Alumnae Association of Mount Holyoke College
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
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.
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

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Laurel Chain Email Newsletter Open Rate</th>
<th>Facebook Followers</th>
<th>Twitter Engagement</th>
<th>Instagram Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY14</td>
<td>30.49%</td>
<td>FY14 9,756</td>
<td>FY14 285</td>
<td>FY14 345</td>
</tr>
<tr>
<td>FY15</td>
<td>29.9%</td>
<td>FY15 10,202</td>
<td>FY15 244</td>
<td>FY15 362</td>
</tr>
<tr>
<td>FY16</td>
<td>29%</td>
<td>FY16 10,761</td>
<td>FY16 262</td>
<td>FY16 3399</td>
</tr>
<tr>
<td>FY17</td>
<td>32%</td>
<td>FY17 11,248</td>
<td>FY17 345</td>
<td>FY17 6268</td>
</tr>
</tbody>
</table>

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.

- Alumnae are “interested” or “very interested” in the following topics:
  - College history and traditions: 82%
  - Women’s issues: 77%
  - College news (planning, initiatives, leadership): 79%
  - Alumnae in their professions: 77%
  - Issues in higher education: 65%

- 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

- Submitted a Class Note: 40%
- Made a Donation: 28%
- Contacted a Friend or Classmate: 38%
- Recommended MHC to a Potential Student: 29%
- Shared an Article: 30%
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

*ANNUAL REPORT 2017
ALUMNAE ASSOCIATION OF MOUNT HOLYOKE COLLEGE
CONNECTING A POWERFUL NETWORK OF POWERFUL ALUMNAE
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 enewsletters 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.

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.

Campaign content reach on social media
47,257
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.

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.

<table>
<thead>
<tr>
<th>Assets</th>
<th>$8.0m</th>
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<tbody>
<tr>
<td>Liabilities</td>
<td>$181k</td>
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<tr>
<td>Net Assets</td>
<td>$7.9m</td>
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</tbody>
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Statement of Activities

<table>
<thead>
<tr>
<th>OPERATING REVENUES AND SUPPORT:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mount Holyoke College</td>
<td>$2.1m</td>
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<tr>
<td>Committed Savings</td>
<td>($71k)</td>
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<tr>
<td>Other Revenue</td>
<td>$375k</td>
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<tr>
<td>In-Kind Campus Support</td>
<td>$50k</td>
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<tr>
<td>Investment Return Released</td>
<td>$99k</td>
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<tr>
<td><strong>Total Operating Revenues and Support</strong></td>
<td><strong>$2.6m</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>OPERATING EXPENSES:</th>
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<tbody>
<tr>
<td>Programs</td>
<td>$846k</td>
</tr>
<tr>
<td>Marketing and Communications</td>
<td>$699k</td>
</tr>
<tr>
<td>Management and General</td>
<td>$408k</td>
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<tr>
<td>Information Services</td>
<td>$376k</td>
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<tr>
<td>Board of Directors and Committees</td>
<td>$87k</td>
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<tr>
<td>Strategic Projects</td>
<td>$99k</td>
</tr>
<tr>
<td>In-Kind Campus Support</td>
<td>$50k</td>
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<tr>
<td><strong>Total Operating Expenses</strong></td>
<td><strong>$2.6m</strong></td>
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<table>
<thead>
<tr>
<th>NON-OPERATING REVENUES:</th>
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<tbody>
<tr>
<td>Founder’s Fund Total Investment Return</td>
<td>$681k</td>
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<tr>
<td>Founder’s Fund Donations</td>
<td>$16k</td>
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<tr>
<td><strong>Total Non-Operating Revenues</strong></td>
<td><strong>$697k</strong></td>
</tr>
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</table>

| Net Assets 6/30/16 | $7.2m |
| Net Assets 6/30/17 | $7.9m |
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.

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 McNerney 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 McNerney 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

Classes, Clubs, and Groups
Leadership for classes, clubs, and groups can be found at alumnae.mtholyoke.edu/classes and alumnae.mtholyoke.edu/clubs.

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-liasion, 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 Northrup-Scudder
Senior Director of Finance & Administration
Staff liaison, Finance Committee
Anne Pinkerton
Assistant Director of Digital Communications
Millie Rosman
Creative Director
Staff co-liasion, 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
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.