

## Today

- Communications Overview
  - » Channels
  - » Self-Service Tools (optional)
  - » Samples
  - » Help
- Tools of the Trade
  - » I - Print and Email Requests
  - » II – VConnect Introduction
  - » III – VConnect Advanced
  - » Web Sites

WELLESLEY  
ALUMNI ASSOCIATION

## Create a Plan



- Secure a budget
- Have an objective – be CLEAR
- Consider the whole audience
- Schedule the communications
- Think about all the channels

## Be CLEAR



- **Connect**
  - » How does this matter to them
- **List**
  - » What are the steps
- **Expectations**
  - » Be direct in the message, set them
- **Ability**
  - » How will I get this done
- **Return**
  - » What are the desired outcomes

*The Simplicity Survival Handbook:  
32 Ways To Do Less And Accomplish More*  
Bill Jensen; Basic Books; 1st edition(November 4, 2003)

[Communications 101: How to Communicate Better](#)  
[Mark Evans Tech](#)

## Audience Diversity



- 37,000+ Alumnae
  - » All shapes
  - » All sizes
  - » All technologies
  - » All non-technologies
  - » All walks of life
- Out of the comfort zone
- Know your assumptions

## Schedule



Channel	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

## Channels



- » Print
- » Phone
- » Video mail/conference
- » Email
- » Social network sites
- » Websites
- » SMS Txt

## WCAA Self-Service Tools (SST)

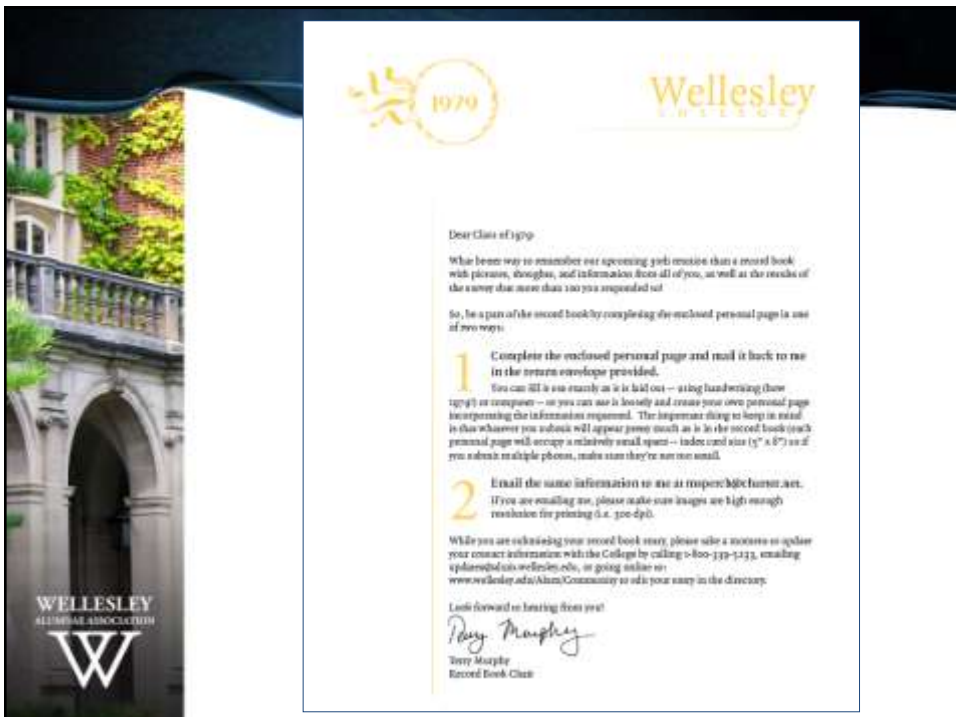


- You're in control
- Available 24x7
- Budget friendly
- Optional

## Print



- Sight and Feel
- Appreciated
- Takes time
- Takes money
- SST: logos online, print templates, image downloads





[illegible][illegible]



**WELLESLEY**  
ALUMNI ASSOCIATION  
W

*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 Chabnet, PRESIDENT  
Carol DeCesare Goode, VICE-PRESIDENT  
Meg Brabson Becker, SECRETARY  
Jen Waluch Wise, TREASURER  
Judy Malone Neville, REUNION CHAIR (WORKING THE  
HOLIDAYS FOR ALL OF US)

Mini-reunion March 15 in San Francisco  
(contact Lucia Bogatz at 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



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

## Phone



- Sound and Feel (and sight?)
- Intimate and Emotional
- Takes individual time
- Little money
- Easier to call than write
- SST: Data-on-Demand, Online Directory

## Video



- Sight and Sound
- Added action/interaction
- A little “pixel” emotion
- Takes individual time (but can be recorder)
- Takes newer technologies (but maybe free)
  - » Are you ready?
- SST: Online Directory, YouTube, Skype, FaceTime, Vimeo, WebEx



## Holiday Card





<http://www.wellesley.edu/Alum/HolidayCard/>

## Email



- Sight, with a little touch and sound
- Words have power
- :o) :o( :o0 ;o)
- Fast and efficient
- Available technology
- SST: Email Marketing

## Winchester

### Winchester Wellesley Club

**THIS SUNDAY:** Come spend a day on the Wright-Locke Farm!

This Sunday, October 10, from 2-4, where we, as a group, can be part of the 10-10-10 Global Environmental Earth Clean-up Day.

Susan from the Farm suggests:  
 "You should bring gloves and a tool for fine weeding and/or for coarse weeding. That is, we will be going after garlic mustard, where as you know people need to go after the taproot carefully. And we'll be cleaning out the squash patch, which is the coarser, "get as much as you can out to make the rototilling more successful" kind of task. And we may also be sowing grass seed."

Also on a different note, on Oct. 17 is the Farm Fundraiser open house party. Anyone interested go to [www.wlfarm.org](http://www.wlfarm.org) and sign up!

For this Sunday, come one come all, bring your families, please drop Ann McGovern a note for your RSVP: [lane.mcgovern@verizon.net](mailto:lane.mcgovern@verizon.net)


Hope to see you there,  
 Ann and Nadia


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Over 15,000 alumni are registered for the Online Community - are you?

The Alumni Community offers class e-notes, pictures, discussions, networking tools, and more! Log in now to reconnect with Wellesley and your fellow Alumni. Visit [www.wellesley.edu/AlumniCommunity/](http://www.wellesley.edu/AlumniCommunity/) to log in or [Register Now!](#)

## 1961



### Wellesley Class of 1961 50th Reunion News, October 2010

**Contents:**

- \* REUNION HIGHLIGHTS
- \* [RECORD BOOK DEADLINE EXTENDED TO OCTOBER 28](#)
- \* [CLASS FUNDRAISING GOALS](#)
- \* [UPCOMING MINI-REUNIONS WITH SPECIFIC DATES](#)

#### REUNION HIGHLIGHTS

On a brilliant September day, several of your reunion committee classmates met at Wellesley to review plans for our 50th reunion June 3-5, 2011. We have made excellent progress and are excited by coming events. To make reunion more affordable both the college and our class treasury will partially subsidize several events for our 50th.

Facilities reserved for our class are special. Here are some highlights:

- Pre-reunion Boston Day: Thursday June 2, by Linda Cox ([lm.cox@comcast.net](mailto:lm.cox@comcast.net)) & Sigrid Halvorson Freese ([Sigrid@aol.com](mailto:Sigrid@aol.com)) To reserve a room for Wednesday and Thursday nights in our class block at the John Jeffries House, call 617-367-1366 or e-mail [info@johnjeffrieshouse.com](mailto:info@johnjeffrieshouse.com) with Wellesley Reunion 1961 in the subject line. The manager's name is Vincent Capobianco.
- First on-campus event: Friday June 3, box lunch at our headquarters, Tower Court.



## VNews



Welcome to our second edition of the Volunteer News – produced especially for you, our Wellesley volunteers.

We want to remind you that this e-newsletter contains both very general College information as well as updates specific to each volunteer role. Please be sure to pay special attention to your role-specific information as it contains important information along with upcoming deadlines.

In addition, to help our volunteers work together, we hope you will read the updates for other volunteer roles.

The Resources, Admissions, and Alumnae Association Teams

**It's What We Share:**

**Reunion 2010**

Thank you to the many reunion volunteers who have been working hard to make Reunion 2010 a success.

Please take a moment to remind your classmates and friends to attend.

**Registration closes soon – May 26, 2010.**

[More >>](#)

**Club Leaders Note:**

**Annual Reports**

Each of you serve as a valuable link, strengthening our network of Wellesley women.

This season is focused on year-end reports, all of which can be found on our Club Resources web page. We ask you to help us by completing your club's annual reports by the end June.

[More >>](#)

**Admissions**

**Spring Blooms AARs**

Last week, Wellesley welcomed

[AARs on the Club Resources web page](#)

**Classes Update**

**Make Connections**

This month's topic is connecting–

[AARs on the Club Resources web page](#)

**Babson-Ofis-Wellesley Collaborations**




Professor Adele Wolfson, Nan Welch Schow '54 and Howard B. Schow Professor in the Physical and Natural Sciences, has been appointed as the first director.

[More >>](#)

**Senior Fellowships**



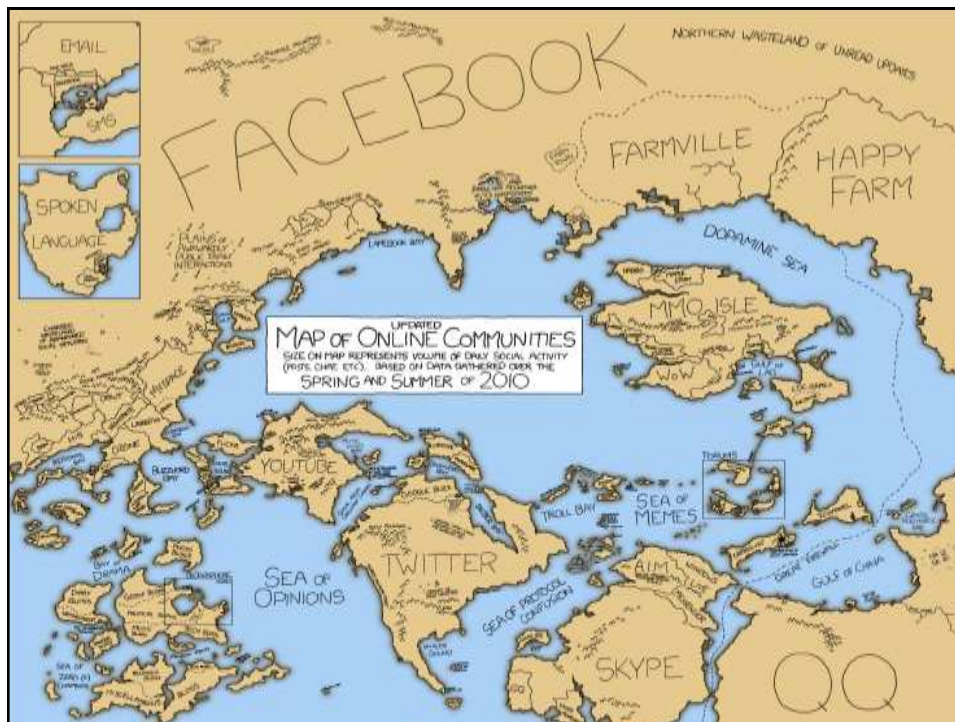
Three Wellesley College Seniors



## Social Sites

- Sight, sometimes sound
- Casual
- Massive populations
  - » 22,780+ alumnae in the online Community
  - » 16,000+ alumnae in FaceBook
  - » 9,600+ alumnae in LinkedIn
- Effort to rein in and keep engagement
- SST: Online Community, Discussions, FB, LinkedIn





## The Online Community



**WELLESLEY**  
ALUMNAE ASSOCIATION  
**W**

**Wellesley College Alumnae Association**

SEARCH SIGN OUT

COMMUNITY AWARDS CLASSES CLUBS EVENTS MAGAZINE REUNION STORE TRAVEL VOLUNTEER

MyWellesley: The W Network: Directories: Class E-Notes: @Alum Emails: Discussions: Blogs: Job Listings: Options

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**Wellesley**

**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.

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**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?

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**Look up classmates and friends**

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

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**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 A000000000 or B000000000. If you cannot find your ID number, e-mail [gschackel@alum.wellesley.edu](mailto:gschackel@alum.wellesley.edu).

**Alumna Profile**



Karen Gersham  
??  
WCAA President

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**Current Partners**

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

**Facebook**

facebook Home Profile Friends Likes

**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 the group and connect with other alumnae. Watch for posts from the Association about new and existing online seminars, event listings, and more.

**Contact Info**

Email: techsupport@alumnae.wellesley.edu  
 Website: http://www.wellesley.edu/Alumnae  
 Address: Wellesley College Alumnae Association, Wellesley MA, 100 Central Street

**Recent News**

Wellesley 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.asp>

For instructions on how to add the application, visit:  
<http://www.wellesley.edu/AlumnaeCommunity/help/indexfacebook.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=JRN1Mwv9P2DzQjyK3T5g\\_M\\_3f](http://www.surveymonkey.com/s.aspx?sm=JRN1Mwv9P2DzQjyK3T5g_M_3f)

Thank you!  
 Michelle Gault  
 Director of Alumnae Technology & Communications

**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 Gault
- Anna Springfield

**Events**

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

**Related Groups**

Wellesley Storage in the Facebook  
 Wellesley Class of 2005  
 Wellesley Class of 2005  
 Wellesley Class of 2005

**LinkedIn**

Basic Account Upgrade

Wellesley College Alumnae Association

Discussions Members Promotions Jobs Search Manage More

**What is Following in LinkedIn groups?** Following makes it easy for your connections and others to see your contributions across groups to any name in your groups.

**Search members**

Search for names or keywords to find specific members of this group.

**Search**

Advanced Search

**New Members: Last 7 Days**

**Fiona Otiphant**, Gender Based Violence and Development Attorney Washington D.C. Metro Area

**Diane Melish**, principal at Diane Melish

**Members (3,063)**

Sorted by: most relevant

**Kelsey Contreras** 200+  
2006 Corps Member at Teach for America and Kindergarten Teacher, Greater New York City Area  
80 followers | Follow Kelsey | See activity »

**Frances Adjorolo** 25+  
Student Life Assistant at Wheelock College, Greater Boston Area  
17 followers | Follow Frances | See activity »

**Kathleen Flaherty** 100+  
Staff Attorney at Statewide Legal Services of CT, Inc., Hartford, Connecticut Area  
22 followers | Follow Kathleen | See activity »

**Gail Rock** 200+  
Coordinator of Diversity Initiatives at Massachusetts Institute of Technology, Greater Boston Area  
93 followers | Follow Gail | See activity »

**WELLESLEY ALUMNAE ASSOCIATION**

**W**



## Websites



- Sight, sometimes sound
- The storage container
- The source for info
- Keep it fresh
- Low cost and low energy
- SST: Chapter Pages

COMMUNITY AWARDS CLASSES CLUBS EVENTS MAGAZINE REUNION STORE TRAVEL VOLUNTEER

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

**Wellesley** Wellesley Club of LA

**Welcome to the WCLA home page!**

**A message from the WCLA Co-Presidents:**

We are 850 vibrant, empowered individuals whose collective strength can make a difference in our community and for each other. Our Wellesley sisters are our role models, our colleagues and our friends. Our Alumnae connections are a unique resource for us to grow in our personal and professional lives, no matter how long it has been since we were on campus. We hope the WCLA Alumnae Chapter will make it easy and fun to build and maintain these connections.

**Our goals for 2008-2009:**

- Create new connections between Wellesley Alumnae
- Reinforce existing relationships between Wellesley Alumnae
- Design and host exciting and fun WCLA events
- Uphold our college motto, "Non ministrari, sed ministrare"
- Solicit your ideas and feedback on how to make the WCLA work best for you
- Increase the number of paid members of the WCLA to enable continued support of WCLA events

Email us with your ideas, feedback, if you would like to get involved with the WCLA, or simply if you want to say "hello." We look forward to meeting you at our next WCLA event!

# WAAD




- Home
- About Us
- Community
- News
- Events
- Photos
- Volunteer
- Contact Us

Wellesley Alumnae of African Descent (WAAD)

WAAD (pronounced waa'd) builds on the rich legacy of the community of women of African descent -- from the trailblazers who came before the founding of Ethos in 1968 to the most recent graduates.

WAAD is one of the first affinity groups incorporated under the umbrella of the Wellesley College Alumnae Association. We organize with the purpose of strengthening the connections of alumnae of African descent with each other, the College, as well as current and prospective students. We also hope that WAAD will supplement our connections to our Wellesley alumnae classes and local clubs.



WAAD Updates:

- Read about the exciting events happening at Wellesley!

Visit us on Linked In



# 1995

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COMMUNITY AWARDS CLASSES CLASSES EVENTS MAGAZINE REUNION STORE TRAVEL VOLUNTEER

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

Wellesley

Class of 1995

Welcome Officers Events Photos Membership News Get Involved

**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

**Your New Class Officers!**

For a little info about each of us read our personal statements below and check out our [Photos](#) page for pics.

**Class of 1995: Candidates for 2010 Class Officer Elections**

**President: Elyse Nelson Winger**

Non-ministrant sed ministrare. Our college motto is still where it's at for me, and I embraced it at Wellesley. As I read the college magazine, and hear from friends, I know this call and challenge is alive and well in Wellesley women. I am delighted that reunion is on its way, for I know that it will once again confirm the amazing diversity of work and service and family life that abounds among our class. As Class President, I look forward to working with (and getting to know!) other class officers and tapping into the Alumnae Association resources meant to increase class cohesion and opportunities for service.

**Co-Vice Presidents: Nickie Eoyang and Colleen Richards Powell**

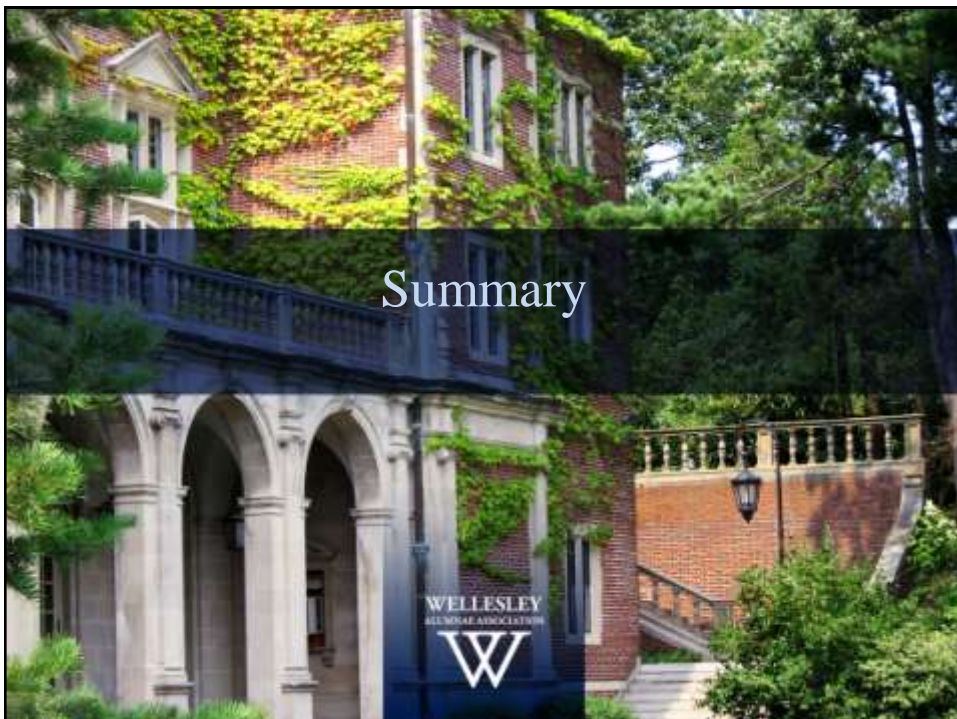
Whenever I see other Wellesley alums, I'm reminded of how amazing the women are, and what a special experience it was to go to Wellesley. I'd like to help create opportunities for us to reconnect -- because isn't waiting every five years for reunion just too long? It would be great if we could get together in mini-reunions in between. Over the time that I've been here in Washington, DC, I've been organizing all kinds of fundraisers/social gatherings. I think this experience will help me organize events for our class where we can do good while having fun. -Nickie Eoyang

WELLESLEY ALUMNAE ASSOCIATION

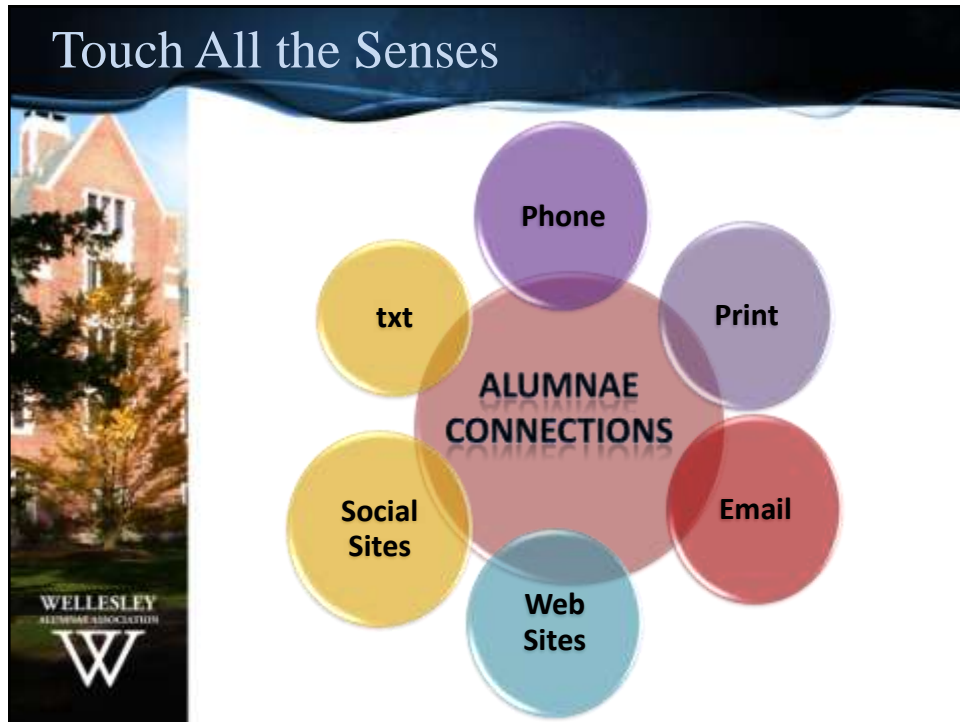


## SMS TXT

- Sight and Touch (Sound)
- OMG AMZ 2 B HERE
- Immediate
- Concise
- Alerts
- SST: Online Directory, SMS Services







## Supporting Your Plan

- WCAA Services to meet channels
  - » Email Marketing
  - » Chapter Pages
  - » Class E-Notes
  - » Discussion Groups
  - » Print
  - » Social Guidelines
  - » Data-on-Demand



Get Started





## Start Here

- Online Documentation
- VConnect



## Support

- Each Other (discussion groups)
- Email us
  - » Any one on staff

