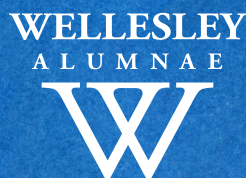


WELLESLEY  
BLUE PRINT

CLASS  
SECRETARY  
TOOLKIT  
2020-2021





Dear Class Secretary,

We would like to start by thanking you for everything you do for your class and for the College. *Wellesley* magazine is the leading way that alumnae learn about the College and about each other—according to a recent survey, 96 percent of alums read the magazine. And what section does everyone turn to first? You guessed it, class notes!

Your columns keep alumnae connected to each other and to Wellesley, and they help classmates celebrate and support each other. Class notes announce awards received and promotions earned, families expanded and weddings celebrated, and they are also an invaluable lifeline for alums who are going through difficult or challenging times. Your columns can help an alum who's making a daunting career change get advice, marshal support for a classmate who's lost a spouse, and offer remembrances of a beloved alum who has died. Thank you for sensitively recording the fullness of the lives of our alumnae, in all their beauty and complexity. We are here to support you as you do this vital work.

This BLUEprint Toolkit is a way to find resources specific to your role as class secretary. Included are tips and tricks on getting news from classmates, as well as guidelines on photo and memorial submissions. Please send us your most successful and most creative ideas on how to solicit news from your classmates. We'd love to share them with other secretaries.

Thank you, again, for everything you do—we love helping you connect your classmates with each other and with the College through the alumnae magazine.

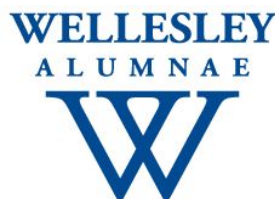
Best regards,



Catherine O'Neill Grace  
Senior Associate Editor



Lisa Scanlon Mogolov '99  
Senior Associate Editor



# 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 alums, staff, and all members of the Wellesley community 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 addressing 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.

# Role Responsibilities

As class secretary, your main job is to write four columns a year **of no more than 500 words each**.

## Schedule

**Fall** (published mid-November): columns due Sept. 1

**Winter** (published mid-February): columns due Dec. 1

**Spring** (published mid-May): columns due March 1

**Summer** (published mid-July): columns due May 1

**NB:** The spring and summer deadlines are only two months apart; others are three or four months apart. If the due date for the column falls during a weekend or on a holiday, please submit before 8:30 am the next business day.

Other responsibilities include:

- Attending board and class meetings and taking minutes
- Submitting Reunion class meeting minutes to the WCAA as documentation for the class. When setting up a new account a bank may ask for class minutes to demonstrate that the class is an active organization.
  - Class contacts for submitting minutes are:
    - 1969 and earlier: Janet McKeeney '88, [jmckeene@wellesley.edu](mailto:jmckeene@wellesley.edu)
    - 1970s, 2010s: Darcy Kupferschmidt '12, [dkupfers@wellesley.edu](mailto:dkupfers@wellesley.edu)
    - 1980s, 1990s, 2000s: Emily Rankin Welch '99, [ewelch@wellesley.edu](mailto:ewelch@wellesley.edu)
    - CE/DS: Janet McKeeney '88, [jmckeene@wellesley.edu](mailto:jmckeene@wellesley.edu)
- Writing occasional newsletters (optional)
- Writing birthday cards (optional)
- Sending condolence cards (optional)

Except for writing the class notes and taking minutes at class meetings, any aspect of the secretary's job may be designated to another classmate.

## Gathering News



A student chats on the phone while working at the Bell Desk. Photo from the 1990 *Legenda*.

About a month before each deadline, your contact at the magazine (Lisa Scanlon Mogolov '99 for the odd decades, Catherine O'Neill Grace for the even decades and CE/DS) will send you a reminder email. We'll also send along any updates we learn about your classmates as we get them. But mostly, you should be actively trying to get news from classmates yourself.

Some tried-and-tested ways to gather submissions include:

### Use Published News About Your Classmates

We'll pass along news articles and press releases that we receive about your classmates, and since it's public news, it's generally fine to use in your column. However, it is usually a good idea to reach out to that alum about the news for additional personal comment...and to make sure the news is accurate.

### Send Email Requests for News

Sending a broadcast email to your class requesting submissions for class notes is a quick and easy way to get news. You may use this [form to request an email blast](#) to your class.

### Contact Alums Individually

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 [helpdesk@wellesley.edu](mailto:helpdesk@wellesley.edu). They can also use the [password reset feature](#).

### Using Social Media

Many classes have a Facebook group (for example, "Wellesley College Class of 1999"), and class secretaries find that if they post a request for news in that group, in a matter of minutes they'll have a few items for their columns.

However, if you'd like to write about news from a classmate that you learned on social media (not in direct response to a call for news), *get permission to publish the news from that classmate before you write your column.*

### Join Class Mailings

Include requests for news in the emails and mailings that other class officers send out, such as the treasurer's dues letter or a letter from your class president.

### Make Phone Calls

Many alums, depending on what generation they belong to, appreciate getting calls from their class secretary asking for updates.

### Ask Other Class Officers

Your class officers are some of the most-connected alums out there...ask them what they've been up to and what Wellesley friends they've connected with recently.

### Ask for Reports From Mini-Reunions

Is your class planning a mini-reunion? Get in touch with the classmate who's planning it, and ask for a short update afterwards about the event and who attended. If it's a small enough mini-reunion, you can even ask for a short update about everyone who attended (if they've given their permission).

### Appoint Regional News Reps

Appoint news representatives in different parts of the country. Speak with them on a regular basis to find out what news they have gleaned.

### Ask a Question

Within your column, ask your classmates for their thoughts, goals, or opinions. Some secretaries pose a question in one column and then reprint classmates' responses in the next issue. Try a questionnaire on a particular subject. Some alumnae have had success emailing out surveys through free apps like Google Forms.

# Writing Class Notes



A student writes on a typewriter in Clapp Library. Photo courtesy of Wellesley College Archives.

## Column Length: 500 Words

We allot 500 words for each column. WE WILL CUT YOUR COPY IF IT EXCEEDS THE LIMIT.

When we edit, we do our best to preserve your voice. However, we will have to make decisions on what should be trimmed and what should be kept. We are far more comfortable if YOU make those decisions. Please make every effort to write to length; you know better than we do what is important to your classmates.

IF YOU MISS AN ISSUE OR USE LESS THAN 500 WORDS, YOU DO NOT RECEIVE EXTRA SPACE IN THE NEXT ISSUE.

## Tricks for Keeping Word Count Down

- **Don't use a long introduction to set the scene.** For example, avoid intros like, "I write to you from the café of the Seattle Art Museum, where I'm waiting for my husband. We're just back from a long vacation in Maine, and I arrived to find my mailbox stuffed with notes from classmates."
- **Don't explain how you received information.** "Jane emailed me to tell me that she bought a new house," could become "Jane has a new Victorian home in Darien, Conn.," which tells more in fewer words.
- **Ask what the priority is.** If you have a lot of information about a particular alum, ask them to let you know the most important thing to share with the class.

## Names

Be careful to spell names correctly. Check and double check. If an alum has a college name and a married name, include both names in the notes (e.g., "Mary Jones Smith," not just "Mary Smith").

Only alums themselves can change their names with the College. If an alum writes to you with a new last name, but they haven't told the College that they have a new last name, we will run the alum's name as what the College has in its database. Alumnae can update their names (and contact info) by calling the toll-free update line at 800.339.5233 or emailing [recordupdates@wellesley.edu](mailto:recordupdates@wellesley.edu).

### Nicknames

Don't refer to alumnae by their nicknames alone, without last names: "Dottie and I got together." If an alum goes by their nickname as well as their first name, you can list them as follows: "Mary 'Dottie' Jones Smith and I got together." If they go by the nickname alone, you can list them as follows: "Dottie Jones Smith and I got together."

### Class Years

If the name of an alum who is *not* a classmate comes up in your column, include their class year: "We saw Dottie Jones Smith '94 and Mary Adams CE/DS '92, as well."

If you are the CE/DS class secretary, your rules are slightly different. After the name of each CE/DS alum mentioned in your column, you need to include their class year, in parentheses: "Mary Adams ('92) is living in Lowell, Mass." If an alum from a non-CE/DS class is mentioned in your column, include their class year after their name as well, but without the parentheses: "Dottie Jones Smith '94 was there, too."

### What's Fit to Print?

#### **Getting Permission**

Again, before you begin your class notes, **MAKE SURE YOU HAVE PERMISSION TO USE THE NEWS YOU'VE GATHERED.** If you receive news in a personal card or letter, or if you hear news through a mass email from an alum, be sure the writer is willing to have their information printed before you put it in class notes.

Any news that has been printed in a public forum (newspaper, magazine, press release, website) is considered public information. You don't need to request permission to reprint it. However, it is always a good idea to contact the alum in question to make sure that the information in the printed material is correct.

#### **Fact-Checking**

You should not feel obligated to double-check all of the printed or other second-hand information you receive. However, if you have the time and the inclination, please feel free to do so. If you do fact-check, please list your sources at the end of your column, so that we know what information you have confirmed and how.



### **Engagements and Pregnancies**

Yes, they are the stuff of great news. However, magazine policy requires that we wait for the weddings and births to take place before mentioning them in the class notes. We are happy to share baby and betrothal news after the fact. This is designed partly to protect the individuals' privacy, should circumstances change in the meantime.

### **Share the Wealth**

Try to include as many different people as possible in the class notes. Avoid mentioning the same people several columns in a row.

There is no official expiration date for news, because we receive so many different types of news. However, if you have information from a lot of different people, then you might want to omit the older news from an alum who has sent in a great deal of information. Use your judgment.

## Sending Class Notes



Students work on computers in the Media Arts and Sciences Lab in Jewett in 2005. Photo by Richard Howard.

### Email Preferred

If at all possible, send us an electronic version of your notes by email. You can send your column to Lisa Scanlon Mogolov at [lscanlon@wellesley.edu](mailto:lscanlon@wellesley.edu) if your class is in an odd decade (1950s, 1970s, 1990s, 2010s), or to Catherine Grace at [cgrace@wellesley.edu](mailto:cgrace@wellesley.edu) if your class is in an even decade (1940s, 1960s, 1980s, 2000s) or if you are the CE/DS secretary.

We can translate most word-processing and spreadsheet software to Microsoft Word X for Macs, which we use in the magazine office. We cannot usually read desktop publishing software other than InDesign.

### If You Do Not Have a Computer

If you do not have a computer and/or internet access, you may send us a typewritten or neatly handwritten manuscript by mail. Put your name and class year on each sheet of your manuscript.

PLEASE DO NOT FAX YOUR NOTES TO US. If you must fax, please also send us a copy of your notes in the mail. Our fax number is 781.283.3638 (machine operates 24 hours a day).

### Keep a Copy

Keep a copy of your column, so you can refer to your manuscript if we have questions.

### Meet All Deadlines

IF YOU ARE NOT ABLE TO SEND US YOUR COLUMN IN TIME, please contact your class-notes editor (Lisa Scanlon Mogolov at [lscanlon@wellesley.edu](mailto:lscanlon@wellesley.edu) or 781.283.2342 or Catherine Grace at [cgrace@wellesley.edu](mailto:cgrace@wellesley.edu) or 781.283.2344). We have only a small window for editing notes; if you miss it, we will ask you to hold your notes until the next issue.

### Confirm That Your Notes Have Arrived

**If you sent your notes by email:**

If you do not receive a message within 24 hours (one business day) acknowledging receipt of your notes, please send another email or call to confirm that we received your column.

**If you sent your notes by postal mail:**

If you would like to know if your notes arrived safely, please give us a phone call.



## Class Notes Photos



We are receiving more photos than ever, thanks to the ubiquity of high-quality camera phones. Unfortunately, due to space and budget constraints beyond our control, we can't run every photo we receive in print. However, all photos that we receive go into the online version of class notes at [magazine.wellesley.edu](http://magazine.wellesley.edu).

When you submit your own photos or pass along classmates' photos, be sure to include the names and class years of everyone depicted. Please also include a description of the event pictured. The more information you include, the better the photo caption will be.

If you are sending a digital photo, email it to [magazinephotos@wellesley.edu](mailto:magazinephotos@wellesley.edu). (See below for digital guidelines.)

If you are sending a print photo, mail it to:

Lisa Scanlon Mogolov  
Wellesley magazine  
Wellesley College  
106 Central St.  
Wellesley, MA 02481-8203

All prints will be returned to the sender after the relevant issue is published.

### Content

As part of our goal to highlight the connections among alumnae, **to be considered for print, photos must include at least two alumnae**. Exceptions may be made for alumnae in the years following their 60th reunion, because we don't receive many photographs from those classes. Please note that if there are more than 12 people in the photo, we will not be able to list each person individually (so that the caption isn't bigger than the photo!). Photos must arrive in the magazine office within a year of the event shown in the photo.

### Format

We accept both prints and digital photos. **All photos in electronic format must have a resolution of at least 300 dpi at a 4x6 print size;** we prefer JPEG or TIF. *Wellesley* does not accept images that have been altered digitally. If a photo does not meet these guidelines, we will not be able to print it.

Photos may be in black and white or color.

# Deaths and Memorials

Once each month, the College will email you the names and dates of death of deceased classmates.

All secretaries handle reporting classmates' deaths differently. It is completely up to you whether you mention a classmate's death only in your column or whether you seek out or write a 100-word tribute for the "Memorials" section. You should not feel obligated to include a memorial for every classmate who dies.

However, at minimum, deaths should be mentioned in the notes, even if you have no additional information. Many secretaries like an initial mention in the column and then a footnote to the "Memorials" column, for example: "We are sad to learn that Sally Wilson School died at her home in California on May 1. Warm condolences to her husband, Fred, and two children. Please see the 'In Memoriam' section for a tribute."

You may also wish to acknowledge a death with a note to the family. Please note that Wellesley usually only has the most recent address of the deceased alum, and not necessarily their family.

## Memorials Within Class Notes

If you include a tribute in your notes, it should be fairly short, as you will need to include news about other classmates. You may wish to speak to friends of the deceased classmate to gather some personalized information about them, although many newspaper obituaries carry enough information for a tribute included in the notes.

## Reporting Deaths and the "In Memoriam" List

The "In Memoriam" list at the end of the "Class Notes" section includes all deaths reported to the Alumnae Office since the last issue.

Please send in your own list of previously unreported deaths with your class notes. **YOU MUST INCLUDE VERIFICATION WITH ANY DEATH NOTICES YOU SEND TO US** such as links to online obituaries (or clippings from print obituaries), emails or letters from relatives of the deceased, or a program from a memorial service. **WE CANNOT PRINT NEWS OF A DEATH UNTIL ONE OF THESE FORMS OF NOTIFICATION HAS BEEN RECEIVED BY THE COLLEGE.**

**MENTION OF A CLASSMATE'S DEATH WITHIN THE CLASS NOTES DOES NOT CONSTITUTE OFFICIAL NOTICE TO THE COLLEGE.** As you can understand, the College needs to be very careful in recording the death of an alum.



## The “Memorials” Section

### **Full-Page Memorials**

Due to space and budget constraints beyond our control, the magazine only publishes longer memorials for faculty emeriti, former alumnae trustees, and public figures (for example, Nora Ephron '62). These longer memorials are assigned by the editors of the magazine.

### **100-word Memorials**

These may be written by classmates, other alumnae, or non-alumnae; or by family members (many volunteer or are happy to write when the option is mentioned by a secretary, though each case is different and should be handled with care).

It is fine if there is not a memorial for every deceased classmate. Memorials are a way for friends or family members to pay tribute to a departed alum, if they feel moved to do so. Sometimes friends and family members prefer not to write a memorial; we never want anyone to feel obligated to write a memorial if they are uncomfortable with it for any reason.

Memorials should focus on personal notes about the alum's life; for example, brief college reminiscences or memories of friendships. Notes on life accomplishments are welcome, but need not be exhaustive, as we do not consider these pieces obituaries of record. We do not print eulogies or adapt printed obituaries as memorials.

MEMORIALS SHOULD NOT EXCEED 100 WORDS. Longer tributes may be included in class newsletters or on your class website. The 100 words includes the alum's name and date of death, but not the name(s) of the author(s). There is a little wiggle room, because we are not heartless, but we do try to edit these down to as close to 100 words as possible.

Please direct all correspondence regarding memorials to Lisa Scanlon Mogolov '99 at [lscanlon@wellesley.edu](mailto:lscanlon@wellesley.edu) or 781.283.2342.

## Supplies and Expenses

You should be reimbursed for your expenses. Submit receipts to your class treasurer.

### Class Lists

Class lists are available via email or in hard copy. Electronic versions of lists are provided in Excel. If you'd like to order a list, please let your contact in the magazine office (Lisa Scanlon Mogolov '99 or Catherine Grace) know. Lists can be sorted by college last name, current last name, state, zip code, or date of birth. Please allow two weeks' lead time.

## Keeping Us Up to Date

Update Telephone Line: **800.339.5233**

Update Email Address: [recordupdates@wellesley.edu](mailto:recordupdates@wellesley.edu)

This phone line and this email address are to be used exclusively for updates to alumnae's personal information: mailing address, employment or educational information, name changes, etc. Please note this service to your classmates in your class notes or when you are in touch with them.

### Clippings

If you see newspaper or magazine stories about alumnae, please send them to the magazine office. We will pass them on to appropriate class secretaries and/or College departments.

# 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.
  - 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://alum.wellesley.edu/directory>. 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.

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

## Contact Information

**Wellesley College Alumnae Association**  
**106 Central Street**  
**Wellesley, MA 02481-8203**  
**781.283.2331**  
**fax: 781.283.3638**  
**[www.wellesley.edu/alumnae](http://www.wellesley.edu/alumnae)**

**Alice M. Hummer**, Editor, *Wellesley* magazine  
781.283.2431  
[ahummer@wellesley.edu](mailto:ahummer@wellesley.edu)

**Catherine O'Neill Grace**, Senior Associate Editor, *Wellesley* magazine  
781.283.2344  
[cgrace@wellesley.edu](mailto:cgrace@wellesley.edu)

**Lisa Scanlon Mogolov '99**, Senior Associate Editor, *Wellesley* magazine  
781.283.2342  
[lscanlon@wellesley.edu](mailto:lscanlon@wellesley.edu)



