

Welcome

2018

Volunteer Conference

Reunion Planning 2019

September 14–16, 2018

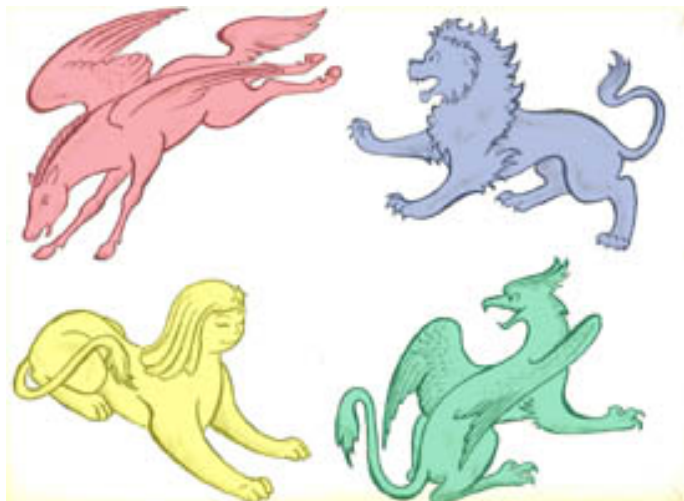
Introduction: Association Staff

Meet Our Team



- Janet Glick, director of classes and reunions
- Jonencia Wood, senior director of alumnae engagement
- Luisa Tavares, associate director of events & logistics
- Nancy Perez '76, executive director

Introduction: Alumnae Volunteers



- Melissa Russell '01
- Joanny Vater '76
- Louise Peach '86
- Shalom Stephens '94
- Kate Laird '95
- Nikki Chambers '10
- Maria Murphy '82
- Tarana Bhatia '15
- Nancy Drake '73
- Danetta Beaushaw '88
- Maria Mossaides '73

Introduction: Reunion Classes

Reunion I: May 17–19

1949 1969 1979 1994
1999 2009 2017

Reunion II: May 24–26

1944 1954 1959 1964 1974
1984 1989 2004 2014



Goal for Volunteer Conference

Provide a valuable opportunity for volunteers to obtain training in their discipline, collaborate with each other and gain timely insight into the current environment at Mount Holyoke. Volunteers should leave with the education, information, contacts and skills needed to move forward in their respective roles.

Introduction from Maria Mossaides '73, President of the Alumnae Association



Goals for Reunion-Planning Workshop

- Introduction to the new Volunteer Hub
- Learn all about the Alumnae Association planning process, reunion packages and timelines
- Identify the tools you need to help plan Reunion
- Understand the College's rules and regulations
- Identify your reunion goals and create your vision
- Continue to build your budget
- **8 months — starting now!**



Resources

Alumnae Association website

- alumnae.mtholyoke.edu

Volunteer Hub

- my.mtholyoke.edu

Reunion page

- alumnae.mtholyoke.edu/reunion

Primary contact:
director of classes and reunions

- reunion@mtholyoke.edu
- 413-538-2652

General questions about the
Alumnae Association

- alumnaeassociation@mtholyoke.edu
- 413-538-2300

Alumnae Association Classes and
Reunion Committee page

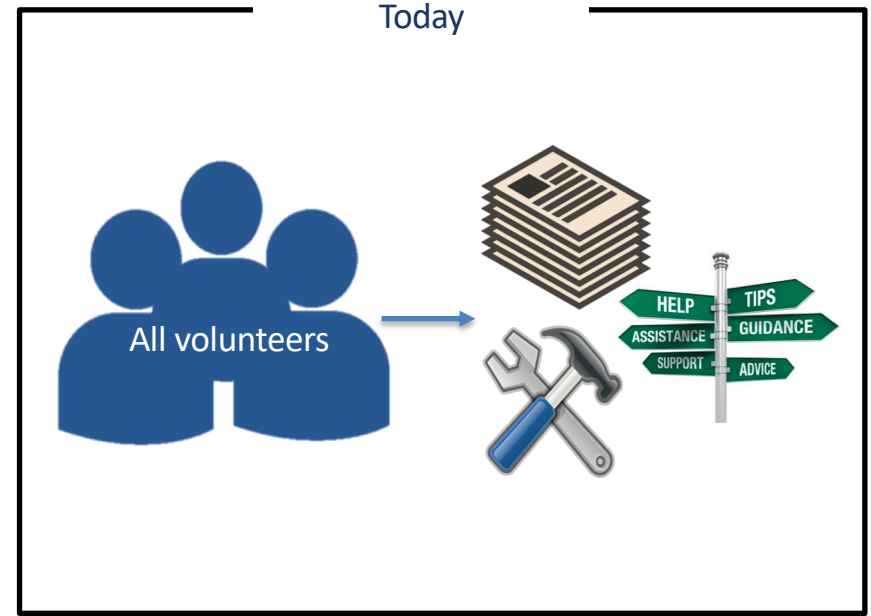
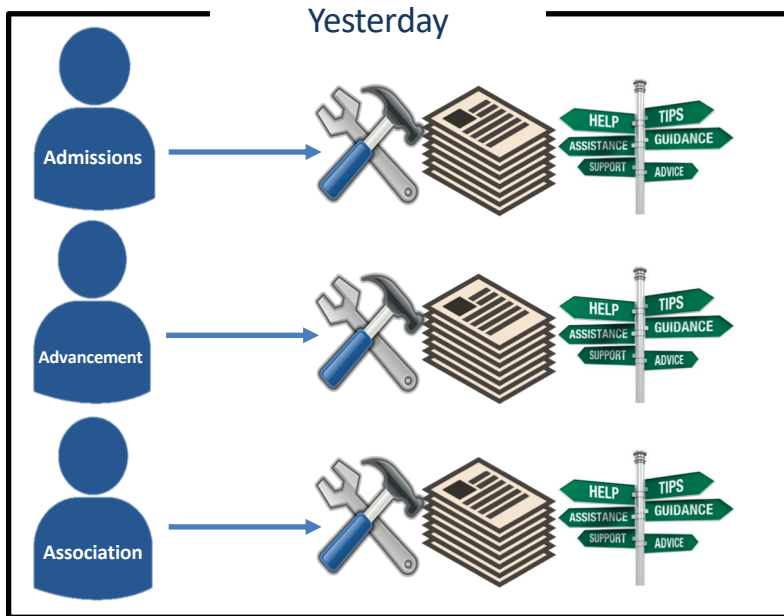
- alumnae.mtholyoke.edu/reunion/committees

Introduction to the Volunteer Hub

Jonencia Wood

Senior Director of Alumnae Engagement

What is the Volunteer Hub



Volunteer Hub Training

Session Goals:

- Learn how to login to the Volunteer Hub
- Understand the primary areas for engagement
 - Announcements
 - Discussion board
 - Using tables
- Practice!



MyMountHolyoke

Sign in with your organizational account

Sign in

Volunteer Hub Training

Reminders:

- If you need help logging on
 - Contact: 413-538-3366, email volunteer@mtholyoke.edu or use our [Volunteer Help Form](#)
- If you are looking for general support – take a look at our [resource guide](#) or our quick [reference guide](#) which can be found on this [website page](#).

Lunch
Morrison Room
Willits-Hallowell

12:30–1:30 p.m.

What Does Reunion Look Like?



What Does Reunion Look Like?



What Does Reunion Look Like?



What Does Reunion Look Like?




Getting Started with Reunion Planning!

Yellow Paper:

Reunion-Planning Timeline Handout



Trivia: What Does Reunion Cost?

A collage of US dollar bills and coins scattered around the text. There are several one-dollar bills, some folded, and various coins including pennies, nickels, and quarters. The background is white with faint, repeating watermarks of the word "dreamstime".

In past years the average cost to attend
Reunion for alumnae was
approximately \$380.00

What Does Reunion Cost?

Registration Fee

+

Dining Fees

+

Class Fee

Unique Total Cost

+

Overnight Accommodations in Dorms (optional)

Reunion Charges: Registration Fee

Fee pays for the Alumnae Association administrative costs including:

- Set-up and clean-up by Alumnae Association & College staff
- Student workers
- Reunion programming
 - Golf carts for parades and loyalty classes, wheel chairs, reunion signage on campus, security for parade and non-class events, marching band for the parades, flowers for presidents and seniors, food at affinity receptions, activities on the green during Reunion, registration refreshments, printed schedules, and brochures.

Alumnae Association Registration Fees:

- 2nd Reunion: \$50
- 5th Reunion: \$75
- All other classes: \$150

Reunion Charges –Dining Fees

Meals in the package will be served in the
Dining Commons for most classes

Friday Dinner

Saturday Breakfast

Saturday Lunch (Picnic on Reunion I)

Saturday Dinner: Designated class locations

Sunday Breakfast

Reunion Charges: Class Fee

(Each class sets it's own price)

Fee pays for class expenses including:

- Parade accessory
- Booklet/special project
- Decorations for dorm
- Hospitality (alcohol, snacks, water bottles, supplies)
- Reception Saturday before dinner
- Parade signs
- Other miscellaneous expenses

Full discussion around setting class fees in a moment

Reunion Charges: Accommodations

- \$80.00 per bed, Friday/Saturday overnight in dorm
- \$50 per bed, Thursday overnight (includes breakfast on Friday morning)
 - Thursday Reunion I: 50th reunion class returns
- This money goes directly to the College and is not part of the class reunion budget
- 8 free beds for committee members Thursday night *

*Reunion committee arrival Thursday with reimbursement after Reunion

Creating a Reunion Budget & Determining the Class Fee

Green Paper:
Estimated Expenses Handout



Melissa's 2001 example

WORKSHEET A: ESTIMATED EXPENSES

Reunion Mailing Expenses			
		Total	
Fall Letter		\$	250.00
Writer Letter (Must be mailed to all classmates and free mailing can be used)		\$	Free
Total Reunion Mailings		\$	250.00

Attendance Expenses			
	Estimated # of alumnae attendees	Cost per person	Total (Multiply the two columns at left to obtain this total.)
Class Fee This class fee includes the items listed below; it is separate from the Friday dinner fee and the Saturday social hour and dinner fee.			
Parade Costume	75	\$ 10	\$ 750.00
Booklet (optional)		\$	\$
Decorations		\$	\$ 100.00
Refreshments		\$	\$ 500.00
Signs		\$	\$ 200.00
Memorial Flowers (optional)		\$	\$
Class Programming		\$	\$ 500.00
Alumnae Scholar Fund Contribution (optional)		\$	\$
Friday Social Hour		\$	\$ 100.00
Saturday Social Hour		\$	\$ 100.00
Misc/Reunion Committee Administrative Expenses		\$	\$ 100.00
Misc/Class Projects		\$	\$ 100.00
Misc/Reunion Scholarships (optional)		\$	\$ 500.00
Misc/Snacks/Water		\$	\$ 200.00
Other:		\$	\$
Other:		\$	\$
Class Fee Expenses	75	\$ 28.00	\$ 3150.00
	Estimated # of attendees (alumnae and adult guests)	Cost per person	Total (Multiply the two columns at left to obtain this total.)

Melissa's 2001 example

WORKSHEET C: SETTING CHARGES

		5
Total Cost		
Item 1	Total Reunion Expenses (Enter from Worksheet A)	3150.00
Item 2	Total Use of Class Treasury Funds (Enter from Worksheet B)	1250.00
Item 3	Total Actual Cost of Reunion = Item 1 minus Item 2	1900.00
Total Attendance		
Item 4	Estimated Number of Alumnae Attendees	75
Item 5	Estimated Number of Adult Guests	10
Item 6	Expected Attendance	85
Estimated Charges		
Item 7	Class Fee (charged to alumnae only) (class fee expense total minus use of treasury for class fee) divided by estimated # of alumnae attendees	\$30.00
Item 8	Friday Social Hour Cost Per Person (optional)	—
Item 9	Saturday Social Hour Cost Per Person	—

Melissa's 2001 example

How to Formulate Class Charges

The class fee (including the booklet and the parade costume charges) constitute the class's reunion income. It is important to set these charges high enough to cover your expenses but not so high as to discourage attendance.

The class treasury can help defray costs and lower per-person charges by applying existing funds in your class treasury toward certain items such as the parade accessory, etc. If your class board approves the use of treasury funds for this purpose, classmates can be charged a below actual cost amount, and the class treasury will make up the difference. Use the worksheet below to decide how much money from your class treasury your class board would like to apply toward reunion expenses.

WORKSHEET B: USE OF CLASS TREASURY FUNDS

BEGINNING TREASURY BALANCE:	\$ 10,000.00
Use of treasury for mailings (required):	
Reunion Fall Letter*	\$ 250.00
Reunion Winter Letter	\$ Free
Use of treasury for Class Fee (optional):	\$ 1000.00
Use of treasury for social hour fees (optional):	
Friday Social Hour	\$
Saturday Social Hour	\$
TOTAL USE OF CLASS TREASURY FUNDS:	\$ 1250.00
CURRENT TREASURY BALANCE:	\$ 8750.00

What's in the piggy bank?



Treasuries can be used to supplement the cost of Reunion

Use funds to defray specific costs such as:

- Reunion mailings
- Reunion committee administrative costs
- Honorary guests (meals, accommodations)
- Reunion scholarships
- Gifts
- Projects that exceed standardized fees

Treasurers and Treasuries are key

- Leading up to Reunion, class treasuries pay up-front costs of all reunion expenses
- A check from the Alumnae Association for class and guest fees collected is sent to the class treasurers in late April
- Treasurer is responsible for recording all reunion transactions and closing the books with the reunion chair
- A final budget, including actual reunion costs, must be submitted to the Classes and Reunion Committee liaison by July 31

Set up PayPal Account for your Class

- **Set up PayPal Account**

Go to paypal.com/us/home, then click Sign Up

Choose the Business Account, then Standard

Follow the prompts to create an account

- **Create a PayPal button**

Log into your PayPal account, click on Tools, then All Tools

Go to PayPal buttons and click Open, then Related Items, then Create New Button.

Follow instructions from there

- **Copy PayPal Button onto Website**

Copy the HTML snippet from PayPal and go to your website

Paste to the body of your website or add a PayPal Widget and paste your snippet there

Reunion Budgeting:

- Estimate Mailing Expenses
- Mailings for Reunion are a class expense and therefore come out of the class treasury
- Mailing expenses which consist of:
 - Fall letter (sent in November) – *Can be sent via email at no cost*
 - Winter letter (sent in February) – *mandatory hard copy mailing*
 - Any additional mailings for surveys, etc. the class plans
- A reasonable estimate is \$550.00 per mailing for an all-paper mailing; choosing to send your letter via broadcast email can reduce costs

What Does Reunion Cost?

Registration Fee

+

Dining Fees

+

Class Fee

Unique Total Cost

+

Overnight Accommodations in Dorms (optional)

Questions?

To Keep in Mind: Association & College events enhance the experience

- College & Association events – no need to plan

[Reunion I College & Association Events](#)

To Keep in Mind: We must be in compliance with liquor laws

- South Hadley law: No open containers are allowed outside in public space
- Bartenders are required if the event is at a location on campus governed by MA state liquor law (i.e. Community Center, Chapin Auditorium)
- Class should consider hiring outside bartenders to avoid possible liability issues

To Keep in Mind: Crowd Control Policies

- Massachusetts Law (527 CMR 10.13 (d)) requires “Massachusetts-certified crowd managers” be used at venues with a capacity of 100+ persons that are set up for dancing
- Mount Holyoke’s policy requires campus police to be on hand for events at these locations, and capacity restrictions are enforced
- Spaces on campus typically impacted by Massachusetts crowd control law: Community Center, Chapin Auditorium, Kendade Atrium, Willits-Hallowell
- Expected costs:
 - Certified crowd managers: \$240 for 2 for the length of the event
 - Campus police: \$350 for 2 officers for 5 hours

Plan for your class meeting

- Each class must hold a class meeting during Reunion
- Sample agenda is on the volunteer page of the website
- A representative from the Alumnae Association Board of Directors will discuss updates on the Association at the beginning of the meeting
- Loyalty and Young Alumnae Volunteer Leadership award presentations can be done at class meetings/social hour. Timing is coordinated with the Alumnae Association and class president
- Come to Reunion prepared with a slate of officers

Media for class activities

What is available:

Most equipment that you will need is available through the College.

Planning for Special Guests

Are you inviting honoraries, special guests, or speakers to your meals and/or are they staying overnight?

What spaces are available on campus?

- Almost all spaces on campus can be used by a class if they are available
 - Reunion I is more difficult to reserve space because of graduation-related events and activities
 - Alumnae Association staff can help you determine what space is available

When will the class dorm be assigned?

- **Spring** of reunion year
- Selection is based on factors including:
 - Seniors staying in dorms
 - Number of attendees in your class
 - Special logistical needs

When will we know how many people have registered?

- Weekly reports are available two weeks before registration deadline, starting around April 1
- Reunion chairs are responsible for disseminating information to reunion volunteers and class officers

Questions?

Class Planning Time

Work on budget and ideas for Reunion

3:30–5:00 p.m.

Stay in Kendade

Classes & Reunion Committee members and Alumnae Association staff are available for any questions and will check-in with you

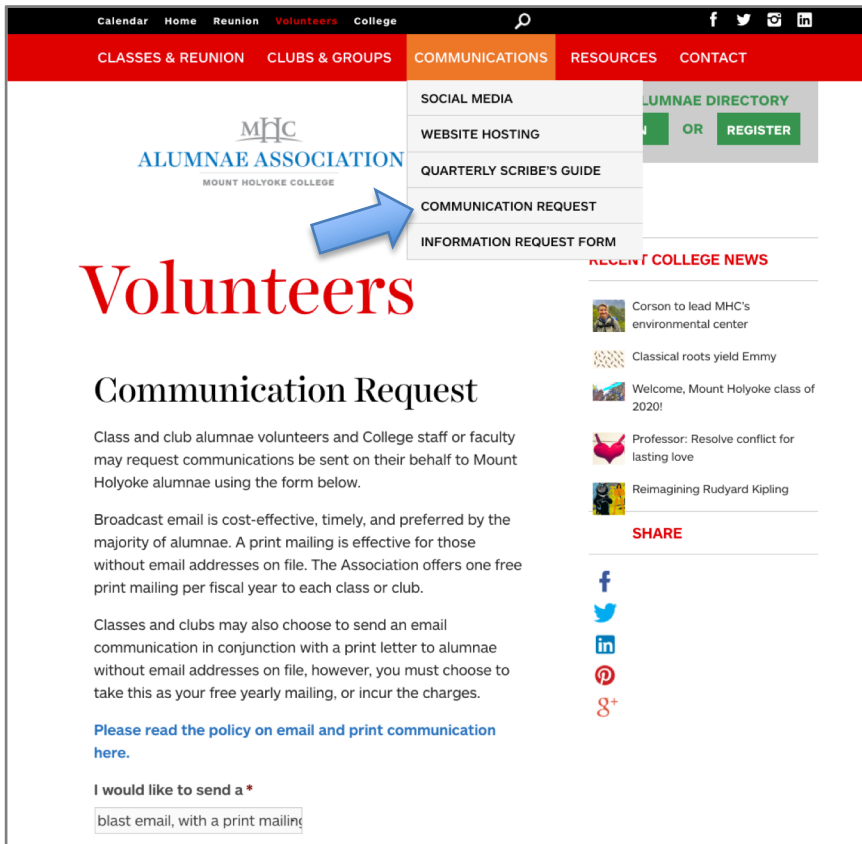
Welcome to Sunday's Reunion-Planning Workshop

Ways to Engage Your Classmates for Reunion

Janet Glick



Blast Emails & Print Letters



Calendar Home Reunion **Volunteers** College

CLASSES & REUNION CLUBS & GROUPS **COMMUNICATIONS** RESOURCES CONTACT

MHC
ALUMNAE ASSOCIATION
MOUNT HOLYOKE COLLEGE

Volunteers

Communication Request

Class and club alumnae volunteers and College staff or faculty may request communications be sent on their behalf to Mount Holyoke alumnae using the form below.

Broadcast email is cost-effective, timely, and preferred by the majority of alumnae. A print mailing is effective for those without email addresses on file. The Association offers one free print mailing per fiscal year to each class or club.

Classes and clubs may also choose to send an email communication in conjunction with a print letter to alumnae without email addresses on file, however, you must choose to take this as your free yearly mailing, or incur the charges.

[Please read the policy on email and print communication here.](#)

I would like to send a *

blast email, with a print mailing

COMMUNICATIONS dropdown menu:
SOCIAL MEDIA
WEBSITE HOSTING
QUARTERLY SCRIBE'S GUIDE
COMMUNICATION REQUEST
INFORMATION REQUEST FORM

ALUMNAE DIRECTORY
OR
REGISTER

RECENT COLLEGE NEWS

- Corson to lead MHC's environmental center
- Classical roots yield Emmy
- Welcome, Mount Holyoke class of 2020!
- Professor: Resolve conflict for lasting love
- Reimagining Rudyard Kipling

SHARE

f
t
in
p
g+

Submit Communication Request form online

Choose:

- Email only
- Print only
- Email & Print (will only go to those without email addresses)

- 5 business days for emails
- 14 business days for letters

Blast Emails



Mount Holyoke College
Class of 1967

Dear Classmates,

The class of 1967 has been active in several ways and has received a challenge from the Alumnae Association Directory.

Fiftieth Reunion May 19–21, 2017

This is the first reunion year when almost all schedules can allow us to get together and sisterhood. Our Reunion Chair Susan will have a conference call for class officers to talk about that "celebration" will be the key. She invites you to the Reunion and/or interest in joining the committee at smozena@ameritech.net or 313-885-6100.



Mount Holyoke College
Class of 1977



Hello, Class of '77!

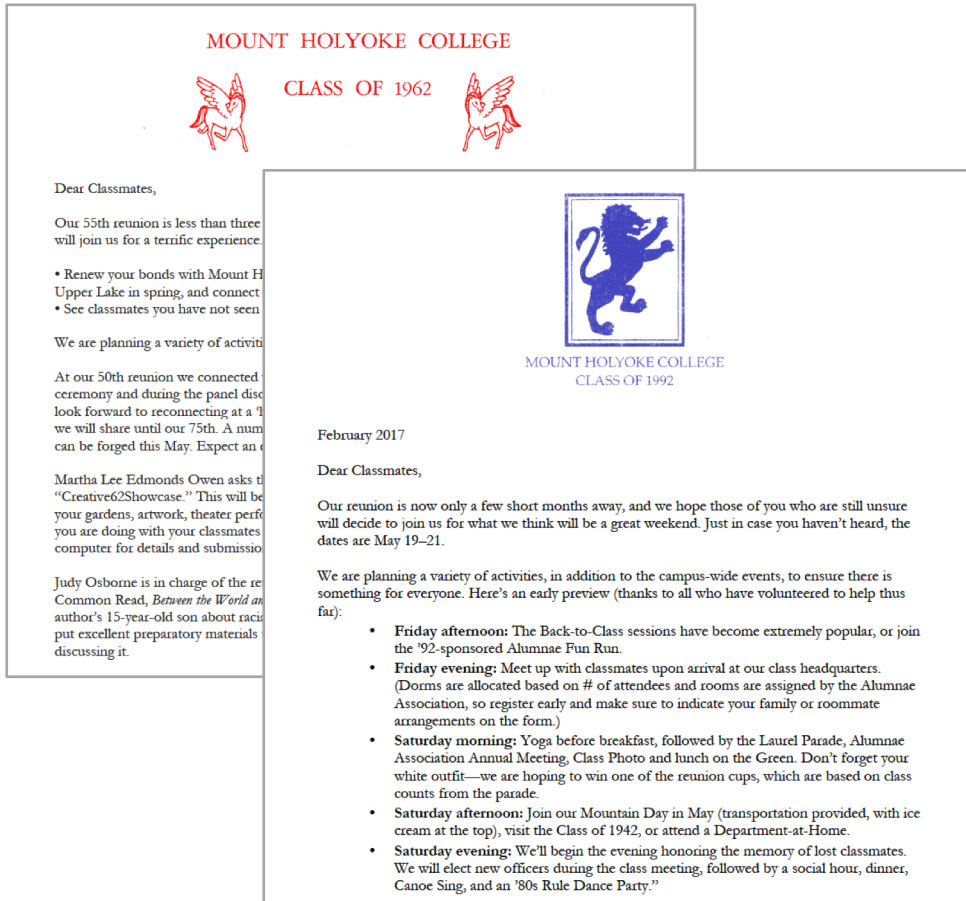
Do you remember when *Star Wars* first opened in May 1977, taking the movie-going world by storm? Of course you do, because MHC Class of '77 was taking the world by storm as well, having graduated just days before. So when it came time to choose our class theme for this year's Laurel Parade, *Star Wars* was the clear favorite—a tour de FORCE, if you will.

From light sabers, to Princess Leia get-ups, to pearls of Yoda wisdom, the force WILL be with us as we rock our 40TH REUNION in South Hadley this May 19–21—and we want YOU to be with us, too!

In fact, you can order a white Princess Leia costume for the parade online at Target, Party City, or Amazon if you wish. Or, you could make your own. But that's up to you; regular whites are perfectly great!

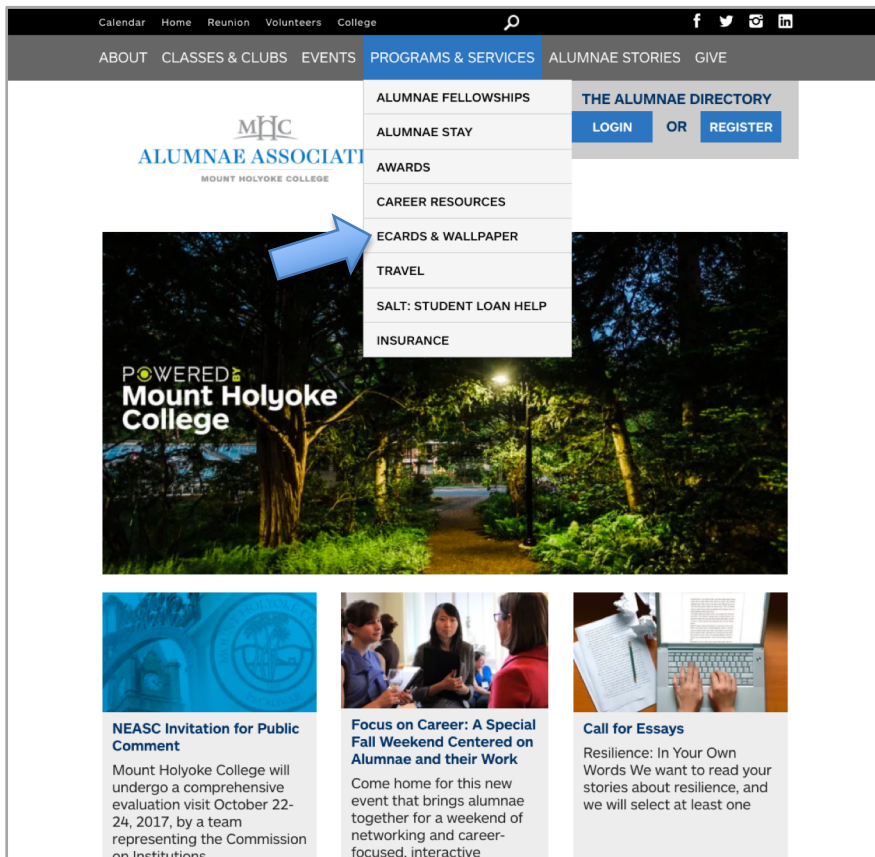
- Preferred channel for most alumnae
- Extremely high open and click-through rates
- Timely and cost-effective

Print Letters



- One free print mailing for each class per year, sent at bulk rate (one page, single or double-sided)
- Can send more than one mailing, or more than one page, and incur charges

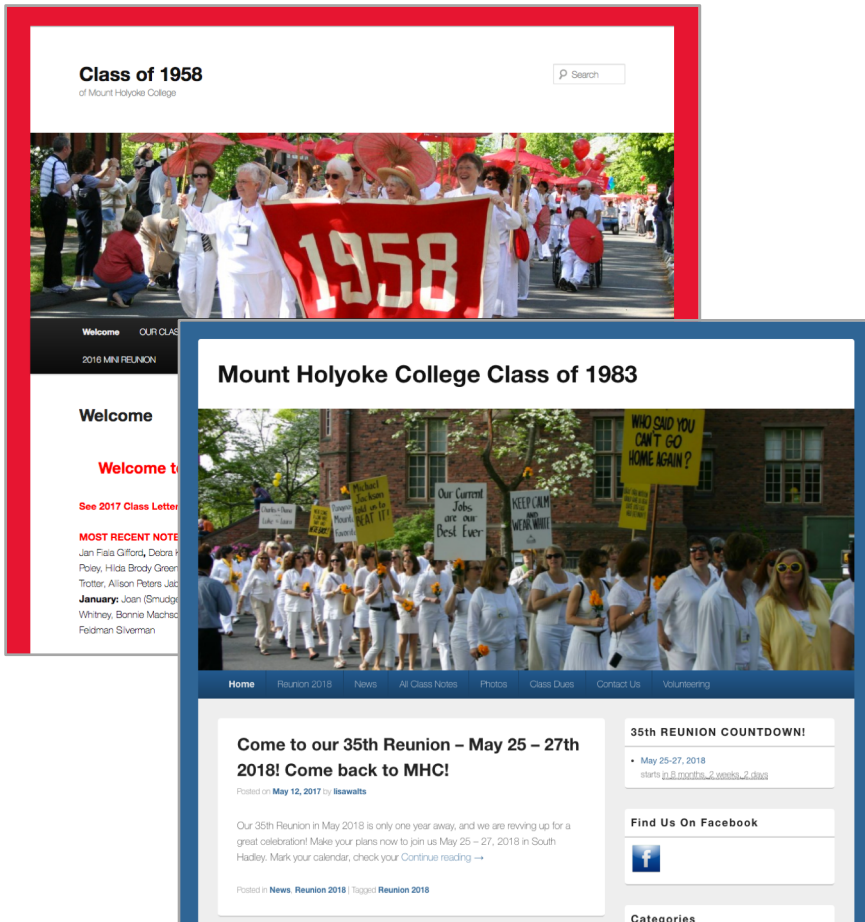
eCards



- Free through website
- Send anytime
- Select a fun image
- Personalize your message



Class Websites



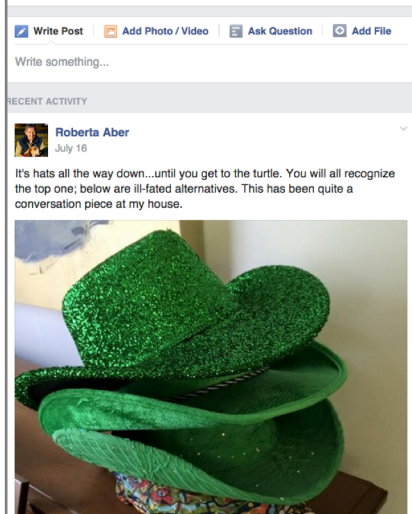
Websites should be clean, simple, and evergreen

- Class board
- Dues payment
- Contact information
- Links to social media

Websites aren't for everyone

They take a lot of care. Social media may be a better option.

Social Media



Facebook Groups:

Great for classes

- Can be set to “open” or “closed”
- Can send direct messages
- Can house the same information as a website
- Added benefit: can push out messages to all followers
- Events function to promote Reunion

Association Promotion



For website and social media coordinators:

- We will post weekly promotions on our Facebook page and email to you to share
 - Slideshows of campus
 - Class scarves drawing
 - Promotion video
- Don't forget that our website and the College website always have interesting content to share
 - *Quarterly* articles
 - Profiles of alumnae
 - Class products
 - Updates on campus

Proposed Timeline & Tactics

Fall Letter Email: Text due October 10

Happy Holidays Email: December/January

Winter Letter: Send print mail/text due January 10

Registration Opens Email: March

Send an eCard in between other mailings

Post on social media once per week:

- Shorter posts do better.
- Photos perform 53% better than other types of posts.
- Posts with questions garner 100% more comments than those without.
- Share from Alumnae Association Facebook page.

Keep your website up to date if you have one.

Report Out on Budget and Reunion Ideas

Reunion I – Great Room

Reunion II – Blanchard 213

Young Alumnae – Blanchard 107

Where are you in your planning?

How is budget planning coming along?

Do you have a theme for your Reunion?

Any thoughts on a parade costume?

It is not always smooth sailing

When challenges arise, reach out to:

- Other class officers
- The Classes and Reunion Committee
- The Alumnae Association office

Ticket to leave...

What are the first three things you will do when you leave here? Class Year _____

1.

2.

3.

