

Dear Presidents, VPs and Reunion Chairs from the Classes of 1950-69,

Our thanks to all of you who were able to be on the December 8, 2010 conference call. Following please find a summary of the discussion. We hope you find some ideas you'd like to incorporate into your class's plans. Please write us if you have clarifications to make and/or thoughts to add.

With warmest wishes for the holidays,

Paula Ferris Einaudi '65
Suzanne Masri '85
Classes Committee

**Class Presidents, Vice Presidents, and Reunion Chairs
Classes of 1950-1969
Conference Call
Wednesday, December 8, 2010**

Synopsis

The call was structured around four questions which had been sent to participants the day before. Highlights are listed below:

1. **What have you found most useful in terms of motivating your entire team?**
 - a. Class of 1966:
 - i. Has two conference calls per year.
 - ii. Has small get-togethers hosted by different class officers
 - iii. Two years before Reunion, had a day-and-a-half conference in Northampton. Met with AASC staff members on Friday, on their own on Saturday. Were hosted by a classmate who lives in Amherst. Expenses were paid in part by individuals, in part by class treasury. Very energizing. A terrific team-building exercise.
 - b. Class of 1959:
 - i. Met as a group in Northampton the fall *after* their 50th Reunion to begin planning their 55th. Very successful.
 - c. Class of 1969:
 - i. Their VP hosted the new group of officers in Florida. Highly appreciated.
 - d. Two questions about expenses:
 - i. One alumna mentioned that her class had decided to give money left in their treasury after Reunion to the Ada Comstock Scholarship Fund. Amy Holich-Dunn of the AASC said that as much as the

College appreciates this kind of largesse, they strongly recommend that classes keep those monies to help defray expenses of the following Reunion.

- ii. Another alumna asked for clarification about whether class treasuries can be used for travel expenses to Reunion planning meetings. Amy verified that these are normal expenses for classes to cover.

2. What is your best suggestion for *communicating effectively* with your Reunion team?

- a. Class of 1961:
 - i. Electronic mail is saving the day.
 - ii. They send all their newsletters by email. They have addresses for all but 50 classmates.
 - iii. To encourage participation in their class book, they set a goal of 75% participation, and kept a tally—by house— of how many people had sent in their entries. Results were posted on their Web site; one classmate made it her mission to get *everyone* from her house to participate.
- b. Class of 1957
 - i. Encourage conference calls
 - ii. Amy Holich-Dunn recommends keeping expenses down by using www.freeconference.com Any expenses associated with the call can be covered by class treasuries.
 - iii. SKYPE!
- c. Class of 1966
 - i. Recommends getting as many *new people* involved each time.
 - ii. Also recommends getting co-chairs for each position.
 - iii. Also recommends that the Nominating Committee scour Reunion books and back issues of the *Quarterly* to match people's interests with jobs that need filling.
- d. Class of 1957
 - i. After the 50th Reunion, interest in producing another book wanes. They recommend having people post news and views on their class Web site.
- e. Class Web sites
 - i. Questions arose about how to set one up. The AASC is happy to help classes set up their Web sites, but maintaining them is up to each class.
 - ii. Two callers assured others that Web sites were easy to maintain, but that they do require a fair amount of time.

- iii. One alumna from the class of 1961 mentioned that class Web sites set up through the college two years ago were not password protected, so they set up their own independently.

3. What is the best way to ensure that the Reunion Gift Team works in tandem with the rest of the Committee?

- a. Most alumnae on the call did not see this issue as a problem. In fact they see their Fund agents as closely involved in Reunion Planning. Some callers questioned whether classes were free to choose their own gift chairs. This seems to be done usually in concert with the Smith Fund Office. Liaisons for the Smith Fund are:

1950-1960 - Barbara Rejniak

1961 - Amy Wehle

1962-1967 - Maureen Mollahan AC'10

1968 - Barbara Rejniak

1969 - Maureen Mollahan AC'10

The Smith Fund URL: www.smith.edu/thefund

4. What has been your most difficult challenge in terms of preparing for Reunion? How have you overcome it?

One alumna asked for clarification surrounding maintaining an up-to-date email list. Amy Holich-Dunn said that the college is vigilant about keeping the database up-to-date, but that it counts on class officers and individual alumnae to get them current addresses.

- One alumna suggested that filters are a problem. Amy said that the AASC can provide officers with a list of email addresses that have bounced back.
- The Class of 1966 said that their class secretary regularly calls everyone on the “bounce back” list to get their new addresses.
- One class in its newsletter publishes a list of alumnae by house for whom they need email addresses.
- One alumna on the call suggested that every class ask for emails in class newsletters. Another suggested that a plug should be made in the *Quarterly* as well.