

Record Book Chair Handbook

Welcome to the exciting world of record books! Classes are encouraged to produce a record book every five years in the year leading up to reunion. The book serves as a useful historical record, a way to connect classmates to each other, and boosts reunion attendance.

The record book chair reports to the class president. While she does not actively collaborate with the reunion chair and reunion committee, she should be kept informed of developments in reunion planning.

Please read through this handbook, as it is a valuable resource when you have questions.

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Record Book Options

Notes:

There are now a variety of options available to you for a record book. You can go the traditional route, and produce a printed and bound book but technology now offers us some new approaches to publishing. You can consider a smaller, copied book created from a collection of word documents submitted by alumnae. Perhaps, you have the time to work together the collection of documents, but want to go green and post the book online as a PDF for your classmates to download. And if you want to take it to the online extreme, then we can help you find a hosted solution that is available only online. Lastly, you can find some combination of each of the above.

Online PDF

To create a record book that can be posted online on your class web site for your classmates to download we recommend that you use MS Word as your primary tool. Create a template to be shared with your classmates and ask them to fill out the document and email it back to you for compilation. The Alumnae Association can assist you in the conversion to PDF if you do not have Adobe Acrobat available to you.

Online Service

Finding an online service can assist you greatly with the record book process. An online service is a great idea if your class is looking for a 'green' option but wants to have a full serviced solution. Online services offer a number of tools such as survey capabilities, survey tabulation, individual record previews, expanded profile searches, and even export or print options.

The Copied Book

The smaller and simpler version of the traditional record book is good for classes looking for more personal flair to the personal page, lower costs, and still a product in hand or on the book shelf. A personal page can be mailed (or available for download) to your classmates who then complete the form, either electronically or by hand, and sent back you. Once you have all the pages in hand, you take them to a local copy center and have them photocopied back-to-back and bound with a simple cover.

Full Print Production

This traditional record book process is great for the milestone classes and any other class that is looking for a little WOW factor on the coffee table. This is the longest and most involved process. You'll want to create a really good relationship with a local printing company and should plan to involve multiple classmates to help with various sections of the book. The time and effort put forth for this type of record book is well represented in a high-quality, and extremely pleasurable book.

Elements of a Record Book

Notes:

Personal Page

We recommend encouraging classmates to leave a one-inch margin on all sides and either type their replies or use black ink.

Some record book chairs choose to retype the responses they receive; this gives the book a consistent feel but can also be time-consuming to produce. Some chairs simply photocopy all of the pages as they are submitted; this creates a more personal feel but can also be hard to read at times. Check with your printer to see if they have a service where you can submit record book pages to be retyped and formatted for an extra fee. In no case should entries be created for a classmate or edited to alter meaning.

Personal pages can be as simple or as involved as you wish. They usually include standard fill-in-the-blank questions on top and a space for classmates to express, in text and photos, how their lives have changed since the last reunion or respond to a general question posed in the letter. Consider asking for:

- College name, current name, nickname
- Address, phone number, e-mail address
- Job title, employer, business address
- Seasonal address, phone number
- Graduate work and/or degrees
- Wellesley major
- Wellesley dorm
- Family
- Pets
- Hobbies
- Travel

Class Directory

Class directories are available from the Office of the Alumnae Association. Please remember, if you plan to include directory pages in the back of your record book containing contact information for each classmate, you must let us know the September before reunion in order to facilitate the capture and entry of accurate data for classmates.

Directory pages will be mailed to you in mid-January. You may wish to do a final check to ensure that data in the front of your book matches data in the directory list. Classmates who have specified that they do not want to appear in directories will not be included in the final list sent to you.

Notes:

If you include directory pages in your book, you must print the following disclaimer on the first page of the section.

“This alumnae data is for official Wellesley College Alumnae Association use only. Use of the information for any non-WCAA purpose—including but not limited to solicitation of any kind; reproducing and storing in a retrieval system by any means, electronic or mechanical; photocopying; or use for any communication other than alumnae-related events—is strictly prohibited without written permission of the WCAA. The information provided is maintained by the WCAA database and is accurate as of the date it was retrieved. If you discover any errors or omissions, please contact the Office of the Alumnae Association.”

Photographs/Images

Photographs and other images are a wonderful addition to any record book. If classmates wish to include pictures with their personal pages, encourage them to submit black-and-white or clear color photos that are labeled or high quality digital images that have a resolution of 200-300 dots per inch. We do not recommend reprinting photocopied pictures. Be sure to discuss photograph options with your printer to ensure high quality reproductions.

Anonymous Questionnaire

Anonymous questionnaires can provide fascinating insight into your class culture and conscience. We recommend including yes-or-no questions or those rated on a scale from 1–10, as they are more easily answered and tabulated. We also advise that someone other than the record book chair tabulate and format this portion of the record book. When mailing an anonymous questionnaire, be sure to include a separate return envelope.

Electronic Questionnaire

Some classes may wish to put their questionnaire online so it can be filled out and tabulated electronically. There are many online survey web sites classes may choose which work best for their questionnaire. Contact our office if you would like to obtain a sample anonymous questionnaire and/or learn about our preferred online survey provider.

Additional Elements

You may wish to include the following items in your record book as additional elements.

Notes:

- A letter from the President of the College
(Requests should be made in writing to the Office of the Alumnae Association in the fall before reunion. Please include the date by which the letter is needed and whether you need a hard copy or electronic version.)
- A letter from the class dean and/or honorary class member
- A letter from the class president, reunion chair(s), and/or record book chair(s)
- A “Wellesley Reminiscence” section (Please contact the Wellesley College Archives at 781-283-3745 for help with old class photographs, Wellesley News articles, or Legenda pieces)
- A lost classmates list (available from the Office of the Alumnae Association)
- A deceased list (available from the Office of the Alumnae Association)
- A class officer list (available from the Office of the Alumnae Association)

Record Book Time Lines

Notes:

Your time line will be determined by the type of book you choose to produce.

The response rate for record books is contingent upon several factors including the age and size of the class, the number of reminders sent to classmates, and the dates those reminders are sent. To ensure that your book is successful, we encourage you to contact classmates early and send one or two follow-up notices. Although the record book chair is responsible for producing the book, we are happy to assist with any questions you may have.

Traditional Time Line

The record book process can sometimes be complicated. We recommend using the following time line to help in organization with a full print production:

2008	October	Attend Alumnae Leadership Council record book workshop. Form a record book committee (optional).
2009	Spring	Discuss record book finances with your class president and/or executive board. Obtain printing estimates from several companies.
	August	Send the Office of the Alumnae Association text for your record book letter and optional questionnaire.
	September	Mail record book letter and questionnaire.
	November	Send record book follow-up letter, postcard, and/or e-mail.
2010	January	Begin record book compilation.
	Mid -January	If previously requested, the Office of the Alumnae Association mails current class directory to record book chair.
	February	Print record book.
	March	Mail record book. Send eight copies (two unbound, if possible) to the Office of the Alumnae Association.
	June	Complete your Committee Evaluation for the Office of the Alumnae Association.

Shortened Time Line

If you choose to create a less complicated book, you can adapt to a shorter timeline. Without the need for off-set printing and the speed at which copy centers can produce publications, there is no longer the need for a long production schedule.

We recommend the following shorter time line for copied or PDF posted books:

2008	October	Attend Alumnae Leadership Council record book workshop
2009	Fall	Discuss record book finances with your class president and/or executive board. Obtain copy estimates from several companies. Form a record book committee (optional).
	November	Send the Office of the Alumnae Association text for your record book letter and optional questionnaire. Email your classmates to make them aware of the process and intended time frame and ask them to update their directory information with the College.
2010	January	Mail record book letter and questionnaire. Send record book follow-up letter, postcard, and/or e-mail.
	February	Begin record book compilation. If previously requested, the Office of the Alumnae Association mails current class directory to record book chair.
	Spring	Print record book. Mail or post record book online. Send eight copies (two unbound, if possible) to the Office of the Alumnae Association.
	June	Complete your Committee Evaluation for the Office of the Alumnae Association.

Notes:

Set Your Own Time Line

Keep in mind that all of our schedules are presented to you as a guide. As you determine the best course of action for you and your class, you should adapt and adjust the schedule to fit your needs.

If nothing else, be fair to yourself. This process can be very demanding. Alter the schedule so that it suits your needs as well as that of your class. While the experience can be intense, it should be equally as gratifying. Being honest about the schedule up front will help you to achieve this goal.

When working with various vendors for either print or online production of your record book, you should look to the traditional schedule. When looking to produce an online PDF or copied book consider using the shorter time frame.

We are happy to consult with you as you proceed and may have questions.

Record Book Committees and Finances

Notes:

Do I Need A Committee?

Having a record book committee is the record book chair's decision. Some people work better by themselves, some with a few extra cooks in the kitchen. Typically having a committee is a good idea when classes are working on milestone books (10th, 25th, 50th) as those may be larger and contain several specialized pieces. If you do decide to have a committee, please contact the Office of the Alumnae Association so that we can update our records and include those classmates' names in our database.

What is Our Budget?

Early in the process, it is essential that you meet with the class officers to determine the amount of class money that is available to produce and mail the record book. Some classes pay for their record book entirely with class treasury funds, others cover costs by charging a fee per book, and some ask for voluntary donations. Classes that sell their book usually charge \$20 to \$40+. (Remember to consider overseas shipping costs in your figures.)

Record book expenses include the cost of producing letters/postcards/reminders and the cost of printing and mailing the record book. Expenses can run from \$2,000 to \$30,000. In general, it is better to overestimate costs when establishing a budget.

You may decide to open a checking account specifically for the record book, although this is not necessary as you can work with the class treasurer to handle all record book transactions. If you do decide to open a separate account do not use a personal checking account—some banks offer free checking to nonprofit groups. Please call our office to obtain the necessary documentation to open a nonprofit account.

Alumnae Office Copy Reminder

The record book is documentation of your class and its activities. Therefore, we request 6 bound and 2 unbound copies of your record book so that we may keep them for our files, those in the Office of Resources, and the Wellesley Archives department.

You may send the books directly to the Office of the Alumnae Association, and a \$100 reimbursement check will be sent to your class treasurer upon the books' arrival.

Obtaining Printing Estimates

Printing costs are based on a variety of factors, including the quantity of books, page size and number, paper quality, cover design, offset printing and photocopying, photographs and art, and binding. It is important to have very specific expectations from a printer. We recommend receiving written quotes from a minimum of three printers. Below is the Printing Quote to be used when meeting with printers. If you are unsure what questions to ask printers, please contact the assistant director of communications.

Printing Quote	
To: Wellesley College Class of _____	
From (Company, Address, Phone, Contact): _____	
Publication: _____	
Quantity: _____	Finish Size: _____
Page Size: _____	Number of Pages: _____
Inks: _____	Text: _____
	Cover: _____
Stock: _____	Text: _____
	Cover: _____
How Originals Supplied: _____	
Offset Printing/photocopying: _____	
Photographs/artwork: _____	
Proofs: _____	
Coverage: _____	Bindery: _____
Deliver To: _____	
Price: _____	
Terms: _____	

Signed: _____	Date: _____

Record Book Letter

Notes:

To obtain submissions from classmates, you will send a letter explaining the record book project and a personal page for your classmates to fill out. The Office of the Alumnae Association will gladly help produce the mailing. We recommend that you send your first letter in September, give classmates at least four weeks to send in their responses, and include a return envelope to increase participation. Depending on the format of the record book, you may mail just a personal page or both a personal page and an anonymous questionnaire together in your September mailing.

All classes, especially those who plan to print a directory in their book, are strongly encouraged to include the following text in their record book letter:

“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, e-mailing updates@alum.wellesley.edu, or going online to www.wellesley.edu/Alum/Community to edit your entry in the directory.”

Consider ordering a class list (electronic or paper format) from the Office of the Alumnae Association when you send the original record book letter. As you receive each submission, you can check off the person’s name to create a follow-up mailing list and make a note of any address/information changes. Please make note of these changes and the date you received them, and send them to the Office of the Alumnae Association so that we can update our records as well.

Why Not E-mail the Fall Record Book Letter?

The best way to contact all classmates is through regular US postal mail. Though broadcast e-mail is a good and economic way to contact your class, the Office of the Alumnae Association cannot guarantee that every classmate will receive her e-mail, as not all addresses are correct or current. The goal of your record book is to keep all classmates connected, and so the postal mail approach is the best first contact you can send about the record book.

Mail/E-mail Follow-up Notice

Do not feel bad if the response rate for your first record book letter is low, and never underestimate the importance of sending a follow-up notice. For those classmates who did not respond to the first letter, you can:

- Resend the original mailing with information about the (or an extended) deadline
- Send a postcard that includes information about the (or an extended) deadline
- Send a broadcast e-mail reminding classmates to send in the form by the (or an extended) deadline

The Office of the Alumnae Association will gladly help produce the mailing. If you do set an extended deadline, we recommend that you give classmates an additional 2 - 4 weeks to send in their responses.

Printing and Mailing Record Book Letters

Notes:

I. Production Process

The Office of the Alumnae Association, using the Wellesley College Print Shop can print and mail record book letters. In addition, samples of record book letters, questionnaires, and pages are available upon request. When you are ready to send a record book mailing, please follow these steps:

- Check the Publications Price List to estimate how much it will cost to print, prepare, and send your communication.
- Contact the Assistant Director of Communications when you are interested in producing a record book publication.
- Submit your text and photos/graphics, if applicable. Discuss a preferred design/layout for your communication.
- Allow four to six weeks for production. Our office will layout and edit the text for grammar and spelling, check all classmates' names, and send you a proof to approve. We will then make any additional changes you request and send the job to be printed and mailed.

Alternately, you could take the production to a local printer or even a FedEx Kinko's or Staples to be copied and bound.

2. Text Submission

When submitting text to the Office, please include your name, address, and phone number and keep a copy in case it is lost in transmission. You may submit text in two ways. (Please do not fax your text.):

- (Preferred) E-mail an MS Word document
- Mail a disk or hard copy to Wellesley College Alumnae Association, Attn: Publications, 106 Central Street, Wellesley, MA 02481-8203

3. Photo/Image Submission

We have the ability to scan photos and other artwork that is sent to us. We also accept photos and digital images that have a resolution of 200-300 dots per inch and are saved as TIFF, JPEG, or AI files.

4. Expenses

Class treasurers will be billed quarterly for class and reunion communication expenses, including printing, postage, and other processing costs.

5. Letters and Templates Online

The Office of the Alumnae Association will gladly supply the class with Adobe Portable Document Format (PDF) or Word versions of any of the class's record book materials. Class letters, questionnaires and order forms can be posted on a class web site, downloaded, and read using Adobe Acrobat Reader or Word. If there is a class volunteer with technical expertise interested in exploring further online record book options, we are happy to talk with her.

Final Record Book Distribution

Notes:

Classes may choose to mail a record book to all classmates or only those who pay for one in advance. We recommend mailing record books during the first week of March to help boost class attendance at reunion but it could be sent as late as April or May and still accomplish the participation goal. You can mail your books first-class, book rate, or Standard A (bulk). There are three mailing options:

1. Have the printer send them

The easiest option is to ask if your printer is able to mail the record books or arrange for him/her to deliver the books to a company that can mail them. The printer may charge an additional handling fee per piece plus postage for mailing, but it may be more cost-effective and efficient than shipping the books to you for distribution. The Office of the Alumnae Association can provide your printer with an electronic list of classmates' addresses. Please allow 3 - 5 days to process the electronic list.

2. Send them through the Office of the Alumnae Association

The Printing Services Department charges for envelopes, addressing, stuffing, processing, and postage. If you ask the Office of the Alumnae Association to mail the record books, do not have the printer put them in envelopes. Also, please contact us for our shipping address. Once the books arrive at our office, it will take approximately two to three weeks to prepare envelopes and mail them*.

** Please note the Office of the Alumnae Association will not coordinate special post-reunion mailings to classmates who did not attend reunion.*

3. Send the books yourself

The record book committee can have any local company (UPS Store) mail the record book.

4. Post the book online

Send your compiled file (doc or PDF) to your class contact and we'll assist in posting it to a secure location in the online Community. Classmates will have to sign-in to download the file.

Distributing Record Books at Reunion

In order to save on postage, some classes choose to distribute record books at reunion. It is important that the record book chair, in consultation with the residence coordinator, set up a system ahead of time for distributing record books during reunion weekend because unattended record books have a way of disappearing!

Record book distribution is the sole responsibility of the record book chair. Due to extremely limited storage space, the Office of the Alumnae Association cannot store record books after reunion. Any leftover record books found on campus will be returned to the record book chair and the class will be billed for postage.

Publications Price List

Notes:

Printing Costs:

(Printing and Letter Shop costs were last updated 10/08. Please note these prices are subject to change.)

Quantity		300	450	600	
Paper:	8.5 x 11	1 side/1 color	\$63	\$66	\$72
		1 side/2 colors	\$72	\$81	\$93
		2 sides/1 color	\$83	\$94	\$104
		2 sides/2 colors	\$108	\$121	\$138
	11 x 17	1 side/1 color	\$70	\$73	\$80
		1 side/2 colors	\$79	\$89	\$102
		2 sides/1 color	\$90	\$102	\$116
		2 sides/2 colors	\$116	\$128	\$146
Postcards: photo +\$40)	1 side/1 color	\$95	\$102	\$108 (Using	
	2 sides/2 colors	\$100	\$110	\$118 (Using	
photo +\$40)					
Fold-over card: photo +\$40)	1 side/1 color	\$105	\$116	\$124 (Using	
	2 sides/2 colors	\$120	\$131	\$144 (Using	
photo +\$40)					
Envelope with logo:	#10 (mailing)	\$70	\$73	\$79	
	# 9 (insert)	\$70	\$73	\$79	
	6 x 9	\$74	\$80	\$88	
	9 x 12	\$80	\$88	\$99	
	10 x 13	\$84	\$94	\$108	
	A2 (4 3/8 x 5 3/4)	\$87	\$98	\$112	
	9 x 12 Tyvek envelopes		\$.43 each		
	10 x 13 Tyvek envelopes		\$.43 each		
Letter Shop Costs:	Affixing labels (each set)		\$15		
	Collating and stuffing		\$25		
	Bulk mail preparation		\$25		
	Mailing record books/directories		\$25		
	Ink jetting from digital class list: piece		\$12.50 set-up, .02 per		

Copy Center Costs:

(Copy Center costs were last updated 09/07. Please note these prices are subject to change.)

Regular copies	8.5 x 11	\$.05/page
Color copies	8.5 x 11	up to 100 sheets \$.50/page above 100 sheets \$.40/page
	11 x 17	up to 100 sheets \$1/page above 100 sheets \$.75/page

Postage Costs:

(Postage costs were last updated 09/07. Please note these prices are subject to change.)

First Class Letters:	\$.42 for the first ounce	\$.17 for each additional ounce
	Three sheets and one return envelope equal one ounce. Approximate delivery time is two to three days, depending on destination. First class letters are forwarded.	
Overseas Airmail:	\$.92 for the first ounce, depending on destination. Approximate delivery time is one week to 10 days.	
Book Rate:	\$2.58 for the first pound. Approximate delivery time is one week to 10 days.	
Standard A (bulk):	\$0.12 cents for the first 3.3 ounces. Seventeen sheets and two return envelopes equal 3.3 ounces. Approximate delivery time is 10–20 days, depending on destination. Any letters that need to be forwarded will be returned to the Office of the Alumnae Association.	

Requirements for bulk rate: a minimum of 200 envelopes; weight cannot exceed one pound; materials cannot include advertisements for any products or services; mailing must be sent by the Office of the Alumnae Association; address and return envelope cannot be handwritten. The return address must be:

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

Sample Personal Page 1

Name at College:

Current Name:

Address:

Phone:

E-mail:

Fax:

Family:

Occupation:

Hobbies:

What is new in the past 5 years:

Sample Personal Page 2

Full Name:

Address:

Phone:

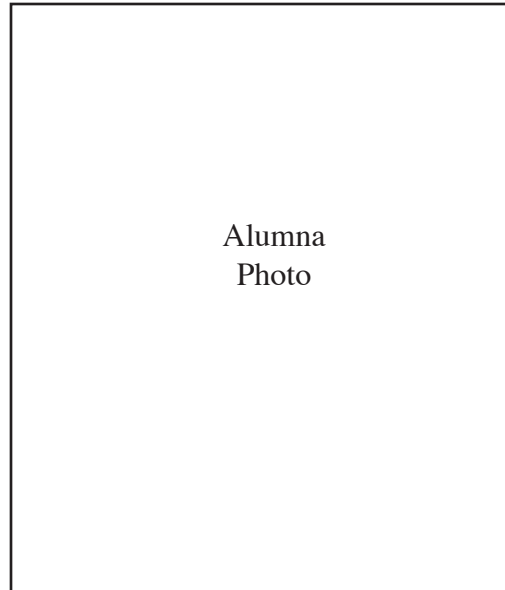
E-mail:

Occupation:

Hobbies/ Travel Favorites:

The last book I read or movie I saw:

My story:



Suggested Vendors

Notes:

Reunion Technologies

For the past year and half we have been in a shared partnership with a company called Reunion Technologies. They offer a suite of online services with a focus on classes and record books. Reunion Technologies now offers Wellesley classes three options for record book support.

The class contracts with Reunion Technologies independent of the Association. We will assist in the process as needed for lists and authentication management.

If one of the options looks like it may fit your class, feel free to speak with us or contact them directly for more information.

Option 1 - Online Yearbook

Create an online reunion book for your Class with Bonfire Online. Web pages and web page templates can be customized to give your Class's site a distinctive presence. Each site includes:

- Authenticated login
- Classmates can submit profile data, addresses, family information, photos, essays, and surveys.
- Online classmate browsing and search of profile data, photos, essays, and surveys.
- Pre-population of the class directory from data supplied by Wellesley.
- Excel output of updated data returned to Wellesley alumnae records.
- Data backup
- System training as needed

First Year: \$2,000

Subsequent Years: \$1,500

Option 2 - Self-Publishing

Use Bonfire to collect reunion book data and photos from your classmates, track and review submissions, and format the online information into a Microsoft Word or Adobe InDesign document. You can then customize that output and combine it with other materials to create your own reunion book.

Each site includes:

- All the features of Bonfire for Classes, plus:
- Yearbook Editor's control panel, which provides for activity tracking and entry editing.
- Formatted Word or InDesign output

One Year: \$3,500

Option 3 - Managed Publishing with Reunion Press

Notes:

For major reunion classes, or other classes with large reunion book projects, Reunion Press, our publishing partner, will provide complete beginning-to-end project consulting and management. As the premier publisher for the top colleges reunion books for over 15 years, Reunion Press knows how to turn your classmates' submissions into a professional-quality, keepsake reunion book.

Reunion Press services include:

- Access to library of design templates
- Access to 15 years of reunion book features/surveys
- Cropping/sizing of all photos
- Conversion from RGB to CMYK and correction
- All page layout, flow and copy fitting
- Advice on features
- Printing management
- Packing and shipping
- One contact for entire package.
- Discount pricing on Bonfire for Publishing

Fee: Quoted. Depends on scope of project.

Contact John Bruestle with your questions about Reunion Technologies.

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FedEx Kinko's

FedEx Kinko's offers a variety of options to reproduce your publication. If you have the document compiled, they offer an assortment of copying and binding options to produce a professional looking book.

Staples

Staples offers a full suite of services including design services to help you in the production of any class communication. They will work with you to design, reproduce, and send your piece. With locations throughout the US and around the world, they are a convenient alternative.