**CAGOW 2017**

Dartmouth For All: Engaging Diverse Communities

**Metro-size club peer to peer discussion notes**

1/21/17

1. **22 Leaders participated** – from these clubs: Boston, New York, D.C., San Francisco, Los Angeles, Upper Valley, and Chicago.Facilitated by Barbara Rollins ’84 (immediate past president of the Dartmouth Club of Washington, D.C. and member of the Communities Executive Council).
2. **Broke group into five groups for initial small conversations:**
	1. Presidents/Vice Presidents (7)
	2. Treasurers/Membership Chairs (2)
	3. Events Chairs (4)
	4. Communications (newsletter, webmaster, secretary) (3)
	5. Work with Students (DEDs, Scholarship Chair, Internship Chair, Parents Chair)
3. **Success over the past year**
	1. Integrating events with other communities
		1. San Francisco brought programming to the East Bay
		2. Boston is doing more outreach to ASIGs… several reps on club board
	2. Communications
		1. San Francisco used “[Group Me](https://groupme.com/en-US/)” (groupme.com) to promote Holiday party. Group me is a free service that enables group texting. The club used current students to post the announcement about the party… resulted in more students attending.
		2. San Francisco used “Boosting” on Facebook. Boosted posts appear higher in News Feed and on Instagram, so there’s a better chance your audience will see them.
	3. Events
		1. The New York club has found leveraging the Ivy community to be helpful.
		2. Chicago had a successful event seeing the Broadway show *Hamilton*, which also boosted club’s finances (sold out)
	4. Student Focused
		1. L.A. was able to interview all of its students
4. **Challenges**
	1. Identifying ways to engage off-term students.
	2. Transient nature of alumni, particularly young alumni, in major metro areas and how that impacts building a volunteer pipeline
	3. Ensuring effective relationship between the club and DEDs.
	4. Some club areas are quite expansive – how to reach out and provide programming to distant parts of club area

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Challenges continued:

* 1. How to manage dues collection (is paper or electronic better) and determining an effective price point
		1. NY and D.C. both keep their paper mailings (with attached dues request). The NY club sends a postcard before the holiday party
		2. Boston finds 75% of dues are collected within 10 days of a printed mailing. Note – doesn’t mean that all these dues are collected via check, dues letter reminds alumni to go online and pay via paypal).
		3. Dartmouth Club of the Upper Valley – Club sends electronic dues request 3x/year and has done paper mailings. Last year, club did not do a paper mailing: dues were down 30%.
	2. Consistent onboarding of new leaders so that they are quickly up to speed
	3. What to do when club receives housing requests
		1. D.C. Club does not allow posts requesting money, but does allow posts advertising housing/requests for housing. The D.C. club’s Facebook page is closed, which helps in management of posts.
1. **How can the CEC/AR help?**
	1. Provide conference calls/training on financial matters
	2. Provide support on how to engage off term students.
	3. For internships, identifying which alumni (and their field of work) are in the club’s market and who is willing/able to provide internships.
	4. Quarterly webinar for all new leaders (with information provided at CAGOW to the new CAGOW attendees).
	5. Incorporating persons who are not alumni – how to involve them
	6. Develop method by which College can notify clubs of who is new to the club’s area. Specifically, also notifying the club when students become alumni (and are in the club’s area).