



Class Communications

Presented by
Anne Springsteen '01
Thomas Haas



Wellesley

WELLESLEY COLLEGE ALUMNAE ASSOCIATION

WHY COMMUNICATE?

*“Communication leads to community,
that is, to understanding, intimacy and
mutual valuing.”*

—Rollo May, existential psychologist



Wellesley

alumnae

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WHY COMMUNICATE?

- ① Reinforce your common bond
- ① Network, personally and professionally
- ① Inspiration
- ① Support





WHY COMMUNICATE?

“Good communication does not mean that you have to speak in perfectly formed sentences and paragraphs. It isn't about slickness. Simple and clear go a long way.”

—John Kotter, Harvard Business School professor and author

- ⊙ Simplicity
- ⊙ Timeliness
- ⊙ Relevance
- ⊙ Humor, inspiration, comfort, excitement
- ⊙ Communicate regularly

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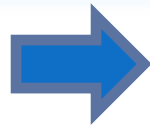
WELLESLEY COLLEGE ALUMNAE ASSOCIATION

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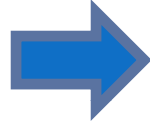
Wellesley

alumnae

WHY COMMUNICATE?



Increase dues-paying members, event attendance, volunteers



Strengthens connection to Wellesley, W Network, donations

Makes Wellesley even more amazing!



COMMUNICATIONS PLAN

- ⊙ Yes, you need one
 - ⊙ Simple, easier
 - ⊙ Greater than the sum of its parts
- ⊙ Delegate/share
 - ⊙ Coordinate with your fellow officers



COMMUNICATIONS PLAN

- ⊙ The vehicles:
 - ⊙ Print
 - ⊙ Email
 - ⊙ Websites
 - ⊙ Social networking sites
 - ⊙ The Alumnae Online Community



TRADITIONAL SERVICE

How we have traditionally served you:

- ⊙ Email
- ⊙ Print publications
- ⊙ Websites



IMPROVED SERVICE

- ⊙ Freedom and tools to lead
- ⊙ Better, faster, easier
- ⊙ Put it all together



VOLUNTEER CONNECTION

www.wellesley.edu/Alum/Volunteer/VConnect



Welcome to the Wellesley Volunteer Connection!

Here you will find all the tools and instructions you need to excel in your role as a class, club, or affinity group officer.



Self-Service

[Email Marketing](#)
[Request Access](#)
[How-to](#)

Request



Self-Service

[Templates](#)
[How-to](#)

Resources



Self-Service

[Chapter Pages](#)
[Request A Page](#)
[How-to: Get Started](#)
[Other web tutorials](#)

Resources



EMAIL

- ⊙ Email on a regular schedule – monthly?
- ⊙ What you'll need before you send:
 - ⊙ Who is the email from?
 - ⊙ A subject line – include “Wellesley”
 - ⊙ A date (5th or 20th of each month)
 - ⊙ Content

EMAIL - CONTENT

- ⊙ Keep it short!
- ⊙ Drive traffic to your website
- ⊙ Include a photo
- ⊙ Ideas:
 - ⊙ Event invitations
 - ⊙ Meeting & event reports
 - ⊙ Surveys
 - ⊙ Class notes
 - ⊙ News from Wellesley



OPTION 1: REQUEST AN EMAIL



- ⊙ Requires at least one week's notice
- ⊙ Limited ability to customize – no photos or formatting

Broadcast Email Request Form for Class and Reunion Volunteers

**** You do not need to sign in to the Online Community to complete this form. ****

The Alumnae Association will facilitate broadcast emails to alumnae on behalf of your class. This may prove especially useful when promoting upcoming activities, newsletters, or to direct alumnae to your class' website. Email is a very powerful and efficient way of communicating with alumnae, but it should not be over-used. The Alumnae Association suggests you reserve this tool for significant events or announcements.

The Alumnae Association works in partnership with offices throughout the College to ensure alumnae receive a reasonable amount of email from the College. To this end, we maintain a calendar of all emails being sent each month and carefully monitor the number of emails being sent to various groups of alumnae. Classes are encouraged to request their broadcast emails as soon as possible. Please be aware that even scheduled emails are subject to last minute re-scheduling.

Broadcast Email Request Form

*** ALL FIELDS ARE REQUIRED ***

Class:

Class Contact Name:

Class Contact Email:

A copy of your request will be sent to this email address on submission; we will use this address to communicate with you regarding this broadcast email request.

*Requested Date for
Broadcast Email:*

 2009

Subject of Email:

www.wellesley.edu/Alum/Volunteer/VConnect



OPTION 2: EMAIL MARKETING

Volunteer



Email
Marketing



Alumnae



NEW



Design your own emails



Add photos, formatting, design



Create on your own time

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WELLESLEY COLLEGE ALUMNAE ASSOCIATION

Wellesley alumnae



50TH REUNION RED ALERT

RECORD BOOK DEADLINES

HERE ARE THREE THINGS YOU REALLY NEED TO DO THIS MONTH:

- COMPLETE YOUR PERSONAL PAGE

Go to our Class Website www.wellesley1960.org and click on the link to the Record Book Website. Every entry with an essay completed by October 1, will be in the drawing for **A FREE REUNION**. (If you have updated your entry but choose not to have an essay, please write me at the email below.)

- COMPLETE YOUR CONTRIBUTION TO THE ANONYMOUS QUESTIONNAIRE

When you have completed your Personal Page you will be directed to the Anonymous Questionnaire, or choose it from the sidebar under Record Book Checklist.

- COMPLETE BRIEF TRIBUTES TO DECEASED CLASSMATES



Preview HTML

Import HTML

Open file manager

Create a conditional tag

Work with data tags

Check links

Default HTML Editor | [About the editors](#)

Switch: -- Select an HTML editor -- Go



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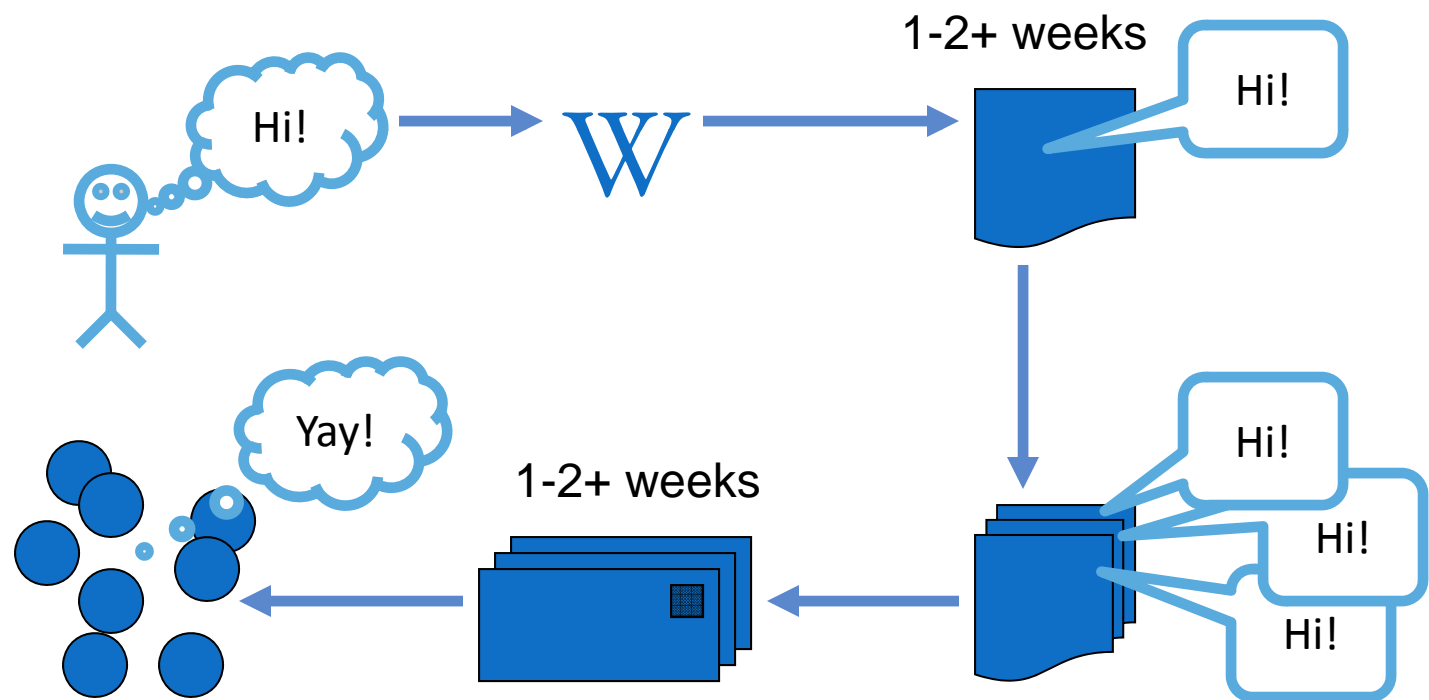
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Save content

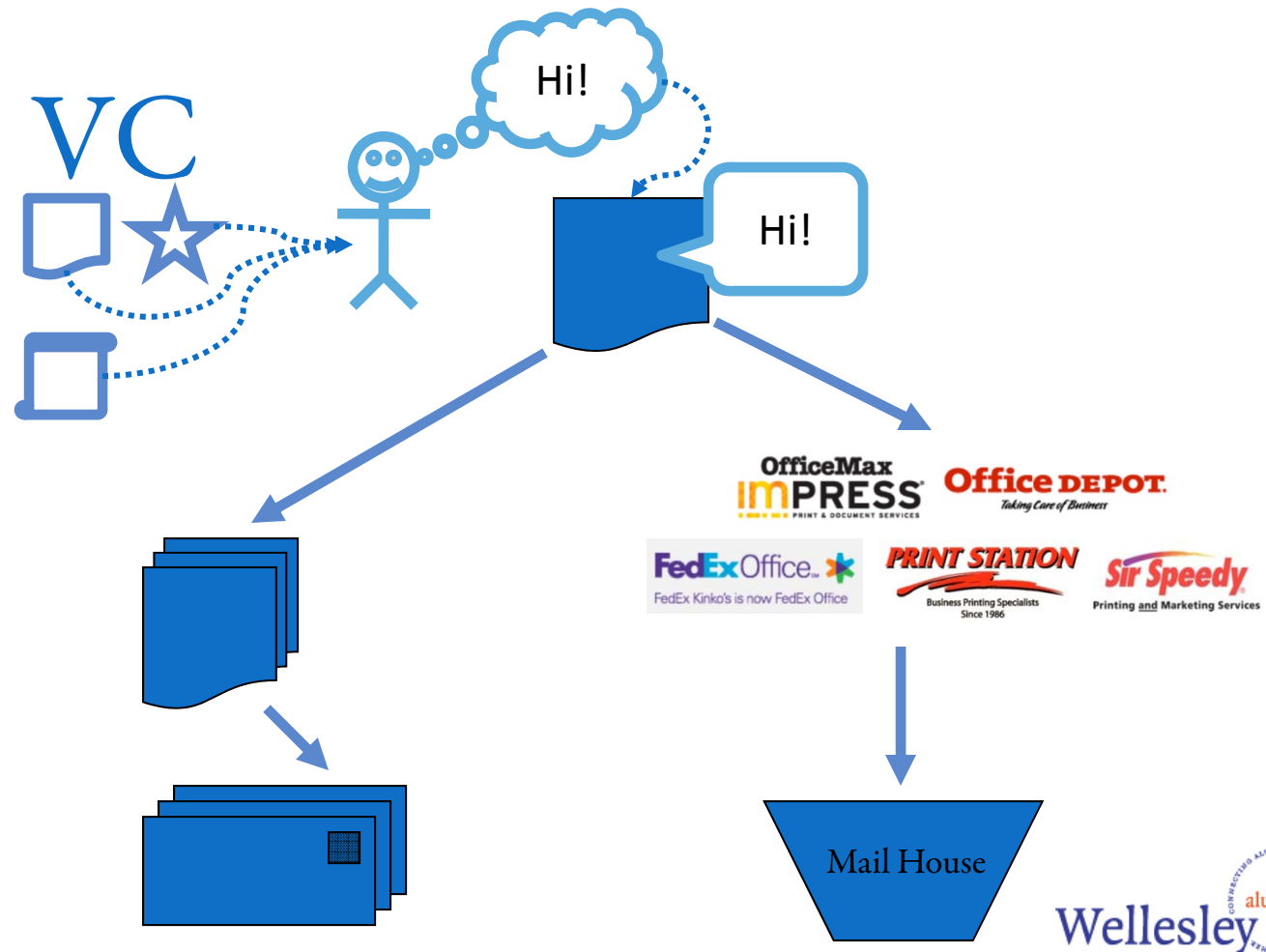
PRINT COMMUNICATIONS

Traditional WCAA services



PRINT COMMUNICATIONS

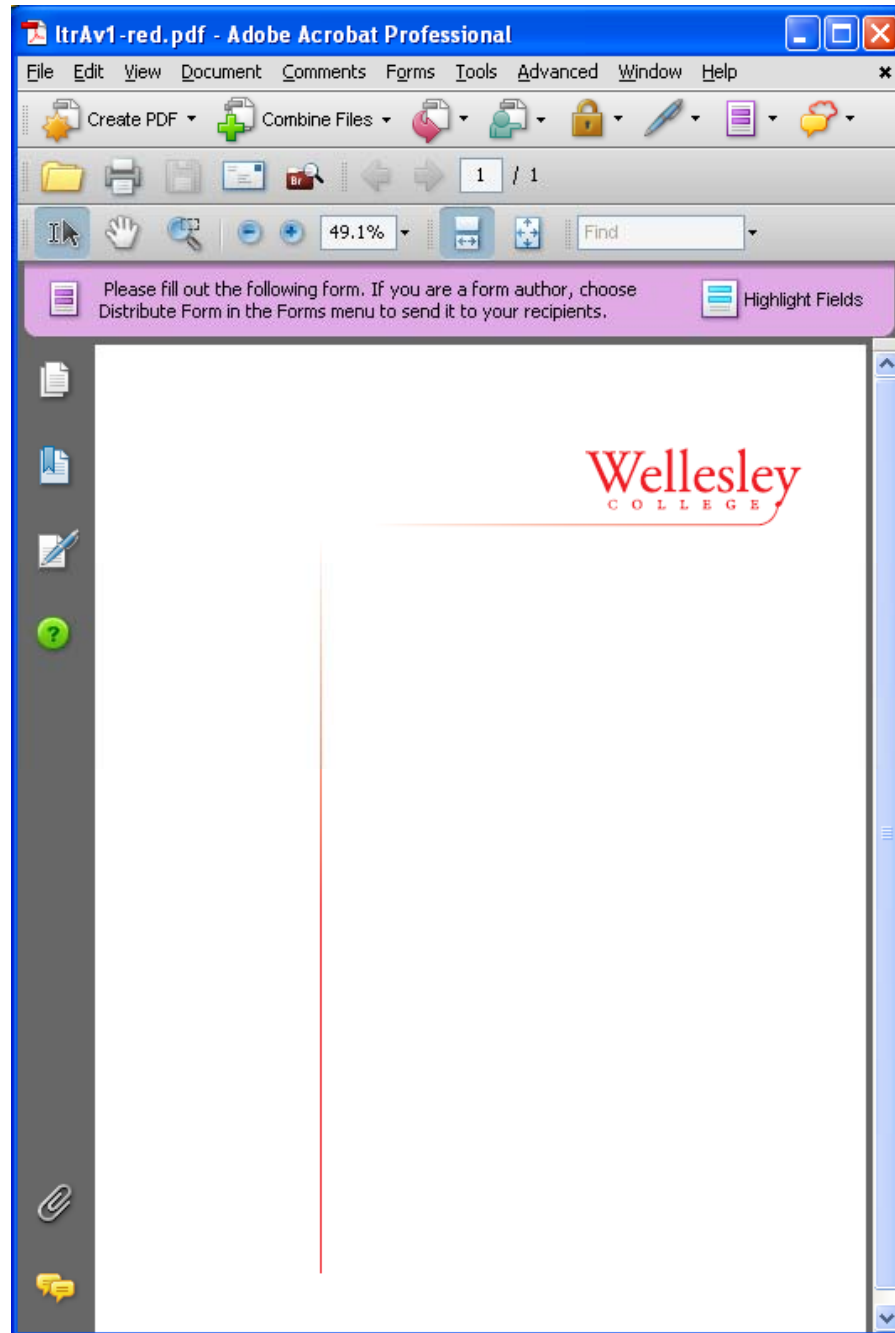
◎ New Process Options

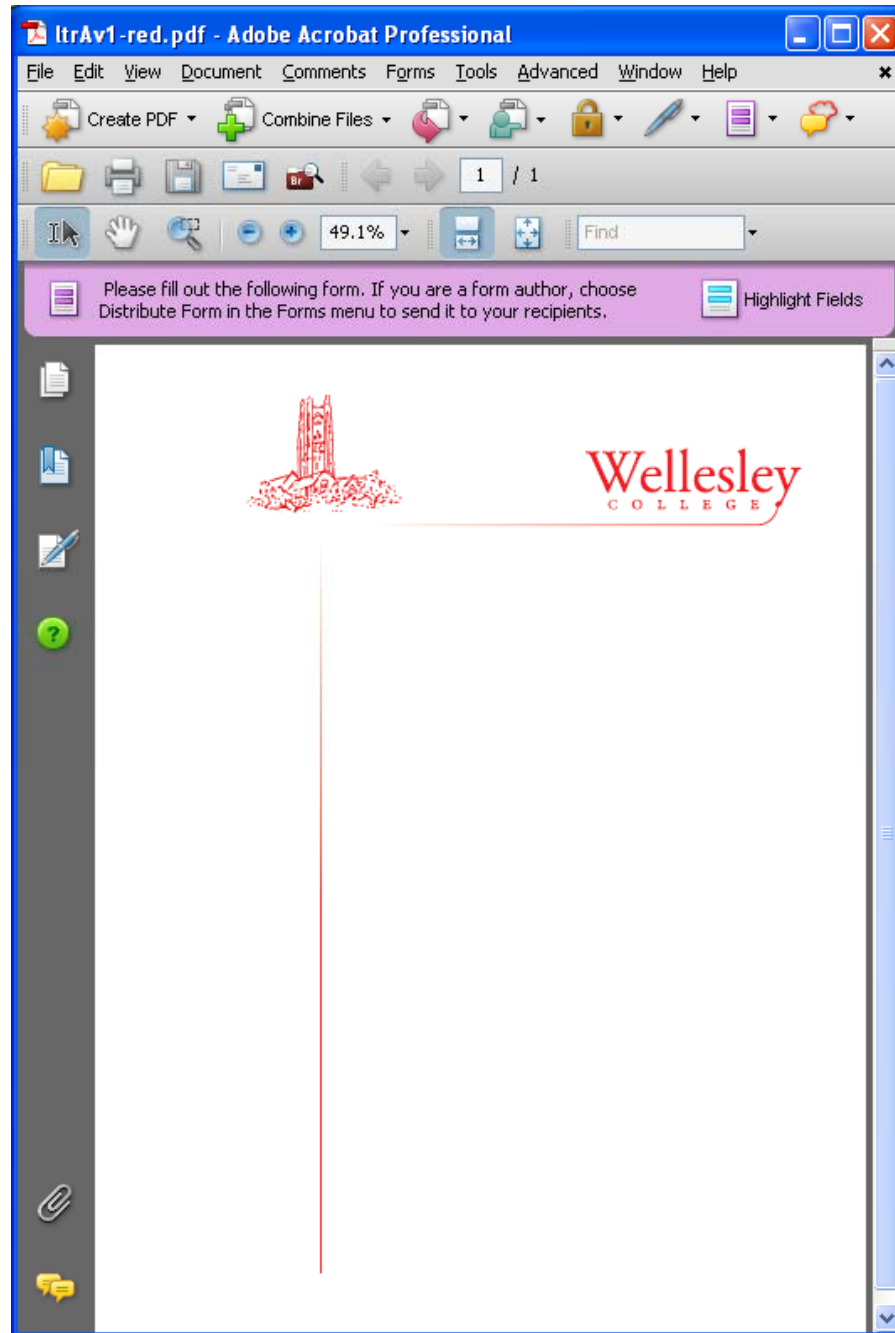


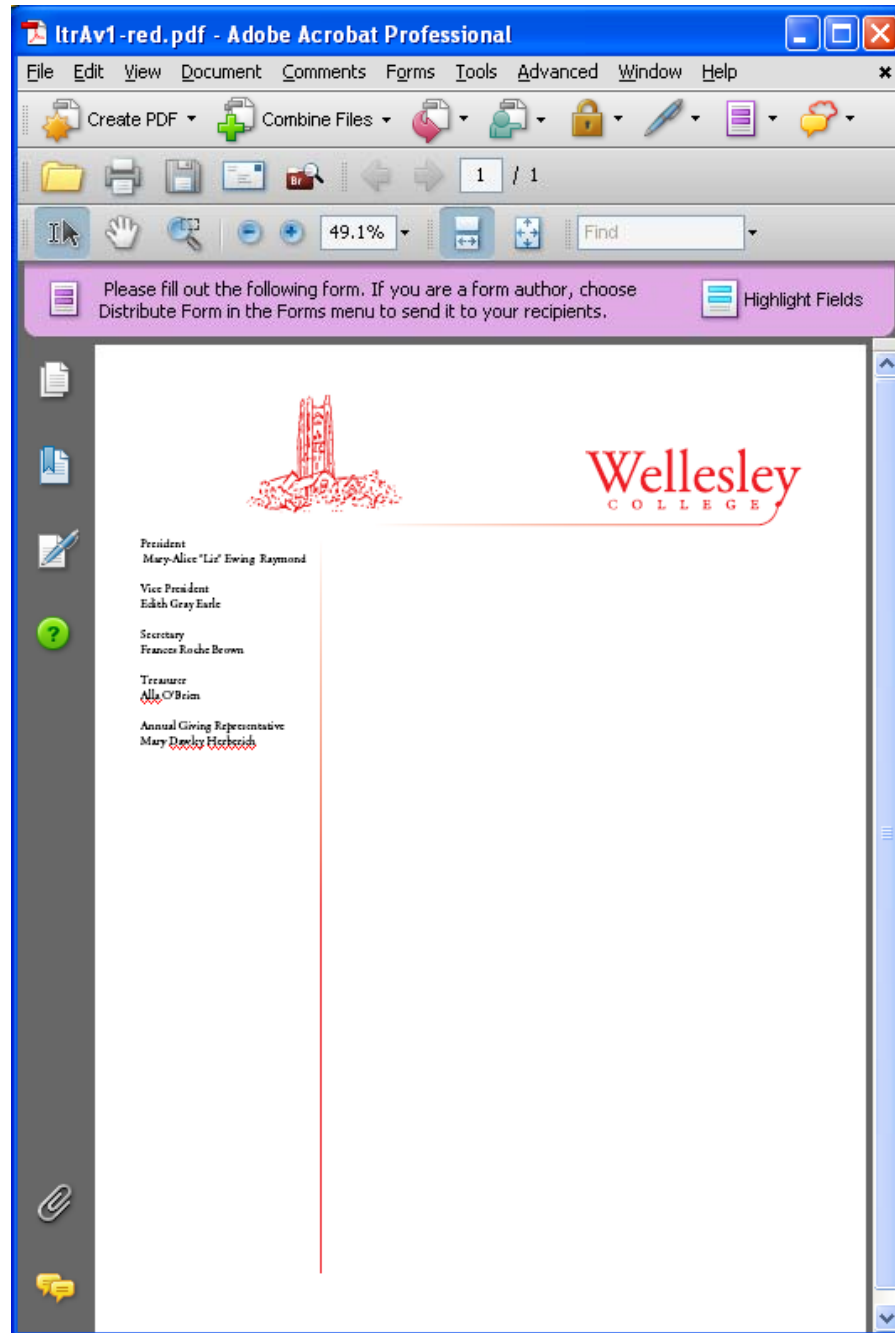
PDF TEMPLATES

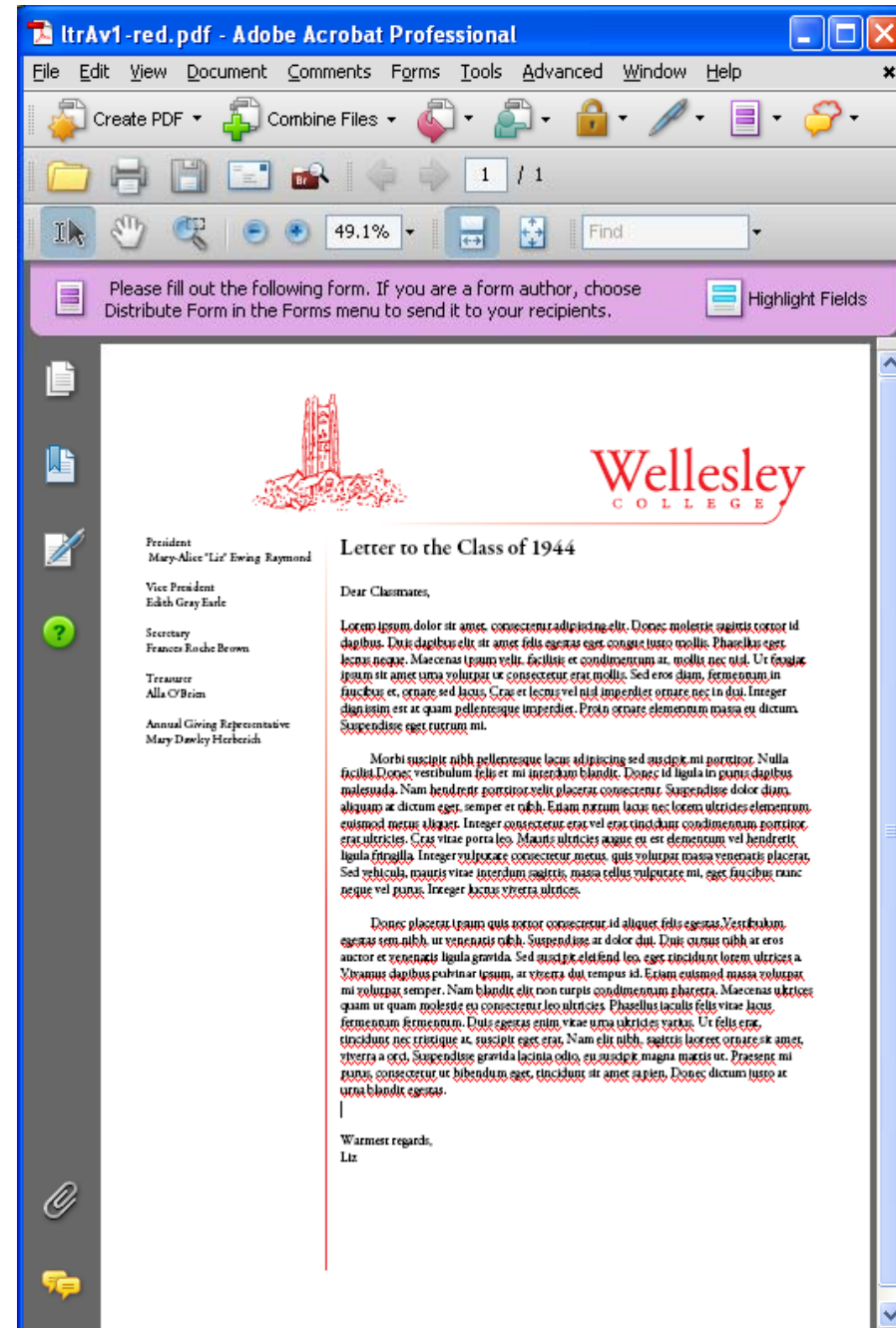
- ⊙ Easy to use
- ⊙ Efficient
- ⊙ Flexible











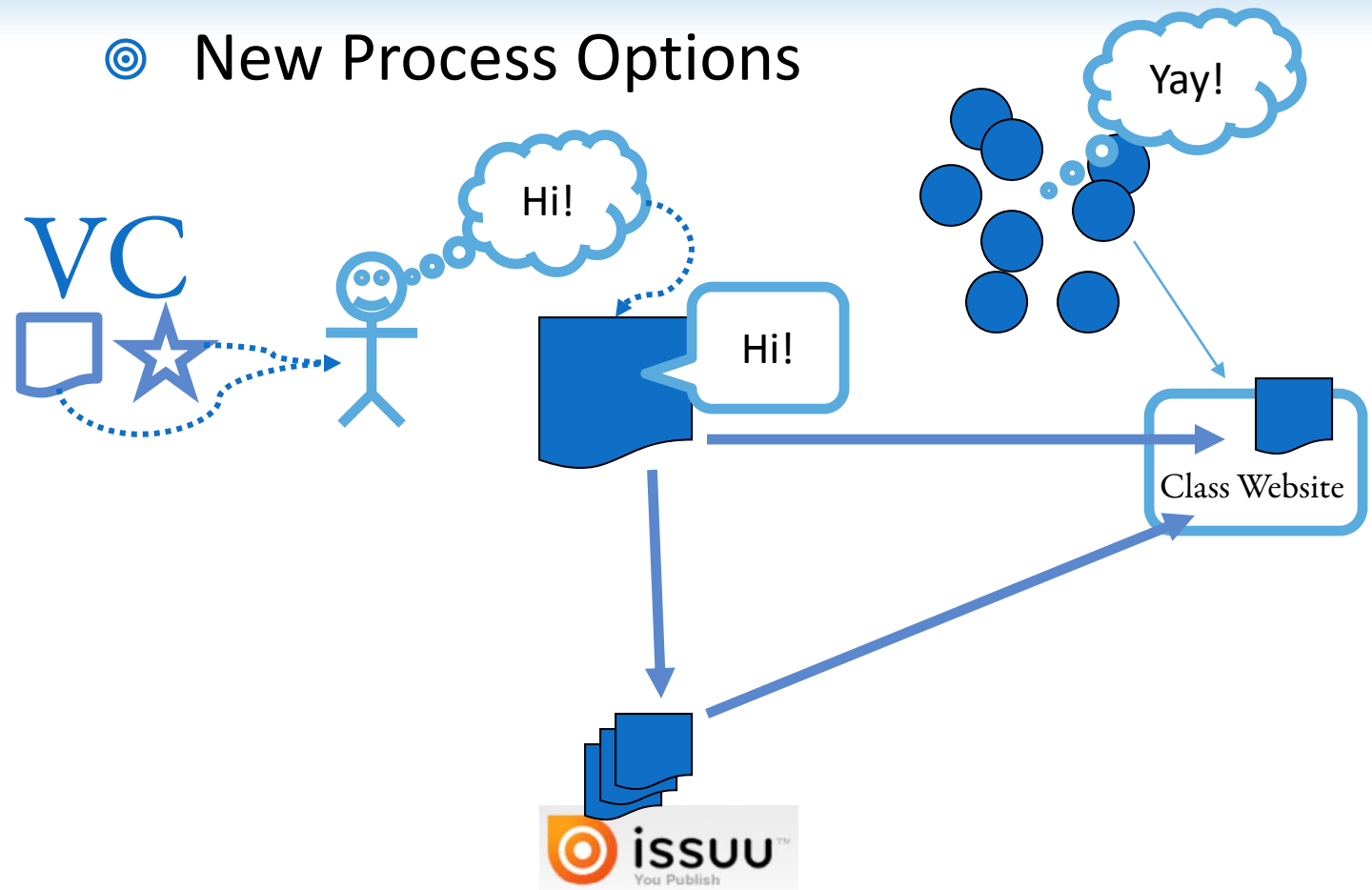
PDF TEMPLATES

- ⊙ Print and mail
- ⊙ Post to website



PRINT COMMUNICATIONS

◎ New Process Options



WEBSITES

- ⊙ Critical piece of your class communications plan
- ⊙ Website as a library – find all the information in one place.



CREATE YOUR OWN

- ⊙ Create your own design
- ⊙ Can be public, or password-protected

Before you set one up, consider:

- ⊙ Webmistress transition
- ⊙ Privacy concerns (if public)
- ⊙ Costs



WELLESLEY

Class of 1975



Reunion was a success!

Check back soon for more information.



30th Reunion Record Book

Check out our preview: [page 1](#), [page 2](#)



If you ordered a copy but were not at reunion to pick it up, your reunion book will be mailed to you. Contact Gail Ilse Ebling if you have any questions: 48 West Lane, Ridgefield, CT 06877 or gail_ebling@mckinsey.com



CHAPTER PAGES

- ⊙ Easy to use
- ⊙ Pre-set format
- ⊙ Within online community – password-protected
- ⊙ Collaborate with other volunteers – share the workload
- ⊙ Free!



CHAPTER PAGES TEMPLATES


- ⊙ Welcome
- ⊙ Officers
- ⊙ Events
- ⊙ Photos page
- ⊙ Membership page
- ⊙ News
- ⊙ Get Involved



LANDING PAGE


Wellesley College Alumnae Association

SEARCH SIGN IN




COMMUNITY AWARDS CLASSES CLUBS EVENTS MAGAZINE REUNION STORE TRAVEL VOLUNTEER

Class E-Notes :: Online Discussions :: Reunion :: Become a Class Volunteer


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Class of 1967



Hello Sunshine Class!

Welcome to the "front door" of our new 1967 Class Website. [Please click here and come right on in!](#) You will be prompted to sign in to the alumnae online Community if you are not already logged in.

If you need to, please take a moment to update your contact information with the College by calling 1-800-339-5233, or by [editing your directory listing](#) in the online community.

Warm regards,

Rhoda, Sigi, Sunny, Terry, Margy, Barbara, and MJ

My Online Community

- My Wellesley
- Find An Alum
- W Network
- Class E-Notes

Sign In

UserName

Password

Go

[Forgot your password?](#)
[Register Now](#)

CLASS OFFICERS

- **President**
Rhoda Morss Trooboff
- **Co-Vice-Presidents**
Helen Locke Ladd
Sigrid Olson Lindo
- **Secretary**
Terry Cauthorn
- **Co-Treasurers**
Barbara Morris Caspersen
Marjorie Myers Robfogel
- **Annual Giving Rep.**
Mary Jane Mittenenthal Levine

For security purposes, we do not post contact information on this page. Please use the "[Directory](#)" in the online [Community](#) to look up your class officers' personal address, phone, or email information.

CHAPTER PAGES SAMPLE

COMMUNITY
AWARDS
CLASSES
CLUBS
EVENTS
MAGAZINE
REUNION
STORE
TRAVEL
VOLUNTEER

Welcome :: Officers :: Events :: Photos :: Membership :: News :: Get Involved



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Class of 1971

Class Officers			
President	Patricia Shevlin Holmes	PLS@cbsnews.com	
Co-Vice-President	Ada Meloy	ada_meloy@ace.nche.edu	
Co-Vice-President	Susan Jones Rubin	SJR27@comcast.net	
Secretary	Julia Morrison Griffith	juliagriffith@msn.com	

My Online Community

- My Network Profile
- My Directory Listing
- My Contacts
- My Photo
- My Email Preferences
- My Events
- My Job Postings
- My Resume Posting
- My Password



CHAPTER PAGES SAMPLE

Wellesley College Alumnae Association

SEARCH SIGN OUT



COMMUNITY AWARDS CLASSES CLUBS EVENTS MAGAZINE REUNION STORE TRAVEL VOLUNTEER

Welcome :: Officers :: Events :: Photos :: Membership :: News :: Get Involved



Class of 1972

My Online Community

- My Network Profile
- My Directory Listing
- My Contacts
- My Photo
- My Email Preferences
- My Events
- My Job Postings
- My Resume Posting
- My Password



Class of '72 goes to Sedona!

Please join us for the

Class of '72 Midway Mini-Reunion (and 60th Birthday Celebration)

at Briar Patch Inn, a cottage resort at the mouth of scenic Oak Creek Canyon

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WHAT SHOULD I POST?

- ⊙ Officer list
- ⊙ Letter/newsletter/email archive
- ⊙ Photos
- ⊙ Event announcements
- ⊙ Post-event reports
- ⊙ Links to Facebook, LinkedIn, etc.
- ⊙ Links to Online Community: Discussion groups, class e-Notes, and more



OTHER ONLINE RESOURCES

Linked in®



SurveyMonkey.com
because knowledge is everything

facebook

twitter™



Picasa™

flickr®

You Tube

Broadcast Yourself™

vimeo



issuu™
You Publish

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GENERAL GUIDELINES

DO:

- ⦿ Engage classmates where they already are
- ⦿ Keep the content fresh
- ⦿ Be aware of privacy & security
- ⦿ Drive classmates to your website

DON'T:

- ⦿ Post info that isn't posted elsewhere
- ⦿ Share private information
- ⦿ Subscribe classmates (opt-in only)
- ⦿ Neglect your page



A FEW EXAMPLES



Alumnae Association group – join it!
Ask us to create a subgroup.



Alumnae Association, Wellesley
magazine... and many others.

Connect your Facebook to the Online
Community!



Wellesley News from Public Affairs



Don't forget:
The Alumnae Online Community



LINKEDIN SUBGROUPS

Groups

[My Groups](#) | [Groups Directory](#) | [Create a Group](#) | [FAQ](#)

Wellesley College Alumnae of Boston

a subgroup of Wellesley College Alumnae Association

[Overview](#)

[Discussions](#)

[News](#)

[Jobs](#)

[More ▾](#)

[Manage](#)

[Group](#) | [Subgroup Profile](#)

Discussions: Recent Activity (0)

No discussions have been started.

[+ Start a discussion](#)

Discussions

[+ Start a discussion](#)

[Search](#)

[Recent Activity](#)

[Recent Discussions](#)

[Most Comments](#)

[My Discussions](#)

[My Comments](#)

[My Followed Discussions](#)

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FACEBOOK FOR CLASSES

facebook

Home Profile Friends Inbox

Michelle Gillett Settings Logout

 **Wellesley College Alumnae Class of 2008**
Wellesley

Basic Info

Name: Wellesley College Alumnae Class of 2008
Category: Student Groups - Alumni Groups
Description: A place for the members of the Class of 2008 to connect, post questions, find answers, and foster our dependency on Facebook.

Contact Info

Email: 2008notes@alum.wellesley.edu
Website: <http://www.wellesley.edu/Alum/>
Office: Wellesley College Alumnae Association
Location: 106 Central Street
Wellesley, MA

Recent News

Want to see your news printed in Wellesley magazine? Have pictures to share? Send updates to Josephine Corlett, '08 Secretary at 2008notes@alum.wellesley.edu or via Facebook.

Have more than a few words to say? Register for the Alumnae Network and use the "E-notes" section to write a letter or share pictures with our class: <http://www.alumniconnections.com/olc/pub/WLS/>

Additional questions? Contact your class officers:

Jeanne Amy - President
Monisha Khurana - VP
Amy Jeffries - Treasurer
Josephine Corlett - Secretary
Bai Kamara - Annual Giving Representative

Additionally, be sure to update the Alumnae Association about any changes in your contact information so you can receive the magazine and stay in the loop. You can do that by calling Wellesley's toll-free update line at 800-339-5233 or online at <http://www.wellesley.edu/Alum/update.html>.

Members

Displaying 8 of 281 members

[See All](#)



Holly Yuan



Samantha



Anna Krohn



Judy Luo



Naema



Debbie



Hyonsuk



Elizabeth



[Join this Group](#)

Share [+](#)

Group Type

This is an open group on the Wellesley network. Anyone from Wellesley can join and invite others from Wellesley to join.

Officers

Monisha Khurana
Madame Vice President

Josephine Corlett
Madame Secretary

Amy Jeffries
Madame Treasurer

Bai Kamara
Madame Alumnae Annual Giving Representative

Admins

- Bai Kamara
- Amy Jeffries
- Monisha Khurana
- Jeanne Amy
- Josephine Corlett (secretary)

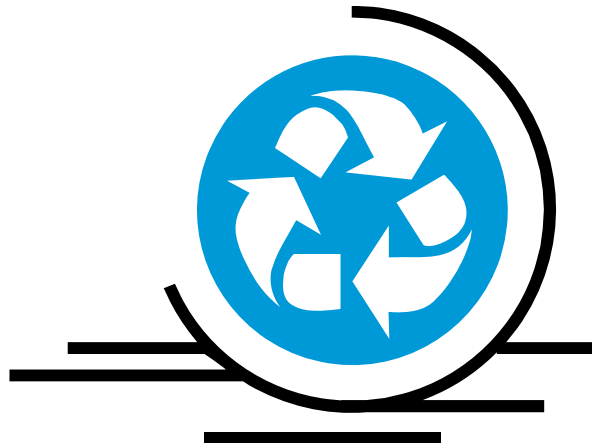
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COMPLETING THE CIRCLE

- ③ Use Social Networks to drive traffic to your website
- ③ Use your website, emails, and newsletters to encourage participation in your social networks
- ③ Keep content fresh everywhere!



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REMEMBER: VCONNECT



- ⊙ Central resource for Volunteer Leaders
- ⊙ Evolving tools, options, & training
- ⊙ Lead on your time
- ⊙ We want your feedback!



WHERE TO LEARN MORE

- ◎ Vconnect:
 - ◎ Wellesley.edu/Alum/Volunteer/VConnect/
- ◎ Tech Demos:
 - ◎ Today @ 11:30 am, PNE 139
- ◎ Open Computing:
 - ◎ Today 10 am – 12 pm, PNE 130
- ◎ Class Meetings
- ◎ Contact Us
Thomas Haas: thaas@wellesley.edu
Anne Springsteen: asprings@wellesley.edu
Michelle Gillett: mgillett@wellesley.edu

