

CREATING A FIVE-YEAR PLAN (A Resource for Class Officers)

WHAT?

- Include goals and action steps on everything from communications to events
- Take into account class traditions
- Culminates with your next Reunion

WHY?

- Class leaders should plan for what they should be doing in years other than the one leading up to Reunion
- Creating a Five-year Plan will increase class participation in events and giving
- Having an active schedule of class activities, especially in non-reunion years, broadens the base of alumnae volunteers

WHO?

- Class officers create and execute the Five-year Plan, with the support and suggestions of other class volunteers
- Class officers are assisted as needed by the Classes and Reunion Committee, Alumnae Association staff, and the Office of Advancement (Head Class Agents)
- Class officers will work to recruit additional class volunteers as necessary

WHEN?

- Class officers will hold a class officer meeting at least once a year in a manner acceptable to all officers (e.g. in person, by conference call, online chats)
- During Reunion Year (Year Five of the Plan), class officers should plan to hold more frequent meetings

WHERE?

- The Five-year Plan process begins at the New Class Officer Training Workshop, held for new officers on campus in the fall during Year One of the Cycle
- The Alumnae Association and the Classes and Reunion Committee can assist class officers by discussing your ideas and the initiatives your class wants to pursue during in-person meetings on campus or by holding teleconferences

Pages 2-9 below are a sample Five-year Plan. A blank version of the plan is provided on pages 11-22.

Snapshot of Five-year Goals **(Sample)**

Class of _____

Year One Class Goals	Year Two Class Goals	Year Three Class Goals	Year Four Class Goals	Year Five Class Goals
<ul style="list-style-type: none"> • Encourage Classmates to keep up interest and involvement in this post-reunion year • Ensure that transition from former class board is complete, including the transfer of the treasury • Celebrate and communicate highlights of the past Reunion • Plan a mini-reunion in Los Angeles area with a goal of 30 classmates in attendance • Review Mount Holyoke Fund giving results and encourage more participation • Create class website • Encourage scribe to reach out to the segment of the class via email each quarter 	<ul style="list-style-type: none"> • Plan a mini-reunion in another city • Encourage classmates to send in updates for the <i>Quarterly</i> • Continue to update and maintain website • Encourage scribe to reach out to a segment of the class via email each quarter 	<ul style="list-style-type: none"> • Continue to encourage new participation in the Mount Holyoke Fund • Reach out to inactive classmates to generate broader volunteer base • Encourage scribe to reach out to a segment of the class via email each quarter 	<ul style="list-style-type: none"> • Start to gather Reunion Team • Find a Reunion Chair if one was not elected at previous reunion • Attend Reunion Planning Workshop held on campus in the fall • Set reunion participation and dollar goals for class contribution to Mount Holyoke Fund • Appoint Nominating Committee Chair and 2 new members of the Nominating Committee. • Have Nominating Committee start inquiring about potential candidates for class offices • Encourage scribe to reach out to a segment of the class via email each quarter 	<ul style="list-style-type: none"> ▪ Complete Reunion Team ▪ Update website often to include Reunion information ▪ Strive for significant increases in attendance at reunion ▪ Personally reach out to as many classmates as possible ▪ Have a great Reunion!

Year One: July 2012 – June 2013 (Sample)

<p>CLASS GOALS:</p> <ul style="list-style-type: none"> • Encourage classmates to keep up interest and involvement in this post-Reunion year • Ensure that transition from former class board is complete, including the transfer of the treasury • Celebrate and communicate highlights of the past Reunion • Plan a mini-reunion in Los Angeles area with a goal of 30 classmates in attendance • Review Mount Holyoke Fund giving results and encourage more participation • Create class website • Encourage scribe to reach out to a segment of the class via email each quarter 	<p>ACTION STEPS:</p> <p><u>All Officers:</u></p> <ul style="list-style-type: none"> • Gather Reunion stories and pictures to send out post-reunion letter • Communicate with corresponding outgoing officers to effect a smooth transfer • Review list of attendees at the past reunion to see if there are any potential new volunteers for the class <p><u>President:</u></p> <ul style="list-style-type: none"> • Identify potential host for mini-reunion, help plan event, attend (if possible) • Review class treasury • Appoint a web coordinator, if position was not slated <p><u>Vice President:</u></p> <ul style="list-style-type: none"> • Help plan mini-reunion; attend mini-reunion, if possible <p><u>Treasurer:</u></p> <ul style="list-style-type: none"> • Contact outgoing treasurer to effect transfer • Discuss potential budget for mini-reunion <p><u>Head Class Agent:</u></p> <ul style="list-style-type: none"> • Review class giving history • Work with Office of Advancement on participation strategies <p><u>Web Coordinator:</u></p> <ul style="list-style-type: none"> • Create or update class website
<p>ASSOCIATION TASKS:</p> <ul style="list-style-type: none"> • Class president and web coordinator attend New Class Officer Training Workshop in fall (and other class officers at class's expense) • Outgoing treasurer to submit Form C to Association (August 30th) • Send out Annual Letter to class • Submit class notes to <i>Quarterly</i> (four times a year) 	<p>ACTION STEPS:</p> <p><u>President:</u></p> <ul style="list-style-type: none"> • Attend New Class Officer Training Workshop on campus • Send out Annual Class Letter <p><u>Vice President:</u></p> <ul style="list-style-type: none"> • Attend New Class Officer Training Workshop if president is unable • Offer to assist with class letter <p><u>Treasurer:</u></p> <ul style="list-style-type: none"> • Comply with Alumnae Association treasury guidelines <p><u>Head Class Agents:</u></p> <ul style="list-style-type: none"> • Work with Office of Advancement on fundraising goals <p><u>Scribe:</u></p> <ul style="list-style-type: none"> • Gather information for Class Notes from wide variety of classmates <p><u>Web Coordinator:</u></p> <ul style="list-style-type: none"> • Attend New Class Officer Training

A blank version of the Five-year Plan that your class can fill out for its own use follows below.

Snapshot of Five-Year Goals
Class of _____

Year One Class Goals	Year Two Class Goals	Year Three Class Goals	Year Four Class Goals	Year Five Class Goals

Year One: July 2012 – June 2013

CLASS GOALS

ACTION STEPS

ASSOCIATION/ADVANCEMENT TASKS

ACTION STEPS

Year Two: July 2013 – June 2014

CLASS GOALS

ACTION STEPS

ASSOCIATION/ADVANCEMENT TASKS

ACTION STEPS

Year Three: July 2014 – June 2015

CLASS GOALS

ACTION STEPS

ASSOCIATION/ADVANCEMENT TASKS

ACTION STEPS

Year Four: July 2015 – June 2016

CLASS GOALS

ACTION STEPS

ASSOCIATION/ADVANCEMENT TASKS

ACTION STEPS

Year Five: July 2016 – June 2017

CLASS GOALS

ACTION STEPS

ASSOCIATION/ADVANCEMENT TASKS

ACTION STEPS