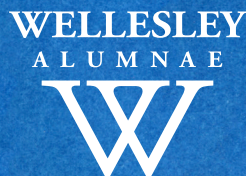# WELLESLEY
B L U E PRINT

SIG PROGRAMMING VICE PRESIDENT TOOLKIT

WELLESLEY
ALUMNAE
W

Dear SIG Programming Vice President,

Thank you for the time, enthusiasm, hard work, patience, ideas, and sense of humor you contribute to this role in support of Wellesley. Your work to expand engagement with all alumnae is critical to our collective mission to support institutional priorities by connecting alumnae to the College and each other.

We are here to work with you to find potential solutions to any challenges you may face and to help you celebrate engagement of every kind.

This BLUEprint Toolkit is meant to serve as a launch pad and a reference point. You will find your role description and helpful tips, as well as links to resources that we will keep updated throughout the year. The toolkit gathers your resources into one starting point, but if you ever have a question, please always feel free to reach out to your key contact in the Alumnae Association. We are happy to help.

On the 5th of each month, we will send you our "Top 5 on the 5th" e-blast. This monthly update contains important pieces of information for all volunteers, messages we encourage you to share with your constituents, and a "High Five" feature of an alumnae group doing something great. You should be proud of the work you do and we want to share your successes with other volunteers! Please send us your stories and tips to help inspire our collective work.

Thank you for all that you do for Wellesley. We look forward to working with you to connect alumnae to the College and each other.

Best regards,

Kathryn

Kathryn Harvey Mackintosh '03
Executive Director
Wellesley College Alumnae Association

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Wellesley College Alumnae Association Mission

The mission of the Wellesley College Alumnae Association is to support the institutional priorities of Wellesley College by connecting alumnae to the College and to each other. The Association will serve as a lifelong resource to alumnae and will encourage alumnae to contribute to the continued excellence of the College.

Volunteer Tenets

All alumnae volunteers are guided by the Wellesley College Alumnae Association (WCAA) mission. We are always looking for alumnae interested in sharing their time, energy, and spirit as volunteers for Wellesley. The following tenets are designed to guide you in your volunteer role(s).

As a Wellesley volunteer, you agree to:

- Treat all alumnae and staff with respect and civility in person, in email, in print, and on 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.

- 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.

Role Responsibilities

The SIG programming vice president serves as a SIG leader and a member of the SIG board.

- Together with the board, develops ideas for programs throughout the year.

- Fully utilize the SIG website to promote and plan events.

- Keep the SIG board informed of attendance trends and make recommendations about continuing or changing events.

Offer a range of events and activities

The possibilities are endless for the type of SIG activities you can host. Events can be SIG specific, collaborative with clubs, or even a series of events held concurrently. Given that SIG members live all over the country and the world, a programing survey may be a useful tool in understanding the interests of members and gaining insight into regional event preferences.

When selecting a planning or steering committee, keep in mind that it should represent diversity in ages, experiences, and interests. Some SIGs have decided that regional representatives on the board have been effective in maintaining focus on the varying interests of their communities.

SIGs have the opportunity to engage globally with programs in which all members can participate together such as Worldwide WAAD Day, Pride marches, or Shabbat Across the Miles. In addition to regional SIG events, clubs love to collaborate with SIGs and co-sponsor local activities and events. When brainstorming and planning events remember to:

- Address current alum interests and concerns—careers, education, health/wellness, community service, admissions/current student events, the arts, parenting, etc.

- Attract varied constituencies: alums of all ages and at various life stages (working/non-working, etc.).

- Start and conclude at specified times.

- Hold events at various times of day and at enticing and accessible locations.

- Include current Wellesley undergraduates and their parents, particularly on holidays and school breaks.

- Try something new and different for your SIG. Pilot a program or event that may engage alums who have not been previously engaged.

- Collaborate with a local club, or multiple clubs within a geographic region for an event.

Event Ideas:
Book clubs, brunch, community service, admission events, holiday events, making care packages for students, lunch, tea, happy hours, spotlights on local alumnae events, and any other great ideas you and your board may have.

Recommended Event Planning Timeline

3-4 months before the event

- Decide upon the event. If collaborating with a local club or multiple SIG regional representatives, be sure to communicate at every stage.

- Choose a date keeping in mind holidays, vagaries of weather, and before school vacations.

- Choose a location that is easily accessible and close to public transportation or with sufficient parking.

- Ensure that your event site is non-discriminatory, handicapped accessible, and can accommodate the event's catering and meeting needs.

- Develop a projected budget of expenses and revenues; expenses should include food, drink, space rental (if applicable), printing and mailing (if applicable), admission fees (if applicable), and any other event specific costs.

- Be cognizant that cost and location can be barriers to entry.

- Together with the board decide on registration fees to offset expenses; Consider offering alums the opportunity to become a sponsor for the event and provide spirit funds to help alums who otherwise could not afford the event.

2-3 months before the event:

- Plan marketing and publicity strategy across multiple channels including: an email save the date, information in the newsletter, posting information on the web page, broadcast emails, and posting across social media channels.

- If there will be a program, be sure to have several people proof the program before it is final.

- Begin to put in place the plans for food and drink, whether it is through volunteers or caterers.

6 weeks out

- Ensure members have received emailed invitations and the event registration is live, current, and accurate on the club website; including date, time, and location.

- Continue communications and publicity strategy.

4 weeks ahead of time

- Organize a telephone tree to encourage unregistered alums to register and attend.

- Finalize your volunteers for the event.

- Re-confirm all details, as applicable, for the space and set up, including any technological needs; food and drink; and speakers.

- Determine if there will be any swag or thank you gifts needed.

- Continue communications and publicity strategy.

1-2 weeks ahead

- Confirm volunteers.

- Confirm registration number to volunteers providing food or a caterer.

- Finalize signage, if applicable.

- Create name tags or pull together peel and stick name tags supplies.

- Print sign in sheet.

- Prepare swag and/or thank you gifts.

- Final communications and publicity push.

After the event

- Send thank you notes to host and key volunteers.

- Complete and send the post event form to your point of contact at WCAA.

Communications and Social Media

You have the power to connect—and build excitement about all the connections that are possible through the club. Let alums learn about upcoming events and share photos of past ones!

Newsletters/Emails

- Together with the communications leader, establish a timeline for regular communication to the SIG via email or newsletter.

- Be consistent with the information included in newsletters, especially when planning collaborative events with clubs or with multiple regional reps where information will be distributed across multiple platforms.

- Send all SIG emails, newsletters, and invitations through the club website (alum.wellesley.edu). Training for communications volunteers is available online. If your email requires additional technological assistance, you may use this form.

- The WCAA encourages email and e-newsletters for sustainability and suggests mailing only to alums with no email on file. If a print mailing is necessary, be sure to include a way for alums to update their information: "Update your contact information at alum.wellesley.edu or email recordupdates@wellesley.edu."

Website

- Ensure your website has current content on it. Refer alums to the website and ensure that the website reflects the most current information on events nationwide. If you and your website chair need assistance, request it here or view our video tutorials.

Access to Contact Information

- WCAA strongly encourages use of the online alumnae directory. The online alumnae directory is behind a Wellesley firewall that requires signing in. If alums have difficulty logging in, they can call the help desk at 781.283.7777 or email them at helpdesk@wellesley.edu. They can also use the password reset feature.

Resources and Contact Information

Online Resources

Visit our Online Resources page for:

- Technological Help Form: Request website help, member lists, labels for mailings, and help crafting emails on behalf of your class/club/SIG.

- Event Sign-In Template: A printable sign-in sheet for events.

- WCAA Email Information: An explanation of our email policy.

- Online Directory: An alumnae directory that is searchable by class, location, career, employer, and much more.

- Alumni Magnet (website) manual and video tutorials.

- Much, much more!

Conference Calls and Virtual Meetings

- Schedule a conference or video call via Zoom Meeting. Zoom is an easy, reliable cloud platform for video and audio conferencing, collaboration, and chat, across mobile devices, desktops, and telephones. Reach out to your key contact for login credentials to use the Alumnae Association's account for your group.

WCAA Contact Information

Wellesley College Alumnae Association
106 Central Street
Wellesley, MA 02481-8203
781.283.2331
fax: 781.283.3638
www.wellesley.edu/alumnae

WCAA Policies and Guidelines

WCAA List and Email Policies

The Wellesley College Alumnae Association (WCAA) may provide class, club, and shared identity group (SIG) leaders with access to lists of their members upon request. These lists contain information useful to volunteer leaders for planning events, managing communications, and calculating metrics. The information shared in these lists is sensitive data and is provided at the discretion of the WCAA.

The WCAA is unable to include alumnae email data in these lists for many varied reasons, including but not limited to the following:

- The Wellesley College Alumnae Association is a 501(c)3 Nonprofit organization and therefore subject to privacy restrictions including the EU's General Data Protection Regulation and domestic anti-spam laws. All email communications on behalf of the WCAA and its umbrella organizations are legally mandated to provide an option for recipients to unsubscribe or opt-out of receiving future emails. Private mass emails do not allow direct unsubscription from Wellesley mail and therefore are not permitted. Platforms such as Paperless Post are not tied to the Wellesley database and any unsubscribe requests will not be captured for future communications.

- All broadcast emails to classmates, club members or SIG members should be sent through the WCAA's official website newsletter function, which is connected to the College's alumnae database.
  - The College's records database tracks updates, email accounts that send back mail as undeliverable, and unsubscribe requests. Changes are continuously being made.
  - This ensures that communications are sent to the most current email addresses.
  - For help sending emails, please submit a request here.
  - Personal, one-on-one emails may be sent between alumnae.

- The WCAA offers online directories for all classes, clubs, and SIGs, as well as an all-alumnae general directory, which can be filtered by name, class, state, city, country, current or past employer, job title, or occupation. To access the general directory, please visit https://www.alum.wellesley.edu/people.html. To view your class, club, or SIG directory, please visit their respective websites.
  - Please note: while the online directories provide email addresses for many alumnae, compiling these addresses into a private list, or using them to send mass emails is strictly prohibited.

○ Solicitation emails are not permitted under any circumstances, regardless of the number of recipients.

- The College and the WCAA aim to meet industry standards of our institutional peers, and we are committed to safeguarding alumnae information. You may [view our full privacy policy here](#).

While broadcast emails are a useful means of communicating with classmates and club/SIG members, they are just one means of contact. Many groups have had great success by varying their communications between email, print mailings, the HIVE, social media, Facebook groups, and in-person events. If you need help reaching a particular individual or group, please reach out to your WCAA staff contact for assistance.

It is the responsibility of each alum to provide the College with any changes in contact information to ensure they are listed correctly. Alumnae can report these changes to recordupdates@wellesley.edu or call our toll-free record updates number at **1.800.339.5233**. If you receive news about alumnae contact updates, please let us know.

Charitable Donations

Each Wellesley class/club is a 501(c)(3), a non-profit organization, whose mission is to connect Wellesley alumnae to the College and to each other. Each class/club operates under the umbrella of the Wellesley College Alumnae Association and as such must operate in a manner that upholds the shared mission of the class/club and the WCAA so that both the class/club and the WCAA may maintain their legal standing as non-profits.

While community service can be a large part of a class/club's engagement, direct financial support of another charity is not permitted. All money collected by the class/club must be utilized to further the mission of the class/club, the WCAA, and Wellesley. In other words, funds raised and held in the class/club's bank account are to be used to connect alumnae to each other, the class/club, the WCAA, and the College or may be donated to the class/club's scholarship fund, if applicable, or as a gift to the College. Direct financial support of another 501(c)(3) is outside the class/club's mission, and therefore must not occur.

If you have any questions about a class/club's financial responsibilities, please contact alumnae@wellesley.edu.

Non-Discrimination Policy

Each Wellesley class/club/SIG operates under the umbrella of the Wellesley College Alumnae Association and is closely associated with Wellesley College through the club/club/SIG's mission to connect Wellesley alumnae to the College and to each other. As such, each Wellesley

class/club/SIG is expected to share Wellesley College's commitment to providing equal opportunity in employment and education to all employees, students, and applicants of Wellesley College. Wellesley College policy strictly prohibits discrimination or harassment on the basis of race, religion, color, sex/gender, age, ethnic or national origin or ancestry, veteran status, physical or mental disability, pregnancy, sexual orientation, gender identity or expression, genetic information, veteran or military status, membership in Uniformed Services, or any category protected by applicable state and federal laws. Wellesley College is committed to making its programs and campus accessible and compliant with all applicable non-discrimination laws. Sexual harassment, including sexual violence, is a form of gender discrimination that is illegal and prohibited by College policy. Retaliation against any individual for making a complaint regarding this type of conduct or for participating in the investigation of such a complaint, is not tolerated.

If you have any questions about this non-discrimination policy, contact alumnae@wellesley.edu. You can also review the College's website for more information.

WCAA Staff Contacts

CLASS YEARS	WCAA CONTACT
1940s	Janet Monahan McKeeney '88
1950s	Janet Monahan McKeeney '88
1960s	Kelly Gallagher '14
1970s	Darcy Kupferschmidt '12
1980s	Emily Rankin Welch '99
1990s	Emily Rankin Welch '99
2000s	Emily Rankin Welch '99
2010s	Darcy Kupferschmidt '12
CE/DS	Tulika Verma
SIGS	Tulika Verma

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