Dear Club Leaders,

With shorter, cooler days, signs of fall are beginning to appear at Wellesley. The campus is once again alive with the excited voices of young women yelling out to greet friends. They are special, these Wellesley students, just as the women before them. They not only want to do their best to prepare for a world that is always changing, but they are determined to contribute to how this world will change.

We admire these students and know that they made a wise decision by coming to Wellesley. A professor once said, “These students do not know it yet, but the best part of their education will be after Wellesley when they connect and become part of the alumnae network.” We know this is true as we work with all of you—women who give so much of their time, talents, and energy to serve this College while also maintaining busy lives. We appreciate all that you do, not only for Wellesley, but for this larger world we all share.

Fall at Wellesley brings a new year, a new beginning, new students, new volunteers, and for the first time in many years, a new College president. We are sure our alumnae clubs join us in welcoming H. Kim Bottomly as she begins her tenure at Wellesley. Thank you to the clubs who have already extended their best wishes to President Bottomly, and of course, thank you to the clubs who took the time to express their appreciation to Diana Chapman Walsh ’66 for her years of leadership.

This year, we are excited to welcome 18 new club presidents and hope that their tenure is successful and fulfilling. We ask that all club leaders, but especially our new ones, make note of the dates and details for Alumnae Leadership Council and plan to attend this important training session.

This issue of The Club Leader is devoted to the various communication tools the Alumnae Office offers to assist club leaders with making alumnae connections. Please take the time to read all the information and keep this newsletter for future reference.

Mark your calendars and join us in October for ALC. It is going to be a great weekend and we look forward to seeing you! Wellesley at her best, Wellesley in the fall—join us here.

Cheers!

Susan Lohin
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781-283-2330

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Alumnae Leadership Council 2  Policy for Use of Alumnae Info 4
Club Officer Handbook 2  Center for Work & Service 5
Book Awards 3  A Day to Make a Difference 5
Faculty Speaker Program 3  Club Communications 5-8
Alumnae Admission Representatives 4  Calendar of Events 8
It’s a Boy!

Karen was on maternity leave over the summer to care for baby #1, Jack William, born May 9. I am sure that all join me to say good luck Karen and Jack—but most of all, welcome back to work, Karen!

Alumnae Leadership Council — OCTOBER 12-14, 2007

This year, Alumnae Leadership Council is taking place the same weekend as Homecoming and Friends and Family Weekend. The campus will be busy with alumnae, students, family, and friends—the perfect opportunity for everyone to make connections. We hope you will join us during Wellesley October Weekend (“WOW”).

Invitations have been mailed to all club presidents for ALC 2007. If you have not received this invitation, you should contact the clubs office, 781-283-2330 or wclubs@alum.wellesley.edu, right away. Each club may send one delegate per 100 alumnae in the club up to a maximum of three delegates. If you, as club president, attended last year, perhaps you should consider asking another delegate (rising leader) to attend this year. However, it also helps to have experienced leaders here to share in our group discussions. It is very important that all new club leaders attend ALC, and we request that everyone come prepared to share ideas. Our workshops will be designed for group participation—what works for your club, what are your biggest challenges, best programs, how do you communicate with alumnae, etc. Come prepared to discuss and offer your ideas.

Please note that clubs are responsible for the reimbursement of their delegates’ travel; the Alumnae Association covers all lodging and meals plus transportation to and from the hotel and the College.

Our weekend will begin at 5:00 P.M. on Friday with a welcome reception at the Newton Marriott. Buses will depart bright and early Saturday morning for the College, where we will host our club workshops throughout the day.

Workshops include:

- **Clubs 101: The Basics of Running a Club**—for new club leaders and volunteers. You have just been appointed the club leader or have been asked to serve on the club board. Now what?
- **Clubs 201: Maintaining an Active Club**—for experienced club leaders. Share in a discussion of common club challenges such as recruiting volunteers, transitioning leadership, maintaining membership, and increasing participation at events.
- **Partnering with Admissions**—find out the many ways your club can work with the Office of Admission and your AAR to build stronger alumnae connections.
- **Diversifying Your Programs**—learn how the Boston club has expanded its programming to reach alumnae of all ages, ethnicities, and interests.
- **Funding Your Fun**—discuss ideas for managing club finances, budgeting programs, and structuring dues. New IRS regulations will also be presented.
- **Navigating the Resources of the Center for Work and Service**—join in a hands-on workshop to discover the resources available to alumnae going through life and career transitions.
- **Clubs and the Internet**—discover the ways your club can use the internet to connect with alumnae. Topics such as club web sites, e-mail discussion groups and online surveys will be covered. No technical expertise needed.
- **Round table discussions**—discuss your club’s best practices and biggest challenges with other volunteers from similar-sized clubs. Break-out groups will be based on club size (model A, B-C, or D).

Wellesley’s new president, Kim Bottomly, will address the group at dinner on Saturday evening. There will be no formal club workshops held on Sunday, though Susan and Karen will join club delegates at breakfast at the Newton Marriot to answer any last-minute questions.
BOOK AWARDS: Connecting High School Students to Wellesley
Karen Kerns '97
Assistant Director of Clubs

2006-2007 Wellesley College Book Award Program Statistics:
- 1,448 books were ordered.
- 83 Wellesley clubs plus an additional 21 individual volunteers participated.
- Books were awarded in 41 states and 9 countries.

I recently discovered that the Webster’s dictionary that has been sitting on my shelf at home for the last 15 years was the book award I received my junior year of high school. It was from Mount Holyoke College. I did not attend Mount Holyoke—I never even applied. Had I been contacted by a Mount Holyoke alumna, either by phone or letter, or invited to a Mount Holyoke alumnae club event, I may have given the school a second look. Instead, I applied to and attended Wellesley College because I was already familiar with its powerful alumnae network and knew I wanted to be a part of it.

Does the Wellesley College Book Award really make a difference in a high-school student’s college decision-making process? It certainly can, but it requires follow-up. Some of the ways clubs can reach out to award recipients include:
- Write a note of congratulations and place it in the book award. Include the name and contact information of an alumna so the student can contact her with questions.
- Present the book award in person (if permitted by the school). This gives you the perfect opportunity to make a connection with the student and her parents.
- Follow-up with a phone call, e-mail, or letter to say, “Congratulations! Feel free to ask me any questions you may have about Wellesley College.”
- Offer to connect the award recipient with a current Wellesley student from her area.
- Invite the award recipients and their families to a fall club event or the student send-off in the summer.
- Make sure to submit the book-award recipient list to the Office of Admission so they can follow-up with the students in the fall.

For nearly 90% of students who receive the book award, this is their first contact with Wellesley. These students are top scholars in their schools, and they have been hand-selected by their teachers and guidance counselors to receive the award. For those who apply to Wellesley, they are accepted at a higher rate than average because of their excellent academic standing—the regular admittance rate to Wellesley is 32%, and the book award recipient admittance rate is 57%. By making the connection with the award recipients, you can make the difference between a book that sits on a shelf and a book that invites a student to explore Wellesley College. Help us make this important connection!

The 2007–2008 book award information packets will be mailed to book award chairs and volunteers in November. As we start a new book award program year, think about what your club’s goals will be for the program. Do you want to reach out to more schools? Do you want to target schools that have not had many applicants? How can you involve more volunteers with your club’s book award program? Most importantly, we encourage all of our clubs to communicate with the book award recipients either by writing a note of congratulations or hosting a reception for recipients and their parents in late spring or early fall.

If your club does not participate in the book award program and would like to get involved, please contact me at kkerns@wellesley.edu or 781-283-2310, or visit our web site at www.wellesley.edu/alum/awards. To discuss specific high schools in your area, please contact Yasmin Rivera-McGinnis, Associate Director of Admission at 781-283-2270 or yriveram@wellesley.edu.

Faculty Speaker Program
The faculty speaker event continues to be the highlight of a club’s yearly activities and is a great way to keep alumnae connected to the College. The list of speakers who travel for the Alumnae Association was mailed to all club presidents last spring and can be viewed online at www.wellesley.edu/Alum/Clubs (click on “Faculty Speakers”). Over the course of the year, the clubs office will arrange for about 50-60 faculty connections with clubs.

Once a professor is confirmed to speak at a club event, we encourage you to follow up closely with her or him. Remember, although they are reimbursed for their travel, faculty members are not paid for their time. Out of their devotion to Wellesley and to alumnae, professors volunteer to make this Wellesley connection with clubs. Before each visit, please make sure that you are communicating well with your speaker, do everything possible to ensure a good audience, and arrange for the professor to be comfortably situated. In addition to the speaking engagement, most professors enjoy dining with the club’s board the night before or the night of the event.

To secure a good audience, you should advertise the club event well in advance and in more than one form of communication. Start with a written notice in a newsletter article or a mailed invitation that is specific to the event. The written invitation should always be followed up with at least two “reminder” broadcast e-mails and, if necessary, phone calls by decade chairs or board members to remind friends of this event.

We would like to extend our sincere 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. Of course, a special thanks to all club leaders who do the planning for this College connection! We also appreciate your feedback—give us the details of what worked or even perhaps, what did not. Keep us informed!
Connect with Your Alumnae Admissions Representative

Yasmin McGinnis
Associate Director of Admission
yriveram@wellesley.edu

The AAR (Alumnae Admission Representative) plays a key role in our recruitment efforts. In partnership with the Admission Office, AARs extend the College’s reach and provide a valuable service in their communities by promoting educational opportunities for young women.

Given Wellesley’s long history and tradition of attracting top students, we depend on alumnae to help us identify promising young women from wide-ranging social and economic backgrounds. From our research, we know that these students are drawn to Wellesley’s reputation for academic excellence, the diversity of perspectives represented on our campus, and the high level of engagement they observe within this community.

We rely on AARs to convey the academic possibilities that Wellesley offers, and how we help students to realize these possibilities as well. By example, AARs communicate Wellesley’s educational value and the particular importance of personal connections as part of the Wellesley experience. As liaisons between the College and Wellesley clubs, AARs are also asked to share news from campus and important information during meetings, through e-mail blasts, and in newsletters.

As the fall recruitment season begins in September and wraps up in November, now is the time for AARs to organize recruitment activities. In support of these activities, we ask club presidents to meet with AARs and to consider the following types of club-sponsored events as a way of introducing prospective students and their families to Wellesley:

• Call students on the prospect database and book award recipient lists.
• Host a parent/student gathering for prospective students and families.

Please visit our web site at www.wellesley.edu/Admission/AAR (username: AAR, password: Waban07 (case sensitive) for more detailed information on any of these activities and the fall calendar.

Admission counselors are currently coordinating with AARs in their regions to execute the best fall recruitment activities for their areas of the country. We depend upon our excellent alumnae to assist with this important work and we appreciate their efforts on behalf of the College.

I look forward to another successful recruiting season and working with our AARs. Thank you for supporting volunteers within your clubs. If you have any questions, please feel free to contact me.

WCAA Policy for Use of Alumnae Information

The beginning of each club year is a good time for us to remind clubs of the policies governing the use of alumnae information provided by the Alumnae Office. Below are excerpts from the Alumnae Association’s web site and the Club Officer Handbook that highlight two of the most important things to remember when you receive and use private alumnae information:

1. Alumnae information can be used for College-related purposes only. Use of this information for anything not related to Wellesley College or the Alumnae Association is strictly prohibited.
2. Alumnae information cannot be used for any commercial, public, or political solicitation.

From the Alumnae Association’s web site (Terms and Conditions: http://www.wellesley.edu/Alum/Policy/)

“Use of information or communications available through the Wellesley College Alumnae Association Web Site and Online Community for any commercial, public or political purposes is strictly prohibited. Prohibited activities include, but are not limited to, solicitations for services, cold-calling of any kind, or mass-mailings for any purposes. Information available through the Wellesley College Alumnae Association Web Site and Online Community may be used for communications of personal nature and official College-related purposes only.”

From the Club Officer Handbook, Model By-Laws, Article IX, Section 3:

“No substantial part of the activities of the club shall be carrying on propaganda or otherwise attempting to influence legislation; and the club shall not participate in, or intervene in (including the publishing or distributing of statements), a political campaign on behalf of any candidate for public office.”

What does this mean? When you or another club volunteer receive a club list, set of mailing labels, or a directory from the Alumnae Office, you can only use the information for Wellesley-related purposes. You cannot use the information to help solicit business for someone (alum or non-alum) or to solicit participation in or support for a political campaign (alum or non-alum). Alumnae who inquire of clubs about fundraising efforts or campaign events for the upcoming presidential election should be directed to the Election 2008 discussion group in the Online Community.
A Day to Make a Difference

Wellesley’s “Day To Make A Difference” is one of the College’s newer traditions and was designed to encourage alumnae volunteers. Training, materials, and sample structures will be provided by the CWS. Interviews will most likely be held over the phone, but can be in person according to availability and preference. For more information, contact Folly Patterson, fpatters@wellesley.edu. Thank you for your interest and willingness to help!

Center for Work and Service

NEW MOCK INTERVIEW PROGRAM—
We need your help recruiting alumnae to help students hone their interview skills!

Please spread the word to your club members that Wellesley’s Center for Work and Service is launching a pilot mock interview program to encourage students to use the W Network to find alumnae within targeted fields to provide mock interview opportunities. We need alumnae volunteers. Training, materials, and sample structures will be provided by the CWS. Interviews will most likely be held over the phone, but can be in person according to availability and preference. For more information, contact Folly Patterson, fpatters@wellesley.edu. Thank you for your interest and willingness to help!

CLUB COMMUNICATIONS: Print vs. Electronic

One of the most successful ways to connect with alumnae in your club area is to distribute a newsletter. However, doing so can be expensive, not to mention time consuming. One way to decrease the cost of mailing a newsletter is to post it on a web page and then send out a broadcast e-mail with a link to it. If you post your newsletter on the internet, however, you need to either remove all private alumnae information from it or use “chapter pages” for your club website to limit access to alumnae only. The Alumnae Office can supply you with a set of mailing labels for alumnae who don’t have e-mail so that you can mail them a hard copy of your newsletter. By distributing your club newsletter electronically to those with e-mail and in hard copy to those without e-mail, your club can save money on printing and mailing cost. However, there is power in print, and many people prefer to receive club communications in their mailbox rather than in their inbox.

CLUB WEB PAGES: You don’t have to have a degree in computer science to create a club web page!

Don’t have a volunteer willing to be the club webmistress? Don’t have the technical expertise to do it yourself? Creating and maintaining a club web page is easier than you think! If you can type an e-mail, then you can have a club web page. From the most technical to the least technical, here are the various options available to clubs for creating a web page:

1. If you have a volunteer who has designed a web site for your club, you can either host it yourself (just let us know what the url is!) or you can e-mail us your web site and we’ll host it for you.
2. If you don’t have a “web page guru” on your club board, but do have some volunteers who feel comfortable with basic word processing, then we can set you up with pre-set web page templates. No web design experience needed. See the information on chapter pages in the Club Communication FAQ’s section of this newsletter, or refer to the Club Resources web page (www.wellesley.edu/alum/volunteer/clubs). We are encouraging clubs to use this service for their club web sites. This is also a great way to get young alumnae involved with your club.
3. If you want a very basic single web page that only needs to be updated three or four times a year, then you can e-mail us the text you want on your page and we will create it for you. Just remember to e-mail us your updates!

When an alumna does an internet search for a Wellesley club in your area, what will she find? (Try it! Do a Google search using key words “Wellesley Club [your city or state]”.) At the very least, an alumna should be able to find that there is an active club in your area, how to contact the club, what the upcoming events are, and how she can get involved. Unfortunately, less than half of our clubs have web sites and many of them are out of date. Help us keep the Wellesley connections strong by creating a web site for your club. (And don’t forget to keep it updated!)

To discuss setting up a web site for your club, please contact Karen Kerns at kkerns@wellesley.edu or 781-283-2310.

To One Stop Shopping for Club Management Tools
http://www.wellesley.edu/Alum/Volunteer/Clubs
Bookmark this web page!
CLUB COMMUNICATION

FAQ’s
We’ve outlined below some of the most Frequently Asked Questions from club volunteers. Save this issue of The Club Leader as a communications reference. In addition, don’t forget to bookmark the Club Resources web page for quick access to information and forms.

LISTS AND LABELS
Q: How do I request a list of alumnae in my area or a set of mailing labels for my club?
A: Each time you do a mailing, you can request a set of labels by doing one of the following:
1. Visit www.wellesley.edu/Alum/Labels and complete the online form.
2. E-mail wclubs@alum.wellesley.edu with the following information:
   a. Your name, e-mail, phone number, and address (if we are mailing you the list/labels);
   b. The club or club area for which you need a list or set of labels;
   c. The format in which you want your list/labels (US mail, e-mail-Excel, or e-mail-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 two to three business 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 e-mail whenever possible. Please request a new set each time you plan to do a mailing.

BROADCAST E-MAILS
Q: How do I send an e-mail to all alumnae in my club area?
A: We’ll do it for you!

Broadcast e-mail is an effective communication tool to advertise upcoming events, to send out reminders, and to direct alumnae to web sites where more information is posted. When you plan to e-mail all the alumnae in your club area, it is best to let us do it for you. There are many legal regulations with group e-mail and spam, and we have systems in place to handle them. For this reason, we encourage you to use our broadcast e-mail service rather than create and use your own e-mail distribution list.

To ensure that we do not inundate our alumnae with too much e-mail from the College, the Alumnae Association carefully schedules and oversees an e-mail calendar. We limit clubs to a maximum of one broadcast e-mail per month, so we suggest that you reserve this communication tool for significant events and announcements. If you want to have more frequent e-mail communications with your club, we suggest you request a club discussion group.

To request a broadcast e-mail, complete the online broadcast e-mail form at www.wellesley.edu/Alum/Volunteer/Clubs. Guidelines for when to request an e-mail and what information to include in your e-mail are listed on this web page.

We rely on the Online Community to facilitate the broadcast e-mail process. Please advise alumnae in your club to update their e-mail addresses with the College either through the Online Community or by sending a message to updates@alum.wellesley.edu.

DIRECTORIES
Q: How do I request a directory for my club?
A: The club’s web site will include a cover sheet with the club name, a table of contents, and listings of alumnae organized by last name, 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 in a directory. As with lists and labels, the information in club directories should be used for official Wellesley College alumnae purposes only.

Before your club produces a directory, it is recommended that you ask your club members to review and update their information with the College. Set a deadline by which updates need to be made.

More information about club directories can be found on the Club Resources web page.

NEWSLETTERS
Q: How many newsletters should my club send out each year?
A: Every club should send out at least one newsletter per year. Small clubs may only send out one newsletter and large clubs may send out three to four newsletters per year. Whether simple or elaborate, a newsletter is an important communication tool and reminds alumnae there is a Wellesley connection in their area.

Whether your club’s newsletter is an eight-page layout with elaborate graphics and pictures or a simple document with a friendly message, your newsletter is an effective way of reaching out to all alumnae in your area. Some basic elements that should be part of your newsletter include:
1. A friendly message from the club president
2. A list of who is on the club board and their contact information (phone and e-mail)
3. Upcoming events
4. A recap of past events
5. News from the club
6. How to become involved with the club
7. How to update your information with Wellesley College
8. News from the club offices or the College
9. The club’s web site address
You can also include:
1. Stories about local students and alums (with permission of course!), perhaps an article on the club leaders to make it personal.
2. Admission information—how to help with interviewing, college fairs, etc.
3. Book award information—how to get involved, how to sponsor a book

You do not have to be a graphic designer to have an effective newsletter. As long as you do at least one newsletter a year, your welcoming words will help promote Wellesley connections among alumnae.

A Tip Regarding Newsletters on the Internet: If you wish to post your newsletter on your club’s web site, please be sure to delete any private alumnae information such as addresses and phone numbers before posting it on a public web page (unless you have permission from the alumnae). If your club using Chapter Pages (private “for alumnae eyes only” web pages), then there is no need to edit your newsletter before posting it on your web site.

**DISCUSSION GROUPS**

Q: What is a discussion group, and how do I request or subscribe to one?

A: Similar to a Yahoo Group or a Google Group, a Wellesley discussion group is a subscription-based e-mail group that allows members to post, read and reply to messages from other members. A club discussion group will allow your club members to have more frequent e-mail communication. It’s a great way to stay connected with club members and classmates.

To request an online discussion group for your club,
1. Sign in to the Online Community at www.wellesley.edu/Alum/Community/.
2. Click on Discussions in the top navigation menu bar.
3. Click on Alumnae Association in the navigation menu bar.
4. Click on For Volunteers and Committees.
5. Click on the Club Leaders discussion group and follow the instructions to subscribe.

If you have any questions about discussion groups, please contact techadmin@alum.wellesley.edu.

**CLUB FORWARDING E-MAILS**

Q: To whom does our club e-mail address forward?

A: The club’s e-mail forwarding address is directed to the current club president.

Each club has been set up with a permanent e-mail forwarding address such as WCOregon@alum.wellesley.edu or WCWashingtonState@alum.wellesley.edu, which is forwarded to the current club president. **It is highly recommended that the club e-mail address be used on all club communications.** It is also recommended that all club leaders set up an @alum.wellesley.edu account so you do not have to publish personal e-mail addresses in newsletters or on web pages. For more information, visit the Online Community at www.wellesley.edu/Alum/Community.

**CHAPTER PAGES**

(Clin Web Pages)

Q: What are chapter pages and how can I request them for my club?

A: Chapter pages are web page templates that a club officer can use to create a club website.

Since one must sign in to the Online Community to access chapter pages, they are ideal for posting private information that a club does not want available on a public web page (i.e., address and phone number information for events, newsletter text, etc.).

To request chapter pages:
1. Make sure the person who will be maintaining the chapter page (the club’s webmistress) is registered with the Online Community.
2. Have your club’s webmistress e-mail Karen Kerns at kkerns@wellesley.edu with the following information:
   a. Name of the club
   b. The webmistress’ first and last name, Online Community username, e-mail, phone, city, state, and zip.
   c. Which of the following web page templates you want as part of your club’s website (these will be the navigation bar options for your web site):
      i. Welcome
      ii. Officers
      iii. News
      iv. Membership
      v. Events
      vi. Photos
      vii. How to Get Involved

If you have any questions about chapter pages, please e-mail Karen Kerns at kkerns@wellesley.edu.
SURVEYS
Q: How do I create an online club survey?
A: We recommend using Survey Monkey (www.surveymonkey.com)

To create an online survey, go to www.surveymonkey.com. Click on “Join Now for Free” and set up a new user account. As long as your survey is 10 questions or less, the service is free. Once your survey is created, you can include a link to it in your next broadcast e-mail. Responses will be collected and analyzed by Survey Monkey. Since not all alumnae in your club area may have access to e-mail or a computer, it is recommended that you also send out a paper copy of your survey as an insert in your newsletter. Paper copies of the survey can be entered into Survey Monkey manually so all your responses are part of Survey Monkey’s analysis.

Creating a survey using Survey Monkey is not difficult, but if you need help, feel free to call us at 781-283-2310.

PRIVACY AND THE INTERNET
Q: What information can I put on my club’s web page?
A: If your club web site is public, then you need to be careful about publishing private alumnae information such as addresses and phone numbers. If you are using chapter pages, which offer greater security by limiting access to alumnae only, then you can publish more information. It is always a good idea to get permission from the alumnae whose private information will be included on any club communications.

It is especially important to limit the amount of private information given on a public web page since the information is out there for anyone to see. Directions to someone’s house, a listing of book award recipients (name, high school, and town), even phone numbers can wind up in the wrong hands and be misused if published on a public web page. For these reasons, we urge clubs to use their “Wellesley Wisdom” in determining what is appropriate to include in club communications, especially on the internet.

Is Your Information Up-to-date?
Please include the following information in your club communications.
If your name, address, phone number, or e-mail address 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,
• E-mailing updates@alum.wellesley.edu, or
• Calling 1-800-339-5233.

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