WELLESLEY
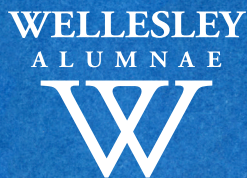## B L U E print

SIG
VICE PRESIDENT
TOOLKIT

Dear SIG 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 vice president serves as SIG leadership and a resource for the SIG president.

Primary responsibilities:

- Provide leadership and direction to the SIG organization.

- Attend board meetings, including the SIG annual meeting.

- Together with the president and other SIG officers, establish and communicate goals and priorities for the SIG.

- Help to recognize potential and future volunteers for SIG leadership which will represent the diversity within the Wellesley alum community by providing and fostering opportunities for new leadership to develop.

- Work closely with board officers, especially programming and membership to expand the SIG's alum engagement.

- Together with other SIGs and clubs, brainstorm and plan collaborative events and activities and events.

- Communicate regularly with board officers to serve as a resource for questions.

- Attend any training sponsored by WCAA to which you are invited, if at all possible.

Board Meetings

The purpose of a board meeting is to plan, discuss, organize, and make decisions for the SIG. With this in mind, SIG vice presidents are asked to attend all board meetings and to work with the president to consider the following information:

- Set meeting dates for the full year in advance. Discuss the regularity of meetings to determine what will achieve the goals of the group.

- Vary times of day and days of the week to offer flexibility and allow more members the opportunities to participate.

- Arrange for various methods to participate in a meeting, for example via phone, Skype, Google Hangout, FaceTime, etc.

- Set an agenda and timeline and keep to it.

Prior to Each Meeting

- Work with the president to create an agenda; compile necessary factual information, etc.

- Plan the order of business, strategically placing items in order of importance.

- Allocate an appropriate amount of time for committee reports and include it on the agenda. Inform committee chairs in advance how much time they will have for their presentation and set an end time to follow-up discussion.

- Distribute the agenda and minutes of previous meeting one to two weeks ahead of the meeting to serve as an incentive to think about items before the meeting.

The Meeting

- Start on time.

- Be familiar with simple parliamentary procedure it provides confidence to help run the meeting, and will assist the flow of business.

- Give everyone a chance to be heard, but do not let any single person monopolize the discussion.

- Set meeting goals and be sure that the meeting accomplishes something. Even if a decision is postponed to await further research, the meeting has started the decision process. Don't let items drift on inconclusively.

- With the board, set next steps and assign them clearly.

- End the meeting on time.

Follow-up

- Call/email board members tasked with next steps to encourage and remind them of next steps and deadlines.

> *For me, attending Wellesley was life-changing...Initially, I saw volunteering as one way to give back to the college that did so much for me...I am still in awe of the Wellesley women I meet today through volunteering...and know I'll continue to meet inspirational Wellesley women. There are a range of opportunities to help Wellesley and connect with fellow alumnae.*
>
> *Whitney Shaffer Ackerman '03, Sed Ministrare Recipient 2014*

Volunteers

Every organization is as strong as the people involved in making it work. The effort to recruit and retain volunteers is worthwhile. Volunteering is rewarding, and many people make time to do it, even when faced with a busy schedule. There are many alums who would be happy to volunteer for Wellesley and your SIG. The challenge lies in finding them and determining the jobs that will provide the best "fit" for each volunteer.

Recruiting Volunteers

- The first rule of finding volunteers is…ask!

- Talk about volunteering for the SIG in conversation at events in all communications.

- Provide your members an opportunity to sign-up for volunteering anywhere you can think of—on SIG forms, at events, on the website, through social media, etc.

- Break jobs into smaller concrete pieces; alums are often more willing to volunteer for a job if it is a specific task with a defined amount of time. After success, volunteers are often willing to take on tasks and roles with more responsibility.

- For board positions, consider offering co-chair roles—it splits the job in half. (Even the presidency can be a shared position.)

- Make sure your nominating committee is comprised of members of diverse ages, geography, interests, and socio-economic backgrounds.

- Let volunteers know that serving on a board or in a volunteer position is an honor and will be looked upon with high regard.

Motivating Volunteers

- SIG leaders set an example by their enthusiasm for the SIG and attendance at SIG activities.

- Try to give volunteers assignments for which they have an aptitude and will enjoy.

- Pair experienced volunteers with new ones.

- Coach volunteers to take on more SIG responsibilities in areas in which they have personal connection or interest.

- Support SIG volunteers in what they are trying to do. Thank them personally.

One of the keys to a successful project is that the team members enjoy working with each other. If you bond as a team, you look forward to working together, and you never want to let the others down. This is pretty important if you aren't getting paid! Working with other Wellesley alums has been a great experience.

Charlotte LaRusse Isaacs '68

Events

The magic happens when Wellesley alums get together to share meals, celebrate, learn, connect, embody Sed Ministrare, and pass Wellesley spirit to new generations of Wellesley alums. There are so many possibilities for gatherings, and some ideas are listed below.

- As a key part of the board, vice presidents help determine the SIG events for the year. Working with the board and regional representatives, decide if they will be pilot events, SIG specific events, or collaborations with a single club or across several clubs.

- Aside from an annual meeting, the SIG is not required to have any specific type of event.

- There is no defined minimum number of events a SIG must hold. If it is challenging to find support for the number of planned events, do fewer and do them well.

- Ask for program interest and specific topics/ideas from your board or conduct a survey asking what type of events your SIG's constituency is interested in and would support. Don't forget to ask if an alum would help with an event they have suggested!

- Collaborate with other SIGs, club and class leaders, geographic reps to share ideas and do programming together.

- Use the registration system provided by WCAA on alum.wellesley.edu to help the WCAA record accurate attendance and engagement metrics. For more information on creating events on your website, view our video tutorials.

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.

Communications and Social Media

You have the power to connect—and build excitement about all the connections that are possible through the SIG. Let members learn about upcoming events and share photos of past ones! Add personal touches as you introduce the board—what are their favorite books/movies/restaurants? Or perhaps a spotlight on one in each newsletter—how did they come to volunteer and why?

Newsletters/Emails

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

- Be consistent in the information you include in newsletters.

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

- 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. Post a welcome letter, information about upcoming events, list your officers, add a banner photo,and include photos to highlight events. If you and your website chair need assistance, request it here or view our video tutorials.

Social Media

- Please post the WCAA social media guidelines on the SIG website and any social media platform your SIG uses.

- Ensure there are moderators for each platform, and that they understand and adhere to the social media guidelines.

Access to Contact Information

- WCAA strongly encourages the use of the online alumnae directory. The online alum 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
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