Dear Club Leaders,

After five years of publishing our club newsletter, News Nuggets, we thought it was time for an update. Thus, we start the 2005-2006 year with The Club Leader, a bright, new look with important information and ideas to assist you in your role as a club leader. This newsletter will continue to be mailed each fall, winter, and spring to all club presidents and key alumnae contacts around the world. Each issue will follow a theme:

- Fall – Communication tools and staying connected
- Winter – Club programs
- Spring – Annual wrap-up

We hope you find this information useful. Also, we encourage you to suggest topics you wish to learn more about, share your ideas and successful club events, or highlight an alumna whose volunteer work has special meaning for your club. We look forward to continuing our connection with club leaders – please stay in touch!

I love the peace and quiet of summer here at Wellesley, but there is nothing like the fall excitement of returning students to remind us of what this place is all about. Seeing the eager young faces of first year students reminds me of all the hard work our clubs do to assist with the recruitment of talented students—such alumnae dedication is truly appreciated by the Board of Admission. Wellesley will honor her alumnae by providing these chosen students with the education, confidence and courage to go forward and make a difference in our world. We thank our clubs for assisting with the student connections.

Alumnae never cease to amaze me for all that they do for Wellesley, and at the top of our volunteer list are our club leaders who do so much to keep alumnae connected to one another and to the College. We thank you for accepting this role of leadership and for all of your support. Karen and I hope that you feel free to call on us at any time for assistance. It is an honor to serve you – stay connected.

Cheers!

Susan

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Alumnae Leadership Council
Sept 30 – Oct 2, 2005

Perhaps the best communication tool we have—leader to leader—is Alumnae Leadership Council. Returning to Wellesley for a beautiful fall weekend with alumnae leaders from across the country is well worth the effort. The weekend is less a “training session” and perhaps, more a sharing session and a continuing bond with this special place and with other Wellesley leaders. Young leaders are inspired by the dedication and devotion of more senior alums, and more senior alums are inspired and invigorated by the enthusiasm of the new, young leaders. Leaders from all clubs—small to large—have much to offer and to learn from one another.

Club delegates will have the choice of attending several workshops/group discussions:

• Admissions – learn how your club can assist with the admission process
• Career Programs – learn about possible career programs to serve the needs of your club members
• Communication Tools – from snail mail to email and the web, learn about the tools you need to keep alumnae connected
• Strengthening our Wellesley Clubs through Leadership, Participation and Programs – join in a discussion with presidents of the Washington Wellesley Club and the Fairfield Villages Wellesley Club, and Susan and Karen on how to keep your clubs strong

These workshops have been designed to help you in your leadership role. Arlene Comeau-Palmieri ’77, president, Fairfield Villages Wellesley Club, recently made this comment about the importance of connecting with other club leaders at ALC:

“Helen Kris Marshall (president, Chicago Wellesley Club) has been terrific about communicating and sharing info with the rest of us (club presidents). The panel she was on last year was one of the highlights of the whole conference for me.”

ALC is a terrific forum for exchanging ideas and learning from one another. We encourage you to share your leadership experiences. Also, please feel free to bring samples of newsletters or invitations.

Each club may send one delegate per 100 alumnae in the club up to a maximum of three delegates. Clubs are responsible for their delegates’ travel costs. All hotel and meal costs are covered by the Alumnae Association. Council will begin with dinner on Friday night, Sept 30 and conclude on Sunday, Oct 2. The majority of ALC invitations have been sent via email. If you have not received an email invitation or would like to request a hard copy, please let us know.

There is still time to register for ALC. Go online at www.wellesley.edu/Alum/ALC and sign up to join us for this special weekend. If you have questions, please call the Clubs Office. We hope to see you in September!

After ALC, presentations and documents from the workshops will be made available at www.wellesley.edu/Alum/Volunteer.

A Day to Make a Difference

Many of our clubs do year-long community service projects as well as participate in our “Day To Make A Difference” – a single day of Wellesley alumnae, family and friends helping others and their communities. Let us know what your club did or plans to do so that we may share your ideas with others. If you would like more information about “A Day To Make A Difference” or would like to discuss organizing a service project for your club, please contact the Clubs Office or visit the website at www.wellesley.edu/Alum/Dayofservice. Also, make sure to take pictures of your event and share them with us.

ALANA Forum

Save the Date! Spread the Word!

On October 28-30, 2005, African-American, Asian-American, Latina/Hispanic, and Native-American alumnae will come together on campus for the ALANA Forum. There will be lectures, discussion groups, panels, and a variety of opportunities to connect and network with alumnae by ethnicity, as well as with the larger group of ALANA alumnae. Additional information about the WCAA ALANA Forum and registration materials will be mailed to all ALANA alumnae in early September. If your club has a fall newsletter going out, please include this information so it reaches as many alumnae as possible. For more information about this event, please contact Jayne Lew, assistant director for travel and regional programs, at 781-283-2389 or jlew@wellesley.edu.
The Wellesley College Alumnae Achievement Awards recognize alumnae who have brought honor to themselves and to Wellesley College through their outstanding achievements. It is the highest honor given to alumnae for excellence and distinction in their fields of endeavor. The 2006 Alumnae Achievement Awards will be presented at Wellesley College on Feb 10. Please help us promote this important event by including information in your upcoming newsletters. For more information about this event, please contact Andrea Peers Robbins, program coordinator for special programs, at 781-283-2398 or apeers@wellesley.edu, or visit the website at www.wellesley.edu/Alum/Awards.

Faculty Speaker Program

Faculty club visits are a terrific way to keep alumnae in your area connected to the College. For most clubs, the speaker events are the highlight of the year’s activities. Our list of speakers who have agreed to travel for the Alumnae Association was mailed to all club presidents last spring. Over the course of the year, we will arrange for about 50-60 faculty visits. The earlier we have your returned request form, the more likely we will be able to match your selections. The 2005-2006 list of Faculty Speakers can be found at www.wellesley.edu/Alum/Clubs – click on “Faculty Speakers”.

Once a professor is booked, we encourage all clubs to follow up closely with your speaker. Remember, although reimbursed for their travel, these faculty members are not paid for their time. Out of their devotion to Wellesley and to alumnae, they volunteer to make this connection with clubs. Please make sure that you are communicating well before they arrive, do all that you can to assure a good audience and show them a good time. Also, we would like to extend our appreciation to the clubs who have been working together to coordinate their faculty visit - one speaker reaching two or three clubs on a trip saves on the budget allowing us to send more speakers on the road. And of course, a special thanks to all club leaders who do the planning for this College connection!

Admission

Heather Woodcock Ayres
Director of Admission
hayres@wellesley.edu

Yasmin Rivera-McGinnis
Associate Director of Admission/Alumnae Admission Program
yriveram@wellesley.edu

As relative newcomers to Wellesley, we are continually impressed by the stories current students tell us about their contact with Wellesley alumnae. During one recent panel discussion for visiting high school seniors, a Wellesley student from Seattle related how the benefits of our alumnae network had become apparent to her after attending a club reception. Her impressions, formed from discussions with women whom she found both highly impressive and genuinely interested in her, sealed her decision to attend Wellesley. Likewise, a high school junior from Kansas shared that she had been the recipient of a Wellesley College Book Award. Although unfamiliar with Wellesley before receiving this award, she was encouraged by her English teacher to include a trip to Wellesley while she visited colleges in the northeast. After touring the campus, the student said that she could readily see herself here. If she is accepted at Wellesley, she will be the first in her family and one of a small number of graduates from her high school to attend college in another state.

We share these examples to underscore how influential the work of our clubs can be with students at every stage of the admission process. Whether through club events, the Book Award Program, or through follow up phone calls to students, contact with alumnae can make a world of difference. We are especially grateful to the Wellesley club leadership for all that you do on behalf of the Board of Admission. Your commitment to introducing Wellesley to talented students in communities across the country and around the world is critically important to our recruitment efforts. As you may already realize, the highest concentrations of high-school-age students reside in California, Texas, Florida, Illinois, and New York. And given the growing interest in Wellesley that we observe in areas of the South, West, and southwestern United States, it is simply impossible for our staff to extend its reach without your assistance. Please know that we greatly appreciate your efforts and that every contact counts!

If you have specific questions about how your club can work with the Admission Office to identify promising students and develop stronger ties with high schools in your area, please feel free to contact us (781-283-2253). We look forward to connecting with you this fall.
**Book Awards**

The book award program continues to be a successful outreach tool for our clubs to connect with outstanding young women in high schools across the country and around the world. In the 2004-2005 Book Award season, 77 clubs and 25 individual volunteers in 39 states and five international countries awarded a total of 1,387 books. Whether your club awarded 75 books or one book, the impact is significant. Just think, the book award you sponsored may have been that one thing that opened the eyes of a bright and talented young woman to the wonderful opportunities that Wellesley offers. Elizabeth Hayes from the Central New York Wellesley Club reported, “One of our winners from last year has enrolled as a first-year student this fall—and it was the book award that made her think about applying to Wellesley.” Thank you to all who participated in this program—your hard work and dedication does make a difference! If your club does not have a Book Award Program and you would like to get involved, please contact Karen Kerns at kkerns@wellesley.edu or 781-283-2310.

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**What Does “Networking” Mean to You?**

Folly Patterson ’85
Associate Director, Alumnae Career Programs
Center for Work and Service

Networking does not necessitate the weighted implications often felt when one hears the word. Networking is about making a connection with another person, finding your common ground, and then using that as a basis for a relationship. It is not about getting something from everyone you meet, but rather developing relationships, expanding your support team, building levels of respect and credibility, and gaining access to information. Remember that networking is a two-way street. There is something in it for all parties; otherwise no one would want to be part of it. Most people enjoy feeling connected and being able to help another person.

To explore possible connections you can make with other alumnae and set your own networking preferences, visit the new Wellesley Network at www.wellesley.edu/CWS. Click on “Alumnae”, then “The Wellesley Network”.

If you would like more information on networking or are interested in hosting a career or life experiences workshops for your club members, please feel free to contact me, fpatters@wellesley.edu or 781-283-2358, or contact Susan Lohin in the Clubs Office.

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**Broadcast Emails**

Broadcast emails are effective communication tools to advertise upcoming events, to send out last-minute reminders and to direct alumnae to websites where more information is posted. When you plan to email all the alumnae in your club area, it is best to let us do it for you. There are many legal regulations about email and SPAM, and we have systems in place to handle them. For this reason, we encourage you to use our broadcast email service rather than create and use your own email list.

To ensure we do not inundate our alumnae with email from the College, the Alumnae Association carefully schedules and oversees an email calendar. Because we need to limit clubs to a maximum of one broadcast email per month, we suggest that you reserve this communication tool for significant events and announcements. Please contact Karen Kerns at kkerns@wellesley.edu or 781-283-2310 at least 2-3 weeks before the day you wish to send the email. Then, follow-up with the text of your message at least 3-5 days before the scheduled date.

Broadcast emails are limited to pure text which means it needs to be formatted in plain font (no italics, bold or underline) and left-side justified (no centering of text). Anything you want emphasized should be in CAPITALS or between * asterisks *. Emails must be signed by the club president or the person to whom replies will be sent. Please indicate the reply-to email when sending your email text.

We rely on the Online Community to facilitate the broadcast email process. Please advise alumnae in your club to update their email addresses in the online directory.

For more information on sending broadcast emails, refer to the Club Officer Handbook or contact Karen Kerns.

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**Click and Connect with Club Web Pages**

If you can click and type, then you can create a web page for your club— it’s that easy! In addition to the web pages on the WCAA website, a club can create and manage its own “Club Page”. The technology team has created a tool that allows a designated club volunteer to easily enter and edit information on a web page. No degree in technology or graphic design needed. The web is a powerful communication tool and we encourage all of our clubs to take advantage of it. There will be demonstrations on how to create your own club web page at ALC. For more information on how to create your club’s website, visit www.wellesley.edu/Alum/Clubs, click on “Learn how to create an Alumnae web page”.

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Image: Wellesley College Alumnae Association
Lists and Labels

Do you need labels for your invitations? Do you need a list of current students from your club area? You can request lists and labels by doing one of the following:

1. Visit www.wellesley.edu/Alum/Labels and complete the online form.
2. Email wclubs@alum.wellesley.edu with the following information:
   a. Your name, email, phone number and address (if we are mailing you the list/labels)
   b. The club or club area you need a list or set of labels for
   c. The format in which you want your list/labels (US Mail, Email-Excel, or Email-Word for you to print on Avery labels 5160)
   d. How you want the list/labels sorted (Current Last Name, College Last Name, Zip Code or Other)
   e. The purpose for which the list/labels are being requested (i.e., newsletter, invitation, etc.)
3. Call the Clubs Office at 781-283-2310.

The turn-around time for lists and labels is typically 2-3 days, though it can be longer during our busier times of year. In the interest of time and money, we prefer to send lists and labels via email whenever possible. Lists and labels are like computers – they are out-of-date as soon as you get them. Please request a new set each time you plan to do a mailing.

Directories

The Clubs Office can create pre-formatted directories for clubs upon request. A hard copy of the directory can be mailed via US Mail or an electronic copy can be emailed as a .pdf which you can download, print, and copy. If you wish to do your own directory formatting, a tab-delimited download may also be sent electronically.

The club directory will include a cover sheet with the club name, a table of contents and listings of alumnae organized alphabetically, by class year, by city/town, and by occupation. Alumnae who are listed only by name and class year have notified the College that they do not want their contact information published.

As with lists and labels, the information in club directories should be used for official Wellesley College alumnae purposes only.

Club Forwarding Emails

Each club has been set up with a permanent email forwarding address. When club leadership changes, the Clubs Office only needs to change the email address to which the club’s email address is forwarded. Therefore, club email addresses on web pages and publications can remain the same, and club leaders do not have to publish their personal email addresses.

Club email addresses are set up as WCclubname@alum.wellesley.edu, such as WCOregan@alum.wellesley.edu or WCOregan@alum.wellesley.edu, and can be found on each club’s web page on the Alumnae Association web site.

A permanent forwarding email address is just one of the many services available to Wellesley alumnae. We encourage you and others in your club to set up an alum.wellesley.edu account for yourselves so you do not have to publish personal email addresses in your newsletters or on web pages. For more information, visit the Online Community at www.wellesley.edu/Alum/Community.

Second Club Interests

Winter in the South? Summer in the North? Work in the city, but live in the suburbs? Wouldn’t it be nice to know about the activities in more than one club? We are pleased to be able to offer alumnae the opportunity to select a second club of their choice. By doing so, alumnae will receive information about not only their designated club (based on their primary address zip code), but also a second club interest. “Snowbirds” who head south when the weather turns cold can stay connected with both their northern and southern Wellesley clubs.

We encourage you to advertise this service to your club and have alumnae contact us with their second club interests and if necessary, seasonal addresses.

Once an alumna is “coded” in our database with a second club interest, she will appear on lists and labels for both clubs. Many clubs will see additional alumnae on their lists and mailing labels, especially those with heavy “snowbird” populations. Since this will result in slightly higher mailing costs for these clubs, we ask that those who request a second club interest take this into consideration when receiving a dues request.

Club Officers Handbook

The web is the fastest, easiest, and most economical way to update and distribute information. Therefore, we have decided not to print, bind and mail hard copies of the handbook for our club presidents. You can now find this important leadership guide online at: www.wellesley.edu/Alum/Volunteer/Clubs. As this information is valuable to all board members and active volunteers, please be sure to forward this link to them.

Of course, if you would still prefer a hard copy of the Club Handbook, please call the Clubs Office and we will be happy to provide you with one.
Alumnae Leaders in the News

Anna Mueller ’02, president, Austin Wellesley Club, received a National Science Foundation Graduate Research Fellowship for three years of support for graduate study. She completed her master’s degree this year at the University of Texas at Austin. Her thesis was about “The Role of High Schools in Adolescent Girls Weight Control and Self-Perception.”

Jean Ahn ’91, president, Fairfield Villages Wellesley Club, was recognized by the New Haven Business Journal with their “40 under 40” Award as The Young Healthcare Executive of the Year.

Mary Urann Copper ’72, past president, Delaware Wellesley Club, received the 2005 Driving Force Award at the Fund For Women’s annual grants award program. The Fund For Women gives grants to programs that provide services for pregnant and new mothers, victims of domestic and sexual abuse, girl’s scholarships for scientific and technical activities, and more.

Is Your Information Up-to-date?

If your name, address, phone number, or email has changed, please remember to update your personal information with the Wellesley College Alumnae Association by:

• Logging on to the Online Community at www.wellesley.edu/Alum/Community,
• Emailing updates@alum.wellesley.edu, or
• Calling 1-800-339-5233

Thank you for helping us keep our alumnae records up-to-date!