# Reunion Record Books

# Welcome and Intros

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# Today's Plan

- Planning & Getting Started
- Archives
- All About Data
- Communications & Tools
- Compilation
- Production & Delivery
- Demo
- Help

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# Planning

# Think Creatively

- Who
  - » To include
- What
  - » Look
  - » Information
  - » Feeling
- Where
  - » To live
- How & When
  - » To deliver

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# Finances First

- Determine budget
  - » Process, production, delivery
- Discuss revenue
  - » Include class board
  - » How to collect $$
- Access to funds
  - » Preferred terms of payment

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# Committee

- Recruit help
  - » To plan and execute
  - » To edit
  - » To make phone calls

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# Committee

- Stay Connected
  - » freeconferencecall.com
  - » WCAA discussion group
- Use familiar tools
  - » Word (with tracking changes)
  - » Email
  - » Google Docs
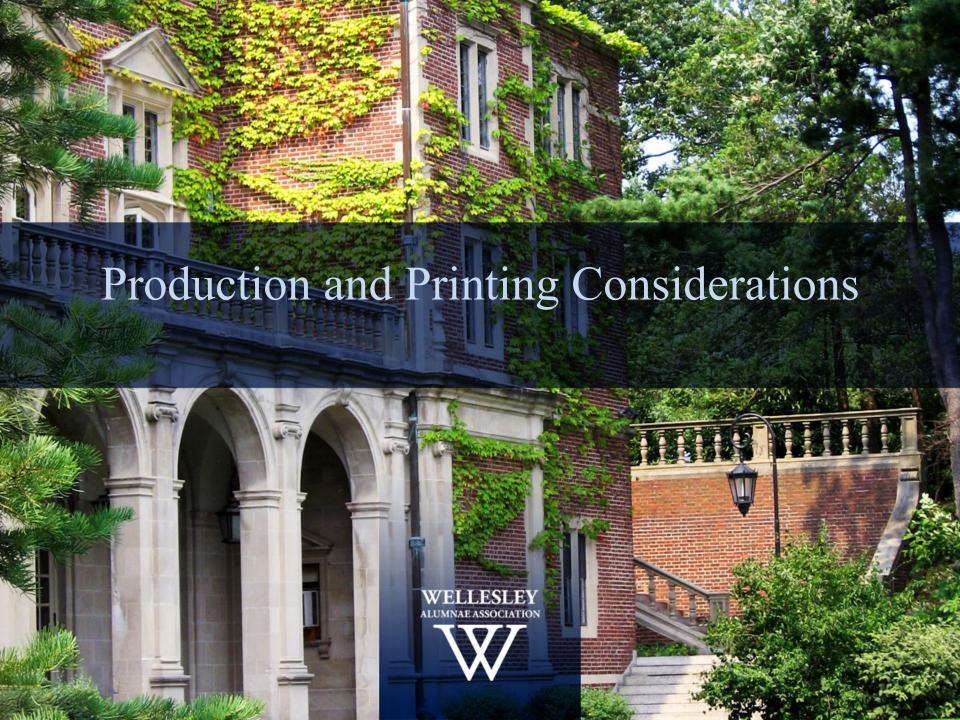
# Getting Started

# Early Decisions

- Final Output
  - » Print vs. online
- Communication Channel
  - » Mail vs. email vs. both
- Collection Method
  - » Email, mail, web form, web service
- Delivery Date
  - » Winter, spring, reunion, post-reunion

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# Book Format/Delivery Options

- Online Delivery
  - » Minimal cost to the class treasury
  - » Hosted on the class' website
- Black and white book
  - » Minimized printing cost
  - » Lower book cost for classmates
- Full color book
  - » More editorial freedom
  - » Greater visual impact

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# Production and Printing Considerations

# Production and Printing Considerations

- Pre-press costs
  - » Significant variance
    - – Detailed image and textual work
    - – Necessary rounds of revision
    - – Request a quote/estimate and/or arrange for updates
- Book size
  - » Number of pages
  - » Physical size
- Color or black and white
- Binding and finishing

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# Components

- Profiles
  - » Run vs. page vs. 2 page
- Listings
  - » Directory
  - » Lost
  - » Deceased
- Survey
  - » Collection and Tabulation
- Letters
  - » Editor, Class Pres., College Pres.
- Photos
  - » College, Class, Reunions passed

# Time Line - Fall

- ALC
- Finances
- Committee (optional)
- Book outline
- Communications plan
- WCAA call
- Find emails and lost classmates
- Publishing (print or online) quotes
- Email classmates
  » Schedule
  » Update their record

# Time Line - Winter

- Graphics
- Contact Archives
- Front of the book
- Build questionnaire

# Time Line – New Year

- Outreach
  - » Email/mail record book letter, profile page, and questionnaire
- Follow-up
  - » Letter, postcard, and/or email
- Class directory
  - » Request from WCAA

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# Time Line - Spring

- Pull it together
- Post online
- Or Print and mail
- Send eight copies to WCAA
  » e-files on CD/flash please
  » Print – 6 bound, 2 unbound

- Celebrate the Book at Reunion!

Come celebrate with us!

- Submit evaluation to WCAA

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# To Do Now

- Fall Call with WCAA
- Connect with Archives
- Schedule demo of online tools
- Sign-up for VConnect tool
  » Email Marketing

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# Archives

# Archives

- About Archives
- How Archives can help

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# Reunion Technologies & Reunion Press

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# Reunion Technologies & Reunion Press

- About Us
- How we can help
- The offerings
- Demo

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# Reunion Technologies Demo

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# About Data

# Starter Data

- To be provided by the WCAA
  - » Contactable
    - – Names, address, phone, email, occupation, employment, ethnicity, birthday, senior dorm
  - » Do Not Contact
  - » Those Without Email
  - » Lost
  - » Deceased
  - » Graduate Students, MA, MS, etc.

# Make the Call

- Missing Email Addresses
- Lost Classmates

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# Data Rules

- Limit sharing
  - » Do not openly distribute & share contact information

- College as central source
  - » Obtain fresh information often
  - » Send updates back to the WCAA
  - » Guide classmates online

- Honor requests
  - » "Do Not Contact"
    - – Request to be removed from College contact

# Data Management

- Keep only one list
  - » Excel, Google Docs
  - » Keep ID for matching
- Add columns for tracking
  - » Made call
  - » Sent message
  - » Replied
  - » Profile complete
  - » Sent Reminder

# Communications

# Communications Plan

- The Compelling Message
- Calls to Action
  - » Update record
  - » Complete the survey
  - » Complete your profile, be included
  - » Submit a photo
- Schedule

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# Preparing Outreach Materials

- Determine channels and pieces
  - » Mail
    - – Letters, envelopes, reply pieces, postcards
  - » Email
    - – Text, reply address, subject line, links
  - » Phone
    - – Script for person, script for voicemail
  - » Social Media
    - – Short bites, frequent postings

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# Mail

- Takes time to design and print
- Multiple pieces
  - » Letter
  - » Envelope
  - » Reply envelope
  - » Reply piece
- Costly
  - » Consider a postcard reminder

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# Email

- Less Expensive
- Faster
- Tracking
- Self-service (optional)
- Consider replies
- Design minimized
- Can be diluted

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- Personal

- Prepare a script

- Leave a message

- Check costs
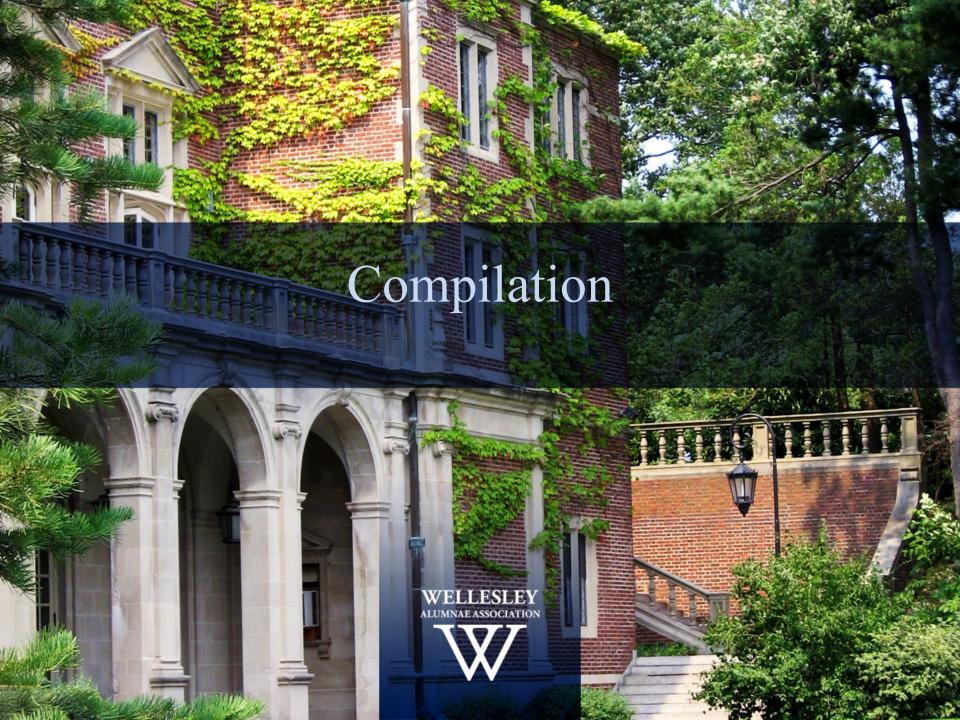  - » Nationwide calling on cells
  - » Add a plan

# Social Media

- Create energy
  » Short and fun
- Frequent posts
  » Non-intrusive reminders
- General Updates
  » Useful information w/o nag
- Consider privacy issues

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# Nagging

- Delicate balancing act
- Vary the channels
  - » Email announcement
  - » Start a FaceBook page
  - » Print postcard
  - » Simple online posts
  - » Make some phone calls
  - » Email last call

# Compilation

# Make it Special

- Photos
- Notes from you
- Unique layout
- Mix up the order
- Jr. Show bits
- Legenda highlights

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# Working with Photos

- Scan originals
  - » Print resolution high
    - – Web downloads are generally not usable
  - » Online resolution is lower
- Digital photos
  - » Not always good enough
  - » Crop and resize for online
- Ask classmates
  - » Involves them
  - » Cover contest

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# Pay Someone

- Professional Finish
- More control
- Variable output
- Fees
  - » Per page
  - » Per scan
  - » Per change
- Online Solution
  - » Variable options
  - » Variable costs

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# Do it Yourself

- MS Word
  - » Readily available
  - » Add in each page
  - » Templates easy
- Adobe InDesign
  - » More control
  - » High learning curve

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Production & Delivery

# Online Delivery

- Reunion Technologies
- PDF → Issuu
  - » Annual fee
  - » Secure it
- PDF →Wellesley Chapter Pages
  - » No cost
  - » Authenticated users

# PDF Creation

- DIY
- Send to WCAA
- Quality
  - » Print = high quality
  - » Online = far lower quality

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# Print & Delivery

- Local print shop or chain
  - » Staples, Office Depot, etc.
- Options
  - » Paper
  - » Binding
  - » Color
- Delivery
  - » Mail house
  - » Wellesley

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# Permanent Record

- 8 copies to the WCAA
  - » 2 unbound for alumnae files
  - » 6  (3/each) for WCAA records and Archives
  - » E-copies – submit 6 CD/DVD/Flash
- Reimbursed $100 after Reunion

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Help

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# VConnect

- Self-service for Email Marketing
- Documentation Online
- How to sign up

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# Contact Us

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