



# COMMUNICATIONS: BUILDING CONNECTIONS, FUELING THE NETWORK

Susan Challenger '76, Executive Director, WCAA  
Michelle Gillett '95, Director of Tech. & Communications, WCAA  
Rebecca H. Yturregui, Director of Marketing & Stewardship

# POWER OF THE NETWORK

- ⊙ Wellesley's strategic asset

*“the strongest female structure  
in the country.”*

- Harvey MacKay

# ENHANCE THE NETWORK

- ⊙ Be diligent
- ⊙ Be vigilant
- ⊙ Reinforce
- ⊙ Engage
- ⊙ Communications
  - ⊙ Regular
  - ⊙ Relevant





# COMMUNICATIONS PLANNING

Goals for today:

- ③ Understand the importance of creating a communications plan
- ③ Learn HOW to create a communications plan
- ③ Hear what resources are available to you

# COMMUNICATIONS PLANNING

YOU as Engagement Ambassadors





the girl effect



# COMMUNICATIONS PLANNING

What does the Girl Effect video have to do with your role as a volunteer?



# COMMUNICATIONS PLANNING

Do I *really* need a plan?



# BUILDING A PLAN: ELEMENTS

- ⊙ Outlining **objectives**
- ⊙ Determining **strategies**
- ⊙ Clarifying **audience**
- ⊙ Quantifying **outcome**
- ⊙ Building **timeline**
- ⊙ Creating **budget**
- ⊙ Using **channels**





# BUILDING A PLAN: OBJECTIVES

Objective: Increase engagement

Example:

*To create a succession of thoughtful “touches” to engage alumnae in club activities – and therefore life as a Wellesley alumna.*

# BUILDING A PLAN: STRATEGIES

How will we increase engagement?

Strategy examples:

Class: mini-reunion attendance

Club: faculty speaker program event

AG: increased gift participation

PG: build awareness of the program



# BUILDING A PLAN: AUDIENCE

- ⊙ What do they have in common?
- ⊙ Are they all in the same generation?
- ⊙ Are they all donors? Non donors?
- ⊙ Are they engaged?





# BUILDING A PLAN: OUTCOME

Two key questions:

- ① What do you want them to do?
- ① Why might they resist doing what you want them to do?

# BUILDING A PLAN: TIMELINE

- ③ Identify key events or initiatives
- ③ Good rule of thumb is to touch your audience **monthly** with some outreach
- ③ Start now!



# BUILDING A PLAN: BUDGET

- ③ Many free options (or little to no cost)
- ③ Think *personal*
- ③ Think multi-channel



# BUILDING A PLAN: CHANNELS

- ⊙ As many places as you can
- ⊙ Repetition is the key to success
  - ⊙ Print
  - ⊙ Phone
  - ⊙ Email
  - ⊙ Social networking sites
  - ⊙ Websites
  - ⊙ Texting & geomessaging

# BUILDING A PLAN: CHANNELS

- ◎ **Print: postcards are effective!**
- ◎ **Phone: trees or robocalling**
- ◎ Email: news
- ◎ Social networking sites: be there
- ◎ Websites: like a library
- ◎ Texting & geomessaging: future



# BUILDING A PLAN: CHANNELS

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# WCAA TOOLS & SERVICES

- ◎ Wide arrange of services
- ◎ Variety of abilities & skills
- ◎ Move to self-service model
  - ◎ You have control
  - ◎ Available 24x7
  - ◎ Budgets friendly

# TOOLS TO MATCH CHANNELS

- ⊙ Data
- ⊙ Print
- ⊙ Phone
- ⊙ Email
- ⊙ Web Sites
- ⊙ Social Networks



# DATA MATTERS

## Statistics

Alumnae:: 33,123

US:: 31,309

Intl:: 1,814

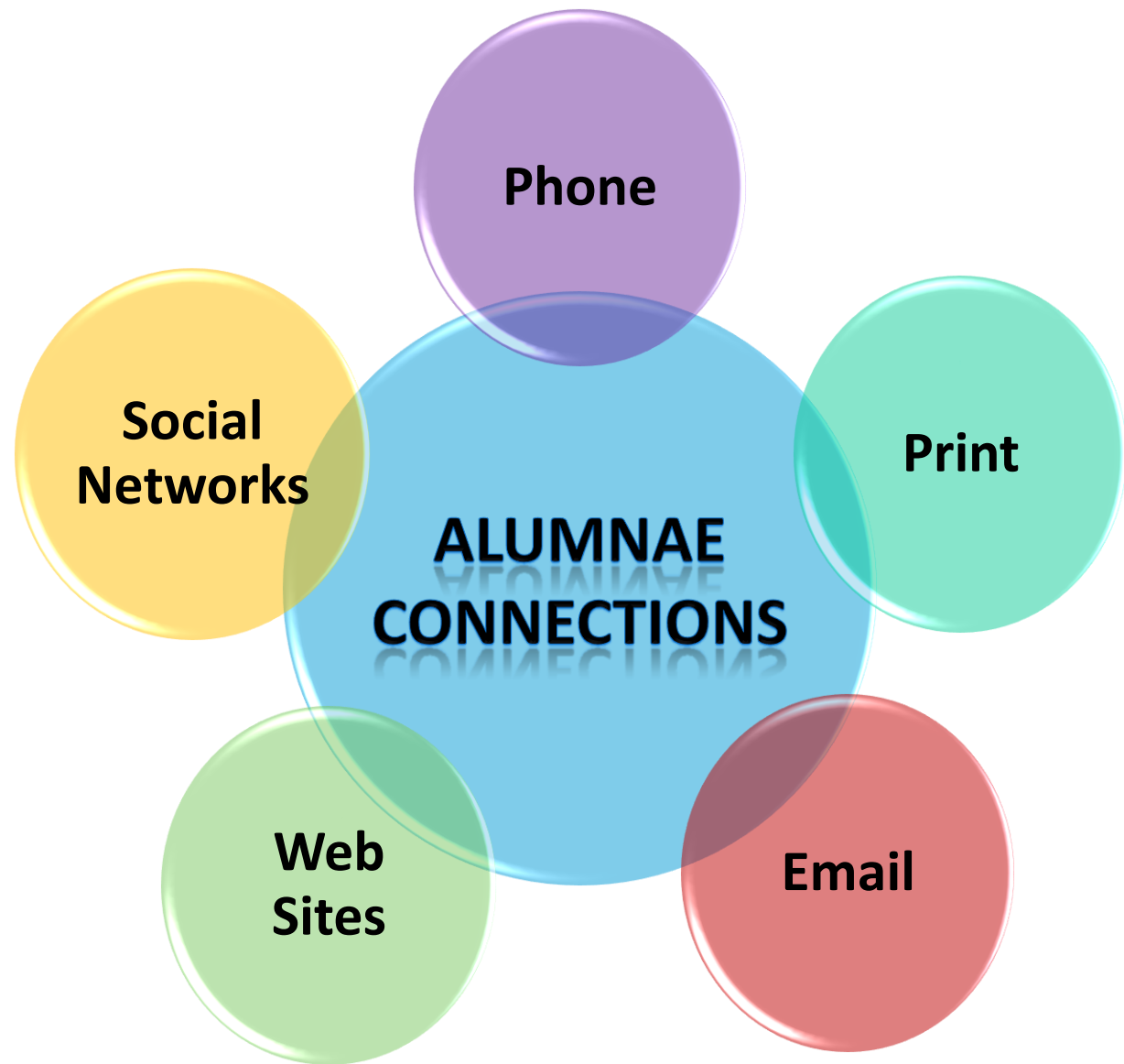
Nations:: 106

Emails:: 25,598

Phone:: 26,125

Lost:: 2,399

- ◎ Update! – It's Easy
- ◎ Know how and to tell others
- ◎ Pick up the phone and call for more
- ◎ Download your lists
- ◎ Let us do our work
  - ◎ Don't try to maintain a list, get it fresh
  - ◎ single data source keeps it accurate



- ⊙ Building New Service
  - ⊙ DIY
  - ⊙ 24/7
  - ⊙ Letter, newsletter, card, invitation
  - ⊙ Recommended vendors/printers
  - ⊙ List downloads
- ⊙ Samples – share ideas





Wellesley  
COLLEGE

Dear Class of 1979:

What better way to remember our upcoming 30th reunion than a record book with pictures, thoughts, and information from all of you, as well as the results of the survey that more than 100 you responded to!

So, be a part of the record book by completing the enclosed personal page in one of two ways:

**1** Complete the enclosed personal page and mail it back to me in the return envelope provided.

You can fill it out exactly as it is laid out -- using handwriting (how 1979!) or computer -- or you can use it loosely and create your own personal page incorporating the information requested. The important thing to keep in mind is that whatever you submit will appear pretty much as is in the record book (each personal page will occupy a relatively small space -- index card size (5" x 8") so if you submit multiple photos, make sure they're not too small.

**2** Email the same information to me at [msperch@charter.net](mailto:msperch@charter.net).

If you are emailing me, please make sure images are high enough resolution for printing (i.e. 300 dpi).

While you are submitting your record book entry, please take a moment to update your contact information with the College by calling 1-800-339-5233, emailing [updates@alum.wellesley.edu](mailto:updates@alum.wellesley.edu), or going online to: [www.wellesley.edu/Alum/Community](http://www.wellesley.edu/Alum/Community) to edit your entry in the directory.

Look forward to hearing from you!

Terry Murphy  
Record Book Chair



CONNECTING ALUMNAE TO THE COLLEGE  
AND TO EACH OTHER  
alumnae

Wellesley

WELLESLEY COLLEGE ALUMNAE ASSOCIATION



## WELLESLEY ALUMNAE

Fall 2009

### Search for Balance

All summer I've been struggling with too much to do. It's my own fault—I took on too many things and now have to see them to the end. First, there was a 2-week research trip right after the end of my spring semester. Then, the very week I returned I started teaching a 6-week class for the summer session, which met daily. Two weeks after the course finished I went on a 12-day workshop to learn about designing clinical trials. In the middle of all this we bought a house, and a week before the fall semester is about to start, we are still not finished renovating the kitchen. Oh, and did I mention I leave for a conference in a few days? My husband just looks at me and shakes his head. His motto for a good part of our 9-year marriage has been "You want to do too much!" And finally, after hearing this for years I have to admit he is right. Which brings me to the point of all this enumerating—no it's not to complain, although this is the most exhausting summer I've ever had—it's to think about balancing life and work and the meaning of the phrase "typical Wellesley woman." I've been reading with interest some of the articles in the Wellesley magazine—about stay at home moms, for example—and I have wondered for a long time about what is "typical" about Wellesley women. So, what do life-work balance and the Wellesley woman have in common? Wellesley empowered us to do anything we dare to imagine. For most of us this somehow translates into careers. But why? Those usually bring long hours, stress, and at times the realization that we've taken on too much. I by no means want to blame Wellesley (refer back to sentence two) but I think in my pursuit of what I hope will turn out to be a successful career I have lost sight of what is important. And then the Summer 09 Wellesley Magazine came to my mailbox. I sobbed over the article about Paula Loyd. What a meaningful life, what an amazing person! It made me realize that what I've been searching in all this business of

my life is to be meaningful. Perhaps that is "typical" of Wellesley women—whether the meaning comes from being the best mother you can be or from being the Secretary of State. But I also realize that for all of it to have meaning, I cannot resent it. So, I have resolved to cut back on commitments that take me away from home and eat away the precious time I could be spending with family (or knitting, drawing, or riding my bike). I'm not perfect so I'll probably slip back into wanting to do too much, but check in with me next summer—I hope to be doing a much better job of balancing. I'd like to close this by inviting your comments. I hope I'm not alone in feeling overwhelmed but I also hope to learn from my classmates on how to do things better—after all, isn't Wellesley about lifelong learning...

*Katarzyna Kordas*

Katarzyna Kordas Class Secretary

### Balancing Life

by Douang Athitang

A stable marriage. A thriving career. Two beautiful daughters. Family and friends with whom to share life's ups and downs.

I can have it all (for now).

My life was somewhat paved for me because of what I wanted and didn't want. Because those wants and wants not were general, I was able to define exactly what it was I wanted when I got close to getting it. For example, I wanted to marry a nice man who would provide for me and my family. Along the way, I wanted a six foot tall blond haired blue-eyed guy. I ended up with a five foot seven Italian-Korean. I didn't settle. I just didn't realize this is what I wanted until I found it.

When I went to Wellesley, I studied Math because I like numbers, but also did it partly because I thought it would eventually bring me great success and wealth. Success is subjective. Wealth, well, we can go in my bank account and look, and I assure you all that I haven't attained that yet. However, I came to realize that I don't need to be at the top to have reached success or great wealth. I believe many people make great sacrifices to be at the top. Some sacrifices were at the expense of family and friends, and others were at one's own self identity and happiness. My only sacrifice has been sleep!

I didn't want to sacrifice my family, my friends or my own happiness. So instead, I balanced it all into my

### Lifetime Members

December 1st, 2008

Christina Agor  
Lisa Allen  
Mary Beth (Sherwin) Anderson  
Margaret Ansbacher  
Cheri Renee (Harrell) Anthony  
Susan Archambault  
Carrie Armbricht  
Douang Athitang  
Karen Adkinson  
Emily Blanchard  
Amanda (Carpenter) Boisauhin  
Amity Boye  
Meredith (Davis) Brawer  
Emily Card  
Brittany (Chubb) Chang  
Lisa Chau  
Judy (Sang) Chen  
Mikie Chu  
Samantha (Kirby) Cooper  
Emily Cressler  
Charlene Dy Ching  
Jennifer (Harris) Edstrom  
Amanda Glynn  
Maria Carissa Y. Gonzalez  
Asma Hassan  
Kimberly Holly  
Tina Y. Huang  
Kristen Jacoby  
Farah Jaffer  
Eun Young Kim  
Anne Koonitz  
Laurie (Roberts) Kowalski  
Anna Kwan  
Helen Lam  
Christina (Sun) Li  
Margaret Lim  
Isabel Lin  
Jessica (Owley) Lippman  
Tia M.I. Madaffari  
Emily Marino  
Rebecca (Stevens) Mattioni  
Dorothy Mawn  
Sarah McKenzie  
Christy McMillin  
Heidi Meyer  
Ara Mirza  
Ingrid (Epstein) Moen  
Amanda Mogin  
Jana Montgomery  
Anne Moyer  
Christine Murashige  
Kathryn Nickel  
Elizabeth Osborn  
Kelley Anne (Porter) Packalen  
Amy Park  
Kimberly Peterson  
Amy Picard  
Lillian Pien  
Tara Poniatowski  
Zoe Robbins  
Jodi Schwartz  
Susan Singer  
Catherine Sircy  
Jessica (McNabb) Speiser  
Adrienne (Murphy) Speller  
Jessica Spiegel  
Liane Stevens  
Ann Tran  
Renuka Vajrakarur  
Geiza Vargas-Vargas  
Cynthia Ann Webb  
Shana Whitehead  
Amanda Wiss  
Nancy Wong  
Kristinn (Wunschel) Ward  
Grace (Sung) Yao  
Vincy Yu  
Elizabeth Zwicker





THE RHODE ISLAND WELLESLEY CLUB

welcomes

H. KIM BOTTOMLY  
WELLESLEY COLLEGE PRESIDENT

Thursday, November 12, 2009  
6:00 – 8:00 pm

Providence Art Club  
11 Thomas Street  
Providence, RI

Join us for cocktails and hors d'oeuvres  
and hear President Bottomly discuss

MANY MINDS, ONE WELLESLEY:  
MOVING FORWARD IN CHALLENGING TIMES

\$24 per person • Guests welcomed  
Cash bar

Questions: Please contact Jean McLevedge '69  
bmclevedge@verizon.net • 401-884-7803

Wellesley  
alumni  
alumni

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alumni  
WELLESLEY COLLEGE ALUMNAE ASSOCIATION



# NEWSLETTER

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to find a balance among those who may have served in some capacity before and those who have never served among those who come from the same region of the world and those who come from different regions; among those who majored in different fields at college and those who lived in different dorms among those who have followed one personal or career path and those who have followed another.

If your name doesn't appear on the final slate, please be assured that we believe you would have made a tremendous class officer. If you would like to serve the class, let me know. There are class members who have your name.

At this time, I want to be a member of the Nominating Committee. I have all been available at all of candidates, to provide guidance, and they have all been critical of their leadership. I have been serving as a class president for 10 years. I would also like to thank the class members who have been in the current year. I have been serving as a class president for 10 years. I would also like to thank the class members who have been in the current year.

I would also like to thank the class members who have been in the current year. I have been serving as a class president for 10 years. I would also like to thank the class members who have been in the current year.

The new slate will be coming soon. We will let you know. We hope you have a great year. We hope you have a great year.

With warmest wishes,  
Susan Kagan Lange  
Nominating Chair

News from the Class of 1969

## Our Internships

Dear Classmates,

For the past few years, we've had the privilege of reconnecting with Wellesley through some of the best and most committed students our alma mater has to offer. Reading the amazing stories, agonizing over who should receive our class stipend, hearing their stories after the summer, and meeting some of them at the Thayer Conference have given us a unique perspective on the level of caring and action that is alive and well on campus.

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News from the Class of 1969

at outreach, from our house. During the second half of my internship, it seemed like there was always a question of who should pay for the gas for our van that took us to schools and villages. Dr. Wanje, all the nurses, and the volunteers were all confused as to why the van sometimes showed up with an empty gas tank to take us to places up to an hour outside of the main city. In the end we determined that the driver was using the van to transport other people when he wasn't driving us, and was using the fuel money meant for outreach for the extra business on the side.

The persistence of Dr. Wanje despite these setbacks motivated me even more to go into the field of medicine with the intention of caring for under-served populations. Dr. Wanje was educated in Russia but returned to Ghana after getting his medical degree because he knew there was a grave need for him. Watching his steady hands perform complex surgery manually for up to eighteen patients at a time, I was amazed that he chose to deal with the health care system that did not send his family the insurance cards he paid for until two years after the fact. Even though he is about to leave in a few years to go to a bigger city with better schools for his children, the young nurses training give me some hope that the quality of eye care at Tanze Eye Clinic won't be disrupted by his departure.

My experiences in Tanze in some ways changed how I thought of development and in other ways reinforced my prior beliefs.



Even though many neighborhood kids would be and ask us to play, and others would ask us to talk to them, I felt somewhat removed from the world. I was in a large greenhouse with running water, and showers. When the work stopped, one of our friends offered to carry me to the pump so we could have a shower. I had never seen a pump before. I was in a large greenhouse with running water, and showers. When the work stopped, one of our friends offered to carry me to the pump so we could have a shower. I had never seen a pump before.

**The persistence of Dr. Wanje despite these setbacks motivates me even more to go into the field of medicine with the intention of caring for under-served populations.**

When I looked at the children who come to our tent to play with some rubber wands if they would grow up to have a choice that children in developed countries other volunteers assumed me that whatever I will have, the happy malcontent because we don't know what we don't know. But don't let the work to make this possible is not to be a medical student. I am not a medical student. I am not a medical student. I am not a medical student.

I have learned so much from you. Each of you has touched me in her own way. Two stories will remain with me forever, filling me with inspiration and admiration. They both involve pairs of friends from the Class of 1969.

one of what was possible if children are given the chance, if they are given that choice.

Page 2

as you already know I have put together but only with some major effort, as I challenge to sort through the last five Gilbert and Sullivan operas are hard for selecting our interns. They've done for many years. Thank you both for Kirby Jackson and May Day Kent as well, and we thank them for going in time. It's been a lot of fun for me to be president. I have enjoyed working on the class connected. Thank you for your enthusiastic participation in our year.

See you at Reunion, June 12-14, 2009

*Eleanor*  
Eleanor Whittemore Lattimer  
Class President

IS. We'll have the entire class survey at Reunion. You'll be able to read all the all the tribulations and graphs. Just so.

## Class Secretary's

Dear Friends,

As this is the last time I will be writing as Class Secretary, I wanted to take this chance to thank you for creating me with the re-creating your stories and your lives with you the birds of your grandchild of your husbands, the beginnings of retirement from long-held positions with me your mappings about the way going and the excitement so many classmates shaping national policy. We together the passing of beloved classmates the friendships that make all things possible.

I have learned so much from you. Each of you has touched me in her own way. Two stories will remain with me forever, filling me with inspiration and admiration. They both involve pairs of friends from the Class of 1969.



# WELLESLEY '69

News and Views from the Class of '69

January 2009

Class Officers 2004-2008

President  
Eleanor Whittemore Lattimer  
1511 Redwood Drive  
Dallas, TX 75220-5902  
(214) 681-1048  
elattimer@att.net

Vice President  
Stacy Guitman Robbins  
7024 7th Ave. S.W.  
Shawnee, NE 68201-9117  
(800) 732-0260  
stacyg@att.net

Secretary  
Nancy Windner  
12 Wilson Drive  
Topsfield, MA 01960-1608  
(207) 724-1567  
nwindner@att.net

Treasurer  
Susan Sachs Goldstein  
4058 Hawthorne Lane, N.W.  
Washington, DC 20016-5437  
(202) 244-4244  
sagoldst@att.net

Annual Giving Representative  
Elizabeth Dwyer Huxtable  
127 Franklin Road  
Bridgewater, NJ 08807-2231  
(609) 721-4550  
larry\_dwyer@att.net

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## President's Letter

Dear Classmates,

When starting to write this letter, I reviewed all the newsletters we've sent out during the past four years. It was a lovely trip back. There have been moments from years. All of us have now passed our 40th birthday, some of us have become grandmothers at least once and several many times over, some of us have retired from long-held career positions, and some of us are starting new careers or taking on new roles in our communities. We're a wonderfully varied group of women, whose lives diverged once we left Wellesley, each of us striving in our own way to find our path/purpose/mission in life, make a difference, and in the best we can be, yet at the same time sharing the wonderful memories and experiences of being Wellesley women.

In June, we'll celebrate our 40th. This will be a marvelous opportunity to share our lives stories with each other, explore our commonalities as well as our differences, plan visit the magnificent Wellesley campus at its springtime peak. One of the best parts of the weekend for me has always been seeing friends of longstanding, and one of the surprising joys has been hearing more about classmates I really didn't know well while at Wellesley. I'm very excited about this Reunion and I hope you'll join me in that excitement as well as make plans to attend.

While you're thinking about Reunion, you may find yourself hunting for that wonderful 4th style yearbook we created. It is soooo 60s! Don't look young and beautiful? At the same time, do you find yourself wondering what a friend majored in or you can find her phone? I enjoy flipping through the book, especially when I'm missing what we're doing today but at the same time, I like to go directly to a classmate's picture when I'm looking for someone specific. We have a solution to that challenge. Enclosed with this newsletter is an index of each classmate (using her Wellesley name) and her page in our yearbook. Thank it to Susan Sanders (Nancy Windner's partner) and Mary Fellows who put this together! A labor of love!

Please read on. Our Reunion Committee, led by Bonnie Sontag and Laura Buller Douglas has been working hard to plan an outstanding weekend. Hopefully you completed the online Reunion survey (it was quick to do, wasn't it?). They'll update you on their efforts. The Nominating Committee, under Susan Kagan Lange's expert leadership, has finalized its task, and you will soon know the names of the nominees. Mary Fellows is working on our Record Book.

I recently read an article in the New York Times about giving to one's generously endowed college as a time of rising unemployment, collapsing oil prices, and fear of recession and depression. To be honest, I didn't need the author (an Amherst alumna) to remind me that we are all facing tough choices as we decide when to send our shrinking philanthropic dollars, and it occurred to me

Wellesley

alumnæ

WELLESLEY COLLEGE ALUMNAE ASSOCIATION



BirthdayWishesRollingYourWay!





*June 12-14  
2009*

*Reunion!*

New York Mini-Reunion

Boston Mini-Reunion







# *Happy Valentine's Day '64!*

Our reunion is only every 5 years  
and each one is precious!

We are planning a wonderful weekend!  
(June 12-14)

*Stay Well and Don't Miss This  
Once in a Lifetime Opportunity!*

Thinking of you with LOVE,

Davi Rosenzweig Chabner, PRESIDENT

Carol DeCesare Goode, VICE-PRESIDENT

Meg Brabson Becker, SECRETARY

Jean Waluch Wise, TREASURER

Judy Malone Neville, REUNION CHAIR (WORKING THE  
HARDEST FOR ALL OF US!)

Mini-reunion March 15 in San Francisco  
(contact Lucia Bogatz at [bogatz@ix.netcom.com](mailto:bogatz@ix.netcom.com)).  
Philadelphia mini-reunion this spring, TBD.  
Please stay tuned!

Class of 1964  
Wellesley College Alumnae Association  
106 Central Street  
Wellesley, MA 02481-8203



Cordelia made her New Year's resolution then and there... if she made it down Severance Hill alive, she would exercise more.

# PHONE

- ② Lists from WC – phone tree
- ② Freeconferencecall.com
- ② Robo-call (pilot 2009)



# EMAIL MARKETING

- ⊙ Self-service
  - ⊙ Online system
  - ⊙ More in sessions
- ⊙ Central system
  - ⊙ Opt-outs
  - ⊙ Benefit to each alumna
  - ⊙ Federal compliance
  - ⊙ White listed
- ⊙ Simple works







## Wellesley Class of 1987

### Wellesley '87 Call for Class Notes

Class of 87 Classmates:

Happy almost-spring to you all! Hope all is well. My news is that I have just left two part-time jobs teaching at the University of Maryland and running a small membership society to start one full-time job at a medical association. I am not sure how I will make it through the summer, with this new 12-month year-round career. I'd love to hear your suggestions! Please write in with your news to share in the Magazine (send news by February 27 to [1987notes@alum.wellesley.edu](mailto:1987notes@alum.wellesley.edu)).

Hope to hear from you soon,  
Lori Newburger Marks '87

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## Cincinnati Wellesley Club - Art Museum Tour and More

Read below for information about a Cincinnati Art Museum Tour (11/21), book group, holiday party, Mary Baskett's exhibit in DC, a new downtown lunch group, and club dues.

### **Saturday, November 21, 3:00 pm: Cincinnati Art Museum Tour**

Take part in a special Wellesley Club lecture and tour of the new exhibit, Roaring Tigers, Leaping Carp, on decoding the symbolic language of Chinese animal painting. The lecture and tour will be followed by tea in the cafe.

Cost: \$20 / CWC members, \$25 / non-CWC members to cover tea and donation to Art Museum

RSVP: Ann Navaro, 513-321-3210, [anavaro@me.com](mailto:anavaro@me.com)

### **Downtown Lunch Group Forming**

If you work in or around downtown Cincinnati and would be interested in having lunch with area alumnae, please contact Ann Navaro, 513-321-3210, [anavaro@me.com](mailto:anavaro@me.com). The first gathering will take place the second half of October at Nada.

### **Monday, November 2, 6-7pm: Leadership Team Meeting**

Agenda Items: Holiday Party, 2010 Events

Place: Max & Erma's at Rookwood Commons

Contact: Jamie Noyd, [jamie.noyd@gmail.com](mailto:jamie.noyd@gmail.com), 859-802-4515

### **Sunday, December 6, 4pm: Cincinnati Wellesley Club Book Group**

The group has selected *The Help* by Kathryn Stockett to discuss at the next gathering. Eugenia Skeeter Phelan is just home from college in 1962, and, anxious to become a

FALL 2009

# Club of Pasadena

WELLESLEY COLLEGE ALUMNAE ASSOCIATION

Dear Club member,

We hope that you and your family are safe from the brush fires!

In an effort to eliminate waste and cut costs, the newsletter will now be available for viewing through our website. We will, however, mail paper copies to members who do not have an email address on file with the college.

1. Click [here](#) to view our website.
2. When prompted, sign in to access members-only areas of Wellesley's online community.
3. After signing in, you can then view our full website and newsletter.

## PAST EVENTS



### WELLESLEY GOES BOWLING

Members of the 2013 class joined young alums for a night of bowling at "300 Pasadena."



### ANNUAL DINNER

Ingrid Wysong of '81 spoke at the June annual Dinner.



## CONGRATULATIONS TO THE NEW **GREEN** CLASS OF 2013!

Alya Ahmad, Michelle Cho, Iman Khan, Cristina Lucas, Lindsay Rico, Kelsey Ro, Sharon Tai, Jessie Van Amburg

They have settled in and started their first semesters as Wellesley women!

## THIS NEWSLETTER ALSO INCLUDES

- Introductions of our new co-presidents Vivian Cho and Kim Ruys de Perez
- Information about the Pasadena Alumnae Directory
- Volunteer opportunities for admission interviews and college fairs

## UPCOMING EVENTS

- 10/3** Book Club Planning Meeting
- 10/17** Service Day at HillSides

For more information regarding **book awards** and **dues**, their respective forms, as well as details concerning upcoming events and any other content of this email, please go to our website to access the newsletter.

We hope you will take the time to read all that our club has been doing and we look forward to seeing you soon!

Wellesley

alumnae

WELLESLEY COLLEGE ALUMNAE ASSOCIATION



# SOCIAL NETWORKS

- ⊙ Online social interactions that connect people
- ⊙ Alumnae Community – W bubble
- ⊙ Facebook – individuals and their lives
- ⊙ LinkedIn – professional connections
- ⊙ Twitter – casual and quick info sharing
- ⊙ YouTube – video
- ⊙ Flickr – group photo albums





# THE ONLINE COMMUNITY

## Wellesley College Alumnae Association

SEARCH SIGN OUT



COMMUNITY AWARDS CLASSES CLUBS EVENTS MAGAZINE REUNION STORE TRAVEL VOLUNTEER

My Wellesley :: The W Network :: Directory :: Class E-Notes :: @Alum Email :: Discussions :: Blogs :: Job Listings :: Options

### Statistics

Alumnae:: 33,000+

Users:: 21,291

@alum:: 11,509

Updates:: 430/mo.

E-Notes:: 1139

Discussions:: 200+

Visits:: 4000+/mo



### 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

### Welcome to your Online Alumnae Community

This online community is your virtual gateway into the Wellesley network. It provides you with a suite of tools which will connect you with alumnae around the world. The online community empowers and invites you to reach out to alumnae with shared experiences and common thoughts. This is your network.

The online alumnae community is a closed and protected community. Please sign in with your username and password to the left.

### Class E-Notes with Image Upload

Tell your college friends what's new in your life, read the latest updates, and now: share photos from your hard drive. Why not [post an E-Note](#) today?

### Look up classmates and friends

It's easy to look up your friends and classmates, check out the [Web Directory](#) to stay in touch.

### New Here? Having Trouble?

If you have not already registered, [click here to register now](#). Those who are new to the online community will need a college ID number to register. You can find this on any mailing label from the college. It should be in the format AXXXXXXXX or BXXXXXXXX. If you cannot find your ID number, e-mail [techadmin@alum.wellesley.edu](mailto:techadmin@alum.wellesley.edu).

### Alumna Profile



Karen Gentleman  
'77  
WCAA President

### Campus Partners

Online Giving  
Career Services  
Admissions  
Registrar's  
College Club  
Athletics  
Clapp Library  
Public Affairs  
College Calendar  
Davis Museum

# FACEBOOK

[WWW.FACEBOOK.COM](http://WWW.FACEBOOK.COM)

facebook  Home Profile Friends Inbox

Michelle Gillett

Settings

Logout

## Wellesley College Alumnae Association

Wellesley

### Basic Info

Name: Wellesley College Alumnae Association  
Category: Organizations - Academic Organizations  
Description: The Wellesley College Alumnae Association invites you to join this group and connect with other alumnae. Watch for posts from the Association about new and existing online services, event listings, and more.

Follow the web site link to search the complete online directory and life experience network in the Wellesley College Alumnae Online Community.

### Contact Info

Email: [techadmin@alum.wellesley.edu](mailto:techadmin@alum.wellesley.edu)  
Website: <http://www.wellesley.edu/Alum/>  
Office: Wellesley College Alumnae Association, Wellesley MA  
Location: 106 Central Street

### Recent News

Hello Wellesley Friends,

Want to connect with the online alumnae Community through Facebook?

The Wellesley Alumnae Association is piloting a Facebook application that lets you link your Facebook account with your online Community account.

Please give it a try and let us know what you think!

To add the application, visit:  
<http://apps.facebook.com/wellesley-alumnae/index.jsp>

For instructions on how to use the application, visit:  
<http://www.wellesley.edu/Alum/Community/Help/wcaafacebook.html>

Once you've added the application, let us know what you think by filling out this short survey:  
[http://www.surveymonkey.com/s.aspx?sm=\\_2fNTbhwyW3FDz6QzHya3X7g\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=_2fNTbhwyW3FDz6QzHya3X7g_3d_3d)

Thank you!  
Michelle Gillett  
Director of Alumnae Technology & Communications



Message All Members

Promote Group with an Ad

Edit Group

Edit Members

Invite People to Join

Create Related Event

Leave 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.

### Admins

- Michelle Gillett
- Anne Springsteen

### Events

There are no events.  
[Create Events.](#)

### Related Groups

Wellesley alumnae in the Facebook  
Just for Fun - Totally Pointless  
Wellesley Class of 2000  
Student Groups - Alumni Groups

### Statistics

Alumnae:: 11,660

(self-identified)

Groups:: 450+

Pages:: 22

Fans:: 329



Wellesley

WELLESLEY COLLEGE ALUMNAE ASSOCIATION

# LINKED-IN

[WWW.LINKEDIN.COM](http://WWW.LINKEDIN.COM)

**LinkedIn** People Jobs Answers Companies Account

Explore People Search: Engineer at IBM - Internet - Senior Consultant Search People

**Home**

**Groups**  
Wellesley College Alumnae Association  
Seven Sisters Alumnae Club


**Profile**

**Contacts**


**Inbox (66)**

**Applications**


**Add Connections**


**Michelle Gillett**  
Strategic E-Communications Professional and Online Community Builder  
Michelle is making another online connection for Wellesley alumnae 36 seconds ago [Update]


**Groups** My Groups


**Wellesley College Alumnae Association**  
Overview Discussions News Jobs Subgroups More Manage

**Members (2,206)** Showing 21 - 40

**Meredith Smith** 1st  
Motivated Student Affairs Educator  
Greater Boston Area  
Send message

**Marilyn Smith** 1st  
Head of Information Services and Technology at MIT  
Greater Boston Area  
239

**Anne Springsteen** 1st  
Assistant Director of Alumnae Technology at Wellesley College  
Greater Boston Area  
Send message  
73

**Deanna Gard Sheridan** 1st  
Attorney  
Greater Boston Area  
Send message  
1 260

**Colleen Richards Powell** 1st  
Deputy Director  
Greater Boston Area  
Send message  
1 256

## Statistics

Alumnae:: 7,904+

Members:: 2,200+



# SOCIAL NETWORKS

- ② Useful Tool – Where they are
- ② Keep it up
- ② Privacy
- ② Complete the circle



# WEB SITES

- ⊙ Home base
  - ⊙ Contacts
  - ⊙ Announcements
  - ⊙ Event Listings
  - ⊙ Archives
  - ⊙ Photos
  - ⊙ Links from Emails
  - ⊙ Link to giving
  - ⊙ Links to other social sites
- ⊙ “Chapter Pages”



# WCAB



## WCAB Home

**Home** | [About WCAB](#) | [Membership](#) | [Events](#) | [Admissions](#) | [Service](#) | [Groups](#)  
[News](#) | [Event Photos](#) | [Connect with WCAB](#) | [Site Map](#) | [Help Wanted](#)

[Read the NEW Fall 2009 Newsletter \(pdf\)](#)

[Become a Member of WCAB!](#)

[Site FAQs](#)

Join the Wellesley College Alumnae of Boston [Facebook Group](#)



Get your own Wellesley Reusable Grocery Bag for \$5 at future events!

Our evolving web site hopes to offer you a number of life-long resources to connect you with alumnae in the Boston area. We invite you to 'click around' and use this site to network with alumnae.

Wellesley Women are opinionated, and we embrace that! Please send any site feedback to: [webmistress@wellesleyboston.org](mailto:webmistress@wellesleyboston.org)

### WCAB Fall Reception!

Thank you to everyone who joined us at President Bottomly's house October 1st for WCAB's fall reception. It was great meeting and connecting with so many great women. Hope to see you all at future events.

### WCAB Board is Looking for YOUR Feedback!

As our next year gets underway, we're looking for some feedback from you as to what we can do to make your membership an even more valuable asset. We'd appreciate your feedback in this short survey, which should take you approximately five minutes to complete: [http://www.surveymonkey.com/s.aspx?sm=rbCqDT4EF3601JJ15EoqBO\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=rbCqDT4EF3601JJ15EoqBO_3d_3d). Thanks for your help in making WCAB the best it can be!

**Networking: Giving, Receiving - and Being Polite!** (extended newsletter article) by Haeree Chang '08

Everyone nowadays seems to be talking about networking: social networking, online networking, job networking. Networking has become so ubiquitous in our lives that we may have actually forgotten its purpose, and some of the formalities that come along with it. [Read more...](#)



Wellesley

alumnae

WELLESLEY COLLEGE ALUMNAE ASSOCIATION



# WCAB - ALUMNAE EYES ONLY

## Wellesley College Alumnae Association

SEARCH SIGN OUT



COMMUNITY AWARDS CLASSES CLUBS EVENTS MAGAZINE REUNION STORE TRAVEL VOLUNTEER



Wellesley College Alumnae of Boston

### Welcome to WCAB - online!

#### 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

Quick Links:

### Please visit our new website:

<http://www.wellesleyboston.org>

- [Membership Form](#) -  
Renew your WCAB membership today, (it expires in August)  
[Check your membership status here](#)
- Update your contact information with Wellesley

How to update your  
contact information with Wellesley College:

1. Log in to the Online Community at [www.wellesley.edu/Alum/Community](http://www.wellesley.edu/Alum/Community);
- or
2. Send an e-mail to: [updates@alum.wellesley.edu](mailto:updates@alum.wellesley.edu)
- 3.

How to update your  
contact information with Wellesley College:

1. Log in to the Online Community at [www.wellesley.edu/Alum/Community](http://www.wellesley.edu/Alum/Community);
  - or
  2. Send an e-mail to: [updates@alum.wellesley.edu](mailto:updates@alum.wellesley.edu)
  - 3.
- Call 1-800-339-5233

- [Join a Wellesley Discussion Group](#)

- WCAB Articles and By-Laws:

### Articles of Organization of the

### Wellesley College Alumnae of Boston (WCAB)

c/o Wellesley College Alumnae Association  
106 Central Street  
Wellesley, MA 02481

Articles of Organization Approved: June 12, 2004

### [WCAB, Articles of Organization](#)

#### [Contents](#)

[Traceability Log](#)

[ARTICLE I.....Name](#)

[ARTICLE II.....Purpose](#)

[ARTICLE III.....Organization](#)

[ARTICLE IV.....Policies](#)

[ARTICLE V.....Amendments](#)



Wellesley

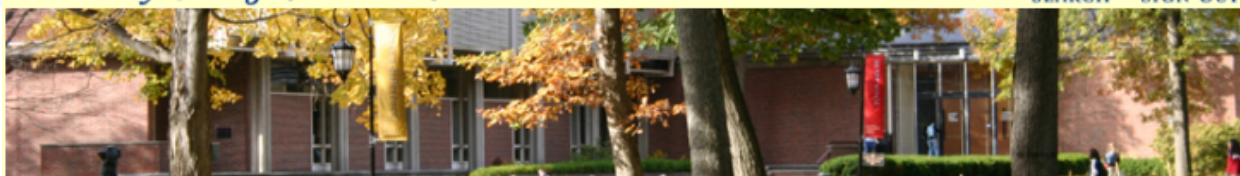
alumnae

WELLESLEY COLLEGE ALUMNAE ASSOCIATION

# 1995

## 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 1995

[Officers](#) - [Events](#) - [Photos](#) - [Membership](#) - [News](#) - [Get Involved](#)

Welcome to the Class of 1995 web page. We hope you find all the information you need on these pages and throughout the alumnae Community.

**Flat Wendy is coming to you!** [More information here.](#)

#### Join our Facebook Group

We're on facebook too.  
[Request to join.](#)

### REUNION - June 4-6, 2010

We're less than one year away from our 15th Reunion! If you have questions regarding Reunion, please do not hesitate to contact us or our Reunion Chairs:

Reunion Co-Chairs:

[Anne Glass](#) and [Meredith Levin](#)

Record Book Co-Chairs:

[Marlene Chen](#) and [Lori Pavese Mazor](#)

Nominating Committee Co-Chairs:

[Heather Kispert Hagerty](#) and [Emily Marciniak](#)

### 2010 Class Officer Elections

#### - Nominations Being Accepted

It's time to start thinking about our Class Officer Elections! The Nominations Committee is now accepting names for potential candidates. You may nominate

#### 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](#)



# WHERE CAN I FIND HELP

## Volunteer Connection

- Training
- Support
- Documentation

## Contact us



The screenshot shows the Wellesley Volunteer Connection website. At the top is a navigation bar with links: RDS, CLASSES, CLUBS, EVENTS, MAGAZINE, REUNION, STORE, TRAVEL, and VOLUNTEER. Below this is a secondary navigation bar with links: ion :: Become a Volunteer :: Volunteer Resources :: Classes & Reunion :: Club :: Admission :: Web Sites. The main content area features the VCONNECT logo (Volunteer Connection) and a welcome message: "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." Below the welcome message are three columns of links. The first column, under an EMAIL icon, includes "Self-Service" (Email Marketing, Request Access, How-to) and "Request" (Request form - Classes, Request form - Clubs). The second column, under a WEB icon, includes "Self-Service" (Templates, How-to) and "Resources" (Class Logos, Other images & logos: coming soon). The third column, under a PRINT icon, includes "Self-Service" (Chapter Pages, Request A Page, How-to: Get Started, Other web tutorials) and "Resources" (Social Networking Guidelines). At the bottom, there are two more icons: a DATA icon for "Self-Service" and a CONTACT icon for "Alumnae Association staff listing".

RDS CLASSES CLUBS EVENTS MAGAZINE REUNION STORE TRAVEL VOLUNTEER

ion :: Become a Volunteer :: Volunteer Resources :: Classes & Reunion :: Club :: Admission :: Web Sites

**VCONNECT**  
olunteer connection

**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.

**EMAIL**  
Self-Service  
[Email Marketing](#)  
[Request Access](#)  
[How-to](#)  
Request  
[Request form - Classes](#)  
[Request form - Clubs](#)

**WEB**  
Self-Service  
Templates  
How-to  
Resources  
[Class Logos](#)  
Other images & logos:  
coming soon

**PRINT**  
Self-Service  
[Chapter Pages](#)  
[Request A Page](#)  
[How-to: Get Started](#)  
Other web tutorials  
Resources  
[Social Networking Guidelines](#)

**DATA**  
Self-Service

**CONTACT**  
[Alumnae Association staff listing](#)



# IN SUMMARY

As Engagement Ambassadors, please:

- ③ Create a communications plan
- ③ Share it with others
- ③ Creative & consistent communications
- ③ Cut-through the clutter


Where to begin?

- ③ Communication Sessions Sunday
- ③ Open Computing
- ③ Tech Demos






ONE FINAL THOUGHT.



*“The alumnae are the light at the end of the tunnel, the ones who made it. Every time I feel afraid of my future or insecure about where I am going, I think of all the alumnae and where they are now and I feel reassured.”*








*“I don't think I can ever properly articulate how grateful I am for Wellesley, both my network of peers and alumnae.*

*Your generation of Wellesley alumnae is important in influencing my generation of Wellesley students to step up and contribute back to Wellesley one day.*


*Thank you!”*



*“I am the first person in my family to go away to college.*

*And thanks to you, my Dominican Family is really proud and expecting me to show all the rest how it is done, and succeed.*


*Thank you so much.”*



*“Wellesley made its first great impression on me when an alumna from a town near my home invited me and other interested applicants over to her house for a breakfast and information session in my junior year of high school.*

*It really made me feel as if going to Wellesley would be a lifetime of support and sisterhood.”*





*“I cannot express how thankful I am that the alumnae of Wellesley College care so much about the current students. There have been many times that I've had to take advantage of the Davis Scholar Lifeline (from the Student Aid society) just to purchase books for my classes. It is thanks to our alumnae that this is possible allowing me to focus less on my finances and more on my studies.”*



# OUR AMBASSADORS

