THE WELLESLEY COLLEGE BOOK AWARD PROGRAM
Implementation Guidelines 2006-2007

A. ORGANIZATION

It is recommended that club presidents appoint a Book Award Chair to coordinate the Book Award Program. The chair should be a member of the Alumnae Admission (AAR) Committee, but should, if possible, not be the AAR. The commitment of the AAR is time-consuming enough without the additional responsibilities of the Book Award Program. In any area where there is not a Wellesley club, any alumna who wishes to coordinate a Book Award Program may do so by contacting Karen Kerns in the Alumnae Office at 781-283-2310 or kkerns@wellesley.edu.

B. FUNDING

Funding for the Book Award Program can come from the club funds or donations from individual club members. The Book Award Program is partially underwritten by the Alumnae Association, enabling clubs to purchase the book selected for the program at a substantially reduced rate.

C. CRITERIA FOR SELECTING SCHOOLS

The number and choice of high schools should be based on the experience and judgment of the Book Award Chair, the AAR and/or the AAR Committee. Once a high school has been included in the Book Award Program, it should be included for several years. The public relations aspects of the Book Award Program are maximized by establishing a long-term relationship with the high school and community. If a high school is to be dropped, it should be contacted, in writing, no later than January 15, 2007 to advise the school of the club's decision (see Example 6). If you have any questions or concerns about particular schools, please contact Yasmin Rivera-McGinnis in the Office of Admission, 781-283-2286, or yriveram@wellesley.edu.

1. High schools may also be selected by an individual alumna who wishes to donate a book to a specific school (e.g. one in her community or her alma mater). Every effort should be made to honor these requests.

2. Club funds should be used for book awards to high schools in the following instances:
   - schools that have previously received book awards,
   - areas/schools in which the club would like to establish a Wellesley "presence,"
   - areas/schools identified by the Admission Office for additional recruitment efforts.

D. HOW BOOK AWARD RECIPIENTS ARE CHOSEN

Recipients are chosen by the high school’s administrators, counselors and/or awards committee. The criteria for selection should be outlined in a letter from the Book Award Chair or AAR to the school principal or counselor (see Example 4).

B. CRITERIA FOR SELECTION OF RECIPIENTS

The award should reflect Wellesley’s preeminence as a woman’s college.

The recipient must:
1. be a female member of the high school junior class.
2. have demonstrated outstanding academic performance and character and have made contributions to extracurricular and/or community life.
3. be given to a student who might qualify for admission to Wellesley.
**F. AWARDED BOOK**

*The Norton Book of Women's Lives*, Phyllis Rose, editor; W.W. Norton & Company, is a single volume collection of twentieth-century literature of women's lives—autobiographies, journals, memoirs—a celebration of life itself. The Wellesley edition is a slip-cased blue linen publication with the Wellesley seal embossed in gold and a bookplate printed on a tipped-in page. The price of the book is $17.00 (retail price $29.95) - the remaining cost is subsidized by the Alumnae Association.

**G. BOOK AWARD SCHEDULE**

**November:**

1. Letters, guidelines and order forms are sent from the Alumnae Association to all Book Award Chairs and volunteers.
2. Clubs should solicit donations for Book Award books in the club's fall newsletter (see Examples 1 & 2).
3. Clubs should determine the number of books needed and identify the high schools where the books will be awarded.

**December:** (Only for schools where the award has never before been given)

1. Call the high school principal of the selected school to:
   - determine if there is an interest in the Book Award Program
   - establish a contact at the school for future correspondence
2. Write a follow-up letter to the principal confirming interest in the Award (see Example 3).
   - Enclose a copy of "Facts About Wellesley" to familiarize the school with Wellesley and reinforce your request that the book be awarded to a truly outstanding female student. Extra copies of the “Facts about Wellesley” are available from the Alumnae Association.

**January 15:**

Letters to high schools that are to be dropped from your program should be completed by this date, or if the club is not going to continue the Book Award Program, schools must be notified by this date.

**February:**

1. **Book orders and payment are due to the Alumnae Office by MARCH 1, 2007.** Books can also be ordered online at www.wellesley.edu/Alum/Awards/Book. Please send a check or credit card information with your order.
2. Any questions about book orders should be directed to Karen Kerns in the Alumnae Association, 781-283-2310 or kkerns@wellesley.edu.
3. Letters and reply forms (see Examples 4 & 5) are mailed to all principals or other established contacts at the selected high schools for the Book Award Program. Again, enclose a copy of “Facts about Wellesley.”
March

Confirmation letters are sent by the Alumnae Association to all alumnae volunteers who ordered books. Included with the confirmation letters are copies of the “Facts About Wellesley” brochure (one for each book award ordered) and a book award recipient form to be completed and returned to the Office of Admission.

April

1. Books are mailed to the Book Award Chair or alumnae volunteers directly from the book publisher.
2. Reply forms are returned from the high schools. Please call high schools from which a reply has not yet been received.
3. Inscribe the recipient’s name on the tipped-in page. Be aware that the bookplate has a place for the school to sign. Please feel free to write the high school’s name on this line when inscribing the bookplate. If you would prefer to leave this line blank and have the student or school secure a signature that is also appropriate. If selections are made at the last minute, it may be necessary to inscribe the bookplates later.

May/June:

1. Deliver or send the books to the high schools.
2. Present books as requested at award ceremonies.
   - Make every effort to have an alumna present the award; the personal touch is always more impressive.
   - If an alumna is not allowed to make the presentation, try to personalize the award as much as possible by including a note of congratulations and gift wrapping the book. The wrap need not be elaborate—plain white paper with blue ribbon is fine.
   - Recipients will almost always contact the alumna to thank her so please include your telephone number and/or address making it more convenient for her to be in touch with you—another opportunity for a personal contact.

July:

1. By mid-July, return the recipient form in the provided envelope to the Office of Admissions so that they can be included in the College mailings. You can also complete the book award recipient form online at www.wellesley.edu/admission/AAR. (You will need to sign in to the Online Community to access this website.) This information can also be sent by e-mail to the Office of Admission in care of Beth Sallade, esallade@wellesley.edu. Please be sure to include the recipients’ names, home addresses, e-mail addresses, phone numbers, high schools and dates of graduation.
   - It is essential that Book Award recipients be added to the prospective student database in a timely fashion and with as much contact information as possible. Letters of recognition from the College will be mailed in late August or early September.
2. Write a letter of congratulations to each recipient if this was not done in conjunction with the awards ceremony.
3. Send a press release to the local or area newspaper (see Example 7), or write an article for publication. If you honor the recipients at a function, a photograph taken at the occasion will make a more effective article.
Summer/Early Fall:

1. Honor Book Award recipients and their parents at a special event or at an appropriate club function. Some clubs do a “Return to Wellesley” picnic or a simple late summer gathering of returning students and invite the Book Award recipients. You may get a list of current students in your club area by contacting Karen Kerns in the Alumnae Association.

Example Letters

Example letters are attached. Electronic versions of the example letters can be found on the Book Award web page: www.wellesley.edu/Alum/Awards/Book. You can download these examples and customize them for your club.
EXAMPLE 1: Club Newsletter Announcement

THE WELLESLEY COLLEGE BOOK AWARD PROGRAM

A Message from Jennifer Desjarlais, Dean of Admission:

The Wellesley Book Award honors young women who have been top scholars in high school as well as talented performers in extracurricular areas. The Book Award Program recognizes young women who have excelled while allowing them to become better acquainted with Wellesley.

These young women should be chosen for their intelligence, determination, motivation, and achievement. Most importantly, however, they should be the academic leaders in their secondary schools. Wellesley's history is rich with women who have demonstrated excellence in the classroom and in personal achievements. We hope to continue that legacy with the Wellesley College Book Award.

We also realize that some areas of the country are not as familiar with Wellesley as we would wish. The Book Award Program allows teachers, parents and students to get to know Wellesley better. If those students decide to apply to Wellesley, we will be delighted, and our aim is to distinguish these young women who have been so outstanding in their academic and personal lives.

The Book Award Program is sponsored and partially underwritten by the Wellesley College Alumnae Association. The award, a Wellesley edition of the Norton Book of Women’s Lives, is a blue linen slipcased book with the Wellesley College seal stamped in gold and a bookplate printed inside. The cost to the club is $17.00 per book.

Are you interested in donating a book to be given to a junior girl in the [YOUR CLUB REGION] area?

If so, please complete the enclosed form. The school(s) of your choice will be contacted to confirm their interest in receiving the Award. The awards committee in each high school will make the selection of the recipient. The name(s) of the recipient(s) will be sent to each donor.

Thank you for your support of a very valuable program.

Sincerely,

[AULUMNA NAME, CLASS YEAR]
Book Award Chair
EXAMPLE 2: Club Newsletter Announcement / Book Award Form Newsletter Insert

WELLESLEY COLLEGE BOOK AWARD PROGRAM

I would like to contribute to the Book Award Program.

NAME: ________________________________

ADDRESS: _______________________________________

TELEPHONE: ___________________ EMAIL: ______________________

NORTON BOOK OF WOMEN’S LIVES @ $17.00/book # of BOOKS: __________

TOTAL COST: __________

NAME OF SCHOOL(S): ____________________________

ALTERNATE SCHOOL(S): __________________________

Every effort will be made to give the book(s) to the school(s) selected. However, to avoid duplication, please indicate at least one alternate school.

ARE YOU INTERESTED IN PRESENTING THE AWARD AT AN AWARDS CEREMONY?

☐ YES ☐ NO

Please enclose a tax-deductible check for the total cost indicated above and mail by December 1 to:

[CLUB PERSON]
[ADDRESS]
EXAMPLE 3: Follow-up Letter to Principals

December 2006

[PRINCIPAL’S NAME]
[HIGH SCHOOL]
[ADDRESS]

Dear [PRINCIPAL’S NAME],

It was a pleasure to discuss the Wellesley College Book Award Program with you last week. The [CLUB] and I are pleased that [HIGH SCHOOL] is interested in participating in the Award Program.

We would like to honor a female student at [HIGH SCHOOL] in the spring of her junior year who has an outstanding academic record and has also made significant extracurricular contributions to her high school and/or community. The selection of the Book Award recipient should be made by the high school’s administration and/or staff.

I will be in touch with [OTHER SCHOOL CONTACT] in early March to confirm your interest. The book will be delivered by mid-April.

Thank you for your interest. We are pleased to have the opportunity to honor outstanding female students at [HIGH SCHOOL].

Sincerely,

[ALUMNA NAME]
Book Award Chair
[CLUB]
[ADDRESS]
[PHONE]

Enclosure
EXAMPLE 4: Letter to Principals or Other School Contact

February 1, 2007

[CONTACT NAME]
[HIGH SCHOOL]
[ADDRESS]

Dear [CONTACT NAME]:

The [CLUB] will (again) offer the Wellesley Book Award in the [CLUB REGION] area. We are hope that [HIGH SCHOOL] will (again) participate in the Award Program. If, however, you are not interested in the program, please let me know at your earliest convenience.

As you know, Wellesley College is a four-year liberal arts college for women. For one hundred twenty-five years, Wellesley has been known as an institution which values outstanding academic and personal achievement. Wellesley's educational community is guided by the highest academic standards.

Wellesley would like to have the opportunity to honor a female student in the junior class at [HIGH SCHOOL] whose academic record and character are exceptional and who has also made significant personal contributions to her school and/or community.

The selection of the student will be up to you and the high school awards committee. We hope that you will choose to include the Wellesley College Book Award at [HIGH SCHOOL'S] spring awards assembly. If you wish, we will be happy to have a club representative attend the assembly to make the presentation.

Please return the enclosed reply form immediately after the recipient has been selected, so that we can inscribe the book and send it to you before the award is presented.

We appreciate your interest in the Wellesley Book Award Program and will look forward to hearing from you.

Sincerely,

[ALUMNA NAME]
Book Award Chair
[CLUB]
[ADDRESS]
[PHONE]

Enclosure
EXAMPLE 5: School Response Form (to be included with the letter in Example 4)

WELLESLEY COLLEGE BOOK AWARD
Presented by the [CLUB]

NAME OF SCHOOL: _____________________________________________

RECIPIENT'S FULL NAME: _______________________________________

HOME ADDRESS: _______________________________________________

_____________________________________________________________

E-MAIL ADDRESS: _____________________________________________

HOME PHONE NUMBER: _________________________________________

PARENTS' NAMES: _____________________________________________

AWARD CEREMONY DATE: _______________________________________

TIME: _____________________________

PLACE: ___________________________

WOULD YOU LIKE TO HAVE A MEMBER OF THE [CLUB] PRESENT THE AWARD?

☐ YES  ☐ NO

SIGNATURE: _________________________________________________

Please return promptly in the attached stamped envelope so that we may have the book properly inscribed and sent to you before the awards ceremony.

Thank you,

[ALUMNA NAME]
Book Award Chair
[CLUB]
[ADDRESS]
[PHONE]
EXAMPLE 6: Letter sent to schools that will be dropped.

January 10, 2007

[PRINCIPAL’S NAME]
[HIGH SCHOOL]
[ADDRESS]

Dear [PRINCIPAL’S NAME],

We regret that the [CLUB] will not be able to offer the Wellesley Book Award to a student at [HIGH SCHOOL] this year.

We have enjoyed having the opportunity to honor outstanding [HIGH SCHOOL] students over the past several years.

We have appreciated your support of this program.

Sincerely,

[ALUMNA NAME]
[CLUB]

cc: [OTHER CONTACT PEOPLE AT HIGH SCHOOL]
cc: Wellesley College Admission Office
EXAMPLE 7: Sample News Release

June 10, 2007

Dear [REPORTER]:

The [CLUB] has presented its annual Wellesley Book Award to the following junior girls who have made outstanding contributions to their schools in terms of leadership, citizenship, and scholastic achievement. We would be pleased to have you print their names.

Thank you.

Name of High School  Name of Book Award Recipient

Name of High School  Name of Book Award Recipient

Name of High School  Name of Book Award Recipient

Name of High School  Name of Book Award Recipient

Name of High School  Name of Book Award Recipient

Sincerely,

[ALUMNA NAME]
Book Award Chair or Alumnae Admission Representative
[CLUB]