

Update from Macalester Parent Council – Fall 2017 Meeting Recap

written by Parent Council member Rob Pascoe (Dad to Amy Pascoe '19)

The Parent Council held its biannual meeting in conjunction with Family Fall Fest weekend October 13th-15th. The Parent Council is a group of current & alumni parents who serve as champions for Mac and support the college in key initiatives. The Council focuses on areas of importance to Mac parents in general and work to create a philanthropic community amongst parents. The top priorities of the Council are our “three C’s”: *connecting* parents with each other, supporting the *Career Development Center*, and fundraising work to generate *cash* that supports our students and the mission of Mac.

For our Fall meeting, a group of about 30 parents gathered to discuss a range of topics facilitated by Mac staff from the Career Development, Marketing & Communications, and Advancement offices of the college. We also had a chance to chat with President Rosenberg, which provided fascinating insights on issues of the day at Mac, which parents might not necessarily be fully apprised of by their students.

Mindy Deardurff, the Dean of Career Development, updated the Council on developments in her team. Parents were delighted to hear that within the last year there has been considerable bench-strength added to the team, with increased focus on student self-marketing (eg: StrengthsFinder and LinkedIn), the upcoming work-sessions for Juniors in January, and MacConnect trips where groups of students visit specific cities with strong employment fundamentals and active groups of Mac alums. Council members with professional backgrounds in recruiting and career development provided Mindy insightful feedback and suggestions.

Julie Hurbanis, AVP of Marketing and Communications, discussed the recent rebranding effort, which was clearly evident around campus. The initiative was well received by Council members who appreciate the importance of the recognition of the Mac brand in the wider community.

Chris Solso, AVP of Development, gave an update on Advancement initiatives and along with Sara Johnson, Associate Director of Parent and Family Giving, talked the Council through plans for the Parent Council Challenge fund for Give to Macalester Day (GTMD). This year the Council was enrolled in reaching out to their fellow parents in their own geographic regions to increase awareness of the Challenge. We are grateful and proud to report that over 550 parents made a contribution on GTMD, raising over \$50,000 in addition to the \$35,000 in matching dollars.

The Parent Council will reconvene in the spring, with a number of projects throughout the year focused on our “three C’s.” If you are interested in learning more about our work and parent engagement at Mac, you can reach out to staff member Sara Johnson, any of our [members](#), or read our official charter online [here](#).