



Clark University GOLD Council

2021 - 2022 Impact Report

A Letter from the Co-Chairs

Dear GOLD Council:

The GOLD Council has made significant progress this year. As we started to find our own footing with the committee structures, we have created a stronger way to engage and connect with other Council members along with outside GOLDies.

This year, we focused on getting back from a virtual COVID environment to safe, in-person events. With the establishment of a GOLD Council page, GOLDies can now learn about the Council more easily and contact us directly. We also honed our own internal operational procedure; thus, ensuring smoother and better ways of operating internally and ensuring historical work and progress were not lost.

With many factors impacting the world around us, we are truly grateful for the support of our volunteers. Thank you to all of the GOLD Council members and especially those who are leaving. We appreciate you and wish you the best.

Cheers to a new year of impact and success! Enjoy the summer - we will see you in September!

Best,

The GOLD Council Co-Chairs & Ryanne Flynn



Highlighted Impact Initiatives

Establishment and Continuation of the Committees

- Over **86%** of the GOLD Council participated in at least one of the three GOLD Council Committees with almost ~100% of participation is expected in 2022-2023
- Brought in **two** new GOLD Committee Chairs and one new GOLD co-chair

Student and Young Alumni

- Had **5** fall pop up series in the fall of 2021
- Planned the first-ever GOLD Day of Service for June 2022

Marketing and Communications

- Published **4** GOLD newsletters this year with **9** GOLDies featured
- Launched the [GOLD Council page](#) on the Clark University alumni page and now have a [live interest form](#) on the GOLD Council page with easy access to contact the Council via the GOLD Council email
- Increased average open rate on GOLD newsletters by about 30%

Philanthropy

- **76%** of GOLD Council members have participated in Clark fundraising this year
- The GOLD years (2012-2022) raised over **\$40,500** for the Spree for Clark 2022 fundraising initiative with nearly **100** GOLDies participating

Operational Procedures

- Created a solid recruiting and interviewing process for new members - **4** new members have joined the Council since the start of 2021
- Dedicated a GOLD Google Drive with access to past meeting minutes and agendas along with other relevant information
- Established core onboarding procedures for new members
- Created standard operating procedures (SOPs) and templates for many of the recurring events and initiatives
- Allowed GOLD members to recommit each year to the Council or step down; thus, providing opportunities for new members to join

GOLD Council Members Taking Initiatives

- Many GOLDies participated in the Life After Clark event in February 2022



- Some GOLD Council members have spoken on campus to clubs, student gatherings, classes, and on panels (i.e. Andrés and Julianne spoke about grad school applications)

Key 2022 - 2023 GOLD Goals

- **Establish a tiered level system open for all GOLDies**
 - Expected first phase launch - end of 2022
- **Create marketing materials for the GOLD Council**
 - Short 1-pager fliers to distribute to interested GOLDies
- **Have a first-ever GOLD Day of Service**
 - Launch in June 2022
- **Have 100% participation in fundraising for the GOLD Council**
 - No amount is too little

Continuing Goals

- ***Continue to build the GOLD presence and understanding among GOLDies and graduating seniors***
 - Work with SARC to possibly work with exposing the graduating seniors to the GOLD Council
- ***Constantly support the students through our own initiatives and teaming up with various student groups, such as SARC***
 - Examples include: Life After Clark, speaking at club events, and speaking at university panels
- ***Incorporate DE&I into our work***
 - Possibly collaborate with existing alumni affinity groups
- ***Have a larger presence in outside areas from our target areas***
 - Being intentional about reaching out to alumni in different areas (i.e more presence on the west coast)
- ***Bring a very solid data-driven approach to the work we do, such as incorporating strong data points through surveys and research into our initiatives***
 - Bring in qualitative and/or quantitative data into your work