# THE WELLESLEY COLLEGE BOOK AWARD PROGRAM GUIDELINES

**A. ORGANIZATION**

It is recommended that club presidents appoint a Book Award Chair to coordinate the Book Award Program. The chair should be a member of the Alumnae Admission (AAR) Committee, but should, if possible, not be the AAR. The commitment of the AAR is time-consuming enough without the additional responsibilities of the Book Award Program. In any area where there is not a Wellesley club, any alumna who wishes to coordinate a Book Award Program may do so by contacting Kelly Gallagher in the Alumnae Office at 781-283-2321 or kgallag2@wellesley.edu.

**B. FUNDING**

Funding for the Book Award Program can come from the club funds or donations from individual club members. The Book Award Program is partially underwritten by the Alumnae Association, enabling clubs to purchase the book selected for the program at a substantially reduced rate.

**C. CRITERIA FOR SELECTING SCHOOLS**

The number and choice of high schools should be based on the experience and judgment of the Book Award Chair, the AAR and/or the AAR Committee. Once a high school has been included in the Book Award Program, it should be included for several years. The public relations aspects of the Book Award Program are maximized by establishing a long-term relationship with the high school and community. **If a high school is to be dropped, it should be contacted, in writing, by February 1 to advise the school of the club’s decision (see Example 6).** If you have any questions or concerns about particular schools**,** please contact the Office of Admission at 781-283-2280, or Caryn Wood at cwood@wellesley.edu.

1. High schools may also be selected by an individual alumna who wishes to donate a book to a specific school (e.g. one in her community or her alma mater). Every effort should be made to honor these requests.
2. Club funds should be used for book awards to high schools in the following instances:
3. schools that have previously received book awards,
4. areas/schools in which the club would like to establish a Wellesley "presence,"
5. areas/schools identified by the Admission Office for additional recruitment efforts.

**D. HOW BOOK AWARD RECIPIENTS ARE CHOSEN**

Recipients are chosen by the high school's administrators, counselors and/or awards committee. The criteria for selection should be outlined in a letter from the Book Award Chair or AAR to the school principal or counselor (see Example 4).

**E. CRITERIA FOR SELECTION OF RECIPIENTS**

The award should reflect Wellesley's preeminence as a women's college.

The recipient must:

1. be a **female** member of the high school junior class.
2. have demonstrated outstanding academic performance and character and have made contributions to extracurricular and/or community life.
3. be given to a student who might qualify for admission to Wellesley.

**F. AWARDED BOOK**

*The Norton Book of Women's Lives*, Phyllis Rose, editor; W.W. Norton & Company, is a single volume collection of twentieth-century literature of women's lives—autobiographies, journals, memoirs—a celebration of life itself. The Wellesley edition is a slip-cased blue linen publication with the Wellesley seal embossed in gold and a bookplate printed on a tipped-in page. The price of the book is **$30.00**.

**G. BOOK AWARD SCHEDULE**

**January:** (Only for schools where the award has never before been given)

1. Letters, guidelines and order forms are sent from the Alumnae Association to all Book Award Chairs and volunteers.
2. Clubs should solicit donations for books in the club's newsletter (see Examples 1 & 2).
3. Clubs should determine the number of books needed and identify the high schools where the books will be awarded.
4. Call the high school principal of the selected school to:
5. determine if there is an interest in the Book Award Program
6. establish a contact at the school for future correspondence
7. Write a follow-up letter (or email) to the principal confirming interest in the award (see Example 3).
8. Include a link to the College’s website to familiarize the school with Wellesley and reinforce your request that the book be awarded to a truly outstanding **female** student.

**February 1:**

**Letters/emails to high schools that are to be dropped from your program should be completed by this date, or if the club is not going to continue the Book Award Program, schools must be notified by this date.**

**February, March:**

1. **Book orders and payment are due to the Alumnae Office by APRIL 1**, through the Alumnae Association’s website. The WCAA cannot mail books to clubs unless payment is received. PLEASE NOTE: the online order form will be turned off on April 2, so it is extremely important all orders are received prior to that date.
2. Any questions about book orders should be directed to Kelly Gallagher in the Alumnae Association, 781-283-2321 or kgallag2@wellesley.edu.
3. Letters and reply forms (see Examples 4 & 5) are mailed/emailed to all principals or other established contacts at the selected high schools for the Book Award Program.

**March:**

Confirmation letters are sent by the Alumnae Association to all alumnae volunteers who ordered books. Included with the confirmation letters are copies of the “Facts About Wellesley” brochure and student response cards (one for each book award ordered), and a book award recipient form to be completed by the book award chair or volunteer and returned to the Office of Admission.

**April:**

1. Books are mailed to the Book Award Chair or alumnae volunteers directly from the publisher.
2. Reply forms are returned from the high schools. Please **call** high schools from which a reply has **not** yet been received.
3. Inscribe the recipient’s name on the inscription page. Be aware that the bookplate has a place for the school to sign. Please feel free to write the high school’s name on this line when inscribing the bookplate. If you would prefer to leave this line blank and have the student or school secure a signature that is also appropriate. If selections are made at the last minute, it may be necessary to inscribe the bookplates later.

**May/June:**

1. Deliver or send the books to the high schools.
2. Present books as requested at award ceremonies.
3. Make every effort to have an alumna present the award; the personal touch is always more impressive. However, not all schools allow presentations by college alumni.
4. If an alumna is not allowed to make the presentation, try to personalize the award as much as possible by including a note of congratulations and gift wrapping the book. The wrap need not be elaborate—plain white paper with blue ribbon is fine.
5. Recipients will almost always contact the alumna to thank her, so please include your telephone number and/or address making it more convenient for her be in touch with you—another opportunity for a personal contact.
6. Include the Wellesley College Fact Sheet and the student response card with each book award.

**July:**

1. **By mid-July**, return the recipient form in the provided envelope to the Office of Admissions so that they can be included in the College mailings. You can also complete the book award recipient form online at www.wellesley.edu/admission/AAR. (Contact the Office of Admission for the username and password to this web site.) This information can also be sent by e-mail to the Office of Admission in care of Caryn Wood, cwood@wellesley.edu. Please be sure to include the recipients’ names, home addresses, e-mail addresses, phone numbers, high schools and dates of graduation.
* **It is essential that Book Award recipients be added to the prospective student database in a timely fashion and with as much contact information as possible. Letters of recognition from the College will be mailed in late August or early September.**
1. Write a letter of congratulations to each recipient if this was not done in conjunction with the awards ceremony.
2. Write a report for the next club newsletter (see Example 7).

**Summer/Early Fall:**

Honor Book Award recipients and their parents at a special event or at an appropriate club function. Some clubs do a Summer Send-off picnic or a simple late summer gathering of returning students and invite the Book Award recipients. In addition, many clubs host prospective student events in early fall and invite the book award recipients and their parents. You may get a list of current students and/or prospective students in your club area by contacting Kelly Gallagher at kgallag2@wellesley.edu in the Alumnae Association.