TOGETHER for SMITH

All the President’s Women
Your Job as Class President
Smith College
November 6, 2016
CLASS OFFICERS

Elected for five-year terms

- President
- Reunion Chair(s)
- Treasurer
- Secretary
- Web Chair/Digital Coordinator
- Fund Team Coordinator (Smith Fund)
- Some classes have Class Fund Agents and Special Gift Chairs (Smith Fund)
YOUR CONTACTS IN THE OAR

Samantha Pleasant, Director for Reunions, Classes, and Clubs
Oversees the development and support of Reunion, class, and club volunteers and programming. Serves as a liaison to class presidents.

Joy Williamson, Office Coordinator and Budget Liaison
Supports class treasurers and class presidents, coordinates Reunion programming for the earliest classes (those celebrating their 65th, 70th, 75th, and 80th Reunions); serves as the liaison to the controller’s office.

Rebecca Washut, Digital Coordinator
Sends broadcast emails for classes, clubs, and groups; maintains the Office of Alumnae Relations web site; oversees Reunion registration and housing.

Annie Croteau, Assistant Director for Reunions, Classes, and Clubs
Develops and executes the annual Reunion program; supports class Reunion Chairs.
AS A CLASS PRESIDENT, WHAT ARE MY MAIN RESPONSIBILITIES?

- Send at least one newsletter per year to your class (preferably electronically, but may be print). In the year preceding Reunion, you may want to send up to three newsletters.
- Arrange an annual meeting with class officers (the Executive Committee), either at a mutually convenient location or via conference call.
- Preside at the class meeting that marks the end of your term, held during Reunion.
- Attend Reunion.
- In case of a resignation or vacancy, consult with the Executive Committee to appoint someone who can fill an unexpired term.
- Maintain contact with the Reunion chair during the planning and scheduling of Reunion events.
- Keep records of important class literature, communications with class officers and class members, and correspondence of note involving the Office of Alumnae Relations. These files must be passed on to the succeeding president.

APPOINTMENTS
Nominating Committee Chair (approximately two years before Reunion)
NEWSLETTERS

Electronic Newsletters
- Send at least one newsletter each year, and three newsletters during your Reunion year.
- Electronic newsletters are free and sent by an OAR staff member
- Rebecca Washut, Digital Coordinator - rwashut@smith.edu
- Provide a reply-to email address, a subject line for your email, the final text, and documents or images (if applicable). Becca will send a formatted broadcast email, or she can create a link to your formatted print newsletter within a broadcast email.

Print Newsletters
- Effective and nostalgic way to communicate with your classmates
- Work directly with your local printer or with Paradise Copies in Northampton
- Our liaison at Paradise Copies coordinates the design, printing, mailing, and billing of your newsletter, as your local printer should do. You can send your text and photos as email attachments to paradise@paradisecopies.com

- OAR staff will proof either your electronic or print newsletters
The President’s Many Roles

• Facilitator
• Cheerleader
• Troubleshooter
• Motivator
MISSION POSSIBLE: 1985 Goals

• Empower Class Officers
• Foster Class Engagement
• Increase Communication
• Reinvigorate Outreach
OWN IT!

- Regular Meetings: Minimum 2x Year
- Transparency of Communication
- Knowledge is Power: Share!
IT’S PERSONAL!

• Profile Classmates

• Pluck the Heartstrings

• What Moves You?
READ ALL ABOUT IT!

• Print Newsletter

• Regular E-blasts: 3-4/Year

• Frequent Social Media Posts

• Revamped Web Site
Greetings From Your New Presidents

We are incredibly excited to be serving the Class of 1985 as co-presidents. Having attended the 25th Reunion, our experience cemented just how strong we are connected to Smith and to all of you. We caught up with old friends... made new ones over the weekend... and couldn’t be more thrilled to keep the buzz alive for the next five years!

Huge thanks to our 25th Reunion organizers for making the weekend so memorable and special. From cocktails with President Christ on Friday night to leading the Alumnae Parade on a sunny I-Day Day (yes, that’s right... our class actually marched in front!) to a beautiful Saturday dinner and Illumination Night, it couldn’t have been more wonderful. Photos from the weekend are posted to the 1985 web site and on Facebook... add your memories too!

Now as we look ahead, it’s our goal to keep you informed and connected through periodic newsletters each year. This will be the last print version for a while, but you’ll still receive your news via email and postings to the 1985 site and Facebook page. We’ll always be looking for more innovative ways to keep you engaged and connected to each other.

Wishing you all the best!

Your Class Presidents,

Suzanne Metcalf & Vanessa Schaefer

Let’s Connect!

Greetings Class Members! As one of your new Co-Presidents and continuing Web Chair, I am excited to help our class connect and engage more actively. As some of you know, we launched a class Facebook page before our 25th reunion, and it proved an easy way to communicate and build excitement prior to the big event. If you haven’t become a member of the group, please do so today. It’s simple, just log in to Facebook and search for “Smith College Class of 1985” and join the fun! View and add Photos, start a Discussion, post to the Wall... we would love to hear from you.

Our class website can be found at www.smith85.com. I am hoping to update the look of the site in the near future, and possibly add a blog as well. Please feel free to email me at vanessa@stdj.com with any thoughts/ideas you may have to improve the site.

Finally, please ensure that we can reach you by making certain Smith has your current contact info. Update your information online by visiting http://alumnae.smith.edu, then click the “Update your contact information” link in the “Things To Do” area under the main photo.

It’s so easy now to be in touch, we hope we’ll be hearing from you often!

Suzanne Metcalf

Building Our Class Treasury

We are asking for class dues to bolster our class treasury over the next five years. Dues are used to help support and promote class activities and involvement through the publication of newsletters or other class mailings, facilitating officers’ meetings, funding mini-reunions, and underwriting portions of Reunion expenses, such as travel scholarships or even a Class Book.

Dues are tax-deductible, too!

Class dues are $55 for 5 years. Checks can be made payable to Smith College Class of 1985 and sent in the enclosed, self-addressed envelope to Alison Kent, Treasurer. Please be assured that your contribution will be used wisely and judiciously. Many thanks in advance for your generosity!

Sincerely,
Alison Kent

Send Us Your Class News!

I’m so glad to have the chance to serve as class secretary. I love seeing the Alumnae Quarterly arrive, and I turn immediately to our class notes to see what’s up with you all. No news is too small... it’s always a pleasure to hear from fellow Smithies.

Our next deadline to submit news to the SAC is November 15. I can be reached at ellen.cohen91@yahoo.com, by phone at 504-332-0108 and by mail at 300 W. William David Pkwy, Metairie, LA 70003.

Thank you,
Ellen Cohen Cohen

Planning for Our 30th Reunion... It’s Never Too Early!

As your new class vice president, I am already looking forward to our next milestone in less than five years. Planning our 30th Reunion is just perfect for me since planning events and great parties is what I love to do that. But, as with any big event, many heads and hands are necessary to make it a success. I would like to invite you to join me in planning our next great event!

For now, I welcome your ideas or comments about our recent reunion (or others — likes, dislikes, changes, additions... and invite anyone who wants to play a larger role to throw their hat in the ring). We’ll be utilizing 21st century technology to facilitate our discussions using our website and teleconferences. So join in the information will be easy!

Please contact me at abelm3@nc. com with your input and ideas.

Thank you,
Ann Toledo

Class Officers

Co-Presidents
Suzanne Metcalf
smetcalf@yahoo.com
Vanessa Schaefer
vanschaefer@1985.com

Vice President
Ann Toledo
atoads1985.com

Treasurer
Alison S. Cohen
aloisken@yahoo.com

Secretary
Ellen Cohen
ellen.cohen91@yahoo.com

Web Chair
Vanessa Schaefer
vanschaefer@1985.com

Together for Smith
Website Templates:

WordPress Themes (some programming experience needed):

http://www.elegantthemes.com/

Proprietary templates, no programming skills required:

http://squarespace.com/
http://www.wix.com/
VOLUNTEER LEADERSHIP CONFERENCE

TOGETHER for SMITH
THE SOCIAL NETWORK

• Classmates in the News

• Smith NewsTracker mhobbes@smith.edu

• Fundraising Efforts
Suzanne Masri
November 12, 2014

We need 500 more gifts before midnight ET tonight to meet our challenge in celebration of National Philanthropy Day and receive an additional $100,000 from Cornelia Mendenhall Smith ’66. Every gift counts, indeed!

Please make Smith your cause and give now [www.smith.edu/1112]

Vanessa Schaefer
February 2

I just gave to the Smith Fund multi-city challenge. Go Boston! http://www.smith.edu/giving/showyourlove/

Suzanne Masri
November 12, 2014 · San Diego, CA

Today is National Philanthropy Day, a time for people to rally in support of a cause that is important to them. Make Smith your cause by pledging your gift.

This one-day challenge is all about participation, showing your Smith pride and supporting the education of the leaders of tomorrow.

Click on the link below to make your gift today;... See More

Smith College: Make a Gift
https://www.smith.edu/futuragiving/giftform.php

WWW.SMITH.EDU

Suzanne Masri likes this.

TOGETHER for SMITH
THE SOCIAL NETWORK

• SAQ Class Notes

• Photos

• Volunteer Recruitment

• Reunion Updates
COME TOGETHER

Mini Reunions

• Seattle (September ’13)

• Boston (December ’13)

• Washington, DC (April ’14)
REUNITED and it feels so good

- Effective theme
- Brand everything!
- Unify communications
- Result?
BRIGHT FUTURE

• Powerful engagement

• Increase volunteer recruitment

• Boost fundraising & participation levels