Dear Club Leaders,

Happy New Year! We hope you had a wonderful and relaxing holiday season.

After the holiday break, we both returned to our offices at Wellesley College to find the calendar still set to December. January was just on the other side, but we were hesitant to flip the page and face the reality of 2008. There is an interesting phenomenon that happens with a change in year. Does one stop and look back at the past year, or look forward to the year ahead? We decided to do both by taking a look at all the programs our clubs hosted last year as well as the programs being planned for this spring. As usual, we were simply amazed at all that our clubs do. In this issue of The Club Leader, we have summarized some programs for you and hope that perhaps, one event might be the spark of creativity you need to develop a unique event for your club.

We eventually did turn the calendar over to January ...not our favorite month in New England; and although we did have a nice January thaw, yet again, there is snow in the forecast. Luckily, our work with over 100 clubs around the world often turns our thoughts and attention to events in warmer climates. We daydream of attending faculty lectures in Florida, prospective student events in southern California, and social gatherings in Hawaii. When we receive newsletters and invitations from our clubs, we realize that despite what the weather may be outside, our world-wide Wellesley events are always warm and welcoming inside, and we (here in frozen land!) are warmed with thoughts of alumnae gathering to laugh and to learn and to share their life experiences.

Strong and inviting programs are key to successful clubs. Programs are how alumnae can connect with each other and with the College. They are also an opportunity to recruit new members and volunteers to join your club board. Whether you host one program each season or once a month, your club is playing an important role in keeping our alumnae network strong.

We have dedicated this issue of The Club Leader to the topic of programming. We hope you find the information useful as you plan your club’s calendar.

Thank you for all that you do for Wellesley College. We look forward to a fun-filled year ahead… and perhaps, a few club visits to sunny locations!

Cheers,

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Alumnae Leadership Council 2007

Over the weekend of October 12 – 14, it could not have been a more pleasant, picturesque, perfect New England weekend. Crisp, autumn air kept even the west coast volunteers awake early Saturday morning when nearly 60 club delegates from across the country (and ocean, thanks to our Wellesley Club of France!) gathered in Founders Hall to participate in Alumnae Leadership Council (ALC) 2007.

Our volunteers explored topics of club communication tools, the internet, program ideas, club funds, leadership, membership, the role of admission activities for clubs, and career and service programs for alumnae. Once again, we held club model breakout sessions (based on size and activity) offering volunteers a chance to compare notes on successes and challenges. There just did not seem to be enough time in the day to discuss everything. But mostly, like any Wellesley event, we just enjoyed talking—sharing ideas for our common goal of keeping connections strong and improving our network.

Emily Carrigan ’06, co-president of the South Coast (CA) Wellesley Club, attended ALC and wrote in her club’s most recent newsletter:

“The things I realized at ALC are:
• A Wellesley experience is forever. I heard that throughout my time at Wellesley, but it really sank in with me at this gathering. I saw women from the class of ’45, whose enthusiasm for the College and desire to remain connected to Wellesley and other alumnae were as strong as mine. Through Wellesley, I will always have a connection to some of the most intelligent, dedicated, generous, and motivated women I have ever met.
• An alumna club is a way for Wellesley alums to maintain that connection with each other and with the College.
• An alumnae club can be anything it wants to be. It can be your monthly book club, your community service outlet, or what you reach out to when you need a friend. Of course, a club is only as strong as its volunteers.”

Our many thanks to club leaders from Boston, Chicago, Columbus, Los Angeles, Merrimack Valley (MA), Miami, Southern Connecticut, and Washington, DC for assisting with club workshops this year—we could not have done it without all of you! We ask club leaders to save the date of Oct 17 – 19 for ALC 2008 and plan to return to Wellesley to participate in this important leadership training. Please share this information with your board and, of course, we would love to hear from ANY club with ideas they might like to present or ideas on topics which should be reviewed at Council.

Making a Difference

The Northern California Wellesley Club joined other community volunteers pruning, restaking, and redirecting roots of street trees in the Bayview neighborhood.

The Southeastern Connecticut Wellesley Club volunteered to read to children at the Child & Family Agency Early Childhood Development Center.

The New York Wellesley Club provided a series of volunteer opportunities “to paint a brighter future for New York City students” including painting murals, organizing school libraries, and planting flowers at over 100 public schools across the Big Apple.


Alumnae from the Chicago Wellesley Club volunteered at a resale store that generated funds for Women in Need Growing Stronger (WINGS).

Alumnae Achievement Awards

On Friday, Feb. 8, the Alumnae Association will recognize four alumnae who have brought honor to themselves and to Wellesley College through their outstanding achievements. The award is the highest honor given to alumnae for excellence and distinction in their fields of endeavor and has been presented annually since 1970.

The 2008 recipients are:

- Ophelia Dahl DS ’94, Global Health Advocate, Humanitarian, Philanthropist
- Mary Rosenthal Lefkowitz ’57, Classics Scholar, Teacher, Public Intellectual
- Katherine Marshall ’67, International Development Officer, Coalition Builder, Mentor
- Diana Chapman Walsh ’66, College President, Educator, Humanist

Do you know an alumna who should be considered for an Achievement Award? Nominations are due in the Alumnae Office by Aug. 1 of each year and are reviewed throughout the fall and winter by a rotating committee of seven alumnae. Please encourage your club members to nominate someone.

Please visit our web site for more information on this year’s recipients and the nomination process: http://www.wellesley.edu/Alum/Awards/AAA.

The Miami Wellesley Club helped clean up the Biscayne Nature Center.

Alumnae from the Wellesley College Club of Dallas served as “image consultants” for Attitudes and Attire, a non-profit agency dedicated to promoting personal growth for women seeking self-sufficiency.

The Washington State Wellesley Club volunteered at Treehouse in Seattle, a non-profit organization that provides clothes and educational assistance to foster kids.
Club Happenings – The Year in Review

The women of the Wellesley College Alumnae of Boston rolled up their sleeves and looked under the hoods of their cars on November 3, 2007 during an educational “Car Talk” workshop. The group learned about regular car maintenance, the major parts of a car engine, how to get your car ready for winter/summer, and what to look for in a qualified repair shop.

The Fairfield Villages Wellesley Club went “South of the Border” with their annual wine tasting event on March 3, 2007. A club member, who is also a chef and wine specialist, guided alumnae through a tasting of some unique wines such as Torrontes, Carmenere, and Mourvedre.

The Hartford Wellesley Club honored those from the classes of 1923-1957 at their annual Half Century Luncheon on April 3, 2007. Muriel Crewe Ainley’s 104th birthday was also celebrated.

Great laughter was heard on September 22, 2007 when the New York Wellesley Club alumnae attended the Wit & Wellesley Comedy Night at Comix. The line-up was comprised of six Wellesley College stand-up comics from the classes of 1974 to 2006.

The Central New York Wellesley Club hosted “February Flix”, opportunities for alumnae to view and discuss movies during the month of February (when it’s typically very cold and snowy in the Syracuse area!).

Singer/songwriter Nell Bryden ’99 entertained The New Jersey Wellesley Club on November 17, 2007. Marsha Bostick ’75, club president, reported that Nell was “wonderfully engaging” and that “everyone who came was thrilled with the event and totally loved her.” Marsha highly recommends Nell to any club president wishing to host an event with her.


On July 27, 2007, current students and alumnae from the Wellesley Club of Hawaii gathered at a local restaurant to welcome an incoming first-year student.

The Utah Wellesley Club hosted its First Annual Family Picnic and Dessert Contest on June 23, 2007. Desserts were judged by two “Honorable” alumnae (lucky them!).

The Minnesota Wellesley Club organized a “Day of Decades” on October 6, 2007. Multiple events for alumns of all ages were held at venues throughout Minneapolis.

There was food and bidding at the Washington State Wellesley Club’s Spring Potluck and Silent Auction to raise money for the Northwest Scholarship Fund. The potluck was organized according to last name (names at the beginning of the alphabet brought appetizers, salads and desserts; names at the end of the alphabet brought entrees). Auction items included cooking lessons, a sailing trip, and a roll-your-own-sushi party.

2007 was another active year for the Wellesley Club of France. Alumnae gathered to hear an organ concert at Notre-Dame de Paris, to dine with an alum who spoke about her doctoral research, to hear alumnae sing with the Boston Symphony Orchestra, and to listen to an alumna jazz pianist. Alumnae also met with the students and professors of the Wellesley-in-Aix program.

REUNION

Reunion is coming! All classes that end in “3” or “8” are invited back to Wellesley for Reunion 2008 the weekend of June 6 – 8.

Faculty Speakers

Our faculty speaker programs continue to be the highlight of club programs each year. We send out more than 50 faculty members to meet with our alumnae clubs—a great way to showcase our faculty while keeping alumnae connected to the College and informed about life at Wellesley today. To date, we have booked almost 45 club visits and are still working on at least 15 pending requests. This year, we are pleased to have scheduled several faculty members to connect with some of our international clubs. If you have requested a speaker for your club and do not have confirmation, make sure that you follow up with the Clubs Office.

If your club has already confirmed a speaker, please contact this professor as soon as possible to thank him/her for making this speaking commitment to your club. Offer your advice on convenient places to stay, or if possible, offer an alumna’s home. Make sure that you discuss the lecture topic, program details, directions, and any travel arrangements. It is up to your club to make sure that a professor is well-informed about a pending club visit and well-taken care of while he/she is visiting with your club. Remember, these professors are not reimbursed for their time, only their travel. It is also important that the club advertise the event well and make a commitment to securing a good audience for this Wellesley speaker. If your club’s speaker event does not include dinner for all alumnae, the club board should consider hosting a dinner for this professor before or after the event.

We know our faculty visits are a very important Wellesley connection for our alumnae. We do all that we can to honor each and every club request. Unfortunately, not all requests can be completed each year. We are often restricted by schedules and unfortunately, that harsh word, budget—a subtle reminder to get your 2008-2009 requests in early!
Admission

Wellesley Alumnae Admission Representatives & Club Yield Activities

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Alumnae Admission Representatives (AARs) serve as Wellesley’s representatives in their communities across the country and around the world. Their loyalty and commitment to the institution is noteworthy as they assist the Admission Office in recruiting talented young women to Wellesley. Yield events are very important to our recruitment efforts, and we encourage clubs to host accepted student receptions this spring. These programs highlight important elements of the Wellesley undergraduate experience and give students a sense of the strength of our exceptional alumnae network. Last year, 32 spring yield receptions were held in cities across the country including St. Louis, Milwaukee, New Haven, Los Angeles, Sacramento, and Seattle.

With the continued support and participation of AARs and clubs, we can extend our outreach to more young women. Personal connections are essential to our recruitment efforts; we could not reach out to so many outstanding students without our alumnae volunteers. In April, spring programs will take place both on and off campus. Below are examples of AAR/club yield initiatives:

Yield Reception/Teas: Typically held in a convenient and neutral location (alumna’s home or office conference room) before the May 1 deposit deadline. These alumnae gatherings are vital for accepted students, by providing the opportunity to experience the true spirit of our community before making a final college choice. It is important to give students and their parents the opportunity to ask questions and to engage in one-on-one discussions with alumnae. Many clubs set up panel presentations of young alumnae or alumnae of different decades to discuss their Wellesley experience as well as their alumnae network experience. We suggest inviting accepted students and their parents, parents of current students, and alumnae from your club area.

We encourage clubs to start discussing and planning April yield events. To prevent alumnae programs from conflicting with on-campus events, we recommend that clubs host yield events on the weekends of April 5 or April 12. The Admission Office can send invitations if clubs contact us with the details at least one month in advance.

Letter Writing: Club members get together and write letters or note cards to admitted students from their area during the month of April.

Calling Admitted Students: Call admitted students to congratulate them, answer questions, and encourage them to attend the Spring Open Campus program or your club’s yield event.

Club Events: Invite accepted students and their families to a free club event where a faculty member is speaking. This venue provides an excellent opportunity to showcase our faculty and interact with alumnae.

Remember: There is nothing like the personal contact – the personal outreach to say, “We really want you to be part of our network!”

We hope that you will consider having a yield event in your area this spring. We are available to help and guide you with the best initiatives for your areas. Please feel free to contact us, and we will be happy to provide assistance.

Summer Symposium — In Her Own Hand: Women Writers, Then and Now
June 2 – 6, 2008

Summer Symposium offers a unique opportunity for alumnae and guests to take advantage of Wellesley’s most treasured resources: its beautiful campus, its state-of-the-art facilities, and most of all, its faculty. This year’s topic, “In Her Own Hand: Women Writers, Then and Now” will explore poems, essays, and novels written by women in the 19th through 21st centuries. Women writers from Jane Austen to Charlotte Brontë to Doris Lessing to M.F.K. Fisher have had to contend with the fact of “their sex”; does that fact matter to their work? Symposium Faculty Chair Lisa Rodensky ’84, assistant professor of English, and other Wellesley faculty will consider the common questions these texts raise about female identity, morality, and artistic form. Guests who are unable to join us for the full program may consider coming for one, two or all three days. If you would like to be a part of this exciting event, please contact Tricia Woodward at 781-283-2438 or specialprograms2@alum.wellesley.edu or visit our website at http://www.wellesley.edu/Alum/Events/Symposium/index.html.

Please share this information in your newsletters and correspondence.
BOOK AWARDS – Need A Programming Idea? Have A Book Award Party!

The Wellesley College Book Award Program recognizes high school students who have been top scholars in their schools and talented performers in extracurricular activities. These students are selected by teachers and guidance counselors because they exemplify the qualities of a person who “will make a difference in the world.” Clubs play an important part in this process by coordinating the book awards in a specific region, often reaching out to schools that have not typically had students apply to Wellesley.

The book award program can be a lot of work for clubs, but can also be a fun and very gratifying process. In January and February, clubs and volunteers reach out to schools to determine how many will participate in the program. By March 1, book award orders are placed with the Alumnae Office, and in early April, books are shipped out to volunteers. April is also the time when many clubs plan “book award parties.” In addition to socializing over food and beverages, alumnae write notes of congratulations to the recipients, inscribe each book with the names of the recipients, and prepare the books to be delivered, mailed or presented to the high schools. Many hands make for lighter work, so please help your book award chair recruit volunteers, and have fun at your book award party!

Speaking of parties...

At the Wellesley College Alumnae of Boston Holiday Party last December, the Wellesley Widows a capella group entertained alumnae and guests with songs of the season. Afterwards, as the Widows mingled with alumnae, it was discovered that the business manager of the group was a book award recipient. She later emailed the Clubs Office and said, “I was speaking with a couple of alums [at the party] who asked how I came to Wellesley from my home of Boise, ID. I told them that I first heard of Wellesley when I received the book award my junior year of high school. The book award is really responsible for my presence at Wellesley, so thank you! I would never have considered an all women’s education, and would probably have remained in the western part of the country.” For most book award recipients, this is their first contact with the College and a critical first step in introducing the many opportunities available to young women at Wellesley.

If your club participates in the Book Award Program, thank you! You are helping to make a difference in the lives of young women who may never have considered Wellesley before receiving the award. If your club wants to be involved in the book award program, please contact Karen Kerns at 781-283-2310 or kkerns@wellesley.edu or go online at http://www.wellesley.edu/Alum/Awards/Book.

Photograph by Nancy Mandile

Book Award Basics:


Cost: $17 per book

How to Order: Purchase books online at http://www.wellesley.edu/Alum/Awards/Book or contact Karen Kerns (781-283-2310; kkerns@wellesley.edu).

Deadline for Orders: March 1, 2008. The clubs office processes nearly 1,400 books a year. Your help in getting your order and payment in by this deadline is greatly appreciated.

Advertise Your Programs Online!

More and more of us are turning to the internet to find the information we need. We have many alums who live outside of a club area or who may be traveling to another club area (especially international clubs), snowbirds, and others who are not on a particular club’s mailing list and yet, they want to be connected. More and more, alums go to the internet to find out what is happening—is there an event they can attend? Therefore, it is important to have information about your club events online. Put yourself in the shoes of an alumna who is trying to find out about upcoming Wellesley club events in your area and do a simple Google search such as “Wellesley Club [insert your city or state here] events” and see what you get. What/when is your club’s next event? Can one find where the event is taking place, what time, how much it costs, and to whom to RSVP or direct questions? Can one find basic information on how to connect with Wellesley alumnae in your area?

If you have any questions about club web sites, please contact Karen Kerns at 781-283-2310 or kkerns@wellesley.edu.
Is Your Information Up-to-date?

Please include the following text in your club communications.

If your name, address, phone number, e-mail address, or occupation 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!

Tips for Increasing Participation at Club Events

- Plan ahead.
- Communicate using many different methods.
- Make it easy to RSVP.
- Keep costs low.
- Use “anchor events” (events that happen each year).
- Create small focus interest groups or “sub-clubs”.
- Vary event times and locations.
- Host events at venues that are appealing to alumnae of all ages, socio-economic backgrounds, and ethnicities.
- Target young alumnae.
- Target current students.

More tips on club programming can be found in the Club Officers Handbook (Chapter IV): http://www.wellesley.edu/Alum/Volunteer/Clubs/index.html.

Calendar of Events

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<th>Month</th>
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<th>Event</th>
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<tr>
<td>January</td>
<td>3-24</td>
<td>Wintersession</td>
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<td>15</td>
<td>Admission application deadline</td>
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<tr>
<td></td>
<td>28</td>
<td>Spring semester begins</td>
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<tr>
<td>February</td>
<td>8</td>
<td>Alumnae Achievement Award Ceremony</td>
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<tr>
<td>March</td>
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<td>Wellesley College Book Award orders due</td>
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<td>24-28</td>
<td>Spring Break</td>
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<td>March Late</td>
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<td>April</td>
<td>Throughout</td>
<td>Club yield events</td>
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<td>16-17</td>
<td>ALANA Spring Open Campus for admitted students</td>
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<td>17-18</td>
<td>Spring Open Campus for admitted students</td>
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<td>Junior Open Campus for prospective students</td>
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<td>May</td>
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<td>June</td>
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<td>30</td>
<td>Club year-end reports and all club “gifts” are due</td>
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<td>July</td>
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<td>2008-2009 club year begins</td>
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<td>August</td>
<td>Mid to late</td>
<td>Summer Send-offs for current students</td>
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<td>October</td>
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<td>November</td>
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<td>Early Decision application deadline</td>
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<tr>
<td>December</td>
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<td>Classes end (exams end 12/19)</td>
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