



# Class Officers' Guide to Engagement

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# The Alumnae Network

FUNDRAISING  
VOLUNTEERS

ALUMNAE ADMISSION  
REPRESENTATIVES

GROUPS

CLUBS

REUNION

**CLASS  
VOLUNTEERS**

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# Our Mission

*The mission of the Wellesley College Alumnae Association is to support the Institutional Priorities of the College by **connecting alumnae to the College and to each other**. The Association serves as a lifelong resource to alumnae and encourages alumnae to contribute to the continued excellence of the College.*

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# History of Classes



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# Alumnae Association Staff



Executive	
Susan Challenger '76 <i>Executive Director</i>	Laura Adamczyk '87 <i>Assistant Director</i>
Events	Communications and Technology
Heather MacLean <i>Director</i>  Cindy Tashjian <i>Assistant Director</i>	Tom Haas <i>Asst. Director of Communications</i>  Scott E. Gordon <i>Technology Consultant</i>
Alumnae Groups	Wellesley Magazine
Susan Lohin <i>Director</i>  Marisa Shariatdoust '09 <i>Assistant Director of Clubs</i>  Mary K. Casey <i>Assistant Director of Classes</i>	Alice M. Hummer <i>Editor</i>  Lisa Scanlon '99 <i>Associate Editor</i>  Jen Flint <i>Associate Editor</i>
Finance	
Greg Jong <i>Financial Administrator</i>	



# Successful Leadership

- ❖ Delegate
- ❖ Appreciate
- ❖ Develop future leaders
- ❖ Communicate goals

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# Board Responsibilities

## ❖ Connect

*Locate and communicate*

## ❖ Engage

*Interact and get involved*

## ❖ Develop

*Identify and encourage*

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# Board Responsibilities

- ❖ Attend ALC
- ❖ Manage finances responsibly
- ❖ Organize regular and accessible events
- ❖ Build class enthusiasm and engagement by communicating regularly



# Board Responsibilities

## *President*

- ❖ Responsible for all class and board communication
- ❖ Writes at least one, preferably two, class letters each year
- ❖ Submits annual report
- ❖ Appoints nominating, record book, and reunion chairs

# Board Responsibilities

## *Vice President*

- ❖ Spearheads Mini Reunion program
- ❖ Files mini reports
- ❖ Assumes role of President in her absence



# Board Responsibilities

## *Treasurer*

- ❖ Sets budget
- ❖ Maintains class accounts, class dues, and life member lists
- ❖ Submits financial report to the WCAA and 990 EZ to the IRS (with a copy to the WCAA)

# Board Responsibilities

## *Secretary*

- ❖ Writes class notes for the *Wellesley* magazine four times per year
- ❖ Takes minutes at all board meetings, class meetings, and Reunion meetings
- ❖ Submits a copy of minutes, especially Reunion Class Meetings, to Alumnae Office





# Communication

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# Board Communication

- ❖ Conference calls
  - ◆ *Freeconferencecall.com*
  - ◆ *Doodle.com*
- ❖ Direct calls with your president
- ❖ Emails
- ❖ Board discussion group
  - ◆ On the [Wellesley website](#)



# Communication

The best way to  
communicate with  
your classmates is.....

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# Communication

# Regularly!

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# Communication

## *Communication Plan*

- ❖ Key information
- ❖ Method
- ❖ Deadlines
- ❖ Who is responsible?

Tool	When	Position	Name	Deadline
Send class notes and pictures to <i>Wellesley</i> Magazine	4 times a year	Secretary	Mary Smith	Sept, Dec, March, and May 1
Phone calls	One week before mini reunion	Started by VP	Started by Sandy Baker	One week before event
Printed Newsletter	1 time a year	Content: pres Layout: newsletter chair	Jane Doe and Susie Jones	November 1
Post photos from mini to website	After each mini	Event hostess sends to webmistress	Specific to event; tasked by VP Sandy Baker	By the morning after the event
Update website	Once a month	webmistress	Marilyn Ackers	Every month by the 15th
Broadcast email	Monthly	Email newsletter chair	TBD after ALC	Sept, Dec, March, and May 1

# Communication Tools

E-mails

Class Website

Telephone calls

Newsletters

Birthday or holiday cards

Facebook and LinkedIn

Yourselves – In person!

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# Communication: Annual Newsletter

- ❖ Heartfelt letter from President
- ❖ Ask for class news
- ❖ Solicit class dues
- ❖ List and thank lifetime members
- ❖ List upcoming mini reunions
- ❖ Ask for volunteers
  - ◆ Cards, mini reunions, etc.
- ❖ Include a link to class website

# Communication: Class Website

- ❖ Not optional
- ❖ Simple and free!
- ❖ Wellesley templates
- ❖ “How To” tomorrow
- ❖ Not the same as Facebook

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# Communication : Mini Reunions

## ❖ Market in advance

- ◆ Post all mini reunions for the year on the class website
- ◆ List all minis in the fall newsletter
- ◆ Promote all minis in broadcast emails; link to the class website

## ❖ Market for the specific event

- ◆ Invitations: One month in advance
- ◆ Reminder: One week or few days in advance, via email or phone tree
- ◆ Ask those who RSVP to invite at least one other classmate to attend

# Communication: Mini Reunions

- ❖ Use different media:
  - ◆ Invitations – mailed, consider postcards
  - ◆ Class website
  - ◆ Email invitations (with links to more information on your website)
  - ◆ Reminder calls
  - ◆ Information in a newsletter
  - ◆ Events on Facebook



# Communication: WCAA

- ❖ Reports
  - ◆ Annual reports
  - ◆ Financial report
  - ◆ Mini reunion reports
- ❖ Minutes
  - ◆ Board meetings
  - ◆ Class meeting (at Reunion)
- ❖ Class communications
  - ◆ E-mails
  - ◆ Newsletters
  - ◆ CC: Mary, for your class file



# Communication: WCAA

## *When an alumna passes:*

- ❖ Please let us know
  - ◆ 1-800-339-5233
  - ◆ [updates@alum.wellesley.edu](mailto:updates@alum.wellesley.edu)
- ❖ We'll let you know automatically, and then you:
  - ◆ Send a note to the family
  - ◆ Notify your class



# Communication: Successors

- ❖ Did you receive materials and training from your predecessor?
- ❖ Start a binder or folder on your computer
  - ◆ Meeting minutes
  - ◆ Notes and decisions (with reasoning)
  - ◆ Reports
  - ◆ Ideas for future
- ❖ Plan for continued class success!





# Communication Goals

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# Communication Goals

- ❖ One hard copy mailing a year
- ❖ Broadcast email quarterly (at least)
- ❖ Update website monthly
- ❖ Area phone tree before mini reunions

# Communication: Postal Mail

- ❖ Consider your demographic
- ❖ Budget for one hard copy newsletter each year
- ❖ What is the goal?
  - ◆ A card is a personal touch, but what is the return?
  - ◆ A newsletter may be more work, but is more cost effective
  - ◆ Budget accordingly



# Communication: Postal Mail

- ❖ Birthday or holiday card
  - ◆ What is the goal?
    - ◆ Engagement?
    - ◆ Conveying additional information
      - ◆ Website, Facebook, etc.

# Communication: Postal Mail

- ❖ Alumnae addresses and information for mailings
  - ◆ Download list of birthdays VConnect
  - ◆ Mailing house, mail merge, handwrite?
    - ◆ Consider time, volunteers, and funds available



# Postal Mail: Logistics

## ❖ Printing options:

- ◆ You may use any vendor to print
  - ◆ Shop around for the best pricing; retailers, copy shops, and online
    - ◆ <http://www.modernpostcard.com/>
    - ◆ <http://www.vistaprint.com/>
  - ◆ Download an list of classmate contact information from VConnect
- ◆ We can print and mail for you
  - ◆ Your class will be invoiced

# Communication: E-mail

## ❖ Content to consider:

- ◆ List upcoming mini reunions
- ◆ Ask for class news
- ◆ Solicit dues and thank paying members
- ◆ Ask for volunteers
- ◆ Include a link to class website and Facebook group



# Communication: E-mail

## ❖ Points to remember:

- ◆ Reference our newly-posted webinars for best-practices
- ◆ Use Wellesley's broadcast email system
  - ◆ Create the email on your own
  - ◆ Submit a request

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# E-mail Marketing

## ❖ Points to remember:

- ◆ Write a relevant, compelling subject:
  - ◆ Wellesley Class of '82 Mini Reunion in Seattle
  - ◆ Wellesley Class of '63 wants your news
  - ◆ Wellesley Class of 2006 Day to Make a Difference activities

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# Communication: Class Website

- ❖ Every class must have a website
  - ◆ Use the Chapter Pages
- ❖ Appoint a Webmistress
- ❖ Update at least once a month
  - ◆ Date all entries
- ❖ Make personal connections

# Communication: Class Website

- ❖ Welcome
- ❖ Officers
- ❖ Events
- ❖ Photo page
- ❖ Membership page
- ❖ News
- ❖ Get Involved

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# Communication: Telephone Calls

- ❖ Promote mini reunions
- ❖ Obtain email addresses
- ❖ Solicit feedback on class activities
- ❖ Connect!
- ❖ Use sparingly for the most impact

# Communication: Facebook

- ❖ It's free!
- ❖ Women have to join and check it to see updates
- ❖ Post a link to your Facebook group on your website
- ❖ Post a link on your website to your Facebook group



# Communication Goals: Review

- ❖ One hard copy mailing a year
- ❖ Broadcast email quarterly (at least)
- ❖ Update website monthly
- ❖ Area phone tree before mini reunions

# Communication Plan

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# Resources

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# Resources: Online

## VConnect

- ❖ 24/7 access to:
  - ◆ Send emails
  - ◆ Pull Lists
  - ◆ Update your website
  - ◆ Class logos
  - ◆ Print templates

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# Resources: Online

## VConnect

### ❖ *President*

- ◆ Remind classmates “Why Wellesley”

### ❖ *Vice President*

- ◆ Publicize mini reunions
- ◆ Recruit hostesses for mini reunions

### ❖ *Secretary*

- ◆ Solicit news

### ❖ *Treasurer*

- ◆ Solicit dues; list class life members

# Resources: Online

## ❖ Online Handbook

- ◆ Job descriptions
- ◆ Recommended constitution
- ◆ Report forms
- ◆ Sample meeting agendas
- ◆ Much more!

## ❖ VNews

- ◆ Online newsletter
- ◆ Information about the College
- ◆ Information on what other volunteers are doing

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# Resources: Staff Support

**Mary K. Casey**

*Assistant Director of Classes*

[mcasey@wellesley.edu](mailto:mcasey@wellesley.edu)

781-283-2336

- ◆ Monthly emails
- ◆ Call me anytime

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# Prepare for Reunion

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# Questions?

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# Thank you!

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