

# CLASS EXCHANGE

A Newsletter for Class Officers from the Class Affairs Committee

Spring 2007

## LETTER FROM THE CHAIR

Dear Class Officer,

How do class officers build on a shared undergrad experience to maintain a class identity and ties to Princeton and maximize the alumni experience? It's not easy, but it certainly starts with effective officer communications. The Class Affairs Committee of the Alumni Council hopes this issue of *ClassExchange* will remind you of just some of the communication tools available to you to both get your message out and hear what your classmates have to say.

*ClassExchange* is mailed to all Class Presidents, Vice Presidents, Secretaries, Treasurers, Reunion Chairs and Class Associate Chairs. If there are others in your class who would benefit from this newsletter, please let us know and we will send you extra copies.

If you can think of any other topics that you would like to see covered in *ClassExchange*, please contact Dottie Werner at tigerdot@princeton.edu or 609-258-5451.



We hope you enjoy this issue.

Joel M. Rudell '65  
Chair

**Quick help for you in your volunteer work!**  
<http://www.alumni.princeton.edu/resources/>

## 2006-2007 CLASS AFFAIRS COMMITTEE

Joel M. Rudell '65, *Chair*  
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## CONNECTING: WAYS TO COMMUNICATE

by Cynthia Albert Link '76

One of the most invigorating class officer opportunities is to catalyze connections among classmates. It is immensely rewarding to find ways to enhance relationships, building toward the next major reunion with initiatives throughout the five-year cycle.

The keys are to be inclusive, receptive, and appreciative. Sound easy? It is! Success comes through diverse communications, with letters from the President delivered by e-mail or snail mail, and class news flashes provided by artful, attention-grabbing post cards. Asking for suggestions and involving those who step forward helps involve a wider swath of your class. Each idea holds promise!

Developing a broad philosophy of ownership for *PAW's* class notes also goes a long way, so miss no opportunity to personally appeal in each communication: "Our class secretary seeks your news! Write today at this e-mail address." Diligent class secretaries who meet each *PAW* deadline contribute immeasurably to class connections, especially when they personally contact a broad range of classmates, and inject new energy with reports from those who are far-flung.

Old fashioned modes still resonate! Never underestimate the power of a thank you, especially one that is hand-written. Counter-intuitively, the most recent graduates appreciate hand-written notes, maybe more than those on the far side of their 25<sup>th</sup>. While there's obvious need for a well-thought out series of mass communications, class officers who embrace the chance to add a hand-written post-script contribute subtly and marvelously to a stronger, more involved class.



## CLASS ACTIVITY AND FINANCIAL REPORTS

PLAN AHEAD - TIMING IS EVERYTHING!

Be sure to get your completed reports to the University by the August deadlines so you can be eligible for awards that are given out at Reunions and for the dues incentive program.

Even more important--get your Financial Report to the Controller's office. Failure to do so will have **you** filing tax information with the IRS instead of the University!

Watch for the deadline dates in our June mailing to you!

## IT'S LIKE FREE MONEY!

You're going to send your classmates "news & dues" mailings anyway, so why not meet the deadlines outlined in the Dues Incentive Program and get some help for your class treasury from the Office of the Alumni Association? The Program has been **expanded** to include all classes up to and including the 65<sup>th</sup> reunion class. Watch for the details in the Class Officers Summer Mailing that you will receive in early July, or go to our web site [http://alumni.princeton.edu/main/volunteers/class\\_volunteers/](http://alumni.princeton.edu/main/volunteers/class_volunteers/).

## HOW TO SEND A BROADCAST EMAIL

by David G. Thom '96

One of the most powerful tools available to Class Officers is the Broadcast Email function of Tigernet. Broadcast emails should be used sparingly to avoid ending up on someone's spam list, but they can be a very effective way to directly and quickly communicate with your class.

To send an email, follow these steps:

- Go to [tigernet.princeton.edu](http://tigernet.princeton.edu) with your browser and log in using your user id and password.
- Select Volunteer Services from the Tigernet Services menu on the top right of the page.
- Select Broadcast Email and select the options to define the group you wish to mail to. Zip code ranges can be a very effective way to target a certain regional population, or the affiliated geographic alumni group for that area.
- Type your message in the space provided, or copy it over from a prepared document. It is not possible to send images, rich text or highly formatted messages through TigerNet, but you could include a link to a more graphical version of the message (or even a PDF) hosted on the class website. Make sure to include <http://> in your URL so that it will be clickable in the email.

Once your e-mail is sent, the system will tell you how many people received it. You may also review the recipient list online by following the onscreen instructions to "click here." To view a list of e-mail addresses that did not receive your e-mail, return to the initial screen of Volunteer Services and click on the "View Bounced E-mails" link.

With the broadcast email function, your classmates can be kept up to date and connected to the Class and Princeton.

**NOTE!** Please don't forget your classmates that DO NOT have email! Call the Office of the Alumni Association to get peel & stick labels for those classmates, or have Alumni Mailing Services prepare the mailing for you.

## HOW TO KEEP CLASS MEMBERS COMING TO YOUR WEB SITE

by David G. Thom '96

It can be a challenge to maintain a useful Class presence on the ever-changing web. Fortunately, alumni are now more connected to the internet than ever. Here are some tips for increasing your drawing power so that classmates will regularly and frequently look to your website for fast and effective alumni information.

### Content

The main reason alumni will come to your website is to get specific information. Whether it is about local events, reunions, or how to find people, content is key. If you send a president's letter in the fall, is a PDF copy being posted to the website as soon as it hits the mail? Are reunion dates for next year prominently displayed? If you don't have a lot on the schedule to publicize, at least make sure that there is good content there for class history, officer contact information and links to useful Princeton sites, including [alumni.princeton.edu](http://alumni.princeton.edu).

### Officer Communication

Make sure that you have an effective system as class officers for getting information onto the web as soon as it is released. If are not in the habit of regularly updating and posting content to your site, you may need to examine how the web fits into your officer structure. Who is responsible for posting information? Are other officers sending that person the necessary information in time? How can this be improved?

### Address/Search

Many classes have their own simple web addresses, like <http://princeton96.com>, while others use longer addresses like <http://tigernet.princeton.edu/~cl1952/>. While shorter addresses are easier to remember, most people will come to the web site after looking for it in a search engine like Google. Try googling your class to see if it is easy to find – if not, consider adding keywords in the HTML code to help the search engines find you.

### Style/Technical

Style points are not necessarily important but your website should be easy to read and easy to navigate. Be aware that some alumni may be connecting via a cell phone or PDA, so avoid webpage design that doesn't display well on small devices. Also avoid using so many graphics that the page loads slowly on a modem connection. Not everyone uses Internet Explorer, so beware certain advanced features. Have you tested your page with Firefox or Safari to see how it looks on those browsers? People won't visit a site that doesn't display properly.

### Other Features

Ultimately, most people will only look at a class site at certain times of the year, when they are thinking about Reunions or maybe get a class mailing. To encourage more visits, you can try these tips:

- Mention the class website in all mailings and communications. Provide a direct link when emailing.
- Depending on how your site is set up, you may be able to add custom programs like auto-emailing classmates on their birthdays with a greetings from the Class (and a direct link to the website)
- Incorporate online payment for Annual Giving, Class Donations and Reunions into your website.
- Host a photo gallery or discussion board, where alumni can contribute and post material.
- Link to galleries on Flickr or Youtube of Princeton content, like the class at the P-grade
- Make sure you don't add more features than you can reliably update and troubleshoot. Nothing discourages traffic more than a stale, broken website.

### Summary

Class websites can be a valuable resource if classmates learn to use them frequently. Keep yours freshly updated, and make sure to regard it as the most reliable source for the latest class news and information. In this way you will provide a popular home for your classmates on the web and build class unity.



To answer that simple question the Class Affairs Committee convened a conference call in December 2006 with the goal of hearing details about “best practices” of veteran - and new - incumbents to this important class position.

And what a turnout! Nineteen treasurers, spanning classes from 1956 to 2005 joined the call, including Susan Ipri Brown '93 who participated—in the middle of her night—from Japan!

The call covered a number of esoteric topics. These ranged from the required - and optional - acknowledgement of gifts to the class, to the treatment of alumni couples for dues and *PAWs*.

We talked about dues rates that different classes charge and the tiering of dues rates that have been successful for various classes. And we covered some of the tools available to Treasurers to help them do their jobs in an easier and more efficient manner.

A main topic of conversation detailed some of the electronic tools we should all be considering for class dues/reunion payments, etc. These included credit card processing, and PayPal primarily. While these are straightforward solutions, they are more costly than check processing, so the real question is: do they increase participation? We think the answer is yes, but the jury is still out! We spoke at some length to answer that important question, and some of the “wiser” classes had good techniques for increasing dues participation. Among them: lots of follow up mailings and/or phone calls, publishing a Class Dues Honor Roll on the website, creating a class newsletter, and appealing for dues in that publication as a broader communications strategy.

We limited the call to one hour. That was to encourage a return visit to our next annual phone get-together, tentatively planned for next December. For those treasurers who could not join us this year, we look forward to getting your thoughts in December 2007! For those with any questions, feel free to contact Adrienne Rubin or Dottie Werner at the Alumni Council.



### NEW NEWSLETTER NEWS

by Charlene Huang Olson '88

Reading the Class Notes section of the *PAW* is a fantastic quick read and a great way to keep up regularly with your classmates – particularly those that submit news to your class secretary! Ever wonder what some of the classmates you don't hear from are doing? Or do you sometimes wish you could find out more?

Consider sending a class newsletter as the Class of 1988 does!

One of your goals as a class officer is to promote/foster class communication and “connectedness.” Especially in non-major reunion years, a newsletter is one way of doing this.

Your newsletter can have a theme, perhaps even inspired by something you read about a classmate in the news or in the *PAW*. For example, “Classmates Overseas,” “Entrepreneurs,” or “Classmates in the Nation's Service.” You can send out a class-wide e-mail requesting submissions, but you may get a better response if you reach out to specific classmates. Searching Tigernet may help you identify classmates to reach out to.

Some suggestions:

- 1) Ask your classmates to submit a paragraph or two about themselves
- 2) Ask for photos
- 3) Have fun with it – come up with snazzy name for your newsletter
- 4) If your budget allows – use full color and send one to each classmate in the mail. The University's printing and mailing services can send a tri-fold single page, double-sided 8.5 x 11 newsletter that does not require an envelope and may save stationery costs.
- 5) You may need to edit the content to fit the page, so consider including the full, unedited version of the newsletter on your class website and have the newsletter also available to download as a PDF file. You can even provide links to e-mail your classmates.

Contact the Office of the Alumni Association for samples.

### HANDY CONTENTS CHECKLISTS

by Jean M. Telljohann '81

#### For a great President's letter

- list upcoming events, including football weekend, Alumni Day, reunions, mini-reunions, and other class activities with dates, times, and contacts for questions or rsvps
- describe committees and class initiatives
- update classmates on any class-sponsored community service projects
- feature a quote from class scholarship recipients
- support annual giving and class dues solicitations
- request news for class secretary
- recruit volunteers, as needed

#### For a great dues request letter

- make a case for class dues
- inform that dues support the overall mission of the University via the Class and are therefore tax-deductible
- highlight the *PAW* subscription
- avoid a chiding tone directed at non-payers

#### For a great broadcast email

- start with a clear subject line identifying source and topic
- write a concise message with the who, what, when, and where
- provide a url link to the appropriate page on the Class (or other) website for more detailed information
- end with email contact for the relevant event and for class news and reunions
- use the email as an opportunity to engage a wide group of classmates; expect and respond promptly and graciously to replies on a range of class-related issues

#### For a great newsletter

- combine text and images for an attractive, visually appealing layout
- cover recent class events
- be proactive about including a broad group of classmates
- list dates of upcoming events prominently



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**ASK ADRIENNE...**

**Q:** How can we stay in touch with our fellow class officers?

**A:** In order to facilitate connections among your classmates, it is important for your team of officers to remain connected. Luckily, with today's technology, this isn't hard to do!

It's a great idea, if possible, for you to meet face-to-face with each other. Some classes have regular Officer/Board/Executive Committee meetings. These are usually held in conjunction with major alumni events, like the big fall home football game against Harvard or Yale, Alumni Day or even Reunions. Our office can help you book a room on campus for these.

Because class officers are spread out geographically, many class officers are using conference calls to stay connected. The Office of the Alumni Association has a bridge line available for your use. Although this is not an 800 number, and therefore your officers will be responsible for any long distance charges, this can help make getting together easier. You can schedule a call through any of the members of the class affairs team. If our line is not available, you can also obtain a free conference line by visiting the web site [www.freeconference.com](http://www.freeconference.com).

If all of your class officers are on email, an email distribution list (also called a "Discussion Group") is a good way to hold a virtual meeting. You can email questions out to other officers and use this as a way to stay on the same page. Some classes have even set up private web sites, where their officers can check financial reports and make comments on mailings and emails before they are sent to the whole class. The Office of the Alumni Association can help you set both of these up.

However you do it, staying connected as a team of officers will help your class stay connected, too. Our office would love to help. Please contact me at [adp@princeton.edu](mailto:adp@princeton.edu) or 609-258-5844 if you have any questions. —Adrienne :)

**NEED HELP?**

**Alumni Association Contacts:**

*Class Affairs:*

- Karen Nanni, 609-258-5837, [knanni@princeton.edu](mailto:knanni@princeton.edu)
- Dottie Werner, 609-258-5451, [tigerdot@princeton.edu](mailto:tigerdot@princeton.edu)
- Adrienne Rubin, 609-258-5844, [adp@princeton.edu](mailto:adp@princeton.edu)

*Reunions:*

- Mibs Mara, 609-258-5836, [milbrey@princeton.edu](mailto:milbrey@princeton.edu)

*Class Mailings:* Contact Ruby Bragg at Alumni Mailing Services: [ACMAIL@princeton.edu](mailto:ACMAIL@princeton.edu) or call 609-258-3243.



*Mailing address:*  
P. O. Box 291  
Princeton, NJ 08542-0291  
*Fax #* 609-258-1281

**Alumni Records**

When you get changes of contact information from your classmates, send them directly to Alumni Records—[alumrecs@princeton.edu](mailto:alumrecs@princeton.edu), 609-258-3114, or P. O. Box 34, Princeton, NJ 08544.

**SAVE THESE DATES...**

**Reunions 2007 • May 31 - June 3**

*New Class Officers Training • Saturday, June 2, 8:30 am - 9:30 am, Maclean House Library  
We encourage all new—and not-so-new—officers to participate ~ breakfast included!*



**Future Reunion dates:**

- 2008 • May 29 - June 1
- 2009 • May 28 - May 31
- 2010 • May 27 - May 30 ~ Memorial Day Weekend

**Special Football Events**

- October 20 • **Princeton at Harvard** ~ Class Tailgates at PA of New England's "Tiger Tent at the Harvard Game"
- November 10 • **Princeton vs. Yale** ~ Class Tailgates in Jadwin Gym

**On-Going Events**

- **2008 ~ Alumni Day & The Service of Remembrance • February 23, 2008**
- For alumni events on campus and around the world, go to <http://alumni.princeton.edu/Events/>
- Are **your** class events listed on <http://alumni.princeton.edu/Associations/ClassEventsCalendar.asp>?  
**No?!** Send the information to [tigerdot@princeton.edu](mailto:tigerdot@princeton.edu) or call 609-258-5451 so she can post it!

**Planning Your Class Reception or Dinner?**

The Office of the Alumni Association can help you reserve space on campus for any gathering. Contact Karen Nanni at 609-258-5836 or [knanni@princeton.edu](mailto:knanni@princeton.edu).