

Class Secretary's Handbook

Wellesley magazine
Wellesley College
106 Central St.
Wellesley, MA 02481-8203

Updated Oct. 16, 2009

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THE SECRETARY'S RESPONSIBILITIES

As class secretary, your main job is to write four class-notes columns a year for *Wellesley*, the alumnae magazine. The notes keep classmates in touch with each other and with the College. Other responsibilities include:

- Taking minutes at executive-board and class meetings
- Writing occasional newsletters
- Sending birthday cards and/or condolence cards
- Keeping a scrapbook, if your class does that

Except for writing the class notes and taking minutes at class meetings, any aspect of the secretary's job may be designated to another classmate.

Co-Secretaries

On rare occasions, classes may find that a single alumna is unable to complete all the tasks that come with the post of class secretary. In those cases, some classes have opted to select co-secretaries. As this situation complicates matters both for our office and for your classmates, we would prefer that classes choose co-secretaries only as a last resort.

IF YOUR CLASS DOES CHOOSE CO-SECRETARIES, YOU MUST INFORM THE MAGAZINE OFFICE OF THE SITUATION.

If you do have co-secretaries, we would prefer that the class-notes duties be divided up by year, with one secretary gathering the information and writing the column for one year and then turning over the job to the other secretary for the next year. We prefer not to have more than one name listed above the class notes column; this creates confusion for your classmates, who won't know where to send their news.

If Your Contact Information Changes

Whenever any of your contact information changes (postal address, e-mail address, or phone number), let the magazine know. The Alumnae Office needs to have up-to-date contact information for you at all times.

If you have a new mailing address, mention the change in your column.

SCHEDULE

The alumnae magazine is published four times a year:

- fall (published mid-November) deadline: Sept. 1
- winter (published mid-February) deadline: Dec. 1
- spring (published mid-May) deadline: March 1
- summer (published mid-July) deadline: May 1

We welcome notes that are filed early. If you need to miss the deadline, please let your editor know when you will be getting us your column.

NB: The spring and summer deadlines are only two months apart; others are three or four months apart.

GATHERING NEWS

About a month before each deadline, we will send you a reminder letter, along with any information about members of your class that we have received in the Alumnae Office.

In this mailing, you will also receive a list of any classmates who have passed away during the period since the last report was printed.

How to Find News

USE E-MAIL

Many people are more likely to respond by e-mail than by letter. If you have e-mail access, let us know what your address is; class mail will be forwarded to you.

SEND BROADCAST E-MAILS

In order to uphold the recent Federal CAN SPAM laws, we strongly recommend that you contact either Lisa Scanlon or Francie Latour to send class-related broadcast e-mail messages to your classmates. **Alternately, you can use the web site Volunteer Connect to send out broadcast e-mails yourself.**

<http://www.wellesley.edu/Alum/Volunteer/VConnect/>

Broadcast e-mails can be a useful way to request news from your classmates. However, while e-mail is a very cost-effective means of communicating, it should not be over used.

The Alumnae Association works in partnership with offices throughout the College to make sure that alumnae receive a reasonable amount of e-mail from the College. To this end, we maintain a calendar of all e-mails being sent each month, and we limit each class to one broadcast e-mail per month, or three e-mails per quarter. Classes are encouraged to schedule their broadcast e-mails as soon as possible. Please be aware that even scheduled e-mails are subject to last minute re-scheduling.

Guidelines:

1. Plan ahead – schedule your e-mail well in advance. Please send all information to Lisa Scanlon (LSCANLON@WELLESLEY.EDU) or Francie Latour (FLATOUR@WELLESLEY.EDU). We suggest scheduling your e-mail with us at least two weeks in advance.
2. The subject of your e-mail should include “Class of XXXX” or the word “Wellesley.” Subjects should be brief.
3. Indicate a reply-to email address. We prefer that this be your class notes forwarding address (for example, 1999notes@alum.wellesley.edu).
4. The message text should include the following:

Information about to whom the e-mail is being sent (e.g. “This e-mail is being sent to all members of the class of 1999” or “Dear Class of 1999,”).

Information about from whom the e-mail is being sent (e.g. a line at the beginning of the message reading something like: “This message is from your class secretary” or e-mail can be signed by a particular person: Wendy Wellesley, Class of 1999 Secretary).

Contact information in the event an alumna has questions.

Messages should be brief.

5. All e-mails will be reviewed for content and are subject to Alumnae Office staff approval. E-mails will be reviewed for spelling and grammar accuracy as well as clarity. The Alumnae Office staff will make minor modifications in the case of spelling, grammar, or clarity.
6. We are using the Online Community to facilitate this process. Please advise classmates to update their e-mail addresses with the College.

*** Please note that this policy is subject to change at any time. Any changes made will be as a direct result of class e-mail volume.

JOIN CLASS MAILINGS

Include requests for news in the mailings that other class officers send out, such as the treasurer's dues letter or the president's class letter.

SEND CARDS

When sending holiday cards or birthday cards to classmates, include a postcard requesting news.

MAKE PHONE CALLS

Use the phone. Call classmates in areas you are visiting. Some secretaries have an annual budget for calls to classmates to collect news.

ASK OTHER CLASS OFFICERS

Ask the other officers for news about themselves and other classmates.

APPOINT REGIONAL NEWS REPS

Appoint news representatives in different parts of the country. Speak with them on a regular basis to find out what news they have gleaned.

ASK A QUESTION

Ask your classmates for their thoughts, goals, or opinions. Try a questionnaire on a particular subject. Some secretaries pose a question in one column and then reprint classmates' responses in the next issue.

USE THE MAIL

Send your classmates letters or postcards asking for news. You may want to be in touch with a part of the class each issue, thus reaching everyone during the year.

COMPILING CLASS NOTES

What's Fit to Print?

GETTING PERMISSION

Before you begin your class notes, **MAKE SURE YOU HAVE PERMISSION TO USE THE NEWS YOU'VE GATHERED.** If you receive news in a personal card or letter, or if you hear news through a mass e-mail, be sure the writer is willing to have her information printed before you put it in class notes.

Any news that has been printed in a public forum (newspaper, magazine, press release, web site) is considered public information. You don't need to request permission to reprint it. However, it is always a good idea to contact the alumna in question to make sure that the information in the printed material is correct.

The magazine office may also forward you e-mails that are generated when an alumna posts an "E-note" on the Alumnae Association web site. You do not need to request permission to print this news.

FACT-CHECKING

You should not feel obligated to double-check all of the printed or other second-hand information you receive. However, if you have the time and the inclination, please feel free to do so. If you do fact-check, please list your sources at the end of your column, so that we know what information you have confirmed and how.

ENGAGEMENTS AND PREGNANCIES

Yes, they are the stuff of great news. However, magazine policy requires that we wait for the weddings and births to take place before mentioning them in the class notes. We are happy to share baby and betrothal news after the fact. This is designed partly to protect the individuals' privacy, should circumstances change in the meantime.

Share the Wealth

Try to include as many different people as possible in the class notes. Avoid mentioning the same people several columns in a row.

There is no official expiration date for news, because we receive so many different types of news. If someone hasn't written in for five years, then four-year-old news from her may still be quite relevant. Or it may have taken her several years to decide that she wanted to share a particular experience with her Wellesley sisters.

However, if you have information from a lot of different people, then you might want to omit the older news from an alumna who has sent in a great deal of information. Use your judgment.

Column Length: 500 Words

We allot **500** words for each column. **WE WILL CUT YOUR COPY IF IT EXCEEDS THE LIMIT.**

When we edit, we do our best to preserve your voice. However, we will have to make decisions on what should be trimmed and what should be kept. We are far more comfortable if YOU make those decisions. Please make every effort to write to length; you know better than we do what is important to your classmates.

IF YOU MISS AN ISSUE OR RUN UNDER 500 WORDS, YOU DO NOT RECEIVE EXTRA SPACE IN THE NEXT ISSUE.

TRICKS FOR KEEPING WORD COUNT DOWN

Don't use a long introduction to set the scene. For example: "I write to you from the café of the Seattle Art Museum, where I'm waiting for my husband.

We're just back from a long vacation in Maine, and I arrived to find my mailbox stuffed with notes from classmates.”

Don't explain how you received information. “Jane e-mailed me to tell me that she bought a new house,” could become “Jane has a new Victorian home in Darien, Conn.,” which tells more in fewer words.

Ask what the priority is. If you have a lot of information about a particular alumna, contact her and ask her what is the most important thing to share with her class. If you have five or six pieces of information about her, ask her to name her top two or three pieces of news.

Names

Be careful to spell names correctly. Check and double check.

If an alumna has a college name and a married name, include both names in the notes (e.g., “Mary Jones Smith,” not just “Mary Smith”).

Only an alumna herself can change her name with the College. If an alumna writes to you as Mary Jones Smith, but she hasn't yet told the College that she has a new last name, we will run her name as Mary Jones in the magazine. Alumnae can update their names (and contact info) by calling the toll-free update line at 800-339-5233 or e-mailing recordupdates@wellesley.edu.

NICKNAMES

Don't refer to alumnae by their nicknames alone, without a last name: “Dottie and I got together.”

If an alumna goes by her nickname as well as her first name, you can list her as follows: “Mary ‘Dottie’ Jones Smith and I got together.” If she goes by the nickname alone, you can list her as follows: “Dottie Jones Smith and I got together.”

CLASS YEARS

If the name of an alumna who is *not* a classmate comes up in your column, include her class year: “We saw Dottie Jones Smith '94 and Mary Adams CE/DS '92, as well.”

If you are the CE/DS class secretary, your rules are slightly different. After the name of each CE/DS alumna mentioned in your column, you need to include her class year, in parentheses: “Mary Adams ('92) is living in Lowell, Mass.” If an alumna from a non-CE/DS class is mentioned in your column, include her class year after her name as well, but without the parentheses: “Dottie Jones Smith '94 was there, too.”

Wellesley Style

All copy in *Wellesley* magazine is edited to conform with *The Associated Press Stylebook and Libel Manual* and the *Merriam Webster Collegiate Dictionary*. There are some *Wellesley*-specific exceptions to the rules outlined in those texts; if you would like a copy of the complete *Wellesley* magazine stylebook, contact us.

STATE NAMES

Spell out names of states used alone: “She lives in Arizona.”

Abbreviate names of states following cities: “Wellesley, Mass.”

Use two-letter state abbreviations only in complete postal addresses: “She lives at 106 Central St., Wellesley, MA 02481-8203.”

A list of the regular and two-letter state abbreviations follows.

Ala.	AL	Ky.	KY	N.D.	ND
Alaska	AK	La.	LA	Ohio	OH
Ariz.	AZ	Maine	ME	Okla.	OK
Ark.	AR	Md.	MD	Ore.	OR
Calif.	CA	Mass.	MA	Pa.	PA
Colo.	CO	Mich.	MI	R.I.	RI
Conn.	CT	Minn.	MN	S.C.	SC
Del.	DE	Miss.	MS	S.D.	SD
D.C.	DC	Mo.	MO	Tenn.	TN
Fla.	FL	Mont.	MT	Texas	TX
Ga.	GA	Neb.	NE	Utah	UT
Hawaii	HI	Nev.	NV	Vt.	VT
Idaho	ID	N.H.	NH	Va.	VA
Ill.	IL	N.J.	NJ	Wash.	WA
Ind.	IN	N.M.	NM	W.Va.	WV
Iowa	IA	N.Y.	NY	Wis.	WI
Kan.	KS	N.C.	NC	Wyo.	WY

DATES

Spell out the names of months used alone or with years only: “They left in October.” “They returned in November 1997.”

Abbreviate the names of months used with dates: “They left on Oct. 3.” Use the following month abbreviations: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.

Mention the year if it is not the current calendar year: “March 21, 1990.”

SENDING CLASS NOTES

E-Mail Preferred

If at all possible, send us an electronic version of your notes by e-mail. You can send your column to Lisa Scanlon at lscanlon@wellesley.edu if your class is in an odd decade (1930s, 1950s, 1970s, 1990s), or to Francie Latour at flatour@wellesley.edu if your class is in an even decade (1940s, 1960s, 1980s, 2000s).

We can translate most word-processing and spreadsheet software to Microsoft Word X for Macs, which we use in the magazine office. We cannot usually read desktop publishing software other than InDesign.

If You Do Not Have a Computer

If you do not have computer and/or internet access, you may send us a typewritten manuscript by mail. Put your name and class year on each sheet of your manuscript.

PLEASE DO NOT FAX YOUR NOTES TO US. If you must fax, please also send us a copy of your notes in the mail. Our fax number is 781-283-3638 (machine operates 24 hours a day).

If you are not sending your copy by e-mail or on disk, then your column **MUST** be typed and double- or triple-spaced. If you need an exception to this rule, please call us.

Keep a Copy

Keep a copy of your column, so you can refer to your manuscript if we have questions.

Meet All Deadlines

IF YOU ARE NOT ABLE TO SEND US YOUR COLUMN IN TIME, please contact your class-notes editor (Lisa Scanlon at 781-283-2342 or Francie Latour at 781-283-2344). We have only a small window for editing notes; if you miss it, we will ask you to hold your notes until the next issue.

Confirm That Your Notes Have Arrived

IF YOU SENT YOUR NOTES BY E-MAIL

If you do not receive a message within 24 hours (one business day) acknowledging receipt of your notes, please send another e-mail and call to confirm that we received your column.

IF YOU SENT YOUR NOTES BY POSTAL MAIL

If you would like to know if your notes arrived safely, please phone or enclose a self-addressed, stamped postcard saying “notes received.”

ALUMNAE PROFILES (SPECIALS AND MINIS)

Alumnae profiles appear in the “Class Notes” section of the magazine. They fall into two categories:

Minis

Minis are news flashes that appear in small boxes, accompanied by a small photo. They are written by magazine staff members and tend to focus on awards or specific professional or volunteer accomplishments. No biographical information that does not directly relate to the topic of the mini is included. Minis are usually under 100 words.

Specials

Specials are longer profiles—usually 400 to 600 words—and cover alumnae stories in more depth. If you have suggestions about women we should profile, please let us know. We especially appreciate ideas for specials (and minis) on alumnae from the '30s, '40s, and '50s. We are also eager to have a wide array of ethnic and national groups represented. We do not print special profiles about deceased alumnae.

It is important for us to define success in all different kinds of ways within the specials. Caregivers, young mothers, career women, manual laborers, tireless volunteers, and countless others should find themselves in these profiles. Often we hear from alumnae who are intimidated by the accomplishments of their classmates (“I’m no Madeleine Albright”) and are hesitant to write in. Let’s find a way to include them.

Specials are generally written by magazine staff members, but class secretaries occasionally write them, as well. **ALUMNAE SHOULD NOT WRITE SPECIALS ABOUT THEMSELVES.** If you have an idea of a special you would like to write, or if you know of an alumna who would make a good subject, contact the magazine staff.

Profiles vs. Notes

I have been notified that a profile of a classmate will appear in the next issue of the magazine. Do I need to mention her news in the notes? It's up to you. If you need to fill space, feel free to include as much information about your classmate in your notes as you like. If you have plenty of other news, you may want to simply include a reference to the profile in your notes, for example, "Sally Smith has just won a Nobel Prize! See page xx for a profile of her." The magazine staff can fill in the correct page number for you when they compile the "Class Notes" section.

PHOTOS

The Alumnae Association's mission is "connecting alumnae to the College and to each other." The photos in the "Class Notes" section are printed in *Wellesley* magazine as part of that mission: They are intended to highlight the connections among alumnae.

Indicate the names and class years of everyone depicted in each photo you send in. Please also include a description of the event pictured. The more information you include, the better the photo caption will be.

Please send prints to:

Francie Latour
Wellesley magazine
Wellesley College
106 Central St.
Wellesley, MA 02481-8203

If you are sending a photo in electronic format, e-mail it to flatour@wellesley.edu. (See below for digital guidelines.)

All prints will be returned to the sender after the relevant issue is published. **NB:** This often means that the photo will be out of the sender's hands for several months.

Content

As part of our goal to highlight alumnae's connections to one another, **every class-notes photo must include at least two alumnae**. Exceptions may be made for alumnae in the years following their 60th reunion, because we don't receive many photographs from those classes. Please note that if there are more than 12 people in the photo, we will not be able to list each person individually (so that the caption isn't bigger than the photo!). Photos must arrive in the magazine office within a year of the event shown in the photo.

Format

We accept both prints and digital photos. **All photos in electronic format must have a resolution of at least 300 dpi at a 4x6 print size**; we prefer JPEG. We cannot use GIFs, because they reproduce poorly in print. *Wellesley* does not accept images that have been altered digitally. If a photo does not meet these guidelines, we will not be able to print it.

Photos may be in black and white or color.

Wedding Photos

We publish wedding photos because weddings—like reunions, mini-reunions, club events, trips, and other get-togethers—are occasions at which alumnae connect with one another. Thus, just as with other class-notes photos, wedding photos must include at least two alumnae.

In order to be published in *Wellesley* magazine, wedding photos must arrive at the magazine office within one calendar year of the wedding day. Photos that arrive after that date will be returned.

DEATHS AND MEMORIALS

All secretaries handle memorials differently. It is completely up to you whether you mention a classmate's death only in your column or whether you include a tribute in the "Memorials" section. You should not feel obligated to include a memorial for every classmate who dies.

However, at minimum, deaths should be mentioned in the notes, even if you have no additional information. Many secretaries like an initial mention in the column and then a footnote to the "Memorials" column, for example: "We are sad to learn that Sally School died at her home in California on May 1. Warm condolences to her husband, Fred, and two children. Please see the 'Memorials' section for a tribute."

You may also wish to acknowledge a death with a note to the family.

Memorials Within Class Notes

If you include a tribute in your notes, it should be fairly short, as you will need to include news about other classmates. You may wish to speak to friends of the deceased classmate to gather some personalized information about her, although many newspaper obituaries carry enough information for a tribute included in the notes.

The “In Memoriam” List

The “In Memoriam” list at the end of the “Class Notes” section includes all deaths reported to the Alumnae Office since the last issue.

Please send in your own list of previously unreported deaths with your class notes. **YOU MUST INCLUDE VERIFICATION WITH ANY DEATH NOTICES YOU SEND TO US.** Acceptable forms include newspaper clipping, letters from relatives of the deceased, or a program from a memorial service. **WE CANNOT PRINT NEWS OF A DEATH UNTIL ONE OF THESE FORMS OF NOTIFICATION HAS BEEN RECEIVED BY THE COLLEGE.**

MENTION OF A CLASSMATE’S DEATH WITHIN THE CLASS NOTES DOES NOT CONSTITUTE OFFICIAL NOTICE TO THE COLLEGE. As you can understand, the College needs to be very careful in recording the death of an alumna.

The “Memorials” Section

MEMORIALS TO PUBLIC FIGURES

The magazine staff will make sure that memorials for public figures (for example, Harriet Creighton ’29), appear in the magazine. Some will appear in the “Memorials” section; in rare cases, a memorial will appear as a separate feature.

MEMORIALS TO ALUMNAE WHO ARE NOT PUBLIC FIGURES

These may be written by classmates, other alumnae, or non-alumnae; or by family members (many volunteer or are happy to write when the option is mentioned by a secretary, though each case is different and should be handled with care).

It is fine if there is not a memorial for every deceased classmate. Memorials are a way for friends or family members to pay tribute to a departed alumna, if they feel moved to do so. Sometimes friends and family members prefer not to write a memorial; we never want anyone to feel obligated to write a memorial if they are uncomfortable with it for any reason.

Memorials should focus on personal notes about the alumna’s life; for example, brief college reminiscences or memories of friendships. Notes on life accomplishments are welcome, but need not be exhaustive, as we do not consider these pieces obituaries of record. We do not print eulogies or adapt printed obituaries as memorials.

LENGTH

MEMORIALS SHOULD NOT EXCEED 100 WORDS. Longer tributes may be included in class newsletters.

Please direct all correspondence regarding memorials to Lisa Scanlon at lscanlon@wellesley.edu or 781-283-2342.

SUPPLIES AND EXPENSES

You should be reimbursed for your expenses. Submit receipts to your class treasurer.

Class Lists and Mailing Labels

Class lists and mailing labels are available via e-mail or in hard copy. Electronic versions of lists are provided in Excel. Electronic versions of labels can also be provided in Word. If you'd like to order a list or a set of labels, please let your contact in the magazine office (Lisa Scanlon or Francie Latour) know. Please allow two weeks' lead time.

Alternately, you can use the web site Volunteer Connect to send out broadcast e-mails yourself.

<http://www.wellesley.edu/Alum/Volunteer/VConnect/>

Class lists include the following information:

- First name, college name, current full name
- Mailing address
- Phone number
- E-mail address

Lists and labels can be sorted by college last name, current last name, state, zip code, senior dorm, or date of birth. (Many secretaries who send out birthday cards request labels every quarter, arranged by date of birth.)

KEEPING US UP-TO-DATE

Update Telephone Line: 800-339-5233

This line is to be used exclusively for updates to alumnae's personal information: mailing address, employment or educational information, name changes, etc.

Please note this service to your classmates in your class notes or when you are in touch with them.

Web Site: <http://www.wellesley.edu/Alum/>

Alumnae can update their information online at the Alumnae Association web site, on the Update page. Please note this service to your classmates in your class notes or when you are in touch with them.

Clippings

If you see newspaper or magazine stories about alumnae, please send them to the magazine office. We will pass them on to appropriate class secretaries and/or College departments.

WELLESLEY COLLEGE

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