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 serves as a useful historical record, a way to connect classmates to each other, and boosts reunion attendance. The record book chair reports to the class president. While she does not actively collaborate with the reunion chair and reunion committee, she should be kept informed of developments in reunion planning.

Please read through this handbook, as it is a valuable resource when you have questions. Your contact in the Alumnae Office is Rebecca Woods, 781-283-2336, rwoods@wellesley.edu.

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Notes:

The response rate for record books is contingent upon several factors including the age and size of the class, the number of reminders sent to classmates, and the dates those reminders are sent. To ensure that your book is successful, we encourage you to contact classmates early and send one or two follow-up notices. Although the record book chair is responsible for producing the book, we are happy to assist with any questions you may have.

The record book process can sometimes be complicated. We recommend using the following time line to help in organization:

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>Spring</td>
<td>Discuss record book finances with your class president and/or executive board. Obtain printing estimates from several companies.</td>
</tr>
<tr>
<td></td>
<td>August</td>
<td>Send the Office of the Alumnae Association text for your record book letter and optional questionnaire.</td>
</tr>
<tr>
<td></td>
<td>September</td>
<td>Mail record book letter and questionnaire.</td>
</tr>
<tr>
<td></td>
<td>November</td>
<td>Send record book follow-up letter, postcard, and/or e-mail.</td>
</tr>
<tr>
<td></td>
<td>January 15</td>
<td>If previously requested, the Office of the Alumnae Association mails current class directory to record book chair.</td>
</tr>
<tr>
<td></td>
<td>February</td>
<td>Print record book.</td>
</tr>
<tr>
<td></td>
<td>March</td>
<td>Mail record book. Send eight copies (two unbound, if possible) to the Office of the Alumnae Association.</td>
</tr>
<tr>
<td></td>
<td>June</td>
<td>Complete your Committee Evaluation for the Office of the Alumnae Association.</td>
</tr>
</tbody>
</table>
Record Book Committees and Finances

Do I Need A Committee?
Having a record book committee is the record book chair’s decision. Some people work better by themselves, some with a few extra cooks in the kitchen. Typically having a committee is a good idea when classes are working on milestone books (10th, 25th, 50th) as those may be larger and contain several specialized pieces. If you do decide to have a committee, please contact the Office of the Alumnae Association so that we can update our records and include those classmates’ names in our database.

What is Our Budget?
Early in the process, it is essential that you meet with the class officers to determine the amount of class money that is available to produce and mail the record book. Some classes pay for their record book entirely with class treasury funds, others cover costs by charging a fee per book, and some ask for voluntary donations. Classes that sell their book usually charge $20 to $30. (Remember to consider overseas shipping costs in your figures.)

Record book expenses include the cost of producing letters/postcards/reminders and the cost of printing and mailing the record book. Expenses can run from $2,000 to $30,000. In general, it is better to overestimate costs when establishing a budget.

You may decide to open a checking account specifically for the record book, although this is not necessary as you can work with the class treasurer to handle all record book transactions. If you do decide to open a separate account do not use a personal checking account—some banks offer free checking to nonprofit groups. Please call our office to obtain the necessary documentation to open a nonprofit account.
Obtaining Printing Estimates

Printing costs are based on a variety of factors, including the quantity of books, page size and number, paper quality, cover design, offset printing and photocopying, photographs and art, and binding. It is important to have very specific expectations from a printer. We recommend receiving written quotes from a minimum of three printers. Below is the Printing Quote to be used when meeting with printers. If you are unsure what questions to ask printers, please contact Rebecca Woods for assistance at 781-283-2336 or rwoods@wellesley.edu.

Printing Quote

To: Wellesley College Class of _____________

From (Company, Address, Phone, Contact): ________________________________

Publication: ____________________________________________

Quantity: ______________________ Finish Size: ______________________

Page Size: ______________________ Number of Pages: ______________________

Inks: __________________________ Text:

Cover: __________________________

Stock: __________________________ Text:

Cover: __________________________

How Originals Supplied: __________________________

Offset Printing/photocopying: __________________________

Photographs/artwork: __________________________

Proofs: __________________________

Coverage: ______________________ Bindery: __________________________

Deliver To: __________________________

Price: __________________________

Terms: __________________________

Signed: __________________________ Date: __________________________
September Record Book Letter

To obtain submissions from classmates, you will send a letter explaining the record book project and a personal page for your classmates to fill out. The Office of the Alumnae Association will gladly help produce the mailing. We recommend that you send your first letter in September, give classmates at least four weeks to send in their responses, and include a return envelope to increase participation. Depending on the format of the record book, you may mail just a personal page or both a personal page and an anonymous questionnaire together in your September mailing.

All classes, especially those who plan to print a directory in their book, are strongly encouraged to include the following text in their record book letter:

“While you are submitting your record book entry, please take a moment to update your contact information with the College by calling 1-800-339-5233, e-mailing updates@alum.wellesley.edu, or going online to www.wellesley.edu/Alum/Community to edit your entry in the directory.”

Consider ordering a class list (electronic or paper format) from the Office of the Alumnae Association when you send the original record book letter. As you receive each submission, you can check off the person’s name to create a follow-up mailing list and make a note of any address/information changes. Please make note of these changes and the date you received them, and send them to the Office of the Alumnae Association so that we can update our records as well.

Why Not E-mail the September Record Book Letter?

The best way to contact all classmates is through regular US postal mail. Though broadcast e-mail is a good and economic way to contact your class, the Office of the Alumnae Association cannot guarantee that every classmate will receive her e-mail, as not all addresses are correct or current. The goal of your record book is to keep all classmates connected, and so the postal mail approach is the best first contact you can send about the record book.

If you are interested in online options, please see page 9 of this handbook.
Elements of a Record Book

Notes:

Personal Page

We recommend encouraging classmates to leave a one-inch margin on all sides and either type their replies or use black ink (see sample on page 15).

Some record book chairs choose to retype the responses they receive; this gives the book a consistent feel but can also be time-consuming to produce. Some chairs simply photocopy all of the pages as they are submitted; this creates a more personal feel but can also be hard to read at times. Check with your printer to see if they have a service where you can submit record book pages to be retyped and formatted for an extra fee. In no case should entries be created for a classmate or edited to alter meaning.

Personal pages can be as simple or as involved as you wish. They usually include standard fill-in-the-blank questions on top and a space for classmates to express, in text and photos, how their lives have changed since the last reunion or respond to a general question posed in the letter. Consider asking for:

- College name, current name, nickname
- Address, phone number, e-mail address
- Job title, employer, business address
- Seasonal address, phone number
- Graduate work and/or degrees
- Wellesley major
- Wellesley dorm
- Family
- Pets
- Hobbies
- Travel

Class Directory

Class directories are available from the Office of the Alumnae Association. Please remember, if you plan to include directory pages in the back of your record book containing contact information for each classmate, you must let us know the September before reunion in order to facilitate the capture and entry of accurate data for classmates.

Directory pages will be mailed to you in mid-January. You may wish to do a final check to ensure that data in the front of your book matches data in the directory list. Classmates who have specified that they do not want to appear in directories will not be included in the final list sent to you.
If you include directory pages in your book, you must print the following disclaimer on the first page of the section.

“This alumnae data is for official Wellesley College Alumnae Association use only. Use of the information for any non-WCAA 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 for any communication other than alumnae-related events—is strictly prohibited without written permission of the WCAA. The information provided is maintained by the WCAA database and is accurate as of the date it was retrieved. If you discover any errors or omissions, please contact the Office of the Alumnae Association.”

Photographs/Images

Photographs and other images are a wonderful addition to any record book. If classmates wish to include pictures with their personal pages, encourage them to submit black-and-white or clear color photos that are labeled or high quality digital images that have a resolution of 200-300 dots per inch. We do not recommend reprinting photocopied pictures. Be sure to discuss photograph options with your printer to ensure high quality reproductions.

Anonymous Questionnaire

Anonymous questionnaires can provide fascinating insight into your class culture and conscience. We recommend including yes-or-no questions or those rated on a scale from 1–10, as they are more easily answered and tabulated. We also advise that someone other than the record book chair tabulate and format this portion of the record book. When mailing an anonymous questionnaire, be sure to include a separate return envelope.

Electronic Questionnaire

Some classes may wish to put their questionnaire online so it can be filled out and tabulated electronically. There are many online survey web sites classes may choose which work best for their questionnaire. Contact our office if you would like to obtain a sample anonymous questionnaire and/or learn about our preferred online survey provider.
Additional Elements

Notes:

You may wish to include the following items in your record book as additional elements.

- A letter from the President of the College
  (Requests should be made in writing to the Office of the Alumnae Association in the fall before reunion. Please include the date by which the letter is needed and whether you need a hard copy or electronic version.)
- A letter from the class dean and/or honorary class member
- A letter from the class president, reunion chair(s), and/or record book chair(s)
- A “Wellesley Reminiscence” section (Please contact the Wellesley College Archives at 781-283-3745 for help with old class photographs, Wellesley News articles, or Legenda pieces)
- A lost classmates list (available from the Office of the Alumnae Association)
- A deceased list (available from the Office of the Alumnae Association)
- A class officer list (available from the Office of the Alumnae Association)

Mail/E-mail Follow-up Notice

Do not feel bad if the response rate for your first record book letter is low, and never underestimate the importance of sending a follow-up notice. For those classmates who did not respond to the first letter, you can:

- Resend the original mailing with information about the (or an extended) deadline
- Send a postcard that includes information about the (or an extended) deadline
- Send a broadcast e-mail reminding classmates to send in the form by the (or an extended) deadline

The Office of the Alumnae Association will gladly help produce the mailing. If you do set an extended deadline, we recommend that you give classmates an additional four weeks to send in their responses.
Printing and Mailing Record Book Letters

1. Production Process
The Office of the Alumnae Association can print and mail record book letters. In addition, samples of record book letters, questionnaires, and pages are available upon request. When you are ready to send a record book mailing, please follow these steps:

- Check the Publications Price List on page 13 to estimate how much it will cost to print, prepare, and send your communication.
- Contact Rebecca Woods when you are interested in producing a record book publication at 781-283-2336 or rwoods@wellesley.edu.
- Submit your text and photos/graphics, if applicable. Discuss a preferred design/layout for your communication or arrange to have us create a design for you.
- Allow four to six weeks for production. Our office will layout and edit the text for grammar and spelling, check all classmates’ names, and send you a proof to approve. We will then make any additional changes you request and send the job to be printed and mailed.

2. Text Submission
When submitting text to Rebecca Woods, please include your name, address, and phone number and keep a copy in case it is lost in transmission. You may submit text in two ways. (Please do not fax your text.):

- (Preferred) E-mail an MS Word document to rwoods@wellesley.edu
- Mail a disk or hard copy to Wellesley College Alumnae Association, Attn: Rebecca Woods, 106 Central Street, Wellesley, MA 02481-8203

3. Photo/Image Submission
We have the ability to scan photos and other artwork that is sent to us. We also accept photos and digital images that have a resolution of 200-300 dots per inch and are saved as TIFF, JPEG, or AI files.

4. Expenses
Class treasurers will be billed quarterly for class and reunion communication expenses, including printing, postage, and other processing costs.

5. Online Options
The Office of the Alumnae Association will gladly supply the class with Adobe Portable Document Format (PDF) or Word versions of any of the class’s record book materials. Class letters, questionnaires and order forms can be posted on a class web site, downloaded, and read using Adobe Acrobat Reader or Word. If there is a class volunteer with technical expertise interested in exploring further online record book options, we are happy to talk with her.
Final Record Book Distribution

Notes:
Classes may choose to mail a record book to all classmates or only those who pay for one in advance. We recommend mailing record books during the first week of March to help boost class attendance at reunion. You can mail your books first-class, book rate, or Standard A (bulk). There are three mailing options:

1. Have the printer send them
The easiest option is to ask if your printer is able to mail the record books or arrange for him/her to deliver the books to a company that can mail them. The printer may charge an additional handling fee per piece plus postage for mailing, but it may be more cost-effective and efficient than shipping the books to Wellesley for distribution. The Office of the Alumnae Association can provide your printer with pre-labeled envelopes or an electronic list of classmates’ addresses. Please allow two weeks to process the envelopes and five to seven days to process the electronic list.

2. Send them through the Office of the Alumnae Association
The Printing Services Department charges for envelopes, addressing, stuffing, processing, and postage. If you ask the Office of the Alumnae Association to mail the record books, do not have the printer put them in envelopes. Also, please contact us for our shipping address. Once the books arrive at our office, it will take approximately two to three weeks to mail them*.

3. Send the books yourself
The record book committee can have any local company (Mail Boxes ETC, UPS Store) mail the record book.

Distributing Record Books at Reunion
In order to save on postage, some classes choose to distribute record books at reunion. This does not help boost reunion attendance, and it is important that the record book chair, in consultation with the residence coordinator, set up a system ahead of time for distributing record books during reunion weekend because unattended record books have a way of disappearing!

Record book distribution is the sole responsibility of the record book chair. The Office of the Alumnae Association is not responsible for distributing record books at reunion. Due to extremely limited storage space, the Office of the Alumnae Association cannot store record books after reunion. Any leftover record books found on campus will be returned to the record book chair and the class will be billed for postage.

* Please note the Office of the Alumnae Association will not coordinate special post-reunion mailings to classmates who did not attend reunion.
Electronic Options for Younger Classes

For those classes who do not have the funds to produce a full hard-copy record book, there is the option of creating an electronic version. If you wish to make your record book available online, the WCAA can provide you with a password-protected Class Page.

Class Pages are behind the password authentication of the alumnae online Community, so record books, forms, and other materials posted in a Class Page are accessible to alumnae only, and not available to the general public.

Please note, the same process applies to electronic record books as those for hard copy in terms of time lines, what makes up the book, deadlines, and production.

For more information on this option, please contact Rebecca Woods at 781-283-2336 or rwoods@wellesley.edu.
The record book is documentation of your class and its activities. Therefore, we request 6 bound and 2 unbound copies of your record book so that we may keep them for our files, those in the Office of Resources, and the Wellesley Archives department.

You may send the books directly to the Office of the Alumnae Association, and a $100 reimbursement check will be sent to your class treasurer upon the books’ arrival.
## Publications Price List

### Printing Costs:

*(Printing and Letter Shop costs were last updated 07/06. Please note these prices are subject to change.)*

<table>
<thead>
<tr>
<th>Quantity</th>
<th>300</th>
<th>450</th>
<th>600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper: 8.5 x 11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 side/1 color</td>
<td>$56</td>
<td>$59</td>
<td>$64</td>
</tr>
<tr>
<td>1 side/2 colors</td>
<td>$64</td>
<td>$72</td>
<td>$83</td>
</tr>
<tr>
<td>2 sides/1 color</td>
<td>$74</td>
<td>$84</td>
<td>$93</td>
</tr>
<tr>
<td>2 sides/2 colors</td>
<td>$96</td>
<td>$108</td>
<td>$123</td>
</tr>
<tr>
<td>11 x 17</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 side/1 color</td>
<td>$62</td>
<td>$65</td>
<td>$71</td>
</tr>
<tr>
<td>1 side/2 colors</td>
<td>$70</td>
<td>$79</td>
<td>$91</td>
</tr>
<tr>
<td>2 sides/1 color</td>
<td>$80</td>
<td>$91</td>
<td>$103</td>
</tr>
<tr>
<td>2 sides/2 colors</td>
<td>$103</td>
<td>$114</td>
<td>$130</td>
</tr>
</tbody>
</table>

| Postcards: | | | |
| 1 side/1 color | $84 | $91 | $96 | *(Using photo +$36)* |
| 2 sides/2 colors | $89 | $98 | $105 | *(Using photo +$36)* |

| Fold-over card: | | | |
| 1 side/1 color | $93 | $103 | $110 | *(Using photo +$36)* |
| 2 sides/2 colors | $107 | $117 | $128 | *(Using photo +$36)* |

| Envelope with logo: | | | |
| #10 (mailing) | $62 | $65 | $70 |
| #9 (insert) | $62 | $65 | $70 |
| 6 x 9 | $66 | $71 | $78 |
| 9 x 12 | $71 | $78 | $88 |
| 10 x 13 | $75 | $84 | $96 |
| A2 (4 3/8 x 5 3/4) | $77 | $87 | $100 |
| 9 x 12 Tyvek envelopes | $.38 each |
| 10 x 13 Tyvek envelopes | $.38 each |

### Letter Shop Costs:

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affixing labels (each set)</td>
<td>$15</td>
</tr>
<tr>
<td>Collating and stuffing</td>
<td>$25</td>
</tr>
<tr>
<td>Bulk mail preparation</td>
<td>$25</td>
</tr>
<tr>
<td>Mailing record books/directories</td>
<td>$25</td>
</tr>
<tr>
<td>Ink jetting from digital class list</td>
<td>$12.50 set-up, .02 per piece</td>
</tr>
</tbody>
</table>
Copy Center Costs:
(Copy Center costs were last updated 09/07. Please note these prices are subject to change.)

Regular copies  8.5 x 11  $.05/page
Color copies  8.5 x 11  up to 100 sheets $.50/page
  above 100 sheets $.40/page
  11 x 17  up to 100 sheets $1/page
  above 100 sheets $.75/page

Postage Costs:
(Postage costs were last updated 09/07. Please note these prices are subject to change.)

First Class Letters:  $.41 for the first ounce  $.26 for each additional ounce
  Three sheets and one return envelope equal one ounce. Approximate delivery time is
two to three days, depending on destination. First class letters are forwarded.

Overseas Airmail:  $.90 for the first ounce, depending on destination.
  Approximate delivery time is one week to 10 days.

Book Rate:  $2.13 for the first pound.
  Approximate delivery time is one week to 10 days.

Standard A (bulk):  $0.191 cents for the first 3.3 ounces.
  Seventeen sheets and two return envelopes equal 3.3 ounces. Approximate delivery
time is 10–20 days, depending on destination. Any letters that need to be forwarded
will be returned to the Office of the Alumnae Association.

Requirements for bulk rate: a minimum of 200 envelopes; weight cannot exceed one
  pound; materials cannot include advertisements for any products or services; mailing
must be sent by the Office of the Alumnae Association; address and return envelope
cannot be handwritten. The return address must be:

Class of ___________
Wellesley College Alumnae Association
106 Central Street
Wellesley, MA 02481-8203
Sample Personal Page

<table>
<thead>
<tr>
<th>Name at College:</th>
<th>Current Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td>Phone:</td>
</tr>
<tr>
<td></td>
<td>E-mail:</td>
</tr>
<tr>
<td></td>
<td>Fax:</td>
</tr>
<tr>
<td>Family:</td>
<td></td>
</tr>
<tr>
<td>Occupation:</td>
<td>Hobbies:</td>
</tr>
</tbody>
</table>