

# WELCOME REUNION 2021 VOLUNTEERS!



WELLESLEY  
ALUMNAE



# 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.*

# Alumnae Engagement Reunion Team Partners

Janet Monahan McKeeney '88



Darcy Kupferschmidt '12



Emily Rankin Welch '99



Margaret Maurukas



# Volunteer Tenets

Wellesley College Alumnae Association volunteers are guided by our mission and agree to follow:

## [Volunteer Tenets](#)



## Reunion 2021 Goals

- Virtually engage and connect with all reuning alums to mark milestone
- Encourage financial support of the College
- Ensure any virtual programming is inclusive
- Deliver a memorable virtual Reunion experience
- Make planning for virtual Reunion volunteers simple and fun!

# Collaboration

**Reunion Chairs are the main point of contact with WCAA office staff contacts**



Gather information from committee chairs, relay to WCAA contact

Work in unison with class president(s) and Wellesley Fund chair(s) to achieve optimal Reunion results

# Not on campus? Now what?

## *TECHNOLOGY=CONNECTION*

Identify a classmate(s) who are proficient with Zoom (or preferred) technology and willing to be your tech person/people to coordinate with your classmates. Zoom is the meeting platform offered by the WCAA.

zoom



# Communication Tools



**Resources:** Reference toolkits for questions

**Websites:** [www.alum.wellesley.edu](http://www.alum.wellesley.edu) main page

or class specific page (example):

<https://alum.wellesley.edu/class-of-1988>

Communicate with classmates via posts, email blasts, etc.

**Top 5 on the 5th:** Communication sent to alum volunteers from

WCAA on the 5th of each month highlighting news

**Leadershare:** Volunteer discussion forum on the Hive



Welcome! That greeting rings true for all of our new volunteers, those who are returning, and to the Alumnae Association staff who are back to work full-time after periods of furlough this summer. We are glad to be working together to find new ways to strengthen connections to Wellesley and with alums everywhere. There is a lot we can learn from each other right now. Many of you have found new ways to hold events, maintain outreach, and explore different topics, which you can read more about below. We also encourage you to use [Leadershare](#), a discussion forum on the Hive for volunteer leaders to share ideas and ask questions that peers in other groups can answer. As the academic year at Wellesley begins this week, we too are ready for the opportunities that fall brings.

# Social Media Communication: To Post or Not to Post?

## 01 BE RESPECTFUL

Comments should not defame, attack, or disparage. Profanity, obscene content, and personal attacks will not be tolerated.



## 02 BE AUTHENTIC

Do not post using an alias. Do not copy and paste comments or content from other individuals or institutions without their permission.



## 03 BE CONFIDENTIAL

If you wish to share your personal contact information with a fellow alumna, do so privately via a direct message.



## 04 ENCOURAGE CONVERSATION

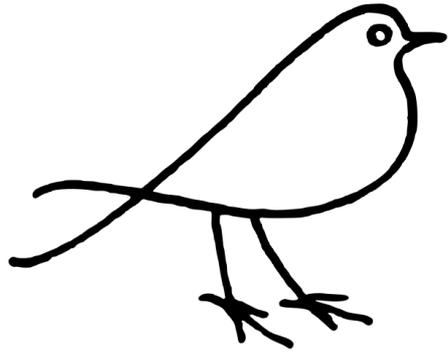
Keep dialogue interactive and on topic. Comments that could be viewed as spam will be deleted.



## 05 REALIZE YOUR POSTS ARE PUBLIC; NOTHING IS TRULY PRIVATE

Anything you share in social media, even within closed networks, immediately becomes public and lives on in perpetuity.





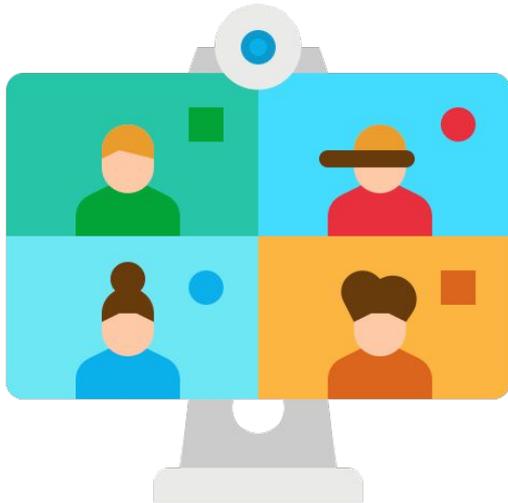
*“The more things change, the more they stay the same!”*

## **Reunion 2021 virtual events:**

- **Annual meeting of the Alumnae Association**
- **Class meetings/social hours**
- **Class officer elections--online**
- **Dedicated Zoom session during Reunion Weekend 2021 for each Shared Identity Group**
- **Optional memorial service/observance**
- **Optional class specific programs**

# Virtual Class Meetings

- Conducted via Zoom
- Schedule Between May 1 and June 15th on WCAA or class Zoom account



# Elections

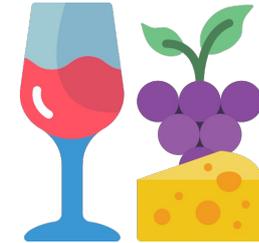
- ❑ Nominating chairs gather slates to be submitted by January 31st
- ❑ WCAA will run the elections online using SurveyMonkey in early to mid June



# Class Programming Ideas

- Chairperson needed for each event

- Social hour:



- Virtual wine and cheese - BYOB
- Virtual [cheesemaking class](#)\* or [wine pairing class](#)\*
- Virtual [online Paint and Sip](#)\*

Look for ways to break the “Zoom barrier” through a shared sensory experience.

**\*Not an endorsement of vendor**

# Virtual Class Programming Ideas, cont'd

## Passions & Projects virtual display

Ex: [Hats Off to Creativity! from the class of 1960](#)

- Author presentation/book reading
- Zoom Yoga or exercise class
- Zoom Class Dance Party/Music Sharing
  - Playlist created of popular music from class year
- Zoom meetings by Dorm?
  - WCAA can supply dorm lists



# Virtual Memorial Remembrances

- Optional event
- Chairperson required
- What would a service look like?
  - Zoom event?
  - Collect remembrances that are shared?
  - Poetry reading and meditation?



Live or pre-recorded? Shared on class website?



# Insignia



Virtually connect with classmates with a hat,  
a tee shirt, or....?

- Chairperson needed; seeks consensus from officers; selects item and distributes

## Considerations:

- Can class treasury funds be used to provide insignia to entire class?
- Classmates order via dedicated class website on [BlueSnap](#) for treasurer to receive funds for insignia purchased



## Insignia Cont'd

- Bonfire custom tee shirts and fundraising
- Hats, sunglasses, scarves, etc.

### Insignia vendor contact:

Melody Friedman '74:

JP Advertising: [melody@jpadvertising.com](mailto:melody@jpadvertising.com)

(or a vendor of your choice)

# Record Books

*A time consuming project but one of many ways  
classes can stay connected!*

- **Optional** project!
- Chairperson/committee needed

Review Record [Book Toolkit](#) with timelines and vendors

Lists the WCAA shares after November 1

- Class list
- Deceased List
- Do Not Contact list-names only
- Lost Classmate List



## Record Books, Cont'd

### Submission Outreach:

**Email/Form**: Have your web admin create a form on class website; send link to all class members to facilitate submissions

**Email**: Send email from committee via class website outlining submission process

**Mail**: Send letter or postcard seeking submissions via snail mail (most expensive and least “green” option due to print and postage)

# Data Privacy



- Due to existing privacy laws, the WCAA **cannot** provide mass email lists to class reunion or record book chairs. Class websites are used to send eblasts.
- The “**Do Not Contact**” list is populated when someone unsubscribes from an email and/or contacts the College asking to be removed from all mailings. If you learn someone is on that list unknowingly; have them email [recordupdates@wellesley.edu](mailto:recordupdates@wellesley.edu) to correct their information on file.

# How Do We Get Started?

## Reunion Chairs:

- Meet with your Reunion team
- Utilize WCAA Zoom (or class) account to connect remotely
- Provide budgets to your subcommittees for insignia, record book and programming
- Attend the drop in Zoom calls for Reunion chairs scheduled this fall, winter and spring. Schedule will be shared mid-October

