

Wellesley Clubs  
Alumnae Leadership Council 2011

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Good afternoon and welcome to club workshops.

# Weekend overview for clubs



Saturday:

- The Foundation of our Clubs:  
Leadership
- The Components of Success:  
Membership, Programming, and  
Communication

Today, we will start with some general background on the Association and our clubs and then talk about leadership. Jackie Kacen, our current Houston Club president will lead this discussion.

# Weekend overview



Sunday:

- Communication Overview
- Tools of the Trade/Admissions
- Best Practices

# Components of a strong club



The components of a strong club are leadership, communication, programs, and membership. These are the areas we will be focusing on today.

It can be very difficult to discuss leadership without talking about membership and programs and naturally, this leads into a communication's discussion! However, we would like everyone to try to focus on the topic at hand.

# The Alumnae Association



- Independent, self governing organization established in 1880
- Mission: to engage alumnae and support Wellesley through fundraising

Before we talk about our clubs today, we would like to speak a little bit about our club and Association's history. It is important to know where one comes from before trying to move forward.

The Association is an independent, self governing organization created by the alumnae in 1880 with a focus or mission on engaging alumnae and fundraising for the College.

After the turn of the century, as our clubs began to grow, so did their fundraising efforts with many clubs sponsoring rather large events to raise money for the College or for their specific scholarship funds.

# The Alumnae Association



- 1952 (75<sup>th</sup> Anniversary Fund Campaign) separated fundraising from alumnae engagement.
- Resources = Fundraising
- Alumnae Association = Friendraising

In 1952, during the 75<sup>th</sup> Anniversary Fund campaign, the Alumnae Association board and the board of trustees began to rethink the fund raising role of the Association. The decision was made to change the Association's mission and since then, all fund raising for the College has come through the Office for Resources. The Association's job became one of "friendraising."

Although this separation was announced in 1952, many of our clubs still continued to sponsor major fundraising events well into the 90s.

Today, very few clubs host fundraising events - Vermont and New Hampshire Book Sale, Central New Jersey Book Sale, and Boston's Authors on Stage. Some clubs sponsor fundraising activities for their specific clubs but are not billed as a "College fundraiser"

That is not to say that clubs CANNOT do College fund raising activities...Of course....Clubs are welcome to fundraise for the College or for your specific scholarship funds. These are worthy activities and often serve as a "focus" for your club but it also takes lots of volunteers and planning to do it well.

## WCAA mission



The Association will further the interests of Wellesley College and its alumnae by connecting alumnae to Wellesley College and to each other. The Association will serve as a lifelong resource to alumnae and will encourage alumnae to contribute to the continued excellence of Wellesley College.

Clubs should always keep in mind the Association's current mission statement

You, our club leaders, allow us to achieve this mission.

## WCAA's clubs



- Clubs are an extension of the WCAA and both serve as supporting organizations of the College.
- Clubs share the non-profit status of WCAA
- Even though many clubs function autonomously, they have the full support of the WCAA and Clubs Office – Marisa!

Clubs are an extension of the WCAA and both are recognized by the IRS as supporting organizations of the college. As a supporting organization, your clubs and all classes must file annually with the IRS. (We are classified as a 509(A)(3) supporting organization).

In a 1972 ruling, the IRS granted the WCAA a group exemption for all of our subordinates, clubs and classes. Meaning.....All clubs are tax exempt under this ruling. However.....This does not mean you are exempt from state sales tax. States have different requirements – it is the responsibility of each club to determine what your state requires.

And of course.....Clubs have full support of the WCAA Clubs Office!

# History of clubs



- Oldest Wellesley Club ?
  - » Western Wellesley Club – 1882 – meet in Chicago (Chicago – 1891)
  - » Washington Wellesley Club 1888
  - » Boston, New York, Philadelphia, and St. Louis - 1891
- More than 100 years old?
  - » 17 Clubs
- Although many clubs did sponsor fundraising events, major purpose was to *socialize*.

Can anyone guess our oldest clubs? This is sort of a trick question as the oldest on record is....the Western Wellesley Club which met in Chicago and one would assume became the Chicago Club but records indicate that the Chicago Club was not founded until 1892. There seems to be no record of when the Western Wellesley Club ceased to be or if indeed, it did merge into the Chicago Club.

The oldest current club on record is Washington Wellesley Club (DC) established in 1888. We have 17 clubs with over 100 years of history.

## Past club events



Augusta Ga Tea October 1958

WELLESLEY ALUMNAE TEA.—Augusta senior students were honored at a tea recently at the historic home of Mrs. Editha Baldwin in Aiken given by the combined Wellesley Alumnae of Aiken and Augusta. Guests of Wellesley College were shown and Mrs. Robert Huber and Mrs. Robert Price of Atlanta, Georgia, were the hosts. The tea was held to help raise money for continuing college life. Shown above at the event are, first row, L-R, Nancy Phillips, Mary Windup, Vicki Brown, Linda Moulsey, Martha Bond and Beta Packman; second row, L-R, Joani Nease, Mary Jo Huling, Gena Clark.

Sandra Howell, Carrie Brown, Naylor Burdette, Linda Phillips, and Louisa Williamson, third row, L-R, Diane McLean, Linda McLean, Judith Wetton, Carol Atkinson, Elizabeth Perkins, Lynn Allen, and Judith Jarentz; fourth row, L-R, Christa Antonopoulos, Mary Catherine Hartner, Cleona Luckey, Carolyn Clegg, Linda Moulsey, Linda Bond, Linda Phillips, and Linda McLean; L-R, Mrs. Floyd Biven, Mrs. Ola Purdie, Mrs. Mary C. Dolan, and Mrs. George McMillan. (Photo by John W. Busch).

South Carolina Wellesley Tea 1958

Social events looked very different in the past. We love this newspaper article about a tea hosted for students by alumnae in South Carolina in the 50s.

Today, our clubs still host current student send-offs although “official teas” are often a very foreign affair or concept for current students.

Fortunately, connecting with alums and the greater Wellesley network is as important as ever!

## Past club events



**Arts endorsed by Wellesley president**

By Dawn Morris OCT 11, 1985  
Staff Writer

Despite the move toward a more technical and specialized education, the belief that liberal arts colleges remains firm in its belief that students must receive the best preparation for future success.

"We must make sure our students can take what they learn in their complete material, make sense of it, and then apply it to their own graduate...," said Neasey.

University of Pennsylvania's Wellesley College, a women's liberal arts college, has been doing just that.

The goal of liberal arts colleges is to prepare students for leadership, citizenship, service and leadership in a variety of fields, according to President Keohane, who spoke Thursday at the 25th anniversary luncheon of the Wellesley Club of Boston.

"It is a reality: a reality that requires us to be broad in our personal and professional development, and to develop a sense of social responsibility," Keohane said.

Speaking in a dynamic and informative manner, Keohane addressed more than 70 people who attended the luncheon.

**Wellesley Club of Reading 25th Anniversary Celebration with President Keohane. "The Mission of Liberal Arts Colleges for Women" 1986**

Like President Bottomly, our other College presidents toured to visit with our clubs. Here we see an article on President Keohane visiting with the Reading Club for their 25<sup>th</sup> birthday to talk about the importance of a liberal arts education.

This year, at convocation, President Bottomly spoke about the need for us to continue supporting a liberal arts education. She will focus very much on this topic this year....and I am not sure of her remarks for this Sunday... but would expect to hear her discuss this very topic.



## Wellesley clubs around the world now



- 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



Today, we have over 80 active clubs around the world ranging in size from our small club in Reading, PA to over 4500 alumnae with the largest club Wellesley College Alumnae of Boston. In addition, we have many key contacts around the world who are willing to connect with alumnae and serve Wellesley in any way that they can.

Current and prospective students constantly quote the fact that as they can find Wellesley women connecting just about anywhere – a strong, reliable network. This is one of the very reasons that they came to Wellesley or why they are considering attending Wellesley. Our clubs are fundamental in creating this Wellesley presence and strength...around the globe.



So what are the missions of our clubs? – most mimic our own Association by-laws and mission, some have more specific points.

## Mission Statement 1



“It is the purpose of this club to further the interests of Wellesley College and to foster among its members a spirit of friendship and service”

This is a very general mission statement from Wellesley in New Haven. Short, but powerful

## Mission Statement 2



The purpose of the club shall be to:

- Further the interests of Wellesley College and its alumnae
- Serve as a resource to area alumnae
- Serve as a medium of communication among alumnae and between alumnae and the College
- Encourage area alumnae to contribute to the continued excellence of the College

This mission statement from Boston is more detailed and lists out some points. Both statements give a sense of direction for the club in their endeavor to connect alumnae to one another and the college.

# Achieving the Mission



What do our clubs do to support their missions?

So what do our clubs do to support their missions? How do your events and actions support your mission?

## 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

Our clubs function to **reconnect** old friends and help create new ones.

Club events provide **networking** opportunities.

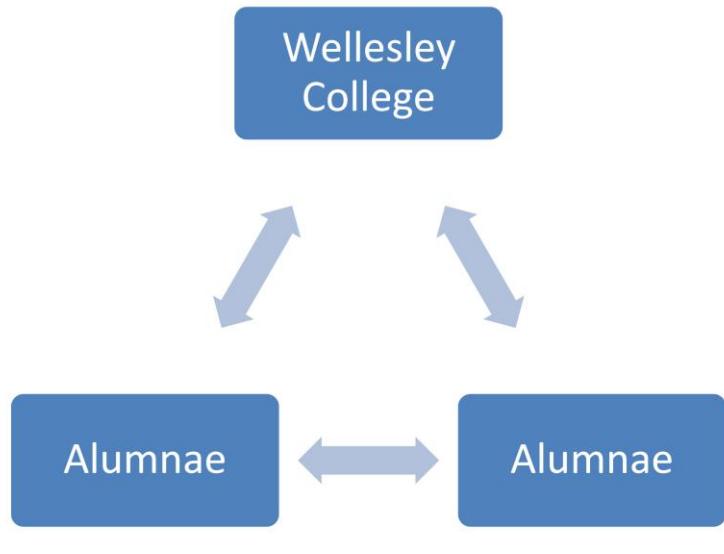
Clubs promote **lifelong learning** through faculty lectures, tours, book groups, and discussions on current events.

Clubs assist the Office of **Admissions** by **inspiring** and connecting alumnae with qualified high school students – more and more clubs are focusing on admissions and ways they can assist in recruiting the next generation of Wellesley women.

Clubs connect with current students and serve as mentors.

Lastly, Clubs enhance **Wellesley's image** through community involvement – Wellesley women are very generous in the ways they give back to their communities and the club provides a great resource for doing so.

# Why have a Wellesley Club



These are just a few of the things that our Wellesley clubs do to extend the reach of Wellesley College and keep the network strong. Our clubs help us connect alumnae, past, present, and future, to the College and each other. Now all this happens by having volunteers work together as a group. Not every club can do everything, and you have different approaches of supporting your mission – but it is a common purpose that would be impossible without the support of leaders like you.



This leads us to discuss the very foundation of our clubs—leadership.

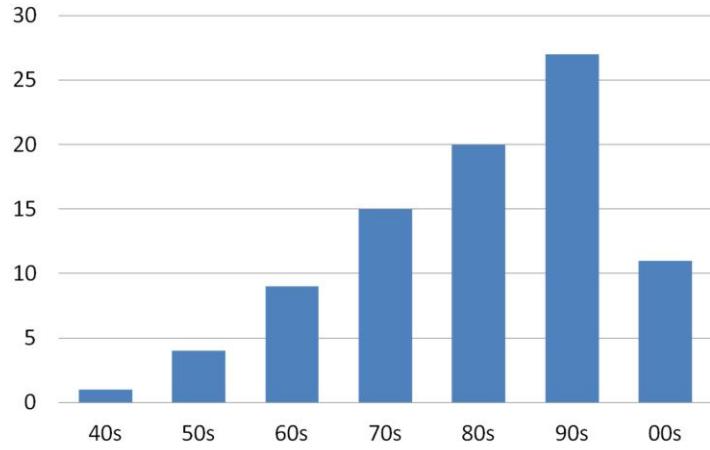
There is no question that clubs begin with and depend on strong Leadership.

We cannot create leadership for a club...it must be a grassroots effort on the part of local alumnae and once leadership is established – good planning is needed to keep it going successfully.

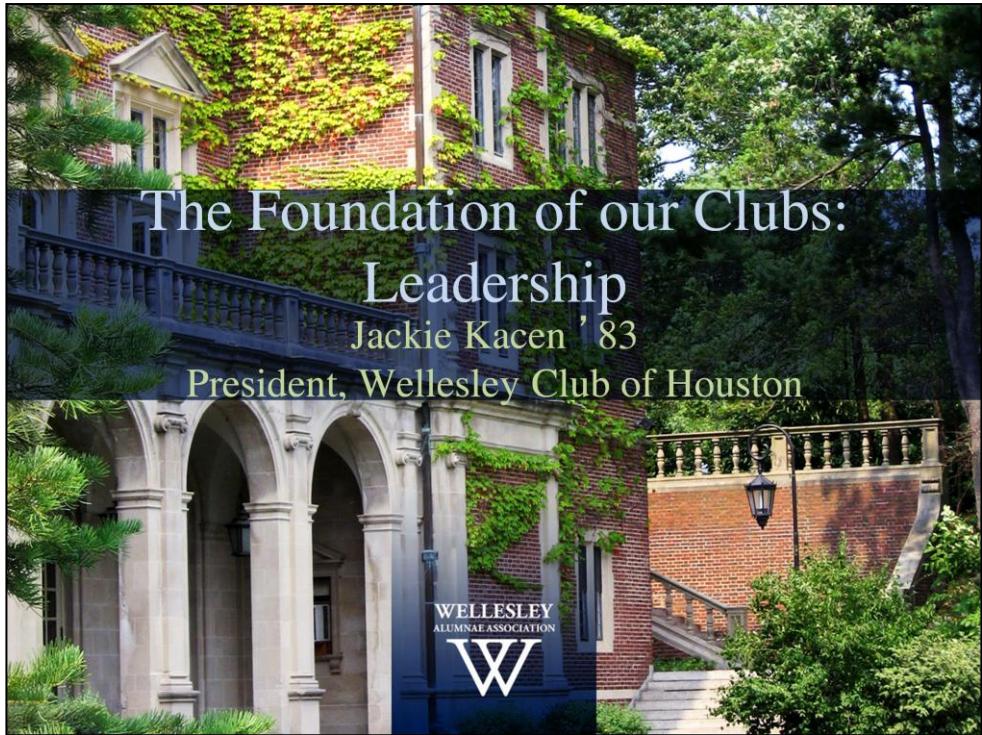
## Our Club Leaders



Club Presidents by Decade



Today, Our club presidents span 7 decades with the 90s leading the way.



The Foundation of our Clubs:  
Leadership  
Jackie Kacen '83  
President, Wellesley Club of Houston

## Why I Volunteer

- I **LOVE** being a Wellesley woman
- “Non ministrari sed ministrare”
- A social network of friends
- Personal growth



# Qualities of a Good Leader



- Provides vision
- Listens
- Personable and inspiring
- Sets clear expectations
- Delegates
- Holds people accountable
- Provides support, encouragement and recognition
- Gives honest feedback
- Enjoys what she is doing

# Why (I think) I'm a Good Leader



- A capable, supportive board
- Warmth and enthusiasm
- Good organizational skills
- Time to devote to club matters
- An inspirational vision
- Openness and communicativeness
- Knowledge and experience (within the club)
- Generosity

# What Are My Challenges as a Leader?



- A well-functioning board
  - » Unfilled positions
  - » “Underperforming” board members
  - » Turnover
- Resource management
- Sustaining momentum, interest
- Growth in communication outlets
- Generational differences (Millennials vs Boomers)
- Just-In-Time vs. strategic planning
- Geography (Houston CMSA covers 8,778 square miles, an area slightly smaller than Massachusetts but larger than New Jersey)

# Recruiting and Developing Future Leaders



- Use every club interaction as an opportunity to prospect for leaders
- Identify good prospects and get them involved early
- Discuss leadership transition openly
- Start transition discussions early
- Seek the advice/opinions of active members
- Use a nominating committee
- Have a backup plan if possible

## Recruiting Future Leaders:



Advice of Chicago ex-club leader, Helen Kriz Marshall '77 in recruiting a club president:

“...Don’t beg or say you’re trying to get somebody to take the job. The presidency of any Wellesley club is a great opportunity for any alum. It is not some onerous chore. It’s a chance to exercise talents and develop potential in a way an alum never could in what she is doing in her paid or unpaid work. It’s a chance to lead a group of really smart and interesting women. There is no downside to it.”

A few years ago, we picked up this advice on the club officers discussion board when someone posted that their club was “desperate” for a new leader. Helen Marshall, as the current leader for the Chicago Club, offered her advice:

# The Wellesley Network



**Our Wellesley network  
relies on leaders like you!**