
E-Communication for Classes

Like most colleges and universities, Smith is placing more emphasis on electronic communications. Communicating via e-mail or the Web is a fast, economical way to provide good, important information and to engage alumnae in the life of the college.

The Alumnae Association of Smith College encourages classes, clubs, and groups to join Smith in this important effort. We are committed to moving away from print newsletters, and in that effort are realigning services to focus on electronic communications. We understand that for some alumnae, assistance with print newsletters was a valuable service. We have found, however, that a large number of classes, clubs, and groups have already moved away from print communications and are reaching out via e-mail, the Web, and various social networking sites.

We think this is extremely exciting and want to assist in any way we can. To that end, here are some simple suggestions for building an effective e-communications program for your class, club, or group.

- Designate someone in your class, club, or group to coordinate communications. Ideally, that person should have Web-related experience.
- Collect e-mail addresses. The more good e-mail addresses Smith has, the more effective your communications will be. Encourage class, club, and group members to send updated addresses to the college, and reach out to alumnae who haven't shared their e-mail addresses with us. Anyone can send e-mail addresses (along with the person's name and class year) to alumnaerecords@smith.edu. Don't forget to share with us any updates you receive, and include an e-mail update request in all your correspondence.
- If your class, club, or group hasn't already done so, create a vibrant and robust Web site that can accommodate news and information about your class, club, or group and the college. To utilize Web site templates that the association has created, contact Mike Yargeau, Web and systems specialist, at myargeau@smith.edu or 413-585-2062. Here are a couple of examples of effective Web sites that use the AASC Web site templates:
<http://alumnae.smith.edu/smithcms/sandiego/>
<http://alumnae.smith.edu/smithcms/1989/>
- Keep your site fresh. Try to update it regularly with member profiles, class/club/group news, news from Smith, event announcements, or even audio

and video. Many classes use their Web sites very effectively during the year leading up to Reunion, sharing lists of who is registered, plans for the weekend, and requests for volunteers.

- Send your Web site link to the Alumnae Association so we can feature it on our own site (<http://alumnae.smith.edu>).
- Push your news. Once a month or once a quarter (or whenever appropriate), collect your news in an e-mail message and send it to classmates or club or group members. As a class, club, or group officer, you can create and send your own broadcast e-mail using our online tools (go to <http://alumnae.smith.edu>, move your mouse to the Volunteer heading, and click on Volunteer Connection.) If you prefer that the AASC send your broadcast e-mail for you, contact Megan Gallagher at mgallagh@smith.edu or 413-585-2042. Include a link to your main Web site in all correspondence. This is a great way to alert fellow alumnae to important news as well as to drive traffic to your own class, club, or group Web site.
- There are a number of Smith sites and communications vehicles already in place and updated regularly from which you can draw news and information to cut, paste, and share with classmates or club or group members. Here's a list:

Alumnae Association of Smith College: <http://alumnae.smith.edu>

Smith College: www.smith.edu

Smith College President Carol Christ: www.smith.edu/president

Smith Alumnae Quarterly online: www.saqonline.smith.edu

Notes from Paradise e-newsletter:

<http://alumnae.smith.edu/enews/archive.php>

Alumnae Association Facebook page:

<http://www.facebook.com/smithcollegealum?ref=ts>

AASC Resources

- If you remain committed to sending a print newsletter, you may work with a designer/print shop of your choosing or contact Paradise Copies in Northampton (paradise@paradisecopies.com or 413-585-0414).
- For mailing labels/data, please contact Peg Bielunis at pbieluni@smith.edu or 413-585-2040.
- If your class is 60 years or more post-graduation, and would like assistance with a newsletter, please contact Joy Williamson at bjwillia@smith.edu or 413-585-2079.

Good communication is key to creating informed and effective ambassadors for Smith, as all alumnae are. Your efforts in spreading the word about Smith, the Alumnae Association, and your own class, club, or group are much appreciated.