

WELLESLEY  
BLUE PRINT

RECORD BOOK  
CHAIR  
TOOLKIT  
2018

WELLESLEY  
ALUMNAE  
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Dear Record Book Chairs,

Welcome to the exciting world of record books!

Classes are encouraged to produce a record book every five years in the year leading up to Reunion. The book is a great way to connect with your class and maintain bonds, and many alumnae say that seeing the record book inspires them to attend Reunion.

In this handbook we will walk you through the steps involved in creating your record book. The Wellesley College Alumnae Association (WCAA) is here as a resource for you, but this handbook provides the information necessary to manage and create an amazing record book for next year's Reunion. We hope you find it useful. Please reach out to me directly if you have any questions during the process.

Sincerely,

Ashley Starr  
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astarr@wellesley.edu  
781-283-2392





# Table of Contents

<b>Wellesley College Alumnae Association Mission .....</b>	<b>4</b>
<b>Volunteer Tenets .....</b>	<b>4</b>
<b>Steps in the Record Book Process .....</b>	<b>6</b>
1. Select a Record Book Chair	6
2. Decide What Kind of Book You Want to Create	6
3. Decide Who Will Receive the Record Book	6
4. Collect Your Classmates' Data	6
5. Choose a Design Vendor and Pricing	8
6. Choose a Printing Vendor and Method of Distribution	8
<b>Best Practices for Communications .....</b>	<b>10</b>
Class Communications	10
WCAA Communications	11
Social Media	11
<b>WCAA Policies and Guidelines .....</b>	<b>12</b>
Appropriate Use of Alumnae Information	12
Charitable Donations	12
Non-Discrimination Policy	13

# 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](http://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. Obtain estimates from different vendors, if possible.
- 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](mailto:alum.wellesley.edu)).
- December (Reunion year)** – 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 your record book. Mail and/or post your record book online. Send three copies to the WCAA. Decided whether to print additional copies for sale/distribution at Reunion in June.

*Please note: the WCAA and Wellesley Printing Office cannot support new record book projects after April 15<sup>th</sup> due to extensive commitments prior to Commencement and Reunion.*

# Steps in the Record Book Process



## **1. Select a Record Book Chair**

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

## **2. Decide What Kind of Book You Want to Create**

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

## **3. Decide Who Will Receive the Record Book**

- Charge classmates individually
- Buy for all classmates using class funds

## **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 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.

TIP: 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 Provided by the WCAA:** A Google folder will be shared with the record book chair with the following items in November (year before your Reunion):

- Wellesley campus photos
- 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](#)

**Additional Elements Provided by the Record Book Chair/Class:**

- 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](mailto: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. Program options include Microsoft Word, Adobe InDesign, or PowerPoint.
- **Contract Designers:** If you are looking for a lot of assistance with the design of your book, including custom layouts, the WCAA recommends the vendors below. Please see below for two vendors recommended by previous record book chairs. Please reach out to them directly to confirm availability and pricing for your project.
  - Spectrum Litho  
Attn: Mark Zimmerman  
781-575-0700  
[mark@spectrumprintplus.com](mailto:mark@spectrumprintplus.com)
  - Pica  
Rob Dietz  
207-338-1740 ext 5#  
rob@pica.is  
[www.pica.is](http://www.pica.is)

## **6. Choose a Printing Vendor and Method of Distribution**

Please see below for several printing options:

- Wellesley Printing Office: please contact Ashley Starr at [astarr@wellesley.edu](mailto:astarr@wellesley.edu) to check availability and pricing.
- Spectrum Litho & Pica also assist with printing services. If you use them for the design of your record book, it could offer cost savings to use them for printing as well.
- Kinkos store

**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's website. Please note that even with a password-protected page, nothing is 100% private online.

**Online Sales:** We are very excited to now have the ability to sell your record book on *My Wellesley Community*. Instead of collecting checks from classmates, they can now pay with a credit card online. For a tutorial on setting up your record book for sale on your class website, please contact Ashley at [astarr@wellesley.edu](mailto:astarr@wellesley.edu).



*I volunteer because I love my class. It's a lot of work but there is nothing more satisfying than seeing your classmates enjoy themselves at reunion. They really do appreciate all of the work the committee puts into making reunion weekend the best it can be.*

*Alexis Guild '02, Reunion chair*

# 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)
- Streamline Reunion communications with class officers, Reunion chairs, record book chairs, etc., into one email whenever possible 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:
  - Week of February 13: Registration opens
  - April 11: Early bird rate expires, register early to save money
  - May 16: Registration closes and there is no onsite registration for meals or on-campus housing

## Class Communications

### **Emails**

- Use the class website on Alumni Magnet ([alum.wellesley.edu](http://alum.wellesley.edu)) 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 webmistress or another class officer who sends out messages for your class. If you need assistance, please use this [email request form](#) and the WCAA will be able to train you on how to send emails.

### **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**

- October 2018: Save the Date Postcard to all classes ending in 4 and 9.
- March 2019: Reunion brochure 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.

- Week of February 13 (16 weeks out): Registration opens
- Week of March 8 (13 weeks out)
- Week of March 28 (10 weeks out)
- April 4 (8 weeks): One week left for early bird rate
- April 11: Early bird rate expires today
- Week of May 2
- May 9: One week left for registration
- May 16: 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.
- Post the [WCAA’s Reunion video](#) to your class page.
- Use #WellesleyReunion consistently.

# 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](mailto: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](mailto: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](mailto:alumnae@wellesley.edu). You can also review the College's website for more information.

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

