Wellesley Clubs
Alumnae Leadership Council 2014
Serving YOU and Your Groups:

- **Susan Lohin**
  » Director, Alumnae Connections

- **Marisa Shariatdouost ’09**
  » Associate Director, Alumnae Connections
  » Primary contact for 7 large urban clubs

- **Leah Driska ’08**
  » Assistant Director, Clubs
  » Primary contact for all other clubs
The mission of the Wellesley College Alumnae Association is to support the Institutional Priorities of the College by connecting alumnae to the College and each other.

The Association serves as a lifelong resource to alumnae and encourage alumnae to contribute to the continued excellence of the College.
Why Have a Wellesley Group?

- Nurture friendships among alumnae
- Provide a forum through which women can share career and life experiences
- Promote lifelong learning through educational programs
- Assist Admission by inspiring and connecting with qualified high school students
- Enhance Wellesley’s image through community involvement
There are about 84 active clubs, 12 SIGs, and many key alumnae contacts around the world.
US Club Models

Chapters: committee run, no bank account, host occasional events

Model A: Small, geographically diverse, and/or in temporary hibernation, or just forming

Model B: Medium, suburban, or a growing club

Model C: Urban or suburban, mature club

Model D: Large, active urban club
Our Club Leaders

Club Presidents by Decade
Components of a Strong Organization

- Leadership
- Communications
- Membership
- Programs
Leadership
Helen Hsu ’93
Maneesha Patil ’78
WCAA Board of Directors
Club Leadership
Keep the Flame Alive
Maneesha Patil ’78 & Helen Hsu ’93
WCAA Board Members
Club Statistics

Wellesley Club of Houston

• Founded in 1941
• 328 members (avg 75-100 dues-paid members)
• 12 board members
• Club area: 2.5-hour drive from Galveston to Bryan
• 1,800 miles from Wellesley

Washington State Wellesley Club

• Founded in 1892
• 750 members (135 dues-paid members)
• 30 board members
• Club area: 5-hour drive from Seattle to Spokane
• 3,000 miles from Wellesley
it’s like passing the Olympic Torch
This is normal, but doesn’t have to be.

In need of strong leaders
provide the road map
Alumnae Association Mission Statement
http://new.wellesley.edu/alumnae/about

Furthers the interests of Wellesley College and its alumnae by connecting alumnae to the College and to each other.

Club Mission Statement
http://new.wellesley.edu/alumnae/volunteer/volunteerresources/handbook/roleclubstoc/le#er_to_club_presidents

- To nurture alumnae friendships—Wellesley women enjoy one another's company and can be a rich source of support for one another.
- To promote continuing education and intellectual stimulation through Wellesley's commitment to lifelong learning.
- To assist the Office of Admission by identifying qualified high school students and cultivating their interest in Wellesley.
- To participate in a dynamic network of women who bring a wealth of career experience and knowledge to alumnae facing decision points in their professional lives.
- To enhance Wellesley's image through community involvement. To demonstrate in a public way the value of a Wellesley education and to fulfill our motto of service to others.

state the mission
stick to the mission
legacy, friendship, networking
prioritize personal, connections, bonding and friendship opportunities
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Platform</th>
<th>Position</th>
<th>Other topics to include</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 1</td>
<td>Annual Meeting (on April 28) – first announcement</td>
<td>eNewsletter; postcard; Facebook; website; personal emails to prospective students</td>
<td>VP Communications VP Social Media</td>
<td>Dues; Spring Salon reminder</td>
</tr>
<tr>
<td>April 12</td>
<td>Annual Meeting (on April 28) – second reminder</td>
<td>Broadcast email</td>
<td>VP Communications</td>
<td>Final push for dues – include list of paying members</td>
</tr>
<tr>
<td>June 1</td>
<td>Summer picnic, new student announcements</td>
<td>eNewsletter; Facebook, website, personal emails to current students including new students</td>
<td>VP Communications VP Social Media Club President</td>
<td></td>
</tr>
</tbody>
</table>

plan the master calendar early
plan budget for basics, equipment and services
Model Bylaws for Wellesley Clubs

These bylaws are designed to meet as many situations as possible. Each club will find it necessary to modify or expand on the basic plan to fit its own needs. Clubs are urged to keep bylaws as simple as possible. Please note Article V, Section 6: Appointed Leader or Committee. This section was added to the model bylaws in 2005, and clubs are encouraged to amend their bylaws to include this important provision. Clubs should send the most recent copy of their bylaws to the Alumnae Office.

________________________________________

ARTICLE I. NAME

This organization shall be known as __________________________.

ARTICLE II. PURPOSE

The purpose of this club shall be to promote the interests of Wellesley College and its alumnae.

ARTICLE III. MEMBERSHIP

Section 1. Active Members - An alumna is any graduate of Wellesley College or any former student who: (a) has been a candidate for a Wellesley College degree for at least one term and whose class has been graduated, or (b) left in honorable circumstances before completing one term and who has requested membership in the Association after her class has graduated. Any alumna may become an active member on payment of annual dues. Only active members shall be eligible for service on the Board of Directors.

Section 2. Associate Members - Any past or present member of the faculty or administration of Wellesley College may become an associate member of the club upon payment of annual dues. Any non-Wellesley parent of a Wellesley daughter, past or present, may become an associate member of the club upon payment of annual dues.
build your board
have a big board filled with interests
your board is a focus group of members
recruit, recruit, recruit
one-on-one meetings
cultivate special interest groups
discrete responsibilities
make it easy to participate
communication tools
Communications to Club Members

- Have a communication plan
- Measure the effectiveness of your communications
- Do periodic surveys (Survey Monkey)
- Print newsletters – reaches the most alums
- Communicate with photos!
- Eblasts – often, but know the spam laws (see responses)
- Learn the new AlumniMagnet. Will do eblasts, payment and RSVPs.
- Use social media for more timely announcements
  » Facebook, LinkedIn, Twitter
- Pick up the old-fashioned telephone!!
tools for Board Members

• Google drive to share documents
  • RSVPs
  • Master calendar, eblast schedule
  • Agendas, meeting minutes
  • Conferencing software

• Soft tools
  • Remind, ask, follow-up in a timely manner
  • Pre-printed NAMETAGS
  • Personal touch – handwritten notes, thank you cards, valentine’s day cards, care packages to current students
tips
prioritize connections over budget
ask and ye shall receive
ask for help – a lot

Jane, you are strong

-SP
if you need it, use it
if you use it, replenish it
take the easy way
easy and done is better than hard and neglected
we’re talking about Wellesley women
it’s gonna be ok
In conclusion

from Maneesha

1. It’s volunteer work – don’t expect perfection
2. Appreciate your board and say thank you often
3. Think about how tools can make things easier and better

from Helen

1. Have fun and enjoy being a leader. It’s a privilege and honor to serve.
2. Do as much as possible in person, remember it’s all about the connection
3. Avoid burn-out. Ask for help. It’s a rule for yourself and your entire board
...glad you asked

- Ask us for sample master calendars, eblast schedules, meeting agendas, event details, newsletters, budgets
- How to get special interest groups off and running?
- What Google drive looks like and how it works?
- What’s actually on our club’s Facebook pages?
- Anything else you have questions, just ask, we’re happy to help, please email us.

Maneesha  mpatil@alum.wellesley.edu
Helen       helenhsu@alum.wellesley.edu
Leading means never forgetting to say Thank You!