engagement†**  
[instagram.com/mhcalums](https://instagram.com/mhcalums)

† Average monthly engagement based on likes and comments

## Comprehensive Readership Survey

More than 1,500 alumnae responded to a reader survey about the *Alumnae Quarterly*, to help inform content and design as we continue to enhance and refine the reader experience.



Read all or most issues

92%

Prefer to read in print

85%

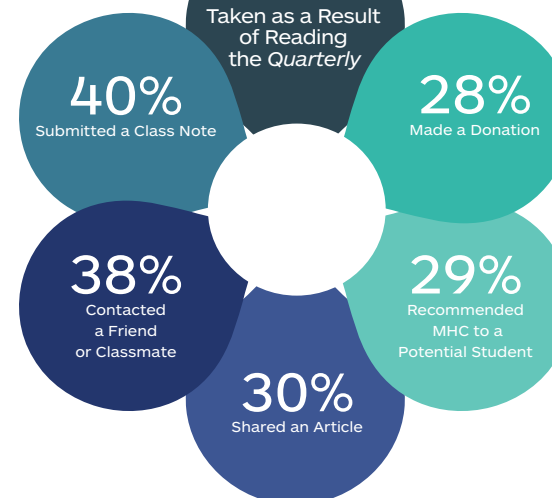
## 100th Anniversary of the Alumnae Quarterly

The *Alumnae Quarterly* as we know it began in 1917, and in our winter 2017 issue we celebrated our unique history with more than thirty pages of archival content pulled from as early as the very first issue. We continued to explore the magazine's past throughout the year.



## Actions

Taken as a Result of Reading the *Quarterly*



# Grow the Base of Connected Alumnae

We provide opportunities for alumnae to continue to form and nurture powerful Mount Holyoke connections through innovative events and programming.

## Connecting Alumnae Around the Globe

**1,381**  
alumnae participated in Alumnae Association events on campus and around the globe

**1,758**  
alumnae and guests came home for Reunion, the biggest alumnae event of the year



**382**  
club and group events were held around the world



**142**  
alumnae groups gathered on Mountain Day at 142 locations around the world, from Nairobi to Warsaw to Seoul

## Connecting Alumnae with Students



**1,398**  
Students interacted with **342\***  
Alumnae

Students connected with alumnae through the Connections Program, which joins classes fifty years apart, and Alumnae-Student Networking Receptions in cities with the largest population of alumnae professionals.

\*Do not reflect unique numbers

## Connecting Alumnae to



## Learning Opportunities

**Career Change Weekend**  
Walt Disney World



**Mount Holyoke Asian Alumnae Symposium**  
Singapore



**Travel Program**  
10 countries visited by alumnae



**Alumnae Fellowships**  
\$122,015 awarded to recipients





# Forge a Powerful Partnership with the College

We focus on working effectively and efficiently with our campus partners to support priorities for engaging our alumnae in impactful ways.



## The Commission on the Relationship Between the College and the Alumnae Association

The Commission issued a report in the summer of 2016 that made specific recommendations to both the Mount Holyoke College Board of Trustees and the Alumnae Association Board of Directors. The recommendations speak directly to joint decision-making on matters of strategy, reporting, operations, and activities. Below is our progress to date.

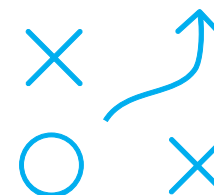


### Purposeful Engagement

A group of seventeen leaders from across campus convened to formalize an Alumnae Relations Group, led by Nancy Bellows Perez '76, interim executive director of the Alumnae Association. The group meets monthly to focus on how the College can intentionally engage alumnae across divisions and optimize the alumnae experience.

### Empowered Volunteers

A working group of staff from across the College are implementing a new online volunteer resource space, which will provide alumnae volunteers for the offices of Admission, Advancement, and the Alumnae Association a central portal where they can access tools, reports, and resources to support their work on behalf of Mount Holyoke.



### Strategic Communications

The alumnae marketing and communications working group completed an alumnae communications and campaign audit across College divisions and submitted a set of foundational recommendations to break down barriers, paving the way for a comprehensive alumnae communications strategy. As a start, the College's Gates for alumnae and the Alumnae Association's Laurel Chain newsletters were combined and branding has been aligned.

### Innovative Events

The working group has inventoried tasks involved in events both on- and off-campus and identified areas for improvement. In addition, the group has implemented checklists for events and is beginning to document governing policies and procedures around event planning on campus.



### Transparent Budgeting

The Alumnae Association participated in the College's 2017 budget cycle, providing greater transparency into the strategic priorities and annual goals of the Alumnae Association.

### Collaborative Approaches

The Alumnae Association continued to align with Advancement around both key events (Strawberries and Champagne and Volunteer Conference) as well as identifying and tracking shared goals for alumnae engagement.

### Coordinated Calendars

The campus, alumnae, athletics, and art museum event calendars were consolidated into a central calendar, where our community can find all Mount Holyoke events in one place, including events held by alumnae classes and clubs.



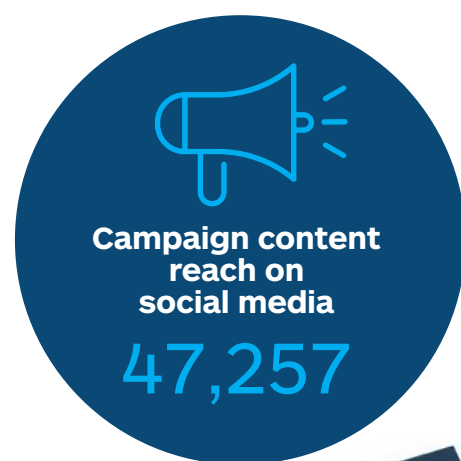
# Serve as a Strong Independent Voice in Support of a Mount Holyoke Education

We empower alumnae to help maintain Mount Holyoke College's reputation as a vibrant institution of higher education for women from across the globe.



## Marketing Campaign

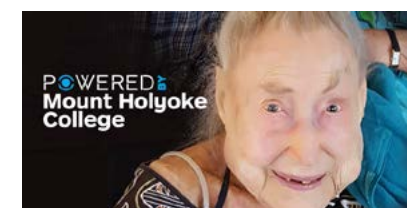
Launched in January 2017, the Powered by Mount Holyoke campaign inspires alumnae to recognize the important role they play in promoting the College in their communities and workplaces and provides the tools to do so.



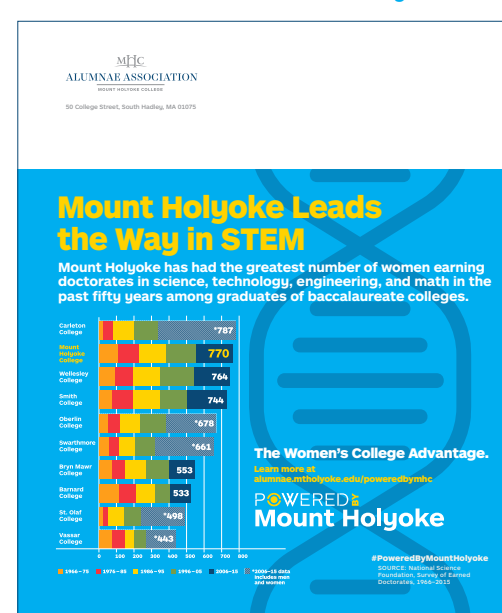
## Advocacy Information



## Online Alumnae Profiles



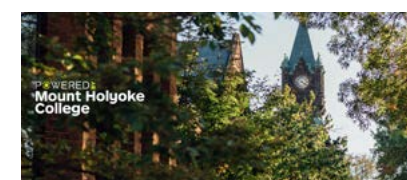
## Alumnae Quarterly



## Social Media Toolkit

#PoweredByMountHolyoke

PROUD TO BE  
**POWERED BY**  
Mount Holyoke  
College



# Financials

During fiscal year 2017 the Alumnae Association continued to make significant progress toward its strategic goals, supporting ongoing activities and focusing on design and implementation of projects recommended by the Commission, in collaboration with the College.

The fiscal year 2017 Alumnae Association audit was completed by Meyers Brothers Kalicka, P.C., 330 Whitney Avenue, Holyoke, MA 01040. Its financial statements contain an unmodified opinion and have been prepared in accordance with generally accepted accounting principles. A synopsis of the financial statements follows, and a copy of the complete report is available through the Alumnae Association. Please contact Executive Director, Nancy Bellows Perez '76 with questions at 413-538-2300 or [nbperez@mtholyoke.edu](mailto:nbperez@mtholyoke.edu).

## Statement of Activities

The Statement of Activities presents revenues and expenses for fiscal year 2017 and reports the change in net operating assets over the year. The change in net operating assets exceeded our budget. Revenues increased \$59k or 2.3 percent, while expenses decreased 5.4 percent.

In accordance with the July 1, 2012, agreement between the Board of Trustees of Mount Holyoke College and the Alumnae Association, 82.4 percent of the Association's operating revenues come from contributions from Mount Holyoke College. Mindful of the economic pressures facing Mount Holyoke, the Association strives to reduce expenses and increase efficiency. In fiscal year 2017 a committed savings of \$71k was returned to the College. In addition, the Association is working closely with the College to collaborate on ongoing operations, such as event management, in continued efforts to reduce costs.

Programming offered by the Alumnae Association (such as Reunion and conferences) generated the remaining revenues, and program-related receipts offsets a portion of the cost of implementing these events.

Overall expenses decreased 5.4 percent from the previous fiscal year, primarily due to eliminating an unfilled staff position and convening more committee and board meetings virtually, reducing travel expenses. Annual wage increases were 2.5 percent, and benefits increased slightly, consistent with Mount Holyoke College practices.

In fiscal year 2017, the Board of Directors of the Alumnae Association approved a \$118k investment return released for strategic projects from the Founder's Fund. These projects included consultant support related to data governance and management and the volunteer hub, additional support for the Powered by Mount Holyoke campaign, and funds for the Alumnae Association's Mary E. Woolley Fellowship. The Founder's Fund is the Association's endowment, comprised of alumnae gifts, bequests, investment income, and unrealized gains. The Founder's Fund is invested with the Mount Holyoke College endowment, pursuant to the June 1990 agreement between the Association and the College. Due to the market conditions, the value of the Founder's Fund increased by \$681k to \$6.7m.

## Statement of Financial Position

The Statement of Financial Position reports the Alumnae Association's assets, liabilities, and net assets for the year. Total assets increased 10.8 percent or \$785,456 during fiscal year 2017, driven by the increase in investments and cash on hand.

Assets	\$8.0m
Liabilities	\$181k

<b>Net Assets</b>	<b>\$7.9m</b>
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## Statement of Activities

### OPERATING REVENUES AND SUPPORT:

Mount Holyoke College	\$2.1m
Committed Savings	(\$71k)
Other Revenue	\$375k
In-Kind Campus Support	\$50k
Investment Return Released	\$99k

<b>Total Operating Revenues and Support</b>	<b>\$2.6m</b>
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### OPERATING EXPENSES:

Programs	\$846k
Marketing and Communications	\$699k
Management and General	\$408k
Information Services	\$376k
Board of Directors and Committees	\$87k
Strategic Projects	\$99k
In-Kind Campus Support	\$50k

<b>Total Operating Expenses</b>	<b>\$2.6m</b>
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### NON-OPERATING REVENUES:

Founder's Fund Total Investment Return	\$681k
Founder's Fund Donations	\$16k

<b>Total Non-Operating Revenues</b>	<b>\$697k</b>
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<b>Net Assets 6/30/16</b>	<b>\$7.2m</b>
<b>Net Assets 6/30/17</b>	<b>\$7.9m</b>



# Governance FY2017

## Board of Directors

The Alumnae Association Board of Directors works with the executive director and a talented team of staff to ensure that the Alumnae Association’s operations are managed responsibly and meet the highest standards of governance. Chaired by Marcia Brumit Kropf ’67, members of the board bring a wide range of knowledge and experience to the task of governing the Alumnae Association. Board members are nominated by a committee of the board, appointed by the full board, and serve three-year terms. Several committees, each led by a member of the board, are actively involved in policy and program creation. Our governance practices adhere to a strict set of policies—including bylaws and committee protocol and procedures. View the Alumnae Association’s bylaws at [alumnae.mtholyoke.edu/bylaws](http://alumnae.mtholyoke.edu/bylaws).

- Marcia Brumit Kropf ’67

President

Susan Brennan Grosel ’82

Vice President

Tara Mia Paone ’81

Treasurer and Chair, Finance Committee

Ashanta N. Evans Blackwell ’95

Clerk

Elaine C. Cheung ’09

Young Alumnae Representative

Charlotte N. Church ’70

Chair, Volunteer Stewardship

Nancy J. Drake ’73

Chair, Nominating Committee

Carrianna K. Field ’97

Alumnae Trustee, Board of Trustees

Danielle M. Germain ’93

Chair, Classes and Reunion Committee

Shannon Dalton Giordano ’91

Chair, Communications Committee

Katherine S. Hunter ’75

Director-at-Large

Amanda S. Leinberger ’07

Director-at-Large

Alice C. Maroni ’75

Director-at-Large

Beth McInerny McHugh ’87

Chair, Clubs Committee

## Alumnae Trustees

- Ann Blake ’85

Catherine C. Burke ’78

Erin Ennis ’92

Carrianna K. Field ’97

Rhynette Northcross Hurd ’71

Elizabeth A. Wharff ’75

## Committees

- Alumnae Trustee Committee

Maureen Kuhn ’78, Chair

Classes & Reunion Committee

Danielle M. Germain ’93, Chair

Clubs Committee

Beth McInerny McHugh ’87, Chair

Communications Committee

Shannon Dalton Giordano ’91, Chair

External Achievement Awards Committee

Nancy G. Rosoff ’78, Chair

Finance Committee

Tara Mia Paone ’81, Chair

Internal Achievement Awards Committee

Jill M. Brethauer ’70, Chair

Nominating Committee

Nancy J. Drake ’73, Chair

Alumnae Quarterly Committee

Beth Mulligan Dunn ’93, Chair

Volunteer Stewardship Committee

Charlotte N. Church ’70, Chair

## Staff

- Nancy Bellows Perez ’76

Interim Executive Director

Staff liaison, Alumnae Trustee Committee, Nominating Committee

Jessica Ayer

Marketing & Communications Assistant

Eric Boisvert

Assistant Director of Technology

Kathy Cadorette

Finance Specialist

Karen Corday

Director of Alumnae Information Services

Maya D’Costa

Director of Regional Engagement

Staff liaison, Clubs Committee

Amanda Donohue

Data Specialist

Janet Glick

Director of Classes & Reunion

Staff liaison, Classes & Reunion Committee

Jennifer Grow ’94

Editor of the *Alumnae Quarterly*

Staff co-liaison, *Alumnae Quarterly* Committee

Angel Judkins

Data Specialist

Danielle Lund

Associate Director of Programs

Staff liaison, External Achievement Awards Committee

Joy Meredith

Assistant Director of Alumnae Information Services

Karen Northup-Scudder

Senior Director of Finance & Administration

Staff liaison, Finance Committee

Anne Pinkerton

Assistant Director of Digital Communications

Millie Rossman

Creative Director

Staff co-liaison, *Alumnae Quarterly* Committee

Taylor Scott

Senior Director of Marketing & Communications

Staff liaison, Communications Committee

Diane M. Stanton

Assistant to the Executive Director

Luisa M. Tavares

Associate Director of Programs

Staff liaison, Internal Achievement Awards Committee

Jonencia Wood

Senior Director of Programs

Staff liaison, Volunteer Stewardship Committee

## Classes, Clubs, and Groups

Leadership for classes, clubs, and groups can be found at [alumnae.mtholyoke.edu/classes](http://alumnae.mtholyoke.edu/classes) and [alumnae.mtholyoke.edu/clubs](http://alumnae.mtholyoke.edu/clubs).



## ALUMNAE ASSOCIATION

MOUNT HOLYOKE COLLEGE

50 College Street, South Hadley, MA 01075

[alumnae.mtholyoke.edu](http://alumnae.mtholyoke.edu)

Connecting a powerful network of powerful alumnae by providing diverse programs, expertise, and resources to foster lifelong learning and empower alumnae to connect with each other and the College.