WELLESLEY BLUEPRINT

WEBSITE CHAIR TOOLKIT

2018
Dear Website Chair,

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.

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 website chair. We plan to add content as we learn of exceptional and unique ideas for engagement. Please send us your most successful and most creative ideas. We’d love to share them with other volunteer leaders to help their class/club/SIG grow and thrive.

We look forward to working with you.

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

As website chair, you are responsible for all content on your class/club/SIG website using Alumni Magnet, the platform for our alumnae online community.

Website

Ensure your website has current content on it. Post a welcome letter, information about upcoming events, list your officers, submit a banner photo, include photos to highlight events. If you need assistance, request it here or view our video tutorials.

Alumni Magnet has the capability to promote events and offer registration and tickets which can be at no cost, one set cost, or multi-tiered pricing. The WCAA strongly encourages the use of Alumni Magnet to promote events and register guests. Membership dues may also be set up through Alumni Magnet.

Together with the board, and specifically the programming and membership officers, you should work to ensure the information on the website is current, accurate and consistent.

Emails

Send all class emails, newsletters, and invitations through the class/club/SIG website (alum.wellesley.edu). Training for communications volunteers is available online. If your emails requires additional technological assistance, you may use this form to request an email blast, newsletter, labels, or list.
Alumni Magnet

Alumni Magnet is simple to use, and no programming or coding knowledge is necessary to successfully work in the system. See below for some helpful resources.

Video Tutorials

- View our video tutorials for hands-on training for the following topics:
  - Creating an Event: https://youtu.be/qHNuHTsuQAO
  - Creating a Newsletter: https://youtu.be/SEbwj9Oy3bg
  - Creating Memberships: https://youtu.be/pP3MVYAAJDS
  - Managing Your Online Store: https://youtu.be/ewdRteV6tFl

Training Manual

- View our Alumni Magnet Training Manual for step by step instructions on setting up your website, events, newsletters, membership/dues, selling merchandise, and photo albums.

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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Wellesley, MA 02481-8203
781-283-2331
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www.wellesley.edu/alumnae

Alumnae Engagement Team

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# WCAA Staff Contacts by Class

<table>
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<th>CLASS YEARS</th>
<th>WCAA CONTACT</th>
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<tbody>
<tr>
<td>1940s</td>
<td>Janet Monahan McKeeney ’88</td>
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<td>Tulika Verma</td>
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