Managing Your Wellesley Club
Karen Kerns '97, Sr. Assistant Director of Alumnae Groups
Marisa Shariatdoust '09, Assistant Director of Clubs

The Alumnae Network

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

Wellesley College

Alumnae ↔ Alumnae

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Wellesley Clubs Are Everywhere!

- 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

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Club Models

Model A: Small, geographically diverse, and/or in temporary hibernation, or just forming

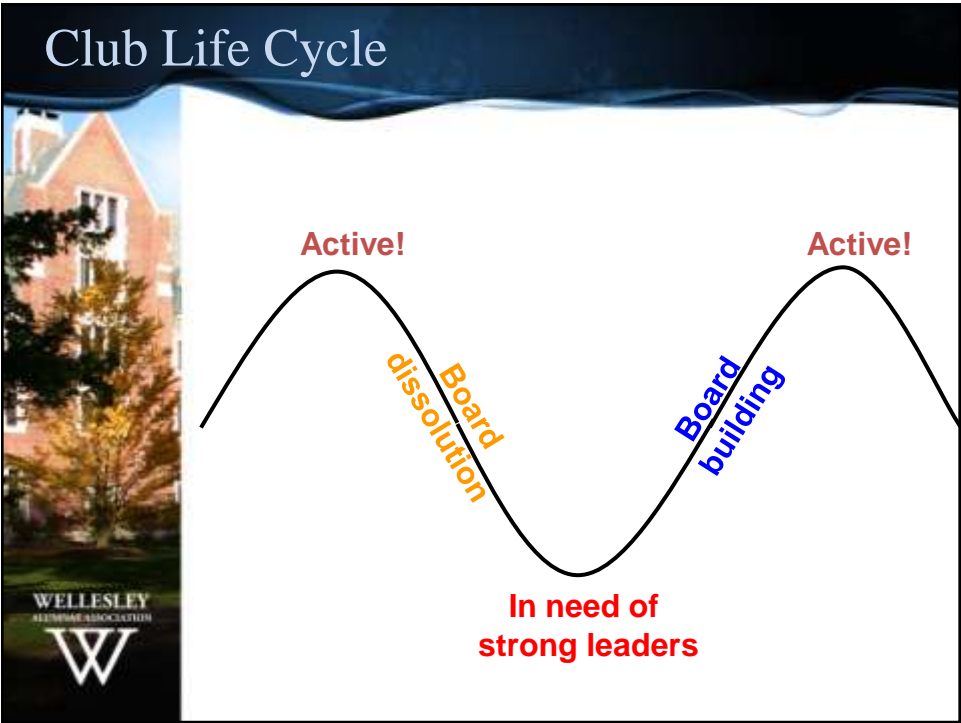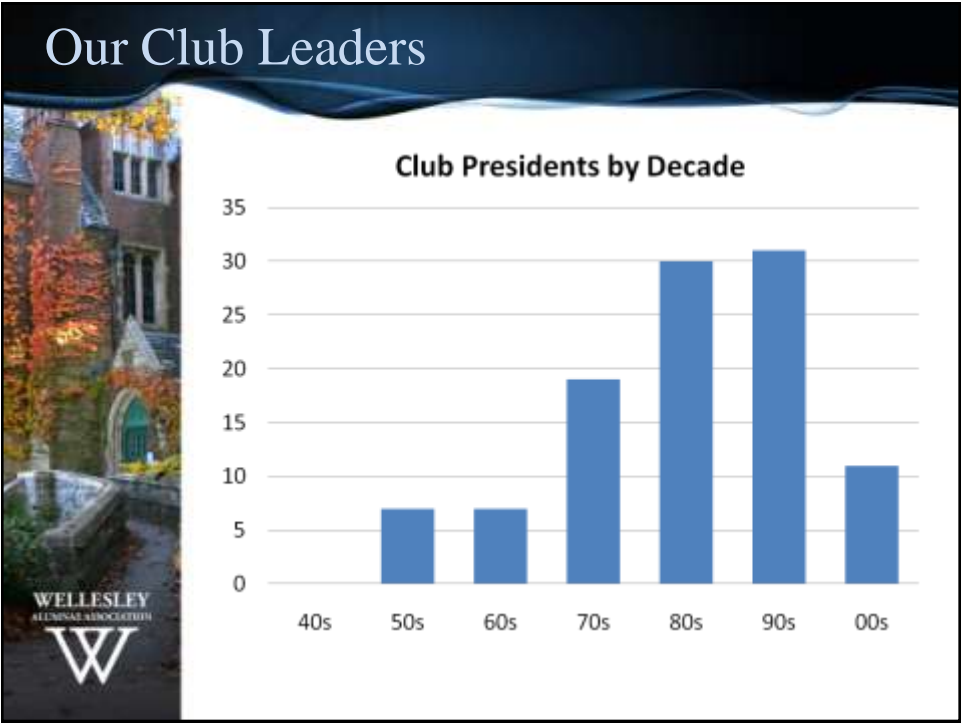**Model B:** Medium, urban, suburban, or a growing club

Model C: Urban or suburban, mature club

Model D: Large, urban club

BIG & small

Largest Clubs

- Boston – 4651
- New York – 2631
- D.C. – 2199
- No. Cali.– 1243
- Los Angeles – 808
- Chicago – 797
- Philadelphia – 719

Smallest Clubs

- Reading, PA – 18
- Well. In NE Penn. – 27
- Nebraska – 39
- Memphis – 43
- Arkansas – 58

Our Club Leaders

Club Presidents by Decade

Decade	Count
40s	0
50s	7
60s	7
70s	19
80s	30
90s	31
00s	11

Club Life Cycle

Active!   **Active!**

Board dissolution

Board building

In need of strong leaders

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Club vs Chapter

Club

- Governed by by-laws and an elected board of officers
- Collects dues and donations and has financial reporting responsibilities

Chapter

- Run by committee members (do not have to be formally elected)
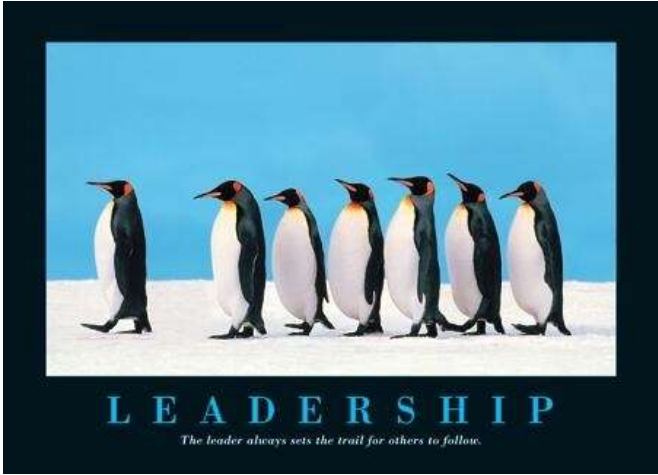- No money-handling; no bank account; no reporting responsibilities

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Components of a Strong Club

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- Leadership
- Membership
- Programs
- Communications

Leadership

Characteristics of a Club Leader

- Dedicated
- Inspiring
- Builds a strong board
- Organized
- Able to listen
- Team player
- Able to delegate
- Warm and welcoming
- Has an eye on the future

Build a Strong Board

- A strong board is key!
- Leader without a strong board = burnout
- A strong board will help with recruiting new volunteers
- Board diversity – age, ethnicity, talents
- Recognize efforts and accomplishments

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Delegate Responsibility

- You don't have to do it alone or do it all!
- Try co-presidents
- Delegation works best face-to-face
- Encourage attendance at meetings

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Develop a Successor

- Have a plan
- Follow term limits
- Develop a mentor/shadow program
- Use a nominating committee

Membership

Definitions

All alumnae are members of WCAA.

Club members = All alumnae who live within the geographic boundaries of your club area.

Dues-paying members = The sub-set of club members who pay dues.

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Increasing Membership

- Get emotional - Make the Wellesley connection.

- Get financial - Promote the benefits of being a dues-paying member

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Increasing Membership

- Establish a membership goal
- Have a Membership Chair or Committee on your board to work towards that goal
- Host quality and innovative programs
- Get young alumnae involved
- Target current students – they will be alumnae soon!

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Increasing Membership

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Reconnect → lapsed members

Retain → current members

Recruit → new members

Soliciting Dues

- Make it easy to pay dues!
  - » PayPal
  - » Newsletters and pre-printed envelopes
- List members in newsletter or Chapter Pages
- Target communications
- Dues and donations are tax-deductible

Programs

Types of Programs

- Social
- Educational
  - » Faculty Speaker
  - » Book clubs
- Admission
  - » AAR
  - » Book Awards
- Networking/Career
- Service
- Fundraising

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Increasing Program Participation

- Host fun, innovative programs
- Keep costs low
- Member vs. non-member rate
- Young alum rate
- Anchor events
- Sub-clubs
- Use decade and geographic chairs
- Make it easy to RSVP and pay
- Target young alums
- Family-friendly events
- Use all available communication tools

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Reporting Club Finances

- WCAA and all clubs are 501(c)(3) non-profit organizations
- All clubs must submit a financial report to the WCAA on a yearly basis
- IRS requirement: All clubs must file directly with the IRS using Form 990EZ

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Communications

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Tools for Communication

- Newsletter
- Broadcast Emails
- Website
- Social Networking Sites
- Surveys

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Communication Plan

- Designate a volunteer to be in charge of communications
  - » Secretary, VP of Communications, Webmistress, Grand Czarina of Information
- Decide on content
- Determine how you want to send out the information
- Schedule when emails and mailings go out
- Make sure content is up to date on all contact points
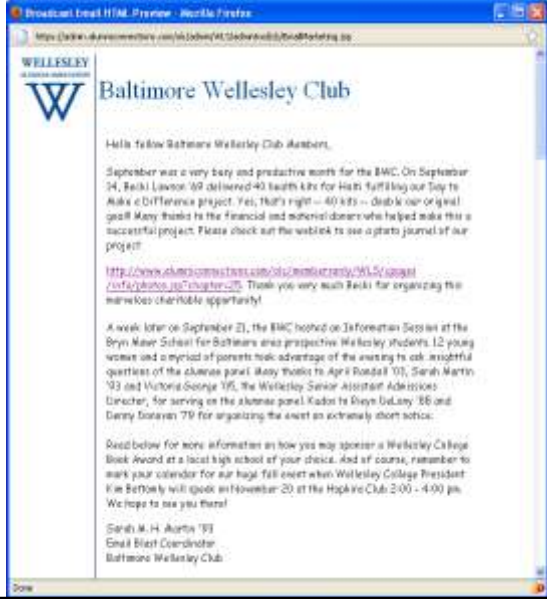
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The Club Newsletter

- Letter from president
- Board member contact info
- Club email and website
- Inspiring articles
- Membership information
- Upcoming events
- Photos and reports from past events
- Admission info

- Electronic vs Print Newsletters

Broadcast Emails

Club Web Site Options

- Single Page

- Chapter Page

- Do Your Own Thing

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Volunteer Connection

- Do it yourself, one-stop shopping
- Request access for
  - » Data (Lists and Labels)
  - » Emails
  - » Websites

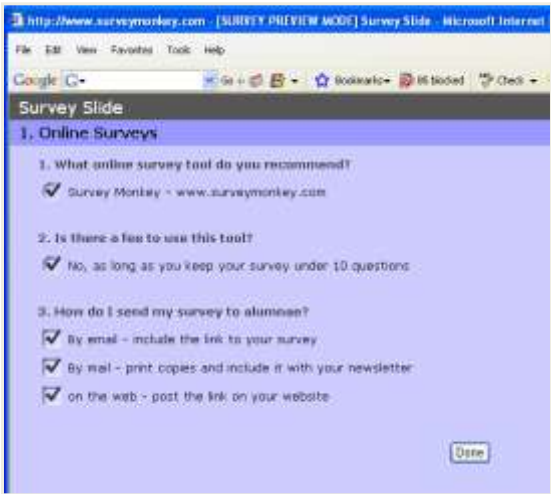**WELLESLEY**
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V CONNECT
volunteer connection

Social Networking

Club Surveys

Thank you

Just Do It!

Jamie Scarborough '87
President, Wellesley College Alumnae of Boston

Agenda

- Portrait of This Volunteer
- Club Leadership - why?
- Practical Realities
- WCAB
  - » Overview
  - » Role of President & Implications
    - – Vision
    - – Making Board Leadership Worthwhile
    - – Membership & Programming
    - – Technology
    - – Communications
    - – Talent
- Just Do It!

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Portrait of This Volunteer

The First Twelve Years After Graduation

1987 Graduation

McDonald's

DUKE
THE FUQUA
SCHOOL
OF BUSINESS

Fidelity
INVESTMENTS

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Portrait of This Volunteer

The Past Eleven Years

Daughter #3 leading 20th reunion parade for '87 class

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Club Leadership – Why?

- Why Get Involved?
- Why not?
- Pros outweighed cons

PROS	CONS
• Could contribute immediately, positive impact •Networking •Up for challenges •Good training for my family •Way to give back to Wellesley	•Time commitment

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Practical Realities

I lead a full life, so how can I do this?

Need to be able to:

- **Multi-task**: Many things compete for share of mind
- **Manage Time/Organize**: I have to do things efficiently & effectively
- **Be flexible & deal with it**: Life throws curves – have back up plans
- **Delegate**: I need help!
- **Have desire**: Love creative problem solving
- **Recognize**: Other volunteers are in the same boat

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WCAB

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WCAB History

- Boston Wellesley Club founded in 1891. Dues were $1.

- Passion to keep current with the college – alumnae wanted to learn about new courses, numbers of students, and pressing College needs.

- The topics and activities of the club paint a picture of women filled with curiosity, vitality, and caring. **They gathered as a club because they cared deeply about Wellesley, about each other, and about the world around them.**

- And we continue their legacy…

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Excerpts taken from "An Anecdotal History of the Early Years of Wellesley College Alumnae of Boston" by Beth Pfeiffer '73 in 1991.
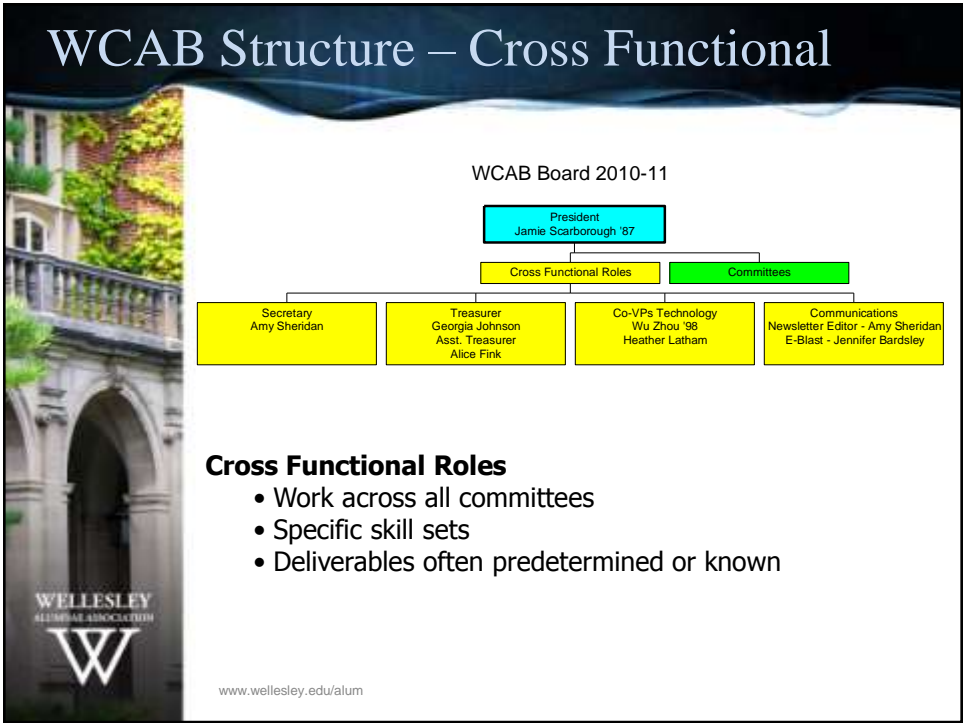
WCAB Now

- **Largest club** - 4600 alumnae in greater Boston area (NY – 2600, DC – 2200 and San Fran – 1100)

- Currently have **388 members** today, slightly down vs. prior years. Largest % of members are younger alums (Classes of 2000-2009)

- **Dedicated board** - 18 leadership positions, 25 board members bring alumnae together and club into 21st century

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WCAB Membership Trend: 10 Years

(bar chart)

No. of Members vs Years

Year	No. of Members
2000-01	253
2001-02	257
2002-03	209
2003-04	366
2004-05	413
2005-06	370
2006-07	425
2007-08	415
2008-09	398
2009-10	388

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WCAB Structure – Cross Functional

WCAB Board 2010-11

President
Jamie Scarborough '87

Cross Functional Roles   Committees

Secretary Amy Sheridan	Treasurer Georgia Johnson Asst. Treasurer Alice Fink	Co-VPs Technology Wu Zhou '98 Heather Latham	Communications Newsletter Editor - Amy Sheridan E-Blast - Jennifer Bardsley

Cross Functional Roles
- Work across all committees
- Specific skill sets
- Deliverables often predetermined or known

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WCAB Structure – Cross Functional

WCAB Board 2010-11

```
                        President
                    Jamie Scarborough '87

        Cross Functional Roles          Committees

    VP Admissions    VP Membership    Sub-Committees    Co-VPs Programming
Rachna Sharma Dang '93  Laura Prensner '02              Bridget O'Connor '04
                                                        Cecilia Zhou '08

Book Awards      Authors on Stage   Davis Scholars    Mom's Network   ALANA            Young Alumnae
Faculty Luncheons  Carole Ely '79   Tracy Kukkonen DS '98  Moriah Musto '00  Tere Ramos '93   Leah Driska '08
Anne Borg '73                                                          Liz Miranda '02
```

Committee Chair Roles
- Program management
- Build teams, develop plans, market programs (pre & post event), execute
- Cross-functional coordination

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Role of President

- Have vision / plan
- Make serving Wellesley worthwhile
- Promote membership & programming
- Embrace technology
- Communicate
- Recognize talent

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WCAB Vision

2009-10 Highlights

WCAB Organization

- **Restructured sub-committees**: programming, technology, newsletter
- **Instituted project planning** for sub-committees: Membership, Admissions, Newsletter, Young Alums, Programming
- **Coordinated communications efforts**: Technology, E-mail Blasts, Newsletter, Online communities (Facebook, Bigtent for Mom's Network, LinkedIn)
- **Beta testing new RSVP process** – online sign up for events, membership driver, process improvement vs. prior system

Looking Forward

- **Club Handbook** – roles & responsibilities, club charter, processes, paper and online versions
- **Communications** – evaluate & refine process flow; potential team
- **Technology** – develop online community strategy, content updates
- **Succession Planning**
- **Membership** – better leverage database capabilities

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WCAB – Making It Worthwhile

Board Meetings

- Agenda
  - » Send out one week prior; Evite
- Dates determined well in advance. Call-in option available (www.freeconference.com)
- Keep to time schedule!
- Updates, recommendations welcome – no major detailed discussions. Pre-work needs to happen prior to meeting.
- Committee members to share and showcase work being done.

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WCAB – Making It Worthwhile

When nothing is sure, everything is possible….~Margaret Drabble

Admissions Committee: Pre - Restructure

Admissions VP

College Fairs　Interviews　Letter Writing　Yield Event

On Campus　Off Campus

Situation Analysis:

Challenge: Too much for one person

Pros: Defined service opportunity, easy to recruit volunteers, Wellesley resources available, easy fix

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WCAB – Making It Worthwhile

When nothing is sure, everything is possible….~Margaret Drabble

Admissions Committee: Post - Restructure

Admissions VP
Rachna Sharma Dang '89

College Fairs
Joy Wu　Interviews　Letter Writing　Yield Event
Katie O'Rourke '06

On Campus
Katy Miller '06　Off Campus
Meg Mullaley '80

Restructure:

•Created team of 6; reviewed work & processes

• Gameplan – everyone has specific role/deliverable; done by June (before summer)

•Duplicate effort for every WCAB committee

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WCAB Admissions Game Plan

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WCAB: Membership & Programming

Membership

- **Database**: keep records of members, involvement, interests and use the information - -HARD!
- **Leverage all alumnae contact points**: Every event, communication contact is membership opportunity
- **Marketing**: Newsletter, web, e-blasts, special mailings
- *Messages:* scholarship, club self-supporting, members only events
- **Automate RSVP process** - -RSVP to an event and become a member or check status

Programming

- Quality vs. quantity
- Alumnae needs (www.surveymonkey.com); Fall networking event 2010
- "Living Calendar" - live, running list of events

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WCAB Technology

Website

- www.wellesleyboston.org
- Content updates – challenge
- Architecture – review and update

Social Media/online communities

- Facebook
- LinkedIn
- Bigtent; Mom's Network

Jamie's Little Helpers

- www.doodle.com
- www.mysignup.com
- www.shutterfly.com - photo share/event reminders
- www.freeconference.com
- Google calendar

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WCAB Communications

Distribution Channels

- Newsletter (2x/year)
- E-blast (bi-weekly)
- Website
- Social Media (Facebook)
- Committee Lists
- Targeted E-mails

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Talent

Many hands make work light - -English proverb

Recognize, support, and encourage talent

- Board only socials – BBQ
- Board meetings fun element – wine & cheese & chat
- Small group planning sessions

Succession Planning – always top of mind

- Identify candidates from within
- Market opportunities (all communications channels)
- Use membership to identify volunteer interests (form)
- Use events to identify potential volunteers (admissions)
- Create nominating committee

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Thank you!

The only real training for leadership is leadership. (Antony Jay)

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