

Welcome and Intros

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Today's Plan

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



Planning



Think Creatively



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

Finances First



- Determine budget
 - » process, production, delivery
- Discuss revenue
 - » Incl. class board
 - » How to collect \$\$
- Access to funds,
 - » Preferred terms of payment

Committee



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

Committee



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



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

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
- Communication plan
- WCAA call
- Find emails and lost
- Publishing (print or online) estimates
- 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

Time Line - Spring



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

Time Line - June



- Celebrate the Book at Reunion!



- Submit evaluation to WCAA

To Do Now

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



Archives



Archives

- About Archives
- How the Archives can help
- Luna demonstration



Reunion Technologies & Reunion Press



Reunion Technologies & Reunion Press



- About Us
- How we can help
- The offerings
- Demo at the end



Starter Data



- Provided by WCAA
 - » Contactable
 - Names, address, phone, email, occupation, employment, ethnicity, birthday, sr. dorm
 - » Do Not Contact
 - » Those Without Email
 - » Lost
 - » Deceased
 - » Graduate Students, MA, MS, etc.
- **Data-on-Demand not suitable

Make the Call



- Missing Email Addresses
- Lost Classmates

Data Rules

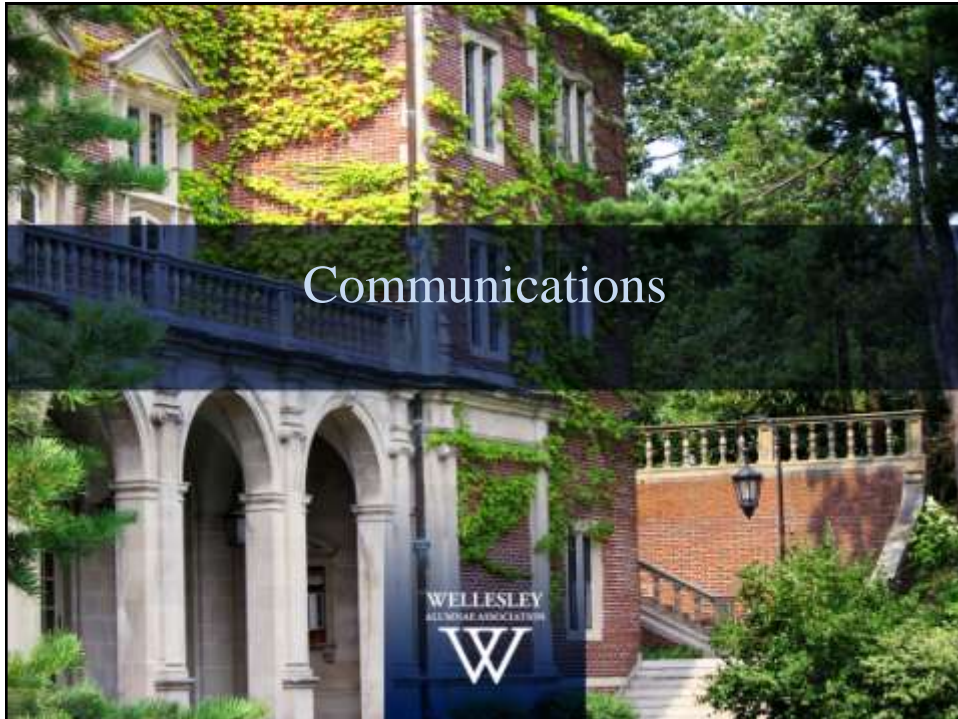


- Limit sharing
 - » Do not openly distribute & share rules
- College as central source
 - » Obtain fresh info often
 - » Send updates back to WCAA
 - » Send alumnae online
- Honor requests
 - » “Do Not Contact”
 - Request to be removed from College contact

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 Plan

- The Compelling Message
- Call to Action
 - » Update record
 - » Complete the survey
 - » Complete the profile
 - » Submit a photo
- Schedule

Preparing Outreach Materials



- Determine channels and pieces
 - » Mail
 - Letters, envelopes, reply piece, postcards
 - » Email
 - Text, reply to address, subject line, links
 - » Phone
 - Script for person, script for voicemail
 - » Social Media
 - Short bites, suggested text, ads

Mail



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

Email



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

Phone



- Personal
- Prepare a script
- Leave a message
- Check costs
 - » Nationwide calling on cells
 - » Add a plan

Social Media

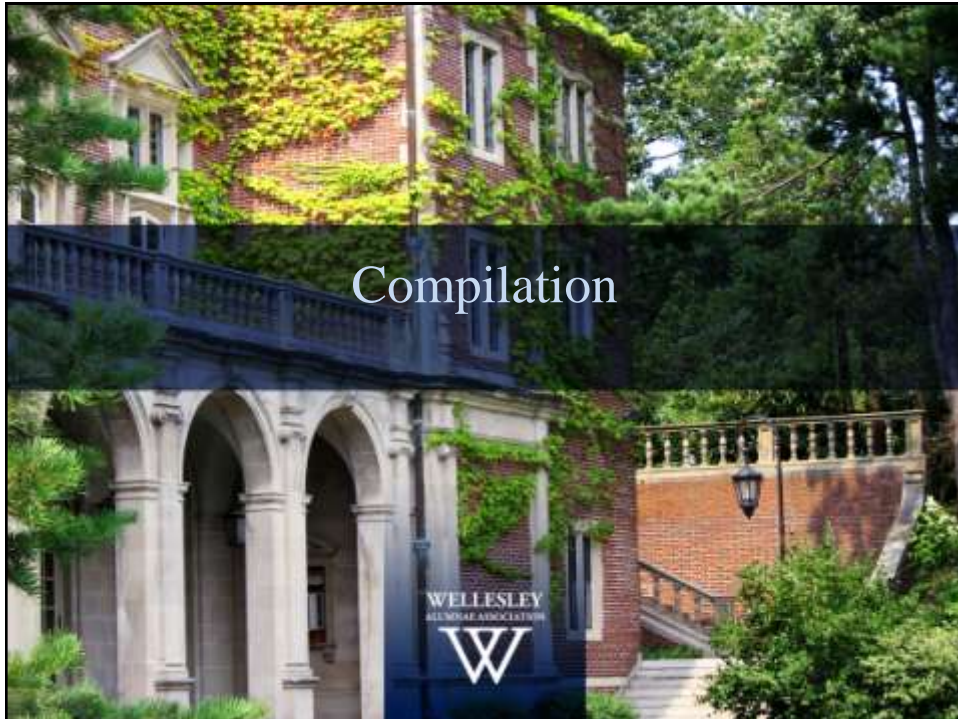


- Create energy
 - » Short and fun
- Link to secure sites
 - » Easy to share links
- Frequent posts
 - » Non-intrusive reminders
- General Updates
 - » Useful information w/o nag
- Require privacy

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



Make it Special

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



Working with Photos



- Scan originals
 - » Print resolution high
 - Web downloads are generally bad
 - » Online resolution low
- Digitals
 - » Not always good enough
 - » Crop and resize for online
- Ask classmates
 - » Involves them
 - » Cover contest

Pay Someone



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

Do it Yourself



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

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

Print & Delivery



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

Permanent Record



- 8 copies to the WCAA
 - » 2 unbound for alumnae files
 - » 6 distributed around campus
 - » E-copies – submit 6 CD/DVD/Flash
- Reimbursed \$100 after Reunion

