Dear Club Secretary,

We would like to start by thanking you for your time, your enthusiasm, your hard work, your patience, your energy, your ideas, your sense of humor, and your leadership. You listen, reach out, and keep people informed.

We recognize all the things you do and appreciate them greatly. We are here to help you celebrate your club’s alumnae engagement and maintain records of the club’s board and annual meetings. We are also here to work with you to find potential solutions to any challenges you may face.

We are excited to share this BLUEprint Toolkit and additional resources with you to support your development as a club leader. In addition to formal documents such as roles and responsibilities and sample bylaws, we plan to add content as we learn of exceptional and unique ideas for engagement, volunteer recruitment, and motivation. Please send us your most successful and most creative ideas. We’d love to share them with other club leaders to help their clubs grow and thrive.

We look forward to working with you in all the myriad ways to connect alumnae to each other and to the College.

Best regards,

Lesley Robertson ’88
Director of Alumnae Engagement Programs

Janet Monahan McKeeney ’88
Director of Alumnae Engagement Logistics
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Wellesley College Alumnae Association Mission

The mission of the Wellesley College Alumnae Association is to support the institutional priorities of Wellesley College by connecting alumnae to the College and to each other. The Association will serve as a lifelong resource to alumnae and will encourage alumnae to contribute to the continued excellence of the College.

Volunteer Tenets

All alumnae volunteers are guided by the Wellesley College Alumnae Association (WCAA) mission. We are always looking for alumnae interested in sharing their time, energy, and spirit as volunteers for Wellesley. The following tenets are designed to guide you in your volunteer role(s).

As a Wellesley volunteer, you agree to:

- Treat all alumnae and staff with respect and civility in person, in email, in print, and social media.
- Commit to a role that suits your skills and capacity.
- Commit to being inclusive and address issues of diversity along numerous demographic lines (e.g., race, class, gender identity, sexual orientation, ethnicity, age, ability, religion, geography, etc.) in all facets of your volunteer work.
- Communicate regularly with alumnae volunteers and WCAA staff.
- Actively seek opportunities to engage new alumnae.
- Resolve any conflicts in a transparent and open manner.
- Acknowledge any potential conflicts of interest and recuse oneself when appropriate.
- Keep your contact information current at alum.wellesley.edu, including address, email, and phone number. As a volunteer, you must agree to be contacted by the WCAA or other alumnae via any of these channels.
- Recognize that your actions will reflect on and speak for not only you, but for other alumnae and the College.
Role Responsibilities

As club secretary you serve in the important role of keeping minutes and records of the club's meetings. Depending on your club's structure, you may also work with the communications team to keep the club informed of events and activities.

Primary responsibilities:

- Attend and take minutes at board meetings and the club’s annual meeting
- Circulate meeting minutes to the board prior to the next board meeting.
- Send annual meeting minutes to WCAA and distribute to the club.
- Maintain records of club correspondence.
- Inform officers of deadlines for reports, mailing, and future correspondence.
- Coordinate mailing/emailing of notices/newsletters to area alumnae; may share this responsibility with a newsletter or communications chair.
- Maintain a roster of officers and other board members with current address and telephone and e-mail information.

Other optional responsibilities include:

- Writing occasional newsletters
- Writing birthday cards
- Sending condolence cards
Communications and Social Media

You and your club’s communications team (newsletter chair, communication chair, website chair, social media chair, etc.) have the power to connect—and build excitement about all the different ways to engage through the club. Let alumnae learn about upcoming events and share photos of past ones! Add personal touches as you introduce the board—what are their favorite books/movies/restaurants? Or perhaps a spotlight on one in each newsletter—how did they come to volunteer and why?

Newsletters/Emails

- Together with the club leaders, establish a timeline for regular communication to the club via email or newsletter including deadlines for members to submit information.

- Be consistent in the information you include in newsletters.

- Send all club emails, newsletters, and invitations through the club website (alum.wellesley.edu). Training for communications volunteers is available online. If your email requires additional technological assistance, you may use this form to request an email blast, newsletter, labels, or list.

- The WCAA encourages email and e-newsletters for sustainability and suggests mailing only to alumnae with no email on file. If a print mailing is necessary, be sure to include a way for alumnae to update their information: “Update your contact information at alum.wellesley.edu or email recordupdates@wellesley.edu.”

Website

- Work with your communications team to ensure your website has current content on it. Post a welcome letter, information about upcoming events, list your officers, add a banner photo, include photos to highlight events. If you and your website chair need assistance, request it here or view our video tutorials.
Social Media

- Please post the [WCAA social media guidelines](#) on the club website and any social media platform your club uses.

- Ensure there are moderators for each platform, and that they understand and adhere to the social media guidelines.

Access to Contact Information

- WCAA strongly encourages use of the [online alumnae directory](#). The online alumnae directory is behind a Wellesley firewall that requires signing in. If alumnae have difficulty logging in, they can call the help desk at 781-283-7777 or email them at help@wellesley.edu. They can also use the [password reset feature](#).

- If you wish to do individual outreach to alumnae to encourage attendance and other participation, you can [request a club list](#) here. A club list will include: name, addresses, and phone number. A lost list will include name and last known address. A do-not-contact list will include name. You can [preview an example of a list](#) here.

- We do not recommend a printed directory, as it is quickly out of date. All information and search functionality is available in the online directory found either on the WCAA website or the individual club website. If your club requires a directory, you may [request one in the comments of this form](#). Please be aware that pulling a directory is time intensive. WCAA cannot produce directories in the summer months or in January. The WCAA will produce one directory annually for your club if requested and both the club annual and financial reports have been completed and submitted.
Online Resources

Here are some other helpful resources for class officers.

WCAA Policies and Guidelines

Appropriate Use of Alumnae Information

Current alumnae volunteers may be given access to alumnae information. The information provided is for official Wellesley College alumnae use only. Use of the information for any non-Wellesley College Alumnae Association 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 of the addresses or other information for any mailing other than alumnae related events—is strictly prohibited. Any misuse of the data may result in legal action from the Wellesley College Alumnae Association.

The information provided is maintained by the Wellesley College Alumnae Association database and is accurate as of the date it was retrieved.

Wellesley College takes seriously its responsibility to protect the privacy of the members of the Wellesley College community. We have recently updated our Privacy Notice, which should make it easier for you to understand what information we collect, why we collect it, and how it’s used.

If you have any questions about appropriate usage of alumnae information, contact alumnae@wellesley.edu.

Charitable Donations

Each Wellesley class/club/SIG is a 501(c)(3), a nonprofit organization, whose mission is to connect Wellesley alumnae to the College and to each other. Each class/club/SIG operates under the umbrella of the Wellesley College Alumnae Association and as such must operate in a manner that upholds the shared mission of the class/club/SIG and the WCAA so that both the class/club/SIG and the WCAA may maintain their legal standing as non-profits.
While community service can be a large part of a class/club/SIG’s engagement, direct financial support of another charity is not permitted. All money collected by the class/club/SIG must be utilized to further the mission of the class/club/SIG, the WCAA, and Wellesley. In other words, funds raised and held in the class/club/SIG’s bank account are to be used to connect alumnae to each other, the class/club/SIG, the WCAA, and the College or may be donated to the class/club/SIG’s scholarship fund, if applicable, or as a gift to the College. Direct financial support of another 501(c)(3) is outside the class/club/SIG’s mission, and therefore must not occur.

If you have any questions about a class/club/SIG’s financial responsibilities, please contact alumnae@wellesley.edu.

Non-Discrimination Policy

Each Wellesley class/club/SIG operates under the umbrella of the Wellesley College Alumnae Association and is closely associated with Wellesley College through the class/club/SIG’s mission to connect Wellesley alumnae to the College and to each other. As such, each Wellesley class/club/SIG is expected to share Wellesley College’s commitment to providing equal opportunity in employment and education to all employees, students, and applicants of Wellesley College. Wellesley College policy strictly prohibits discrimination or harassment on the basis of race, religion, color, sex/gender, age, ethnic or national origin or ancestry, veteran status, physical or mental disability, pregnancy, sexual orientation, gender identity or expression, genetic information, veteran or military status, membership in Uniformed Services, or any category protected by applicable state and federal laws. Wellesley College is committed to making its programs and campus accessible and compliant with all applicable non-discrimination laws. Sexual harassment, including sexual violence, is a form of gender discrimination that is illegal and prohibited by College policy. Retaliation against any individual for making a complaint regarding this type of conduct or for participating in the investigation of such a complaint, is not tolerated.

If you have any questions about this non-discrimination policy, contact alumnae@wellesley.edu. You can also review the College’s website for more information.
WCAA Contact Information

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