

WELLESLEY
BLUEPRINT

CLASS
VICE PRESIDENT
TOOLKIT
2018



Dear Class Vice President,

We would like 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 are a thought partner, advisor and brainstorm buddy to the class president. You serve as an astute observer and steady presence for the class. You listen and motivate, reach out and encourage people to try new ideas, you build in opportunities to expand the class's engagement with all alumnae and support the class's mission of connecting alumnae to each other and the College by organizing the mini reunions that keep the bonds between your classmates strong.

We recognize all the things you do and appreciate them greatly. We are here to help you celebrate engagement of every kind and work with you to find potential solutions to any challenges you may face.

Welcome to BLUEprint, a new way to find resources specific to your role as class vice-president. In addition to formal documents such as roles and responsibilities and a sample class constitution 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 volunteer leaders to help their classes come together 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



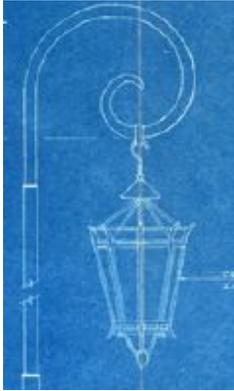


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Wellesley College Alumnae Association Mission



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

The class vice president serves as class leadership and a resource for the class president.



As leader of the class, presidents assume the following responsibilities:

- Provide leadership and direction to the class organization.
- Plan mini reunions for the class. A mini reunion is a gathering of 3 or more classmates and can range from brunch to international tours.
- Organize and keep track of mini reunions for the class as well as ideas and suggestions for new mini reunions.
- Work with the secretary to publicize mini reunions to the class and build enthusiasm.
- After every mini reunion complete the WCAA [post mini reunion form](#).
- Attend board meetings.
- Together with the president and other class officers, establish and communicate goals and priorities for the class.
- Help to recognize potential and future volunteers for class leadership which will represent the diversity within the Wellesley alumnae community by providing and fostering opportunities for new leadership to develop.
- Attend any training sponsored by WCAA to which you are invited, if at all possible.

Board Meetings

The purpose of a board meeting is to plan, discuss, organize, and make decisions for the class. With this in mind, class vice-presidents are asked to attend all board meetings and to work with the president to consider the following information when organizing a class board meeting:

- Set meeting dates in advance. Discuss the regularity of meetings needed to keep goals on track.
- If you plan multiple meetings, vary times of day and days of the week to offer flexibility and allow more members the opportunities to participate.
- Determine if participating in a meeting via phone or Skype is a viable alternative. Decide if there are any requirements for in-person attendance versus calling-in. Communicate these expectations to all board members and ensure your bylaws reflect your practice.
- Set an agenda and timeline and keep to it.

Prior to Each Meeting

- Work with the president to create an agenda; compile necessary factual information, etc.
- Plan the order of business strategically placing items in order of importance.
- Allocate an appropriate amount of time for committee reports and include it on the agenda. Inform committee chairs in advance how much time they will have for their presentation and set an end time to follow-up discussion.
- Distribute the agenda and minutes of previous meeting one to two weeks ahead of the meeting to serve as incentive to think about items before the meeting.

The Meeting

- Start on time.
- Be familiar with simple [parliamentary procedure](#) – it provides confidence to help run the meeting, and will assist the flow of business.
- Give everyone a chance to be heard, but do not let any single person monopolize the discussion.

- Set meeting goals and be sure that the meeting accomplishes something. Even if a decision is postponed to await further research, the meeting has started the decision process. Don't let items drift on inconclusively.
- With the president, set next steps and assign them clearly.
- End the meeting on time.

Follow-up

- Call/email board members tasked with next steps to encourage and remind them of next steps and deadlines.



For me, attending Wellesley was life-changing...Initially, I saw volunteering as one way to give back to the college that did so much for me...I am still in awe of the Wellesley women I meet today through volunteering...and know I'll continue to meet inspirational Wellesley women. There are a range of opportunities to help Wellesley and connect with fellow alumnae.

~ Whitney Shaffer Ackerman '03, Sed Ministrare Recipient 2014

Volunteers

Every organization is as strong as the people involved in making it work. The effort to recruit and retain volunteers is worthwhile. Volunteering is rewarding, and many people make time to do it, even when faced with a busy schedule. There are many alumnae who would be happy to volunteer for Wellesley and your class. The challenge lies in finding them and determining the jobs that will provide the best “fit” for each volunteer.



Recruiting Volunteers

- The first rule of finding volunteers is ... ask!
- Talk about volunteering for the class in conversation at events.
- Provide your members an opportunity to sign-up for volunteer anywhere you can think of—on forms, at mini reunions, on the website, through social media, etc.
- Break jobs into smaller concrete pieces; alumnae are often more willing to volunteer for a job if it is a specific task with a defined amount of time. After success, volunteers are often willing to take on tasks and roles with more responsibility.
- Make sure the class nominating committee is comprised of alumnae of diverse geography, interests, socio-economic, ethnic, and religious backgrounds.
- Let volunteers know that serving in a volunteer position is an honor and will be looked upon with high regard.

Motivating Volunteers

- Leaders set an example by their enthusiasm for the class and, when possible, attending mini reunions
- Pair experienced volunteers with new ones, older with younger.
- Coach volunteers to take on responsibilities in areas in which they have personal connection or interest
- Support class volunteers in what they are trying to do. Thank them personally.



One of the keys to a successful project is that the team members enjoy working with each other. If you bond as a team, you look forward to working together, and you never want to let the others down. This is pretty important if you aren't getting paid! Working with other Wellesley alums has been a great experience.

Charlotte LaRusse Isaacs '68

Events

The magic happens when Wellesley alumnae get together to share meals, celebrate, learn, connect, embody Sed Ministrare, and pass Wellesley spirit to new generations of Wellesley women. There are so many possibilities for gatherings, and some ideas are listed below.



- Together with the president and the board, determine the mini reunions for the year.
- Aside from an annual meeting, you are not required to have any specific type of event unless it is your Reunion year
- There is no defined minimum number of mini reunions a class must hold. If it is challenging to find support for the number of planned events, do fewer and do them well.
- Be sure to vary program content, times, and locations.
- Ask for program interest and specific topics/ideas from your board or conduct a survey asking what type of events your class's constituency is interested in and would support. Don't forget to ask if an alumna would help with an event she has suggested!
- Collaborate with other classes, decade reps, and geographic reps to share ideas.
- Try piloting new ideas for mini reunions regionally and expanding them as there is interest
- Keep timing in mind. Make sure there is enough time for planning and publicizing the event, and that it will take place at a time that is convenient for class members.
- Use the registration system provided by WCAA on alum.wellesley.edu to help the WCAA record accurate attendance and engagement metrics. For more information on creating events on your website, view our [video tutorials](#).

Event Ideas:

Brunch, lunch, happy hours, holiday gatherings, community service, city tours with Road Scholar, museum tours, spotlight on class alumnae events, and any other great ideas you and your classmates may have.

Communications and Social Media

You have the power to connect—and build excitement about all the connections that are possible through the class. Let alumnae learn about upcoming min-reunions and share photos of past ones!



Newsletters/Emails

- Send all class emails, newsletters, and invitations through the class website (alum.wellesley.edu). Training for communications volunteers is [available online](#). If your emails 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 alumne to update their information: “Update your contact information at alum.wellesley.edu or email recordupdates@wellesley.edu.”

Website

- Ensure your website has current content on it. Post information about upcoming mini reunions and include photos! Use the site for alums to register for mini reunions. 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 class website and any social media platform your class 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 class list](#) here. A class 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.

Online Resources

Here are direct links to other helpful resources:

- [Technological help form](#) for email, eblasts, lists, and labels
- [Online directory](#)
- [Basic parliamentary procedure](#)
- [Sample class constitution](#)
- [Toolkits for other roles](#)
- Alumni Magnet video tutorials:
 - Creating an Event: <https://youtu.be/qHNUHTsuzQA>
 - Managing Your Event: <https://youtu.be/NHQ24JV9-yc>
 - Creating a Newsletter: <https://youtu.be/SEbwj9Ov3bg>
 - Creating Memberships: <https://youtu.be/pP3MVYAAJDs>
 - Managing Your Online Store: <https://youtu.be/ewdRteV6tFI>

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 either alumnae information, contact alumnae@wellesley.edu.

Charitable Donations

Each Wellesley class/club/SIG is a 501(c)(3), a non-profit 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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WCAA Staff Contacts by Class

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1960s	Kelly Gallagher '14
1970s	Darcy Kupferschmidt '12
1980s	Kelly Gallagher '14
1990s	Darcy Kupferschmidt '12
2000s	Kelly Gallagher '14
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