

## **2012 Small Club of the Year: Dartmouth Club of the Gulf Coast**

There's an old adage that states "good things come in small packages" and that's absolutely true of the 2012 Small Club of the Year. Even though this club's territory includes two states, it still manages to provide a comprehensive, meaningful program for the local Dartmouth Community which is only 275 strong. This is accomplished through a lot of hard work and perseverance by the 15-member Board of Directors who takes advantage of whatever opportunity presents itself to connect to each other and promote the mission of Dartmouth.

Those opportunities include a holiday party, a presence at numerous college fairs, interviewing nearly 60 applicants across both states, hosting visiting faculty, supporting the Big Green Bus and tailgating after a Dartmouth baseball game against the local state university. A unique highlight of their programming is the sponsorship of a classroom at a local charter elementary school. In the "Dartmouth Room," members interact with the students by reading to them and socializing, all the while emphasizing the importance of education. As you may guess, a little marketing happens as well as all of the students receive a Dartmouth t-shirt!

The Board also tackled the less glamorous, but equally important, administrative responsibilities of club life with the same kind of intensity. After a great deal of work, they dissolved its former non-profit corporate structure and formed a new one under the College's umbrella which in turn required a review of the Club's by-laws.

Staying connected over such a large area requires creativity and constant communications, and they accomplished this primarily through electronic means. Their informative website, e-newsletters and Facebook page were the conduit for announcements and invitations to the 22 club events. It must have been effective as total attendance for the events was well over 200.

Dartmouth will forever be grateful to the men and women of this Club which may have a small footprint but has a huge impact on so many.

Please join me in congratulating the 2012 Small Club of the Year,  
the Dartmouth Club of the Gulf Coast.

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*President, Club Officers Association*

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*Senior Associate Director, Alumni Relations*