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Introduction and Process Overview

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 is a great way to connect with your class and maintain bonds. It also provides a view of your classmates at a point in time that they will look at for the rest of their lives. If delivered prior to Reunion, it can also help to build attendance and excitement.

Starting Your Record Book Project

To begin, the class chooses a fantastic person to serve as the record book chair. If desired, the chair then recruits a record book committee. Typically a committee is a good idea when classes are working on milestone books (10th, 25th, or 50th) and there are a lot of tasks to accomplish.

The record book chair and class treasurer then need to decide what kind of book you want to create (electronic only, printed only, or print and electronic—more on this later!), and what your record book budget will be. At this point, the chair should decide who will receive a book; for example, everyone in the class, or only those who purchase it. It’s also possible to charge different prices for different versions of the book. Planning these decisions in advance will help keep your book organized and on schedule.

Once these details are ironed out, the first action item is to talk to your WCAA representative and get your initial class lists for the data collection stage.

Data Collection

Collecting the data about your classmates that fills up your book can be performed in a number of different ways, depending on
what you’re most comfortable with and what your budget will be. For example, the chair can decide to collect class data herself using Google Docs, SurveyMonkey, or some other collection method. Or, the class may decide to use one of the WCAA’s vendors to assist in the data collection stage. See the section in this booklet on Design for more information about our vendors.

During the data collection stage, the record book chair should also be coordinating and collecting materials for any other special sections to be included in the book. See the section in this booklet on Elements of a Record Book for ideas.

Production and Delivery

After all your class’s information is gathered and the components of your book are decided, it’s time to design your book. As with data collection, there are a number of design options available to you, including:

- Self-designed: Someone from the record book committee or the record book chair can collate, edit, and organize the record book contents using any desktop word processing or layout software, such as Microsoft Word or Adobe InDesign.

- WCAA vendors: The WCAA has two outside vendor options for the production of your book: Meno Publishing or Reunion Technologies. They each offer different levels of service at different prices. See the section in this booklet about Design for more information about each vendor.

- WCAA designer: An employee of the Wellesley College print shop, Paula Wagner, can work with you directly on designing and producing your book. She provides quotes for each project individually.
• Outside vendors: You can also research and hire your own record book designer if you so choose.

**Printing**

No matter which method you choose for the production of your book, the final product must be a print-ready and/or web PDF. If you are offering a printed version of your book, it can either be printed by the college’s printing office or through Amazon’s CreateSpace print-on-demand self-publishing platform. (For standard print pricing, see the section of this book on **Printing**.) With either printing method, your WCAA representative will help you coordinate this step.

You may also choose to make an electronic version of your book available to your classmates, at a cost or for free. The electronic PDF version can be shared securely through your class’s website behind authentication.
## Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Task Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Fall</td>
<td>Discuss record book finances with your class treasurer. Obtain estimates from different vendors, if applicable.</td>
</tr>
<tr>
<td>2014</td>
<td>November</td>
<td>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.</td>
</tr>
<tr>
<td>2015</td>
<td>January</td>
<td>Mail your record book letter and questionnaire. Send a follow-up letter, postcard, and/or email(s).</td>
</tr>
<tr>
<td>2015</td>
<td>February</td>
<td>Begin your record book compilation. If previously requested, the WCAA mails your current class directory to the record book chair.</td>
</tr>
<tr>
<td>2015</td>
<td>Spring</td>
<td>Print your record book. Mail and/or post your record book online. Send five copies to the WCAA. Decide whether to print additional copies for sale/distribution at your Reunion in June.</td>
</tr>
</tbody>
</table>
Elements of a Record Book

Personal Page

The personal page section of your book 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 in photos, how their lives have changed since the last Reunion or respond to a general question posted in your questionnaire. Consider asking for:

- Nickname
- Address, phone number, email 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 WCAA. 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 WCAA.

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 with a resolution of 300 ppi (pixels per inch). We do not recommend reprinting photocopied pictures.

Additional Elements

- A letter from the President of the College (provided by the WCAA)
- 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 (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 WCAA)
- A deceased list (available from the WCAA)
- An In Memorium section written by classmates and/or friends
- A class officer list (available from the WCAA)
Data Collection

Choosing Content

Before you can send out your class profile request to your classmates, it’s important to decide what types of information you want to gather. Below are some examples of standard information, plus extra considerations.

**Standard**

- Name
- Address
- Spouse’s name
- Children’s names
- Pets

**What Is in a Record Book?**

- 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)
Special Sections

• 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
Design

Vendors

The WCAA has two outside vendor options for the design of your book: Meno Publishing or Reunion Technologies. Please note: in order to use either Meno Publishing or Reunion Technologies design services, you must also use them for data collection. The WCAA also frequently works with a designer from the Wellesley College print shop, Paula Wagner. She can work with you directly on designing and producing your book, and she provides quotes for each project individually. If you’d like to request Paula, please contact your WCAA representative.

Meno Publishing

Meno has been producing yearbooks and reunion books since 2001. Since then they have worked with over 500 schools, colleges and universities worldwide.

They are a small, dedicated team, passionate about producing fabulous books. Meno account managers will listen to your requirements, update you on progress and give you lots of tips and ideas. One of Meno’s professional designers will design your book for you; simply provide your text and photos and you will receive a complete PDF to check before printing.

For more information, you can contact them at 781.209.2665 or enquiries@meno-recollections.com.

Reunion Technologies

Even though we live in an increasingly digital age, there is currently no equivalent to “flipping thru the pages.” Reunion Technologies recognizes the importance of print publishing and
we’ve developed top-notch solutions to increase your members’ participation in your record book project.

What encourages members to submit information to be published? How can your editors easily manage the entire publishing process online? How can you best integrate your offline publishing and your online efforts?

Reunion Technologies prides itself on its extensive research into questions like these. This research provides the foundation for its range of service offerings and industry-leading software tools like Bonfire®, a hosted software solution that helps you collect valuable data at reunion time.

For more information, call 609.924.0925.

**Pricing**

**Meno Publishing**

Meno Publishing charges $16.00 per respondent. This price includes the set up and use of the system to gather and manage alumnae data, an account manager and support for both the class volunteer team and contributing alumnae, full design of alumnae bio pages and up to 20 feature pages, digital proofs and a print-ready high-resolution digital print file.

**Reunion Technologies**

For the data collection portion of your project, Reunion Technologies charges $3.00 per original matriculating classmate (whether they be lost or known, alive or deceased). To design and produce your final digital print file is an extra $1.50 per classmate ($4.50 total).
Photo Quality Requirements

Digital photos are measured in pixels per inch (ppi). For high-quality printing, the photo should be at least 300 ppi. The ppi is directly proportional to the size of the image, so as you resize a photo to make it print larger, the ppi will decrease. If you resize a photo to make it print smaller, the ppi will increase. Looking at the image properties should specify what the ppi of the supplied image is. If you have any questions about picture quality, contact your WCAA representative.
Printing

Vendors

CreateSpace

Through Amazon’s CreateSpace self-publishing platform, you can sell individual copies of your record book for a fraction of the cost of traditional manufacturing, while maintaining more control over your materials. The process is managed by Scott Gordon of the WCAA, and it allows you to distribute your record book through the CreateSpace eStore.

Wellesley College Printing Office

The Wellesley College Printing Office is managed by Rick Borque. The Office can take on short print run projects as well as large print run projects. If you choose the Wellesley College Printing Office to print your record books, your WCAA representative will coordinate with the Office directly. The Printing Office can also coordinate the mailing of your record books if needed.

Pricing

All pricing is dependent on the exact requirements of your order, whether the book is printed in one color (black and white) or four color (full color), the number of pages, trim size, and number of copies. CreateSpace printing should only be used for one-off orders by your classmates. For large (bulk) orders of your record book, we recommend using the Wellesley College Printing Office. The pricing below does not include the cost of mailing or shipping and handling.

CreateSpace
When you are planning what your unit price per record book for your classmates should be, if you are using CreateSpace you should first determine the unit cost to print your book. That can be done by visiting https://www.createspace.com/Products/Book/ and clicking the “Buying Copies” tab. The “Member Order” calculator will give you the base unit cost.

Also keep in mind that CreateSpace collects a 20% royalty on any book sold through the CreateSpace eStore. CreateSpace also charges a fixed cost per book printed, and sometimes a per page cost as well. To find out what your net royalty will be after CreateSpace takes its share, use the royalty calculator found here: https://www.createspace.com/Products/Book/#content6:royaltyCalculator.

**Wellesley College Printing Office**

Below are a few recent representative examples of record book orders from the Wellesley College Printing Office.

<table>
<thead>
<tr>
<th>Recent Examples</th>
<th>Wellesley College Printing Office</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 440 copies</td>
<td>$9,900.00</td>
</tr>
<tr>
<td>• Four-color</td>
<td></td>
</tr>
<tr>
<td>• 320 pages</td>
<td></td>
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<tr>
<td>• 140 copies</td>
<td>$4,060.00</td>
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<tr>
<td>• Four-color</td>
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<tr>
<td>• 300 pages</td>
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</tr>
<tr>
<td>• 75 copies</td>
<td>$844.73</td>
</tr>
<tr>
<td>• One-color (black and white)</td>
<td></td>
</tr>
<tr>
<td>• 320 pages</td>
<td></td>
</tr>
</tbody>
</table>
Electronic Distribution

If you decide to distribute your record book electronically in addition to or in lieu of printing your book, the WCAA can make the PDF available behind authentication for download through your class’s website. You may also choose to only send classmates the link to download the PDF if they purchase the print book.