

WELLESLEY
BLUEPRINT

SIG
COMMUNICATIONS
VICE PRESIDENT
TOOLKIT
2018



Dear SIG Communication Vice President,

Thank you.

First and foremost, we would like to thank you for your time, your enthusiasm, your hard work, your patience, your energy, your ideas, your sense of humor, and your leadership. You are critical in creating communications for your Shared Identity Group (SIG) and connecting as many alumnae as possible.

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.

We are excited to share this BLUEprint Toolkit and additional resources with you to support your development as a SIG leader. In addition to formal documents such as roles and responsibilities and sample bylaws, 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 SIG leaders to help their SIGs grow 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 SIG communication vice president serves as SIG leadership. Together with the Board, the SIG communications vice president creates a comprehensive communications plan, taking into account the communication needs of a national and international group.



Primary responsibilities:

- Attend and take minutes at board meetings.
- Circulate meeting minutes to the board prior to the next board meeting.
- Send annual meeting minutes to WCAA and distribute to the SIG via eblast, newsletter, etc.
- Maintain records of any SIG board correspondence.
- Inform officers of deadlines for reports, mailing, and future correspondence.
- Coordinate mailing/emailing of notices/newsletters to area alumnae; may share this responsibility with a newsletter chair or regional representatives.
- Maintain a roster of officers and other board members with current address and telephone and e-mail information, may share this responsibility with the website chair.

Other optional responsibilities include:

- Writing occasional newsletters.

Communications and Social Media

You have the power to connect—and build excitement about all the connections that are possible through the SIG. Let alumnae learn about upcoming events and share photos of past ones! Add personal touches as you introduce the board—what are their favorite books/movies/restaurants? Or perhaps a spotlight on one in each newsletter—how did they come to volunteer and why?



Newsletters/Emails

- Together with the board, establish a timeline for regular communication to the SIG via email or newsletter including deadlines for members to submit information.
- Be consistent in the information you include in newsletters.
- Send all SIG emails, newsletters, and invitations through the SIG website (alum.wellesley.edu). Training for communications volunteers is [available online](#). If your email 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.

Website

- Together with the communications team (website chair, newsletter chair, etc.) ensure your website has current content on it. Post a welcome letter, information about upcoming events, list your officers, add a banner photo, include photos to highlight events. 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 SIG website and any social media platform your SIG uses.
- Ensure there are moderators for each platform, and that they understand and adhere to the social media guidelines.

Online Resources

Here are some other [helpful resources](#) for volunteers.

WCAA Policies and Guidelines

Appropriate Use of Alumnae Information

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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

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WCAA Contact Information

Wellesley College Alumnae Association
106 Central Street
Wellesley, MA 02481-8203
781-283-2331
fax: 781-283-3638
www.wellesley.edu/alumnae

Alumnae Engagement Team

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WELLESLEY COLLEGE ALUMNAE ASSOCIATION | 106 CENTRAL STREET | WELLESLEY, MA 02481



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