

WELCOME REUNION 2020 VOLUNTEERS!

EXPANDING ALUMNAE CONNECTIONS

WELLESLEY

BLUE PRINT

OCTOBER 18 - 20, 2019

WELLESLEY

ALUMNAE



Welcome!

REUNION WEEKEND PLANNING
BLUEprint 2019

Alumnae Engagement Reunion Team Partners

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WCAA Mission

The mission of the WCAA is to support the institutional priorities of the College by connecting alumnae to the College and to each other. The Association serves as a lifelong resource to alumnae and encourages alumnae to contribute to the continued excellence of the College.

Volunteer Tenets

As a Wellesley volunteer, you agree to:

- Treat all alumnae and staff with respect and civility in person, in email, in print, and social media.
- Commit to a role that suits your skills and capacity.
- Commit to being inclusive and address issues of diversity along numerous demographic lines (e.g., race, class, gender identity, sexual orientation, ethnicity, age, ability, religion, geography, etc.) in all facets of your volunteer work.
- Communicate regularly with alumnae volunteers and WCAA staff.

Volunteer Tenets, Cont'd

- Actively seek opportunities to engage new alumnae
- Resolve any conflicts in a transparent and open manner.
- Acknowledge any potential conflicts of interest and recuse oneself when appropriate.
- Keep your contact information current at alum.wellesley.edu, including address, email, and phone number. As a volunteer, you must agree to be contacted by the WCAA or other alumnae via any of these channels.
- Recognize that your actions will reflect on and speak for not only you, but for other alumnae and the College.

Reunion Collaboration

Reunion Chairs are the main point of contact with your WCAA contacts

- Gather all information from class committee chairs, relay to WCAA contact
- Work in unison with class presidents and Wellesley Fund chairs need to achieve optimal results

WCAA Team

Reunion 2020 Goals

- Deliver a memorable Reunion experience with positive Reunion Survey responses
- Achieve overall attendance of 30% (more?!)
- Plan and offer inclusive programming
- Make planning for Reunion volunteers simple and fun!
- Cont'd Support of Campus Sustainability Initiative
 - Use technology for alumnae access lists and info
 - Recycling



Some Metrics....

2018

- 2175 alumnae attended (35%)
- class of 1968 had the highest attendance-54%

2019

- 2172 alumnae attended (34%)
- Class of 1969 had the highest attendance~57%

Reunion satisfaction among alumnae is **high**.

| | Alumnae | Alumnae Invited | % | Guest | Child | Total |
|---------------|-------------|-----------------|------------|------------|------------|-------------|
| 1939 | 1 | 12 | 8% | 0 | 0 | 1 |
| 1944 | 2 | 54 | 4% | 1 | 0 | 3 |
| 1949 | 13 | 148 | 9% | 6 | 0 | 19 |
| 1954 | 52 | 270 | 19% | 20 | 0 | 72 |
| 1959 | 125 | 350 | 36% | 43 | 0 | 168 |
| 1964 | 92 | 386 | 24% | 26 | 1 | 119 |
| 1969 | 230 | 403 | 57% | 97 | 4 | 331 |
| 1974 | 128 | 460 | 28% | 40 | 0 | 168 |
| 1979 | 169 | 483 | 35% | 47 | 2 | 218 |
| 1984 | 129 | 516 | 25% | 39 | 3 | 171 |
| 1989 | 160 | 503 | 32% | 36 | 20 | 216 |
| 1994 | 201 | 578 | 35% | 60 | 98 | 359 |
| 1999 | 216 | 532 | 41% | 53 | 79 | 348 |
| 2004 | 158 | 529 | 30% | 60 | 42 | 260 |
| 2009 | 249 | 565 | 44% | 79 | 5 | 333 |
| 2014 | 247 | 577 | 43% | 31 | 0 | 278 |
| Totals | 2172 | 6366 | 34% | 638 | 254 | 3064 |

Reunion 2019

Reunion 2015

| | Alumnae | Alumnae Invited | % | Guest | Child | Total |
|---------------|-------------|--------------------|------------|------------|------------|-------------|
| 1940 | 5 | 46 | 11% | 5 | 0 | 10 |
| 1945 | 25 | 138 | 18% | 12 | 0 | 37 |
| 1950 | 42 | 274 | 15% | 9 | 0 | 51 |
| 1955 | 73 | 333 | 22% | 28 | 1 | 102 |
| 1960 | 118 | 391 | 30% | 40 | 0 | 158 |
| 1965 | 192 | 398 | 48% | 77 | 2 | 271 |
| 1970 | 99 | 402 | 25% | 30 | 0 | 129 |
| 1975 | 109 | 477 | 23% | 27 | 0 | 136 |
| 1980 | 119 | 570 | 21% | 38 | 5 | 162 |
| 1985 | 103 | 581 | 18% | 42 | 16 | 161 |
| 1990 | 258 | 604 | 43% | 91 | 106 | 455 |
| 1995 | 123 | 546 | 23% | 59 | 65 | 247 |
| 2000 | 129 | 606 | 21% | 63 | 37 | 229 |
| 2005 | 203 | 572 | 35% | 71 | 15 | 289 |
| 2010 | 253 | 595 | 43% | 32 | 3 | 288 |
| Totals | 1851 | 6533 | 28% | 624 | 250 | 2725 |

Post-Event Reunion Survey for Attendees

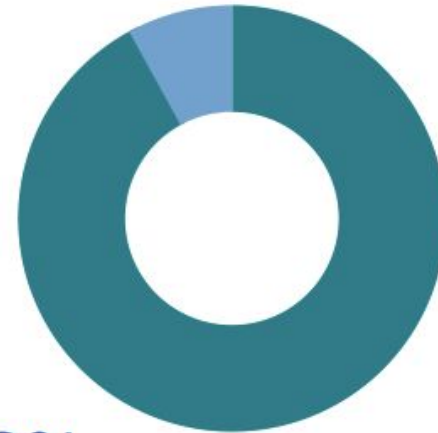
Survey Results

781
completed
surveys

36%
of Reunion
attendees

74
NPS Score

Net Promoter Score is an index ranging from -100 to 100 that measures the willingness of attendees to recommend Reunion to another alumnae. 60 or higher is considered outstanding.



92% of respondents rated Reunion 8 or higher
* 8 is considered "neutral" in NPS ratings

Satisfaction with Reunion Experiences

95%

of respondents scored the **registration process** as "met or surpassed expectations"

95%

of respondents scored the **check-in process at headquarters** as "met or surpassed expectations"

86%

of respondents who stayed on campus scored their **housing** as "met or surpassed expectations"



Reunion Schedule at a Glance*

Friday

- **9am** Dorms open to Reunion committees
- **1pm** Reunion begins
- **1-5pm** Faculty Lectures; open houses
- **5pm** Class Social Hours
- **6pm** Dinner
- **8:30pm** Dance
Your Class Off

Saturday

- **9am** Class Meetings/Optional Remembrances
- **11-12:30pm** WCAA Annual Meeting
- **12:30pm** Lunch
- **1-5pm** Faculty Lectures/Class and WCAA SIG Programs
- **5pm** Class Social
- **6pm** Class Dinners

Sunday

- **8-9am** ORSL Breakfasts
- **9:30am** Memorial Service-Chapel
- **10:15am** Parade Set Up
- **10:45am** Parade!
- **11:30am** Stepsinging
- **12pm** Lunch
- **2pm** Reunion Concludes

****All Subject to change***

2020 Registration Fees

| Reunion Cycle | Alum (by early April) | Guest (by early April) | Alum | Guest |
|----------------------|----------------------------------|-----------------------------------|-------------|--------------|
| 5th-10th | \$40 | \$40 | \$60 | \$60 |
| 15th-65th | \$55 | \$55 | \$80 | \$80 |
| 70 th + | \$0 | \$55 | \$0 | \$80 |

This one fee helps partially cover:

- **Tents, Tables and chairs**
- **Security/parking**
- **Student workers (over 100)**
- **On-Campus Transportation/Shuttles**
- **WCAA Programming**
- **Custodial Preparation and Services**

Lodging

- VERY basic accommodations in the dorms with shared bathroom facilities

If the dorms are not your thing.....

- Hotel room blocks at:
 - Babson Executive Conference Center
(Shuttle transportation may be available to and from Babson on a limited schedule)
 - The Verve-Crowne Plaza Hotel-Natick

2020 Weekend Dorm Fees

| <i>Reunion Cycle</i> | <i>Alum</i> | <i>Guest</i> | |
|----------------------|-------------|--------------|-------------------------|
| | | | |
| 5th-65th | \$140 | \$140 | per bed for the weekend |
| 70th and above | \$0 | 140 | per bed for the weekend |

Dorms

Feedback from Reunion attendees:

- Dorms are iconic and part of the Reunion experience
- Dorms are in need of upgrades
- Upgrades are done in the summer post Reunion--small window of time
- Summer programs popular!
 - We need to house our student population
- Some grouping of classes is required

Dorm Decorations and Amenities



Dorm Standard:

Signage for class HQ is provided by the WCAA

It is suggested the Class decorate with:

- Plants or flowers outside on steps (Costco, Roche Brothers, Trader Joe's)
- Welcome table inside class HQ
- Hospitality arrival table-lemonade, snacks, etc
- Optional room enhancements

2020 LOCATION ASSIGNMENTS

| | | | | |
|-----------------------|--|------------------------------|--|------------------------------|
| 1940-1950 | | College Club | | College Club |
| 1955 | | Stone Davis | | College Club |
| 1960 | | Stone Davis | | Clapp Library |
| 1965 | | Claffin | | College Club |
| 1970 | | Tower Court | | Alumnae Hall Ballroom |
| 1975 | | Claffin | | Tower Courtyard Tent |
| 1980 | | Severance | | Academic Quad Tent |
| 1985 | | Cazenove | | Hazard Quad Tent |
| 1990 | | Cazenove | | Davis Plaza Tent |
| 1995 | | Beebe | | Tishman Commons |
| 2000 | | Shafer | | Event Tent Lawn |
| 2005 | | Pomeroy | | Event Tent Lawn |
| 2010 | | McAfee | | Chapel Lawn Tent |
| 2015 | | Munger | | Chapel Lawn Tent |
| | | | | |
| Overflow dorms | | Lake House and McAfee | | |

Accessibility

Safety is our priority

Attendees needing accommodations should contact:

WCAA: reunionquestions@wellesley.edu;

Jim Wice, Director of Accessibility and Disability Resources:

jwice@wellesley.edu or call 781-283-2434

Not all campus locations equipped for special requests.

- Campus Shuttles and Access van

Circles campus approximately 7:30am to 10:30pm

Access Van with lift available on demand

Golf carts used by staff to execute event; will help when in service

Reunion Meals

Dietary requests

WCAA collects dietary/allergy information within registration

- WCAA will send to caterers for the meals the WCAA is arranging
- Saturday Class dinner dietary requests need to be communicated to caterer, WCAA and Dinner Chairs work together to best share this information with vendors

Friday Dinner

- ✓ Location on campus, possibly grouped with other classes ~dining halls, tents, etc.

or

- ✓ In class HQ, set up in living room, light fare buffet-space can be restrictive depending on numbers
 - **WCAA** plans Friday night meals regardless of location
 - **50th Reunion** has cocktail party sponsored by the WCAA followed by dinner in predetermined location
 - **60th Reunion and older** classes have a seated dinner at the College Club

Saturday Lunch

- Planned by the WCAA
- Buffet style
- Class assigned to various locations throughout campus
- Variety of food served to accommodate most diets

Saturday Class Dinner

- **Dinner** – list of qualified/approved caterers in your toolkit
- **Other considerations** – music? DJ? featured speaker? Other programming?
- Option of having WCAA do ALL the planning
- 5th and 10th; 15th and 20th have joint Saturday class dinners – NEW since 2017

Sunday Lunch–New!

Alumnae can order a boxed lunch for Sunday when registering for Reunion.

WCAA will:

- secure caterer
- place large lunch order
- assign each class a Sunday lunch pick up location

Optional:

- Locations for eating together can be assigned

How Do the Reunion Finances Work?



WCAA:

- Collects all registration funds
- Issues advance checks to Reunion Treasurer in late April (*and late May, if needed*)
- Reconciles expenses by mid August: post Reunion

Treasurers:

- Pay all invoices (record book, insignia, Saturday dinner) except for Gordon's Liquors

Reunion Student Worker Appreciation Fund:

In early spring, all Reunion classes are asked to contribute to a “tip” fund for all Reunion Student workers

Spirit Fund/Financial Aid



- Administered in strictest confidence by WCAA
- Class provides WCAA financial parameters
- Specify on registration form “if any leftover funds they will be used against Reunion expenses”
- If fund nears depletion, WCAA will contact you with options

Social Fee

Charging a social fee for classmates (\$10, \$15 or more) on registration form, can:

- Raise funds for purchasing beverages, insignia, and decorations
- Provide transparency to classmates on how fees are used
- Help maintain a healthy class treasury

Social Hour Planning

- 5th-55th Social Chairs order beverages through Gordon's liquors
- Delivered on campus to locked storage room in class HQ
- Social Chairs
 - Pick up storage key from residence hostess
 - Check inventory upon arrival
 - Work with students and bartenders to move/set up beverages; return beverages to locked storage post social hours and Saturday dinner;
 - Inventory unopened beverages for proper credit

Insignia

- Be creative!
- We have 3 vendors to recommend – information in toolkit



Other Programming

- Children's Programs

Separate registration required.

Do you want this program included on your registration material?

- Golf at Nehoiden

Separate registration through course



- Some optional class programs may have a fee

Determining Your Reunion Goal

- Review past Reunion attendance for your class-stats are in the Reunion Toolkit
- Review past classes' attendance at the same Reunion year as yours, e.g. 10th, 15th, 20th, etc.
- Aim high!

WCAA REACH goal is 33%

WCAA and Class Communications

WCAA:

- Pre-Reunion Survey information sent February 2019
- Save the Date card - October 2019
- Online registration - early February 2020
- Print brochure mailing to those not yet registered in 50th-80th

Reunion Committee:

- Broadcast registrations frequently – e-newsletters and email
- Committee members--register early!
- Solicit classmates by dorm, major, and geographic location

Due December 1st

WCAA needs your Class Event Form that includes:

- Saturday dinner description/**2 meal choices**/pricing
- Social fee pricing for registration form
- Insignia description and pricing
- Any other fee-based items for registration form

How Do We Get Started?

- Read information in toolkit:
<https://www.wellesley.edu/wcaatoolkits>
- Meet with your Reunion team at Sunday lunch/meeting times
- Recruit Reunion subcommittees
- Agree upon a Reunion attendance goal
- Utilize WCAA Zoom Conference service to connect remotely

Reunion Chairs:

- Provide budgets to your subcommittees e.g. dorm decorations, insignia, social/beverage costs
- Communicate often!

Thank You...and have fun!

Remember, we are here to help!

Questions?

<https://www.wellesley.edu/wcaatoolkits>