Welcome and Intros

- Scott Gordon
  » Manager of Alumnae Technology
- Liz Carey
  » Director, Alumnae Marketing and Communications
• What is a Record Book
• How Do You Start
• Process
• Gather Data
• Production & Delivery
What is a Record Book?

• A book containing information about your classmates describing their lives over the last 5 years
• For alumnae eyes only
Why Produce a Record Book?

• A way of connecting with your class and maintaining bonds

• A view of your classmates at a point time that they will look at for the rest of their lives

• If delivered prior to reunion, helps to build attendance and excitement
What is in a Record Book? Usually...

- Names
- Addresses
- Family descriptions (partner, children, grandchildren, pets) and photos
- Career/education description
- Hobbies/interests
- Personal essay
- Classmates pictures
- Letter from the President of the College
  » Supplied by the WCAA
- Class Directory
  » Supplied by the WCAA
What is in a Record Book? Sometimes…

• Memorial information
• Tabulated surveys
• Letter from class president, Reunion chair and/or record book chair
• Photos from last Reunion (e.g., Parade Photo)
• Historical photos (Archives)
• Legenda photos
What is in a Record Book? Always…

• What you want to make it!

• Have fun!
  » Don’t overdo it…
What does the Record Book Process Entail?

- The class chooses a fantastic person to be the record book chair!
- Start recruiting your record book committee
- Contact your WCAA representative and get your initial classmate lists
- Decide what kind of record book you want to create
- Talk with your Reunion committee and class treasurer to decide on budget and price points
  - Who gets the book? Everyone, only those who buy it, etc.
  - Multiple price points
What does the Record Book Process Entail?

• Develop and implement your communication strategies
  » Open profile editing
  » Give gentle nudges through the process
  » “Close” profile editing
  » Really close profile editing

• Assemble the record book
  » Editing
  » Graphic Design

• Publish the record book

• Distribute the record book
How does the WCAA Help?

• Provide Information
  » Active alumnae class list
  » DNC class list
  » Lost alumnae list
  » Deceased alumnae list

• Provide content
  » Letter from President Bottomly
  » Class Directory
  » Legenda pictures if requested
How does the WCAA Help?

• Provide service
  » Provide email services
  » Provide print and mail services for questionnaires, if needed
  » SurveyMonkey for those who want to create a survey
  » Put record book and record book donation on Reunion registration page
    – WCAA collects money and sends to your class treasury
  » Create a wholly separate form to order a record book or make a donation for those who are not registering for reunion
  » Help facilitate contact with Wellesley College Printing Services or Archives

• Cheerleading! (Or therapy)

• Design advice
  – Printing Services can provide a designer
So... What Kind of Record Book Do YOU Want to Create?

- Complexity of record book can be related to which reunion this is
  - Usually 25th and 50th are more elaborate
  - Younger classes (5th, 10th, 15th) usually simpler
  - Older classes have more money and can afford better services
    - Data Collection
    - Graphic Design
    - Printing
• It all starts with when do you want to publish your book?
  » Before Reunion to help drive Reunion attendance
  » Deliver at Reunion is great for reminiscing
  » After Reunion you lose momentum
  » All deadlines work backward from publish date
• Decide on cost per book charged to alumnae
  » Sometimes classes want to make profit from book

• Decide who gets book
  » Some classes want everyone to get book regardless of payment (e.g., 50th class, older classes, in particular)
  » Usually it is who pays for book
Choose Content

• The usual (name, address, spouse/children/pets, etc.)

• Are you going to ask an essay question?
  » Describe your life over the last 5 years
  » Ask a “themed” question
  » Are you going to do a survey?
    – Surveys are anonymous. You publish the statistical results.

• Are you going to publish memorial information?

• Historical photos or information from Archives, Legenda, first year (aka freshman) directory/photos

• Do you want to add photos from the last Reunion?
How is the Physical Book Going to Look?

• Cost-driven decision
• Print and/or electronic
  » Print
    – More expensive
    – Harder to deliver
    – Book is easier to read and store
  » Print on Demand
    – CreateSpace
    – Each alumna buys her own book
      • Can sell for profit
    – Password protected
  » Electronic (PDF)
    – Cheaper
    – Easy to deliver
    – Harder to read
    – Unknown long term storage issues (stay on the web forever?)
Print Issues

- Front and back cover
- Black and white vs. Color
  - Cover vs. interior
- Size of pages (8.5x11, 5x7, etc.)
- How many alumnae per page (How many pages in total)
- Binding
- Paper quality
- Law of printing: cost per book goes down as quantity goes up, but you generally print what alumnae have bought, plus extras.
- Need to decide what is a good price point for your class based on what (if any) budget you have from class treasury.
- Or use CreateSpace
Printers

- Wellesley College Print Services
  » Printed onsite or by preferred printers vetted by College for price and quality
- Big box stores (Kinkos, Staples, Office Max, etc.)
- CreateSpace
- Local printers you know
Electronic Format

- Normally create a PDF at end of process that can be used
- Difficult to limit access to straight PDF document
  » Password protect document
Put Together Your own Record Book Committee

• Team to aid you and to have fun with
  » Create phone tree
  » Gather and edit profile information
  » Web Communications
  » Head the Survey
  » Graphic Design
How are Classmates Going to Update Profile?

• Older classes may not want to collect electronic updates
  » Mail forms sent out (WCAA can help)
    – Costs more
    – Slower
    – People lose or ignore mail
    – More time consuming to edit (and retype, if needed)

• Most alumnae are comfortable with email
  » Send out a MS Word Doc
  » Set up a Google Form (Can’t upload pictures)
  » Use Social Media to remind classmates
  » Employ a service
    – MENO
    – Reunion Technologies
Get Alumnae to Update Their Records

- Set initial close date
  » People are natural procrastinators. Need to have some time after initial close date.
  » More time is not helpful. More than 2-3 weeks doesn’t help.
- Send out initial letter and/or email
- Coordinate communication with rest of Reunion team
  » Can send out reminders with other Reunion communications
- Find Lost classmates
  » Remember to have alumna update WCAA if found
- Try and get DNC alumnae to update their record
  » Cannot blindly contact these alumnae
  » Can only contact if there is a personal relationship with an alumna
  » Alumna should contact WCAA if they want DNC removed
Get Alumnae to Update Their Records

• Send out reminders
  » Fine line between persistence and nagging. Be aware.
  » Phone callers should have script for clarity
• Remember information is private. Keep as secure as possible.
• Keep good records of who has been contacted
  » Can assign a range of alumnae to different phone tree callers (e.g., by geography or senior dorm)
  » Keep master list
Producing Record Book

• Edit entries (optional)
• Graphic Design experience really helps here
  » Best done in Adobe In-Design
  » Can be done in MS Word
• Place information in pre-determined format
  » Number of alumnae per page
  » Number of columns per page
  » Number of pictures per profile
Producing Record Book

• Come up with front and back page design.
• Don’t forget letters from Wellesley President and any Reunion/class officers.
• Class Directory
  » Given to you by WCAA
• Send to printer when all editing and graphic design work is done
• Distribute
Record Book Delivery

• Electronic form
  » WCAA can place behind authentication
  » Users are sent link to PDF
  » PDF password protected
  » Copy sent to WCAA

• Print form
  » Send via mail
    – International always more money
  » Hand out to alumnae who come to Reunion who ordered book (mail to non-attendees)
  » Print-on-Demand (Create Space) up to alumna
  » 3 bound and 1 unbound copy sent to WCAA
Contact Us

• Liz Carey
  » 781.283.2337
  » ecarey@wellesley.edu

• Keira Bunn
  » 781.283.2392
  » kbunn@wellesley.edu

• Scott Gordon
  » 781.283.3417
  » sgordon2@wellesley.edu
  » Lists, Order Forms, Create Space

• Jane Callahan, Archivist
  » 781.283.2128
  » jcallaha@wellesley.edu
  » Historical Photos
• Discussion of CreateSpace
• Discussion of MENO
• Discussion of Reunion Technologies
• Jane Callahan – Archivist
Reunion Record Books

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