

WELLESLEY
BLUE PRINT

RECORD BOOK
CHAIR
TOOLKIT



Dear Record Book Chairs,

Thank you for taking on this role to keep your classmates connected. Reunion celebration years offer a chance to reflect on life's milestones and changes that have occurred since Commencement. While many Wellesley bonds are maintained on social media and in-person, if your class chooses to produce one, a Record Book is another way to catch up.

From information gathering to design and selecting an electronic or print format, there are many steps involved in the Record Book process. This Toolkit provides resources to help you with planning, including vendor information. Your class can decide what options work best for your budget, time, and interest level. There are no requirements and many possibilities.

Please reach out to the Alumnae Association if you have any questions.

Warm regards,

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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 on 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.

Recommended Timeline

- September (year before Reunion)** – Select Record Book chair/committee

- November (year before Reunion)** – Discuss Record Book finances with your class treasurer. Decide if your class will do a Record Book and what format it will be (print or electronic). Obtain estimates from different vendors.

- November (year before Reunion)** – Email your classmates to make them aware of the process and intended timeframe and ask them to update their contact information with the College (alum.wellesley.edu).

- December (year before Reunion)** – Mail/email your Record Book letter and questionnaire, opening the personal submissions period. Send a follow-up letter, postcard and/or emails.

- January (Reunion year)** – Close your data collection period and begin your Record Book compilation.

- February - March (Reunion year)** – Compile/design your Record Book.

- April 1st (Reunion year)** – Print/post your Record Book and distribute it to classmates. For print books, please send three copies to the WCAA, and if the book is electronic, please share the link with the WCAA. Decide whether to print additional copies for sale/distribution at Reunion in June.

Steps in the Record Book Process



1. Select a Record Book Chair

- A committee is optional but recommended for milestone books (10th, 25th, 50th)

2. Decide What Kind of Book You Want to Create

- Printed paper copy
- Electronic (PDF available online, password-protected)
- Online blog

3. Decide Who Will Receive the Record Book

Options include:

- Charging classmates individually
- Buying for all classmates using class funds
- Offering free online access to all classmates

4. Collect Your Classmates' Data

- Try to choose one primary method to collect data (Google Form, PDFs, Word, etc.) to simplify the process. *Note: the Record Book chair will need a Gmail account in order to create a Google Form, but users do not need a Gmail account to submit information.*
- Outreach/Promotion:
 - Work with your class officers to streamline Reunion communications
 - Understand what method works best for your class: social media posts, emails, newsletters

- **Personal pages:** Personal pages usually include standard fill-in-the-blank questions on top (address, job/profession, hobbies, etc.) and a space for classmates to express, in text and in photos, how their lives have changed since the last Reunion. Create custom questions that may elicit meaningful responses:
 - If not for Wellesley, I never would have...
 - What is your strongest memory from Wellesley?
 - What did Wellesley teach you?
 - What has given you the most joy in life?
 - What's next for you?

- **Additional Elements:** A Google folder will be shared with the Record Book chair with the following items in November (year before your Reunion):
 - Class directory list
 - Deceased list
 - Lost list
 - Letter from the President of the College (will not be available until February of your Reunion year)
 - [Link to WCAA Flickr album](#) for campus photos

- **Optional Elements Provided by the Record Book Chair:**
 - Letter from the class president, Reunion chair(s), and/or Record Book chair(s)
 - A “Wellesley Reminiscence” section (contact Archives at 781.283.2128 or archives@wellesley.edu for old class photos, Wellesley News articles, or Legenda pieces)
 - An “In Memoriam” section written by classmates and/or friends

5. Choose a Design Vendor and Pricing

- **Self-designed:** This is a cost-effective option as long as someone on the committee is comfortable taking on the project. Experience with a layout program such as Adobe InDesign is helpful to create a print book. Programs such as

Microsoft Word and PowerPoint can also be used if you are planning an online version only.

- **Contract Designers:** If you are looking for a lot of assistance with the design of your book, including custom layouts, the vendors below have worked on Record Books for other classes. Some vendors can also help with collecting the data, while others will need all raw content submitted in an organized manner that has been edited and proofread before layout can begin. Printing through these vendors is also an option, but you may wish to compare costs for print services.

Please reach out to the vendors directly to confirm availability and pricing for your project. You may also ask them for references. While these vendors are suggestions, you can hire any graphic designer you choose, and then select a print vendor (see #6 below).

- Spectrum Print Plus
Paul Waxman
401.480.7011
paul@spectrumprintplus.com
- Pica
Rob Dietz
207.338.1740, ext #5
rob@pica.is
www.pica.is
- Reunion Technologies
John Bruestle
609.924.0925 x302
john@reuniontechnologies.com

6. Choose a Print Vendor

If you are producing a hard copy book, here are some vendor options for printing:

- **Wellesley Printing Services***: please contact Rick Bourque at rbourque@wellesley.edu for pricing and scheduling. Books can be printed from final press quality PDFs that you supply.

Please note: The Wellesley Printing Office cannot support new Record Book projects after April 15th due to extensive commitments prior to Commencement and Reunion.

- **Spectrum Print Plus*** can also assist with printing services, even if you design the book on your own, or with another graphic designer. If you use them for the design of your Record Book, it could offer cost savings to use them for printing as well.
- **FedEx Office Store**

**These vendors can also take care of mailing the Record Books to classmates.*

7. Decide on a Method of Distribution

- **Electronic Distribution:** If you decide to distribute your Record Book electronically in addition to or in lieu of printing your book, the WCAA can make the PDF password-protected and available for download through your class website.
- **Online Sales:** You can sell your Record Book on your class website, which gives classmates the opportunity to pay by credit card online. For a tutorial on setting up your Record Book for sale your class site, please [request assistance](#). Depending on the print vendor you choose, shipping of the books can be handled for you if you provide a mailing list of purchasers.
- **Reunion Distribution:** We recommend distributing your books prior to Reunion so that classmates can enjoy them before meeting up with classmates on campus. Many alumnae are encouraged to attend when they receive their Record Book. If you do choose to distribute your Record Book at Reunion, make sure you have designated volunteers handling the process and clear instructions to determine how the books will be given out to those who have placed an order. Since some may have been mailed ahead of time, making sure books go to the right people is important. Please do not ask student workers to assist with the distribution of Record Books.

Best Practices for Communications



- Understand what method of communication works best for your class—email, social media, or print. Unsure? Ask your class officers! (Note: there is a cost associated with print communications)
- When possible, streamline Reunion communications with class officers, Reunion chairs, Record Book chairs, to get content into one email to reduce the number of times your classmates are being messaged.
- Always direct everyone to the [Reunion website](#) for information about class schedules, family activities, faculty lectures, accommodations, and much more.
- **Key Deadlines** to include in all your communications:
 - Mid-February: Registration opens
 - April 9: Early bird rate expires, register early to save money
 - May 14: Registration closes and there is no onsite registration for meals or on-campus housing

Class Communications

Emails

- Use the class website to email detailed class-specific information for Reunion: special events, Record Book information, etc.
- Who sends out a class email? Most classes should have a website chair or another class officer who sends out messages for your class. If your class does not have a designated email person, the WCAA can provide assistance. Please use this [email request form](#) to ask for help.

Class website

- Ensure your website has current content on the “Reunion” tab. Post a welcome letter, list of Reunion volunteers, and information about your class Record Book. If you and your website chair need help with this, [request assistance](#).

WCAA Communications

Print Materials

- November 2019: Save the Date Postcard is mailed to all classes ending in 0 and 5.
- March 2020: Reunion brochure is mailed to everyone who has NOT registered online by March 2.

Tentative WCAA Email Schedule

When planning your class communications, please review the tentative schedule of WCAA Reunion registration emails and avoid sending during the same weeks. Please note that this schedule is subject to change.

- Mid-February: Registration opens
- Week of March 8
- Week of March 28
- April 2: One week left for early bird rate
- April 9: Early bird rate expires today
- May 7: One week left for registration
- May 14: Registration closes today

Social Media

- Follow the official WCAA social media channels: @WellesleyAlums on [Instagram](#), [Facebook](#), [Twitter](#).
 - The WCAA will be posting Reunion ads from February through June. An efficient way to spread the word is to share our posts on your class pages.
- Use #WellesleyReunion consistently.

WCAA Policies and Guidelines

WCAA List and Email Policies

The Wellesley College Alumnae Association (WCAA) may provide class, club, and shared identity group (SIG) leaders with access to lists of their members upon request. These lists contain information useful to volunteer leaders for planning events, managing communications, and calculating metrics. The information shared in these lists is sensitive data and is provided at the discretion of the WCAA.

The WCAA is unable to include alumnae email data in these lists for many varied reasons, including but not limited to the following:

- The Wellesley College Alumnae Association is a 501(c)3 Nonprofit organization and therefore subject to privacy restrictions including the EU's General Data Protection Regulation and domestic anti-spam laws. All email communications on behalf of the WCAA and its umbrella organizations are legally mandated to provide an option for recipients to unsubscribe or opt-out of receiving future emails. Private mass emails do not allow direct unsubscription from Wellesley mail and therefore are not permitted. Platforms such as Paperless Post are not tied to the Wellesley database and any unsubscribe requests will not be captured for future communications.
- All broadcast emails to classmates, club members or SIG members should be sent through the WCAA's official website newsletter function, which is connected to the College's alumnae database.
 - The College's records database tracks updates, email accounts that send back mail as undeliverable, and unsubscribe requests. Changes are continuously being made.
 - This ensures that communications are sent to the most current email addresses.
 - For help sending emails, please submit a request [here](#).
 - Personal, one-on-one emails may be sent between alumnae.
- The WCAA offers online directories for all classes, clubs, and SIGs, as well as an all-alumnae general directory, which can be filtered by name, class, state, city, country, current or past employer, job title, or occupation. To access the general directory, please visit <https://www.alum.wellesley.edu/people.html>. To view your class, club, or SIG directory, please visit their respective websites.
 - Please note: while the online directories provide email addresses for many alumnae, compiling these addresses into a private list, or using them to send mass emails is strictly prohibited.

- Solicitation emails are not permitted under any circumstances, regardless of the number of recipients.
- The College and the WCAA aim to meet industry standards of our institutional peers, and we are committed to safeguarding alumnae information. You may [view our full privacy policy here](#).

While broadcast emails are a useful means of communicating with classmates and club/SIG members, they are just one means of contact. Many groups have had great success by varying their communications between email, print mailings, the HIVE, social media, Facebook groups, and in-person events. If you need help reaching a particular individual or group, please reach out to your WCAA staff contact for assistance.

It is the responsibility of each alum to provide the College with any changes in contact information to ensure they are listed correctly. Alumnae can report these changes to recordupdates@wellesley.edu or call our toll-free record updates number at **1.800.339.5233**. If you receive news about alumnae contact updates, please let us know.

Charitable Donations

Each Wellesley class/club 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 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 and the WCAA so that both the class/club and the WCAA may maintain their legal standing as non-profits.

While community service can be a large part of a class/club's engagement, direct financial support of another charity is not permitted. All money collected by the class/club must be utilized to further the mission of the class/club, the WCAA, and Wellesley. In other words, funds raised and held in the class/club's bank account are to be used to connect alumnae to each other, the class/club, the WCAA, and the College or may be donated to the class/club'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's mission, and therefore must not occur.

If you have any questions about a class/club'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 club/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.

