



Clark University GOLD Council
2022-2023 Impact Report
A Letter from the Co-Chairs

Dear GOLD Council:

The GOLD Council has been working diligently on continuously improving the experience for the Clark University young alumni community.

This past year has been exceptionally rewarding for the GOLD Council. We welcomed four new Council members, bringing fresh perspectives and ideas to our team. It was also exciting to hold our first in-person meeting with the Alumni Council since the pandemic last fall.

This year, we have exceeded our goals with the GOLD Council and the 5th and 10th Reunion by matching \$3,000 – a first-ever for these respective groups! In addition, the GOLD classes contributed to over \$43,000 for Spree for Clark 2023.

We appreciate our members who have helped current Clarkies and joined for various campus events, such as move-in day and SARC Under 25 panel. We also appreciate our members who joined in our first-ever Day of Service and we look forward to our second annual one in June!

We are immensely grateful for the unwavering dedication of our volunteers. To all the GOLD Council members, and especially those who will be leaving, we extend our heartfelt appreciation. Your contributions have made a lasting impact, and we wish you all the best in your future endeavors.

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

Best,

The GOLD Council Co-Chairs

Maya Fox '16, Alex Turgeon '16, MBA '17, Emilee Cocuzzo '18, MBA '19



Highlighted Impact Initiatives

Philanthropy

- Over **85%** of GOLD Council members have participated in Clark fundraising this year
- The GOLD years (2013-2023) raised over **\$43,000** for the Spree for Clark 2023 fundraising initiative with over 75 GOLDies participating with the Class of 2018 donating over **\$13,000** - the largest donating class of the GOLD years
- The GOLD Council and 5th & 10th Reunion Committees matched a total of **\$3,000** during Spree for Clark 2023 – a first-ever for these groups

Student and Young Alumni

- Establish a tiered level system open for all GOLDies to stay involved and engaged
- Hosted **3** Welcome to the City pop-up series events in the fall of 2022
- Successfully hosted our first GOLD Day of Service in June 2022

Marketing and Communications

- Published **4** GOLD newsletters this year with **2** GOLDies featured and **2** GOLD Council members highlighting their experiences at recent Clark events
- Our open rate on GOLD newsletters this year was **~44%**, an increase by over 4% from last year
- Newly designed GOLD marketing materials were sent out in November 2022 to GOLDies

GOLD Council Members Taking Initiatives

- Some GOLD Council members have spoken on campus to clubs, student gatherings, classes, and on panels (i.e., Parker Freedman at the SARC Under 25 panel and Anabel Riggio and Emilee Cocuzzo at the SARC Late Night talent show)
- Other GOLD Council members joined in on move-in-day to help new Clarkies move into the dorms

Overall Operations and Committees

- Had our first in-person GOLD meeting in November 2022 with the Alumni Council
- Established a new ad-hoc recruiting team to interview and vet potential GOLDies
- Recruited **4** new members to the Council and onboarding a new Communications Chair and Vice-Chair



Goals and Initiatives 2023-2024

Key 2023 - 2024 GOLD Goals

- **Host spring events focused on networking and professional development**
 - Enable young alumni to reconnect and network with each other in professional focused events
- **Engage with other Clark leadership groups**
 - Have stronger ties with existing Clark alumni groups, such as affinity groups
- **Attend and support events welcoming incoming students**
 - Attend welcome events for new students in the summer of 2023 and participate in move-in day

Continuing Goals

- **Constantly support 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
- **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