

THE WELLESLEY COLLEGE BOOK AWARD PROGRAM

Guidelines 2009-2010

A. ORGANIZATION

It is recommended that club presidents appoint a Book Award Chair to coordinate the Book Award Program. The chair should be a member of the Alumnae Admission (AAR) Committee, but should, if possible, not be the AAR. The commitment of the AAR is time-consuming enough without the additional responsibilities of the Book Award Program. In any area where there is not a Wellesley club, any alumna who wishes to coordinate a Book Award Program may do so by contacting Jessica Johnston in the Alumnae Office at 781-283-2332 or jjohnsto@wellesley.edu.

B. FUNDING

Funding for the Book Award Program can come from the club funds or donations from individual club members. The Book Award Program is partially underwritten by the Alumnae Association, enabling clubs to purchase the book selected for the program at a substantially reduced rate.

C. CRITERIA FOR SELECTING SCHOOLS

The number and choice of high schools should be based on the experience and judgment of the Book Award Chair, the AAR and/or the AAR Committee. Once a high school has been included in the Book Award Program, it should be included for several years. The public relations aspects of the Book Award Program are maximized by establishing a long-term relationship with the high school and community. **If a high school is to be dropped, it should be contacted, in writing, no later than January 15, 2010 to advise the school of the club's decision (see Example 6).** If you have any questions or concerns about particular schools, please contact the Office of Admission at 781-283-2280, or cwood@wellesley.edu.

1. High schools may also be selected by an individual alumna who wishes to donate a book to a specific school (e.g. one in her community or her alma mater). Every effort should be made to honor these requests.
2. Club funds should be used for book awards to high schools in the following instances:
 - schools that have previously received book awards,
 - areas/schools in which the club would like to establish a Wellesley "presence,"
 - areas/schools identified by the Admission Office for additional recruitment efforts.

D. HOW BOOK AWARD RECIPIENTS ARE CHOSEN

Recipients are chosen by the high school's administrators, counselors and/or awards committee. The criteria for selection should be outlined in a letter from the Book Award Chair or AAR to the school principal or counselor (see Example 4).

E. CRITERIA FOR SELECTION OF RECIPIENTS

The award should reflect Wellesley's preeminence as a women's college.

The recipient must:

1. be a **female** member of the high school junior class.
2. have demonstrated outstanding academic performance and character and have made contributions to extracurricular and/or community life.
3. be given to a student who might qualify for admission to Wellesley.

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F. AWARDED BOOK

The Norton Book of Women's Lives, Phyllis Rose, editor; W.W. Norton & Company, is a single volume collection of twentieth-century literature of women's lives—autobiographies, journals, memoirs—a celebration of life itself. The Wellesley edition is a slip-cased blue linen publication with the Wellesley seal embossed in gold and a bookplate printed on a tipped-in page. The price of the book is \$22.00 (retail price \$29.95) - the remaining cost is subsidized by the Alumnae Association.

G. BOOK AWARD SCHEDULE

November:

1. Letters, guidelines and order forms are sent from the Alumnae Association to all Book Award Chairs and volunteers.
2. Clubs should solicit donations for books in the club's fall newsletter (see Examples 1 & 2).
3. Clubs should determine the number of books needed and identify the high schools where the books will be awarded.

December: (Only for schools where the award has never before been given)

1. Call the high school principal of the selected school to:
 - determine if there is an interest in the Book Award Program
 - establish a contact at the school for future correspondence
2. Write a follow-up letter (or e-mail) to the principal confirming interest in the award (see Example 3).
 - Enclose a copy of "Facts About Wellesley" (or include a link to the College's website) to familiarize the school with Wellesley and reinforce your request that the book be awarded to a truly outstanding **female** student. Extra copies of the "Facts about Wellesley" are available from the Alumnae Association.

January 15:

Letters/e-mails to high schools that are to be dropped from your program should be completed by this date, or if the club is not going to continue the Book Award Program, schools must be notified by this date.

February :

1. **Book orders and payment are due to the Alumnae Office by MARCH 1, 2010.** Books can also be ordered online at www.wellesley.edu/Alum/Awards/Book. **Please send a check or credit card information with your order.**
2. Any questions about book orders should be directed to Jessica Johnston in the Alumnae Association, 781-283-2332 or jjohnsto@wellesley.edu.
3. Letters and reply forms (see Examples 4 & 5) are mailed/e-mailed to all principals or other established contacts at the selected high schools for the Book Award Program.

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March

Confirmation letters are sent by the Alumnae Association to all alumnae volunteers who ordered books. Included with the confirmation letters are copies of the “Facts About Wellesley” brochure and student response cards (one for each book award ordered), and a book award recipient form to be completed by the book award chair or volunteer and returned to the Office of Admission.

April

1. Books are mailed to the Book Award Chair or alumnae volunteers directly from the book publisher.
2. Reply forms are returned from the high schools. Please **call** high schools from which a reply has **not** yet been received.
3. Inscribe the recipient’s name on the inscription page. Be aware that the bookplate has a place for the school to sign. Please feel free to write the high school’s name on this line when inscribing the bookplate. If you would prefer to leave this line blank and have the student or school secure a signature, that is also appropriate. If selections are made at the last minute, it may be necessary to inscribe the bookplates later.

May/June:

1. Deliver or send the books to the high schools.
2. Present books as requested at award ceremonies.
 - Make every effort to have an alumna present the award; the personal touch is always more impressive. However, not all schools allow presentations by college alumni.
 - If an alumna is not allowed to make the presentation, try to personalize the award as much as possible by including a note of congratulations and gift wrapping the book. The wrap need not be elaborate—plain white paper with blue ribbon is fine.
 - Recipients will almost always contact the alumna to thank her, so please include your telephone number and/or address making it more convenient for her to be in touch with you—another opportunity for a personal contact.
 - Include the Wellesley College Fact Sheet and the student response card with each book award.

July:

1. **By mid-July**, return the recipient form in the provided envelope to the Office of Admissions so that they can be included in the College mailings. You can also complete the book award recipient form online at www.wellesley.edu/admission/AAR. (Contact the Office of Admission for the username and password to this web site.) This information can also be sent by e-mail to the Office of Admission in care of Caryn Wood, cwood@wellesley.edu. Please be sure to include the recipients’ names, home addresses, e-mail addresses, phone numbers, high schools and dates of graduation.
 - **It is essential that Book Award recipients be added to the prospective student database in a timely fashion and with as much contact information as possible. Letters of recognition from the College will be mailed in late August or early September.**
2. Write a letter of congratulations to each recipient if this was not done in conjunction with the awards ceremony.
3. Write a report for the next club newsletter (see Example 7).

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Summer/Early Fall:

Honor Book Award recipients and their parents at a special event or at an appropriate club function. Some clubs do a “Return to Wellesley” / “Summer Send-off” picnic or a simple late summer gathering of returning students and invite the Book Award recipients. In addition, many clubs host prospective student events in early fall and invite the book award recipients and their parents. You may get a list of current students and/or prospective students in your club area by contacting Jessica Johnston in the Alumnae Association.

Example Letters

Example letters are attached. Electronic versions of the example letters can be found on the Book Award web page: www.wellesley.edu/Alum/Awards/Book. You can download these examples and customize them for your club. Many club volunteers use the text from these letters in their e-mail communications with area high schools.

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EXAMPLE 1: Club Newsletter Announcement

THE WELLESLEY COLLEGE BOOK AWARD PROGRAM

A Message from Jennifer Desjarlais, Dean of Admission:

The Wellesley Book Award honors young women who have been top scholars in high school as well as talented performers in extracurricular areas. The Book Award Program recognizes young women who have excelled while allowing them to become better acquainted with Wellesley.

These young women should be chosen for their intelligence, determination, motivation, and achievement. Most importantly, however, they should be the academic leaders in their secondary schools. Wellesley's history is rich with women who have demonstrated excellence in the classroom and in personal achievements. We hope to continue that legacy with the Wellesley College Book Award.

We also realize that some areas of the country are not as familiar with Wellesley as we would wish. The Book Award Program allows teachers, parents and students to get to know Wellesley better. If those students decide to apply to Wellesley, we will be delighted, and our aim is to distinguish these young women who have been so outstanding in their academic and personal lives.

The Book Award Program is sponsored and partially underwritten by the Wellesley College Alumnae Association. The award, a Wellesley edition of the *Norton Book of Women's Lives*, is a blue linen slip-cased book with the Wellesley College seal stamped in gold and a bookplate printed inside. The cost to the club is \$22.00 per book.

Are you interested in donating a book to be given to a junior girl in the [YOUR CLUB REGION] area?

If so, please complete the enclosed form. The school(s) of your choice will be contacted to confirm their interest in receiving the award. The awards committee in each high school will make the selection of the recipient. The name(s) of the recipient(s) will be sent to each donor.

Thank you for your support of a very valuable program.

Sincerely,
[ALUMNA NAME, CLASS YEAR]
Book Award Chair

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EXAMPLE 2: Club Newsletter Announcement / Book Award Form Newsletter Insert

WELLESLEY COLLEGE BOOK AWARD PROGRAM

I would like to contribute to the Book Award Program.

NAME: _____

ADDRESS: _____

TELEPHONE: _____ EMAIL: _____

NORTON BOOK OF WOMEN'S LIVES @ \$22.00/book # of BOOKS: _____

TOTAL COST: _____

NAME OF SCHOOL(S): _____

ALTERNATE SCHOOL(S): _____

Every effort will be made to give the book(s) to the school(s) selected. However, to avoid duplication, please indicate at least one alternate school.

ARE YOU INTERESTED IN PRESENTING THE AWARD AT AN AWARDS CEREMONY?

YES NO

Please enclose a tax-deductible check for the total cost indicated above and mail by **December 1** to:

[CLUB PERSON]

[ADDRESS]

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EXAMPLE 3: Follow-up Letter to Principals

December 2009

[PRINCIPAL'S NAME]
[HIGH SCHOOL]
[ADDRESS]

Dear [PRINCIPAL'S NAME],

It was a pleasure to discuss the Wellesley College Book Award Program with you last week. The [CLUB] and I are pleased that [HIGH SCHOOL] is interested in participating in the Award Program.

We would like to honor a female student at [HIGH SCHOOL] in the spring of her junior year who has an outstanding academic record and has also made significant extracurricular contributions to her high school and/or community. The selection of the Book Award recipient should be made by the high school's administration and/or staff.

I will be in touch with [OTHER SCHOOL CONTACT] in early March to confirm your interest. The book will be delivered by mid-April.

Thank you for your interest. We are pleased to have the opportunity to honor outstanding female students at [HIGH SCHOOL].

Sincerely,

[ALUMNA NAME]
Book Award Chair
[CLUB]
[ADDRESS]
[PHONE]

Enclosure

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EXAMPLE 4: Letter to Principals or Other School Contact

February 1, 2010

[CONTACT NAME]
[HIGH SCHOOL]
[ADDRESS]

Dear [CONTACT NAME]:

The [CLUB] will (again) offer the Wellesley Book Award in the [CLUB REGION] area. We are hope that [HIGH SCHOOL] will (again) participate in the Award Program. If, however, you are not interested in the program, please let me know at your earliest convenience.

As you know, Wellesley College is a four-year liberal arts college for women. For more than one hundred thirty years, Wellesley has been known as an institution which values outstanding academic and personal achievement. Wellesley's educational community is guided by the highest academic standards.

Wellesley would like to have the opportunity to honor a female student in the junior class at [HIGH SCHOOL] whose academic record and character are exceptional and who has also made significant personal contributions to her school and/or community.

The selection of the student will be up to you and the high school awards committee. We hope that you will choose to include the Wellesley College Book Award at [HIGH SCHOOL'S] spring awards assembly. If you wish, we will be happy to have a club representative attend the assembly to make the presentation.

Please return the enclosed reply form immediately after the recipient has been selected, so that we can inscribe the book and send it to you before the award is presented.

We appreciate your interest in the Wellesley Book Award Program and will look forward to hearing from you.

Sincerely,

[ALUMNA NAME]
Book Award Chair
[CLUB]
[ADDRESS]
[PHONE]

Enclosure

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EXAMPLE 5: School Response Form (to be included with the letter in Example 4)

WELLESLEY COLLEGE BOOK AWARD
Presented by the [CLUB]

NAME OF SCHOOL: _____

RECIPIENT'S FULL NAME: _____

HOME ADDRESS: _____

E-MAIL ADDRESS: _____

HOME PHONE NUMBER: _____

PARENTS' NAMES: _____

AWARD CEREMONY DATE: _____

TIME: _____

PLACE: _____

WOULD YOU LIKE TO HAVE A MEMBER OF THE [CLUB] PRESENT THE AWARD?

YES NO

SIGNATURE: _____

Please return promptly in the attached stamped envelope so that we may have the book properly inscribed and sent to you before the awards ceremony.

Thank you,

[ALUMNA NAME]
Book Award Chair
[CLUB]
[ADDRESS]
[PHONE]

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EXAMPLE 6: Letter sent to schools that will be dropped.

January 10, 2010

[PRINCIPAL'S NAME]
[HIGH SCHOOL]
[ADDRESS]

Dear [PRINCIPAL'S NAME],

We regret that the [CLUB] will not be able to offer the Wellesley Book Award to a student at [HIGH SCHOOL] this year.

We have enjoyed having the opportunity to honor outstanding [HIGH SCHOOL] students over the past several years.

We have appreciated your support of this program.

Sincerely,

[ALUMNA NAME]
[CLUB]

cc: [OTHER CONTACT PEOPLE AT HIGH SCHOOL]
cc: Wellesley College Admission Office

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EXAMPLE 7: Sample Newsletter Article

BOOK AWARDS

The [CLUB] has presented its annual Wellesley Book Award to the following junior girls who have made outstanding contributions to their schools in terms of leadership, citizenship, and scholastic achievement.

Name of High School
Name of Book Award Recipient

Name of High School
Name of Book Award Recipient

Name of High School
Name of Book Award Recipient

It is our hope that these talented young women will consider applying to Wellesley. We plan to invite the recipients and their parents to our prospective student event this fall.

Thank you to all the volunteers who helped make this year's Book Award Program a success - (list volunteer names). Your time and dedication to this program are greatly appreciated. Thank you, also, to those that made financial contributions to the program. We purchase the books through the Wellesley College Alumnae Association at \$22 per book. If you are interested in making a donation to help purchase book awards so that we can extend our reach to more area high schools, please include your contribution with your dues payment (see membership form).

The Book Award Program is a wonderful way to promote Wellesley College. If you are interested in getting involved, please contact [CLUB BOOK AWARD CHAIR; phone, email].