

## The Alumnae Network

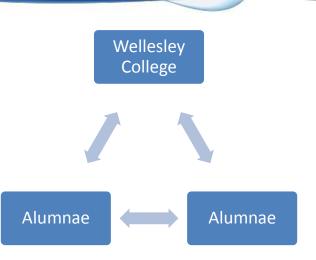




# Why have a Wellesley Club?



- Nurture friendships among alumnae
- Provide a forum through which women can share career and life experiences



- Promote lifelong learning through educational programs
- Assist Admissions by inspiring and connecting with qualified high school students
- Enhance Wellesley's image through community involvement

# Wellesley Clubs Are Everywhere!



- There are approx. 80 active clubs and 30 key alumnae contacts around the world
- There are clubs or key contacts in 47 states and 36 international countries



### Club Models



Model A: Small, geographically diverse, and/or in temporary hibernation, or just forming

Model B: Medium, urban, suburban, or a growing club

Model C: Urban or suburban, mature club

Model D: Large, urban club

# BIG & small



#### **Largest Clubs**

- Boston 4651
- New York 2631
- D.C. 2199
- No. Cali.— 1243
- Los Angeles -808
- Chicago 797
- Philadelphia 719

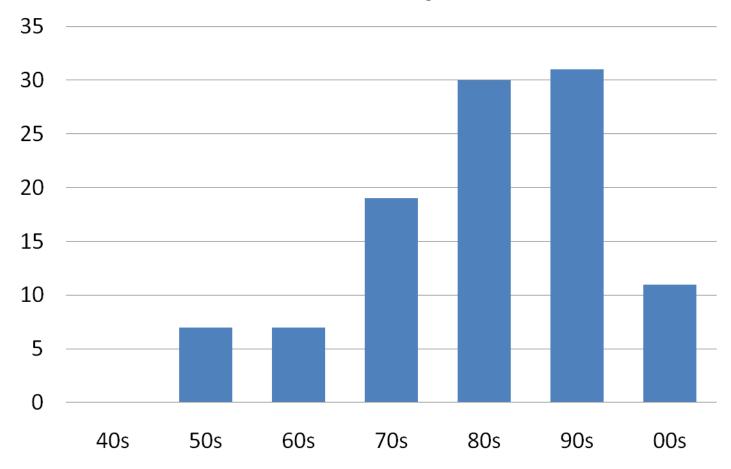
#### **Smallest Clubs**

- Reading, PA 18
- Well. In NE Penn. 27
- Nebraska 39
- Memphis 43
- Arkansas 58

## Our Club Leaders

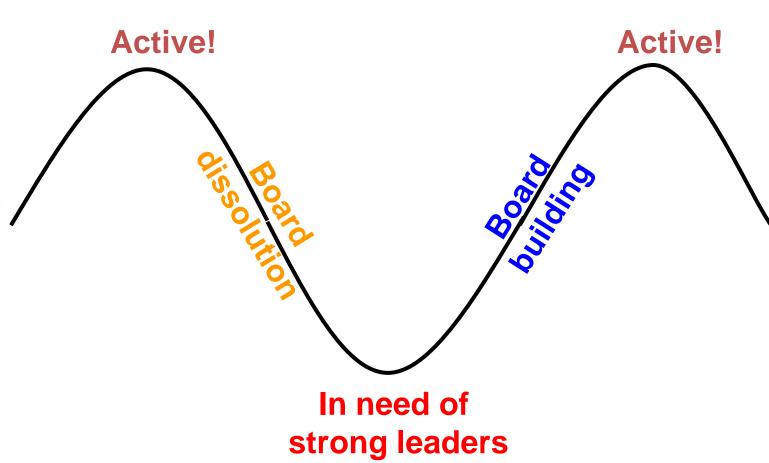


#### **Club Presidents by Decade**



# Club Life Cycle





# Club vs Chapter



#### Club

- Governed by bylaws and an elected board of officers
- Collects dues and donations and has financial reporting responsibilities

#### Chapter

- Run by committee members (do not have to be formally elected)
- No moneyhandling; no bank account; no reporting responsibilities

# Components of a Strong Club



Leadership

Communications

Membership

Programs

# Leadership





#### LEADERSHIP

The leader always sets the trail for others to follow.

### Characteristics of a Club Leader



- Dedicated
- Inspiring
- Builds a strong board
- Organized
- Able to listen
- Team player
- Able to delegate
- Warm and welcoming
- Has an eye on the future



## Build a Strong Board



- A strong board is key!
- Leader without a strong board = burnout
- A strong board will help with recruiting new volunteers
- Board diversity age, ethnicity, talents
- Recognize efforts and accomplishments



## Delegate Responsibility



- You don't have to do it alone or do it all!
- Try co-presidents
- Delegation works best face-to-face
- Encourage attendance at meetings

### Develop a Successor



- Have a plan
- Follow term limits
- Develop a mentor/shadow program
- Use a nominating committee



# Membership





### Definitions



All alumnae are members of WCAA.

Club members = All alumnae who live within the geographic boundaries of your club area.

Dues-paying members = The sub-set of club members who pay dues.

# Increasing Membership



• Get emotional - Make the Wellesley connection.

• Get financial - Promote the benefits of being a dues-paying member

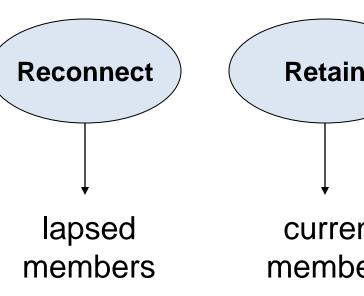
# Increasing Membership

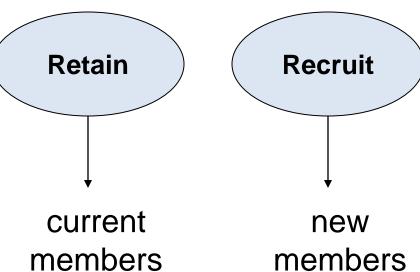


- Establish a membership goal
- Have a Membership Chair or Committee on your board to work towards that goal
- Host quality and innovative programs
- Get young alumnae involved
- Target current students they will be alumnae soon!

# Increasing Membership







# Soliciting Dues



- Make it easy to pay dues!
  - » PayPal
  - » Newsletters and pre-printed envelopes
- List members in newsletter or Chapter Pages
- Target communications
- Dues and donations are tax-deductible



# Programs











# Types of Programs



- Social
- Educational
  - » Faculty Speaker
  - » Book clubs
- Admission
  - » AAR
  - » Book Awards
- Networking/Career
- Service
- Fundraising

# Increasing Program Participation



- Host fun, innovative programs
- Keep costs low
- Member vs. non-member rate
- Young alum rate
- Anchor events
- Sub-clubs
- Use decade and geographic chairs
- Make it easy to RSVP and pay
- Target young alums
- Family-friendly events
- Use all available communication tools

# Reporting Club Finances



- WCAA and all clubs are 501(c)(3) non-profit organizations
- All clubs must submit a financial report to the WCAA on a yearly basis
- IRS requirement: All clubs must file directly with the IRS using Form 990EZ

# Communications





## Tools for Communication



- Newsletter
- Broadcast Emails
- Website
- Social Networking Sites
- Surveys

### Communication Plan



- Designate a volunteer to be in charge of communications
  - » Secretary, VP of Communications, Webmistress, Grand Czarina of Information
- Decide on content
- Determine how you want to send out the information
- Schedule when emails and mailings go out
- Make sure content is up to date on all contact points

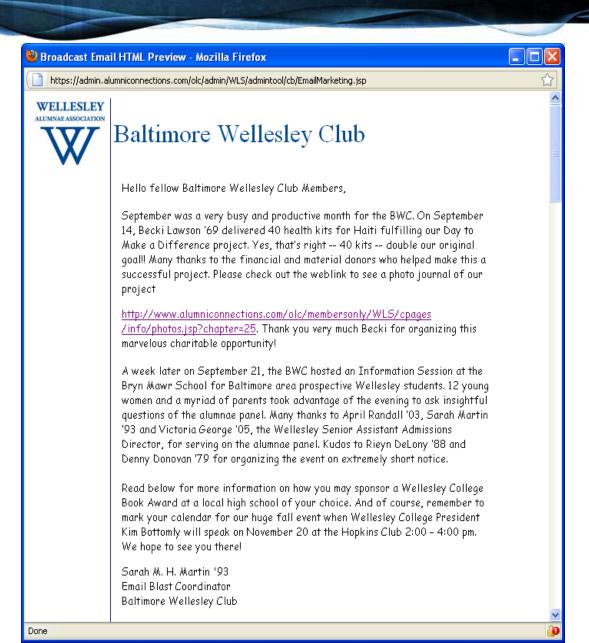
### The Club Newsletter



- Letter from president
- Board member contact info
- Club email and website
- Inspiring articles
- Membership information
- Upcoming events
- Photos and reports from past events
- Admission info
- Electronic vs Print Newsletters

#### **Broadcast Emails**





# Club Web Site Options

ALUMNAE ASSOCIATION

Single Page

Chapter Page

Do Your Own Thing







### Volunteer Connection

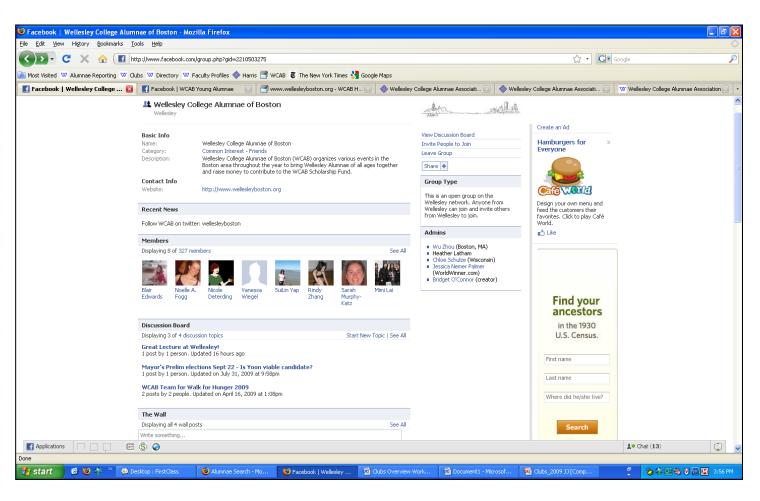


- Do it yourself, one-stop shopping
- Request access for
  - » Data (Lists and Labels)
  - » Emails
  - » Websites



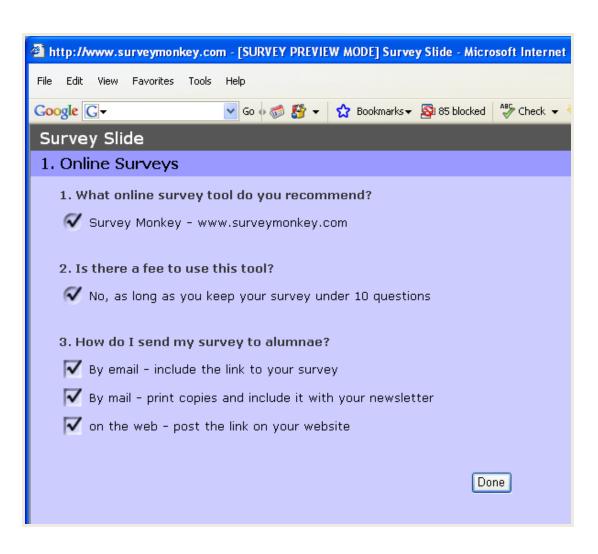
# Social Networking



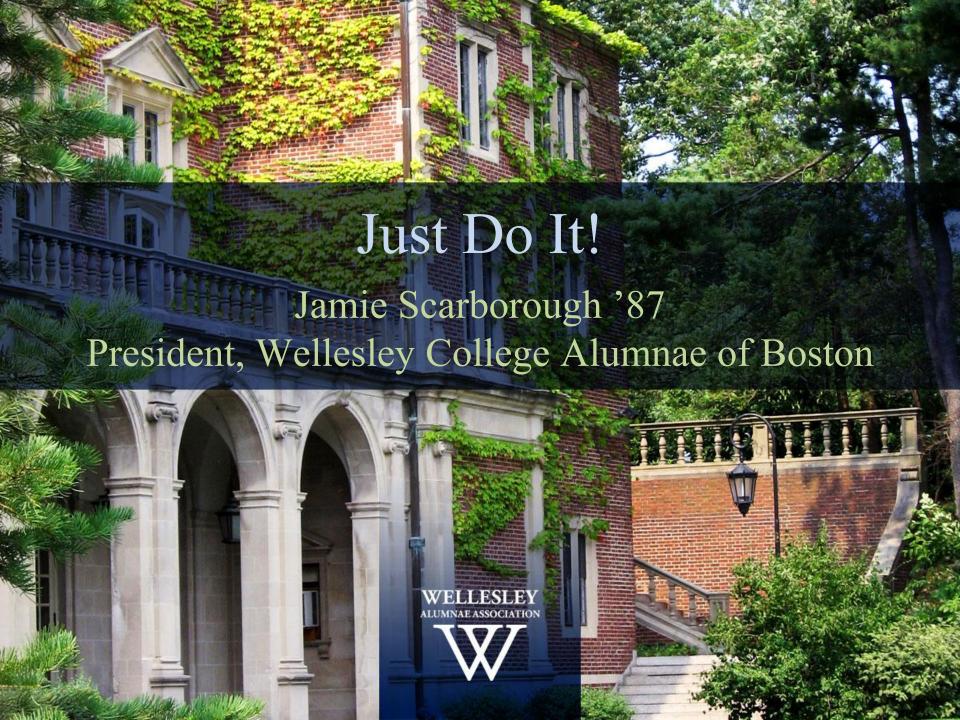


## Club Surveys









# Agenda



- Portrait of This Volunteer
- Club Leadership why?
- Practical Realities
- WCAB
  - » Overview
  - » Role of President & Implications
    - Vision
    - Making Board Leadership Worthwhile
    - Membership & Programming
    - Technology
    - Communications
    - Talent
- Just Do It!

## Portrait of This Volunteer



#### The First Twelve Years After Graduation



1987 Graduation







## Portrait of This Volunteer



#### The Past Eleven Years













Daughter #3 leading 20<sup>th</sup> reunion parade for '87 class

# Club Leadership – Why?



- Why Get Involved?
- Why not?
- Pros outweighed cons

PROS	CONS
<ul> <li>Could contribute immediately, positive impact</li> <li>Networking</li> <li>Up for challenges</li> <li>Good training for my family</li> <li>Way to give back to Wellesley</li> </ul>	•Time commitment

## Practical Realities



### I lead a full life, so how can I do this?

Need to be able to:

- Multi-task: Many things compete for share of mind
- Manage Time/Organize: I have to do things efficiently & effectively
- Be flexible & deal with it: Life throws curves have back up plans
- Delegate: I need help!
- Have desire: Love creative problem solving
- Recognize: Other volunteers are in the same boat







## WCAB History



- Boston Wellesley Club founded in 1891. Dues were \$1.
- Passion to keep current with the college alumnae wanted to learn about new courses, numbers of students, and pressing College needs.
- The topics and activities of the club paint a picture of women filled with curiosity, vitality, and caring. They gathered as a club because they cared deeply about Wellesley, about each other, and about the world around them.
- And we continue their legacy...

### WCAB Now

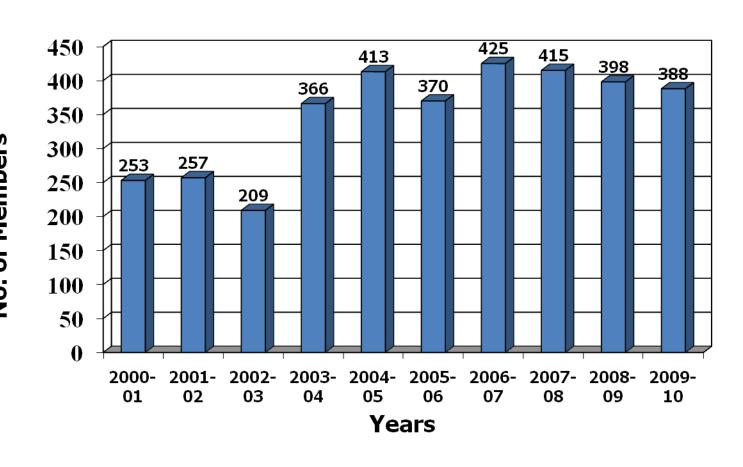


- Largest club 4600 alumnae in greater Boston area (NY 2600, DC 2200 and San Fran 1100)
- Currently have 388 members today, slightly down vs. prior years. Largest % of members are younger alums (Classes of 2000-2009)
- Dedicated board 18 leadership positions, 25 board members bring alumnae together and club into 21<sup>st</sup> century



# WCAB Membership Trend: 10 Years



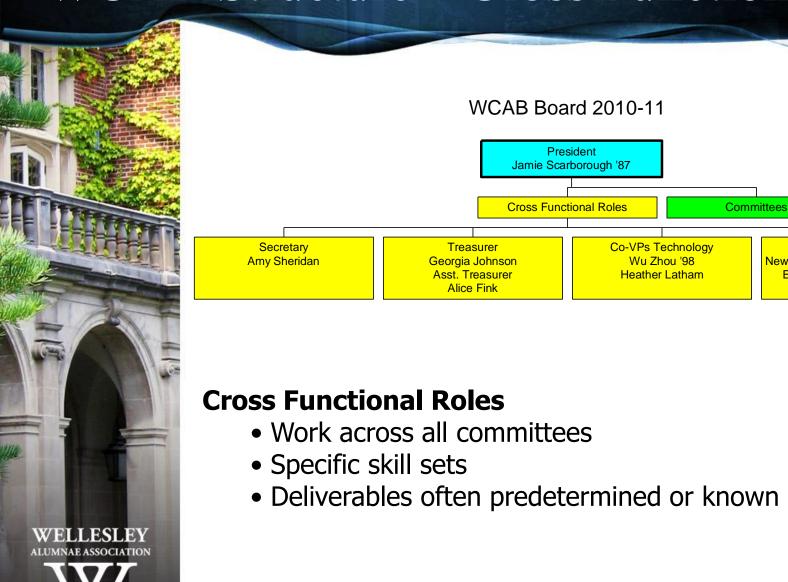


### WCAB Structure – Cross Functional

Communications

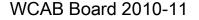
Newsletter Editor - Amy Sheridan

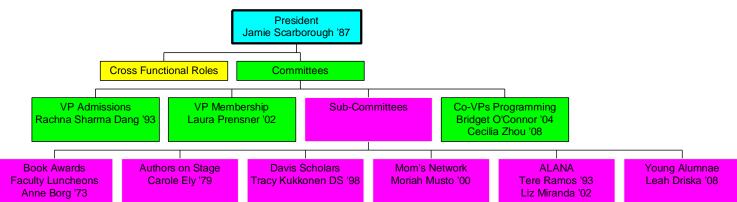
E-Blast - Jennifer Bardsley



## WCAB Structure – Cross Functional







#### **Committee Chair Roles**

- Program management
- Build teams, develop plans, market programs (pre & post event), execute
- Cross-functional coordination

## Role of President



- Have vision / plan
- Make serving Wellesley worthwhile
- Promote membership & programming
- Embrace technology
- Communicate
- Recognize talent

### WCAB Vision



### 2009-10 Highlights

#### **WCAB Organization**

- Restructured sub-committees: programming, technology, newsletter
- Instituted project planning for sub-committees: Membership, Admissions, Newsletter, Young Alums, Programming
- Coordinated communications efforts: Technology, E-mail Blasts, Newsletter, Online communities (Facebook, Bigtent for Mom's Network, LinkedIn)
- Beta testing new RSVP process online sign up for events, membership driver, process improvement vs. prior system

#### **Looking Forward**

- Club Handbook roles & responsibilities, club charter, processes, paper and online versions
- **Communications** evaluate & refine process flow; potential team
- **Technology** develop online community strategy, content updates
- Succession Planning
- Membership better leverage database capabilities

# WCAB – Making It Worthwhile



### **Board Meetings**

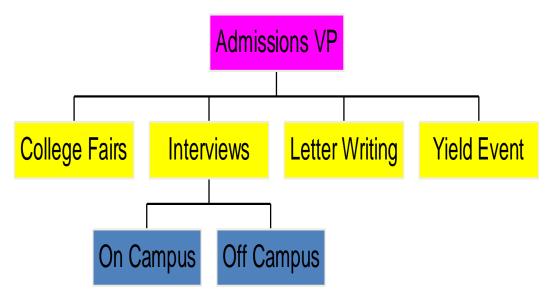
- Agenda
  - » Send out one week prior; Evite
- Dates determined well in advance. Call-in option available (<u>www.freeconference.com</u>)
- Keep to time schedule!
- Updates, recommendations welcome no major detailed discussions. Pre-work needs to happen prior to meeting.
- Committee members to share and showcase work being done.

# WCAB – Making It Worthwhile



When nothing is sure, everything is possible....~Margaret Drabble

#### **Admissions Committee: Pre - Restructure**



#### **Situation Analysis:**

Challenge: Too much for one person

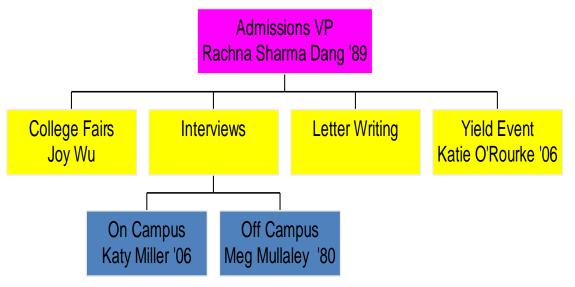
**Pros**: Defined service opportunity, easy to recruit volunteers, Wellesley resources available, easy fix

# WCAB – Making It Worthwhile



When nothing is sure, everything is possible....~Margaret Drabble

#### **Admissions Committee: Post - Restructure**



#### Restructure:

- Created team of 6; reviewed work & processes
- Gameplan everyone has specific role/deliverable; done by June (before summer)
- Duplicate effort for every WCAB committee

www.wellesley.edu/alum

# WCAB Admissions Game Plan



+	<u> </u>						
	Event	Purpose/Description	Action	Timing	Who (Lead)		
	College Fairs	Ensure Wellesley presence (admissions/ alumnae) at college fairs	Wellesley to provide priority list	End July/early Aug	Admissions: Maggie M. WCAB: Stephanie B.		
	Saturday Interviews (2)	Applicants and families attend interview events at Wellesley admissions office	Nov. 8 and Dec. 13 <sup>th</sup> dates, 10 – 4 p.m. (last interview at 3 p.m.) Wellesley to manage scheduling students WCAB to manage alumnae volunteers	July	Admissions: Maggie M. WCAB: Jamie, Rachna		
	Off Campus Interviews	Student requests for OFF CAMPUS interviews with alumnae	WCAB needs alumnae volunteers	Fall	Admissions: Caryn Wood WCAB: Jamie, Rachna		
	October Overnight Event	Admissions recruiting event	Admissions to scope WCAB needs	TBD	Admissions: Maggie WCAB: Jamie, TBD		
2 C C C C C C C C C C C C C C C C C C C	Book Awards	Book Awards – program which recognizes outstanding senior girls by awarding them a book from Wellesley College	Opportunity to increase # of books given out; need to coordinate with Wellesley admissions and clubs; potentially work with Wellesley student ambassador program re: book presentations	Fall	Wellesley: Heather, Karen K., Youlim Yai WCAB: Anne B.		
	Acceptance Letter Writing	Purpose is to congratulate students on their acceptance to Wellesley and encourage them to attend	Wellesley will provide confidential, sorted lists electronically. WCAB needs to get volunteers and provide them with stationery and stamps.	March	WCAB: Stephanie B., Jamie		
	WCAB Admissions Reception	Admitted students event	Sat., April 5 <sup>th</sup> date Sundays in April are holidays and Sat. dates are SAT/ACT dates. Suggested venue: downtown Boston	Spring	WCAB: Jamie		
200	ALANA	Gap identified - there is a need to promote general awareness about Wellesley and specific programs Wellesley offers	Kim, Heather, and Maggie to meet for lunch and scope	TBD	Admissions: Heather, Maggie WCAB: Kim K.		
	Davis Scholars	Gap identified - there is a need to promote general awareness about Wellesley and specific programs Wellesley offers	Opportunities exist for WCAB: (1) Community college fairs (2) Transfer college fairs (3) DART (4) Davis Days on campus Tracy to scope with Robin Gaynor	TBD – Tracy to determine	Wellesley: Robin Gaynor WCAB: Tracy K.		

# WCAB: Membership & Programming



### Membership

- **Database**: keep records of members, involvement, interests and use the information -HARD!
- Leverage all alumnae contact points: Every event, communication contact is membership opportunity
- Marketing: Newsletter, web, e-blasts, special mailings
- Messages: scholarship, club self-supporting, members only events
- Automate RSVP process -RSVP to an event and become a member or check status

### **Programming**

- Quality vs. quantity
- Alumnae needs (<u>www.surveymonkey.com</u>); Fall networking event 2010
- "Living Calendar" live, running list of events

# WCAB Technology



#### Website

- www.wellesleyboston.org
- Content updates challenge
- Architecture review and update

#### **Social Media/online communities**

- Facebook
- LinkedIn
- Bigtent; Mom's Network

#### **Jamie's Little Helpers**

- www.doodle.com
- www.mysignup.com
- www.shutterfly.com photo share/event reminders
- www.freeconference.com
- Google calendar

## WCAB Communications



### **Distribution Channels**

- Newsletter (2x/year)
- E-blast (bi-weekly)
- Website
- Social Media (Facebook)
- Committee Lists
- Targeted E-mails

### Talent



Many hands make work light - - English proverb

### Recognize, support, and encourage talent

- Board only socials BBQ
- Board meetings fun element wine & cheese & chat
- Small group planning sessions

### **Succession Planning** – always top of mind

- Identify candidates from within
- Market opportunities (all communications channels)
- Use membership to identify volunteer interests (form)
- Use events to identify potential volunteers (admissions)
- Create nominating committee

# Thank you!



The only real training for leadership is leadership. (Antony Jay)

**JUST DO IT!** 



## What's Next:



### **Club Conversations:**

- 1. Founders Room 126
- 2. Founders Room128

### Suggested Topics of Conversation:

- Successes
- Challenges
- Goals
- Unique/creative ideas
- Advice
- Wish list