

Saturday, October 17	
10:30 am – 1:00 pm	Registration
12:00 – 1:30 pm	Welcome Lunch <i>Perspectives on Volunteer Leadership</i> Georgia Murphy Johnson '75, President, Wellesley College Alumnae Association Joy St. John, Dean of Admission and Financial Aid
1:45 – 2:45 pm	Wellesley's Future: Campus Renewal and the Importance of Alumnae Engagement Cameran Mason, Vice President of Resources and Public Affairs Elizabeth L. Preis '91, Chair, Annual Giving, Wellesley College Alumnae Association
3:00 – 3:30 pm	Introduction to the Class Executive Board Learn about the foundations of a successful board. We will define individual roles and responsibilities and cover group expectations. MJ Pullins '94, Assistant Director of Classes Susan Lohin, Director of Alumnae Connections
3:00 – 3:45 pm	Fundraising 101 for Wellesley Why is the Wellesley Fund (and its volunteers!) so important? How do Wellesley's critical needs get funded each year? What is gift planning and why is it so important? This session will prepare you for discussions with your classmates and give you an understanding of the various ways alumnae can support Wellesley.
3:00 – 4:00 pm	Effective Leadership and Managing Your Club Volunteers All successful clubs share a key component: strong organizational leaders! Club leaders serve as prominent representatives of Wellesley by providing meaningful networking and learning opportunities that reflect our mission. We will discuss different leadership structures, board management and creating a pipeline, leadership development, strategic planning, and building a cohesive board. Marisa Shariatdoust '09, Associate Director of Alumnae Connections Bridget O'Connor Garsh '04, 2015 Sed Ministrare Volunteer Award recipient
3:00 – 4:00 pm	Energizing Your Club In this session we will talk about ways to work in energizing strategies to your annual club plan. We'll look at how to recruit new volunteers, involve more members in your programming, and plan events that cater to varied demographics. We will also hear from Betty Barr Wang '54 from the Shanghai Wellesley Club and Suzanne Lipton '95 from Wellesley-in-Westchester about the initiatives they have taken to raise their club's level of activity and energy and maintain it through a year. Leah Lee '08, Assistant Director of Clubs Suzanne Lipton '95, President, Wellesley-in-Westchester Betty Barr Wang '54, 2015 Sed Ministrare Volunteer Award Recipient
3:00 – 4:00 pm	Reunion Weekend Planning: 101 June is quickly approaching, so let's get down to business! During this session we'll get into the specifics that will help your Reunion planning stay on track, organized, on time, and on budget. The events team will share ideas about promoting the weekend and encouraging attendance, producing events, coordinating with the WCAA office staff and managing student workers. You'll have a chance to hear secrets of success from past Reunions and ask specific questions of the events team. Janet McKeeney '88, Director of Events Cindy Tashjian, Assistant Director of Events
3:30 – 5:00 pm	Leading and Connecting (For class presidents and vice presidents) What makes a successful leader? How do you translate that into a successful and engaged class? Use mini-reunions as a tool to connect your class and garner excitement between Reunion cycles. MJ Pullins '94, Assistant Director of Classes Jane Kentnor Dean '56, 2015 Sed Ministrare Volunteer Award Recipient
3:30 – 5:00 pm	Managing the Treasury and Class Finances (For class treasurers) An overview of managing your class treasury, keeping records, and collecting funds. Audrey Wood, Financial Administrator
3:30 – 5:00 pm	Take Note (For newly elected class secretaries) Deadlines for class notes looming large? In two sessions, the editor and senior associate editors of <i>Wellesley</i> magazine will share tips and strategies for new class secretaries, from how to gather news about classmates and write a column to how to handle memorial tributes and photo submissions. Alice Hummer, Editor, <i>Wellesley</i> magazine Catherine Grace, Senior Associate Editor, <i>Wellesley</i> magazine Lisa Scanlon Mogolov '99, Senior Associate Editor, <i>Wellesley</i> magazine
4:00 – 5:00 pm	A Guided Tour of the New Wellesley Fund Online Portal! Get a first look at The Wellesley Fund's brand new volunteer portal, where fundraising volunteers will be able to select assignments, email classmates, monitor giving activity and more. We are excited to unveil this new tool and guide volunteers through its rich functionality!
4:00 – 5:00 pm	Engaging Alumnae through Admission The Office of Admission will discuss how to work with your local Alumnae Admission Representative(s) to recruit outstanding students, the importance of alumnae connections in a student's decision to attend Wellesley, and the impact of the Book Award Program. Susan Lohin, Director of Alumnae Connections Joy St. John, Dean of Admission and Financial Aid
4:00 – 5:00 pm	Focusing on Club Membership and Communications Take an in-depth look into two core components of Wellesley clubs: membership and communications. Learn about ways to incentivize paying dues, segment your demographic, market the importance of membership and the club, and leverage email, social media, and newsletters to reach your audience. We will review best practices for content, timing, and reaching certain demographic groups. Join us for this conversation and take tactics back to your club area. Marisa Shariatdoust '09, Associate Director of Alumnae Connections Leah Lee '08, Assistant Director of Clubs
4:00 – 5:00 pm	Producing an Effective Reunion Record Book In addition to being an excellent engagement tool for increasing participation at Reunion, the Record Book is always a class treasure. This session will cover how to produce the Record Book for your upcoming Reunion, including data collection, design, printing, and promotion. Keira Bunn, Assistant Director of Marketing and Communications
4:00 – 5:00 pm	Updates for Gift Planning Chairs This session, for class Gift Planning Chairs, will update Chairs on what's new in Gift Planning, underline the importance of planned gifts to Wellesley and to our campaign, discuss strategies for encouraging classmates to consider planned gifts and more.
4:15 – 5:00 pm	Eat, Drink, and Be Merry Planning events from afar can seem daunting. Please join a member of the events team who will walk you through the steps to planning a successful event for you and your classmates. Reunion volunteers are provided menus of approved campus caterers and approved vendor lists for consideration. Leave ALC feeling accomplished and well on your way to a successful Reunion! Janet McKeeney '88, Director of Events Cindy Tashjian, Assistant Director of Events
5:15 – 6:30 pm	Sed Ministrare Volunteer Award Presentation and Cocktail Reception Time to relax and honor our Sed Ministrare Volunteer Award recipients: volunteers nominated by their clubs and classes and selected by an alumnae committee for their outstanding leadership, service, and contributions to Wellesley. Presenter: Georgia Murphy Johnson '75, President of the Wellesley College Alumnae Association
6:45 – 8:45 pm	Dinner and a Conversation with the College Andrew Shennan, Provost and Dean of the College Ann Velenchik, Associate Professor of Economics; Dean of Academic Affairs
Sunday, October 18	
7:45 – 8:20 am	Breakfast
8:30 – 8:15 am	Social Networking Road Map and Communication Best Practices We all know good communication is key. But do we necessarily understand what qualifies as good communication? This session will provide an overview of what Wellesley Alumnae social media accounts exist—and who manages them—as well as some general guidelines about which communication mediums are best for different types of messages. Missy Siner Shea '89, Executive Director
9:30 – 10:00 am	Action and Communication Planning for Reunion Volunteers Thoughtful and careful planning among Reunion Committee members is critical for a successful Reunion. This session will cover how to create a Reunion work plan focused on communicating with classmates and the importance of managing their expectations. Use this session to set priorities, allocate resources, and ensure that volunteers work toward common goals. Janet McKeeney '88, Director of Events
9:30 – 10:30 am	Action and Communication Planning for Clubs Thoughtful planning is key for setting the foundation of our clubs. This session will cover how to create an annual work plan focused on programming and communications and the importance of managing your members' expectations. Use it to set priorities, allocate resources, ensure that volunteers work toward common goals, and assess and adjust the group's direction in response to a changing environment. Leah Lee '08, Assistant Director of Clubs
9:30 – 10:30 am	Best Class Practices and Planning Session Got questions? Got answers? This session is for you! Join us as class officers bounce ideas around and share proven practices to help others realize a strong action plan. Immediately following this session, classes will meet individually to plan your own action and communication plans. MJ Pullins '94, Assistant Director of Classes Susan Lohin, Director of Alumnae Connections
9:30 – 10:30 am	Opportunities and Challenges in Building an Inclusive Community Our clubs play a vital role in creating Wellesley communities all over the world. Come discuss the opportunities and challenges of connecting a diverse group of alumnae. We will discuss ways to navigate “difficult” conversations and board meetings, share challenging club topics our leaders face today and the ways clubs can keep inclusivity at the forefront through programming, marketing, and event planning to ensure that we represent Wellesley today and as it continues to evolve. Marisa Shariatdoust '09, Associate Director of Alumnae Connections
9:30 – 11:45 am	Wellesley Fund/Gift Planning Staff-Volunteer Meetings Wellesley Fund and Gift Planning staff members will be in touch with Wellesley Fund volunteers and Gift Planning Chairs to arrange specific meeting times and places.
10:15 – 10:45 am	Reunion Best Practices Reunion Committees often ask us about successful tactics and events from past Reunions in order to plan their Reunions. This session will begin with the events staff sharing Reunion best practices. Volunteers will have the opportunity to ask questions and bounce ideas around. This is a great time to share your Reunion Committee's ideas and visions as well as receive feedback from the events staff from the planning stages up to Reunion in June. Janet McKeeney '88, Director of Events
10:45 – 11:45 am	Best Club Practices Panel Discussion Our club volunteers often ask, “Who does it the best?” This session will kick-off with a staff panel to highlight best club practices we witness throughout the year, and then shift to allow volunteers to ask questions and exchange ideas. Chari Isaacs, one of our 2015 Sed Ministrare Volunteer Award recipients, also will discuss her contributions to the Sarasota club. This is a great opportunity to share your expertise and get new ideas. Susan Lohin, Director of Alumnae Connections Marisa Shariatdoust '09, Associate Director of Alumnae Connections Leah (Driska) Lee '08, Assistant Director of Clubs Chari LaRue Isaacs '68, 2015 Sed Ministrare Volunteer Award Recipient
10:45 – 11:45 am	Class Meetings
11:00 am – 12:00 pm	Reunion Committee Meetings
12:00 – 2:00 pm	Working Lunch and Class, Club, and Reunion Meetings Volunteers should pick up lunch at Tishman Commons (1st floor of the Lulu Chow Wang Campus Center) and attend their class, club, or Reunion meetings. The locations of these meetings will be announced at your previous session.
2:00 pm	Alumnae Leadership Council programming ends.