

WELLESLEY BLUE PRINT

SIG PROGRAMMING VICE PRESIDENT TOOLKIT 2018

WELLESLEY
ALUMNAE
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Dear SIG Programming Vice President,

We would like start by thanking you for your time, your enthusiasm, your hard work, your patience, your energy, your ideas, your sense of humor, and your leadership. You listen and motivate, reach out and encourage people to try new ideas, you build in opportunities to expand the SIG's engagement with all alumnae and support the SIG's mission of connecting alumnae to each other and the College.

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 club 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 and club leaders to help alumnae engagement 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



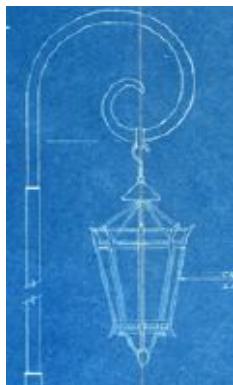


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Wellesley College Alumnae Association Mission



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 programming vice president serves as a SIG leader and a member of the SIG board.



- Together with the board, develops ideas for programs throughout the year.
- Fully utilize the SIG website to promote and plan events
- Keep the SIG board informed of attendance trends and makes recommendation about continuing or changing events.

Offer a range of events and activities

The possibilities are endless for the type of SIG activities you can host. Events can be SIG specific, collaborative with clubs, or even a series of events held concurrently. Given that SIG members live all over the country and the world, a programming survey may be a useful strategy and tool to determine interests of the alumnae and can help gain a clearer understanding of regional event preferences. With this information you have better insight into which types of programs and events SIG members are most likely to engage in by region.

When selecting a planning or steering committee, keep in mind that it should represent diversity in ages, experiences, and interests. Some SIGs have decided that regional representatives on the board have been effective in maintaining focus on the varying interests of their communities.

SIGs have the opportunity to engage globally with programs in which all members can participate together such as Worldwide WAAD Day, Pride marches, or Shabbat Across the Miles as well as smaller regional programs. In addition to regional SIG events, clubs love to collaborate with SIGs and co-sponsor local activities and events. When brainstorming and then planning events remember to:

- Address current alumnae interests and concerns—careers, education, health/wellness, community service, admissions/current student events, the arts, parenting, etc.
- Attract varied constituencies: alumnae of all ages and at various life stages (working/non-working, etc.).
- Start and conclude at specified times.

- Are held at various times of day at enticing and accessible locations.
- Include current Wellesley undergraduates and their parents, particularly on holidays and school breaks.
- Try something new and different to your SIG. Pilot a program or event that may engage alumnae who have not been previously engaged.
- Collaborate with a local club, or multiple clubs within a geographic region for an event.

Event Ideas:

Book clubs, brunch, community service, admission events, holiday events, making care packages for students, lunch, tea, happy hours, spotlights on local alumnae events, and any other great ideas you and your board may have.

Recommended Event Planning Timeline

3-4 months before the event

- Decide upon the event. If collaborating with a local club or multiple SIG regional representatives, be sure to communicate at every stage.
- Choose a date keeping in mind holidays, vagaries of weather, school vacations.
- Choose a location that is easily accessible and close to public transportation or with sufficient parking.
- Ensure that your event site is non-discriminatory, handicapped accessible, and can accommodate the event's catering and meeting needs.
- Develop a projected budget of expenses and revenues; expenses should include food, drink, space rental (if applicable), printing and mailing (if applicable), admission fees (if applicable), and any other event specific costs.
- Be cognizant that cost and location can be barriers to entry.
- Together with the board decide on registration fees to offset expenses; Consider offering alumnae the opportunity to become a sponsor for the event and provide sister spirit funds to help alumnae who otherwise could not afford the event.

2-3 months before the event:

- Plan marketing and publicity strategy across multiple channels including: an email save the date, information in the newsletter, posting information on the web page, broadcast e-mails, and posting across social media channels.
- If there will be a program, be sure to have several people proof the program before it is final.
- Begin to put in place the plans for food and drink, whether is is through volunteers or caterers.

6 weeks out

- Ensure alumnae have received emailed invitations and the event registration is live, current and accurate on the club website; including date, time, and location.
- Continue communications and publicity strategy.

4 weeks ahead of time

- Organize a telephone tree to encourage unregistered alumnae to register and attend.
- Finalize your volunteers for the event.
- Re-confirm all details, as applicable, for the space and set up, including any technological needs; food and drink; and speakers.
- Determine if there will be any swag or thank you gifts needed.
- Continue communications and publicity strategy.

1-2 weeks ahead

- Confirm volunteers.
- Confirm registration number to volunteers providing food or a caterer.
- Finalize signage, if applicable.
- Create name tags or pull together peel and stick name tags supplies.
- Print sign in sheet.
- Prepare swag and/or thank you gifts.
- Final communications and publicity push.

After the event

- Send thank you notes to host and key volunteers.
- Complete and send the post event form to your point of contact at WCAA.

Communications and Social Media

You have the power to connect—and build excitement about all the connections that are possible through the club. Let alumnae learn about upcoming events and share photos of past ones!



Newsletters/Emails

- Together with the communications leader, establish a timeline for regular communication to the SIG via email or newsletter.
- Be consistent with the information included in newsletters, especially when planning collaborative events with clubs or with multiple regional reps where information will be distributed across multiple platforms.
- Send all SIG emails, newsletters, and invitations through the club website (alum.wellesley.edu). Training for communications volunteers is [available online](#). If your email requires additional technological assistance, you may use this [form](#).
- The WCAA encourages email and e-newsletters for sustainability and suggests mailing only to alumnae with no email on file. If a print mailing is necessary, be sure to include a way for alumnae to update their information: “Update your contact information at alum.wellesley.edu or email recordupdates@wellesley.edu.”

Website

- Ensure your website has current content on it. Refer alumnae to the website and ensure that the website reflects the most current information on events nationwide. If you and your website chair [need assistance, request it here](#) or view our [video tutorials](#).

Access to Contact Information

- WCAA strongly encourages use of the [online alumnae directory](#). The online alumnae directory is behind a Wellesley firewall that requires signing in. If alumnae have difficulty logging in, they can call the help desk at 781-283-7777 or email them at help@wellesley.edu. They can also use the [password reset feature](#).

Online Resources

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

WCAA Policies and Guidelines

Appropriate Use of Alumnae Information

Current alumnae volunteers may be given access to alumnae information. The information provided is for official Wellesley College alumnae use only. Use of the information for any non-Wellesley College Alumnae Association purpose - including but not limited to solicitation of any kind; reproducing and storing in a retrieval system by any means, electronic or mechanical; photocopying; or use of the addresses or other information for any mailing other than alumnae related events - is strictly prohibited. Any misuse of the data may result in legal action from the Wellesley College Alumnae Association.

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

Each Wellesley class/club/SIG operates under the umbrella of the Wellesley College Alumnae Association and is closely associated with Wellesley College through the class/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.

WCAA Contact Information

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