1998's Leadership Assembly
February 19 & 20
A Convocation of Princeton's Volunteer Leadership

This year's theme is "Get Connected: Make the Network Work For You." Following the assembly will be the traditional Alumni Day and Parents' Program on Saturday, February 21st.

The 1998 Leadership Assembly will again bring together Alumni Council and Annual Giving leaders from every alumni relations constituency - undergraduate and graduate alumni, parents, students, associates and more. You can look forward to discussions on current University issues with senior University officials, including President Harold T. Shapiro '64. Our keynote address will be given by Beatriz Infante '76, Vice President of Oracle, one of the nation's leaders in network computing strategy, including internet applications and services.

As always, the backbone of the assembly will be the workshops and meetings organized by and for volunteers like yourself. These discussions will cover a wide variety of topics, some of which include:

...Just starting out? How to utilize technology for class communications
...Beyond the web page...How to use more advanced technology in class affairs
...Reunions Community Service Projects: How to get started and maintain momentum
...From beginning to end: Managing your class successfully
...Working together: Creating a partnership between class officer and class annual giving leadership

The Leadership Assembly is a unique opportunity to renew our commitment to Princeton and to each other as we strive to make Princeton's alumni relations even stronger for the new millennium. We look forward to seeing you in February.

Adapted from a letter by:

Brent Henry '69
Chair, The Alumni Council

Richard O. Scribner '58
Chair, Annual Giving Committee
TREASURER'S COLUMN
Hints for Improving Dues Collection

Dues collection is usually the major function performed by the Treasurer. It is the primary source of funds for the class' operations, including payment for the PAW to be mailed to all alumni and associates (widows).

All classes start their solicitation with the President's letter sent right after Labor Day and the Treasurer's follow-up, usually sent early in November. These 2 mailings result in responses from approximately half the class. To improve results and obtain valuable income, 2 categories are particularly fruitful:

LYBUNTS (Last Year But Not This) should receive special attention. Outstanding results will follow if you send a personalized memo or letter, enclosed with a dues card and return envelope, in January, followed in April and May with phone calls. These classmates are already identified as dues payers; usually they have forgotten or put off sending dues they are willing to pay; they never resent the call even when changed circumstances preclude a contribution at the time. Over 5 years you will make many new friends for the class and yourself, and it is fun to talk to old acquaintances. The total cost is minimal; one dues payer covers all of it.

AGBUNDS (Annual Giving Donor But Not Dues) should be reminded that since they obviously love Princeton (confirmed by their AG gift), they should also consider paying class dues. The package is mailed in January and also consists of a memo, dues card and return envelope. This mailing, which is the final approach to this group, will result in a 20% response the first year. The following year they either pay automatically or you solicit them as a LYBUNT.

The Class of 1948 improved participation from 43% to 67% over a period of four years by vigorously pursuing these 4 steps. This year they hope to reach 70% in honor of their 50th reunion. Telephone calls will be emphasized and dues payment, Annual Giving, and returning for the 50th reunion will all be mentioned.

Good hunting!

Thomas P. Wolf '48
Treasurer, Class of 1948
Member, Class Affairs Committee

SECRETARY'S COLUMN
"Lost Classmates"

They aren't really lost. They know where they are. It's just that we don't. Tracking them down need not be donkey work, but it should be ongoing. Dottie Ferrara or Rubye Bragg at the Alumni Council can send you a list of your missing classmates. They can also break down the list in various creative ways. Call Dottie at 609-258-5451 or Rubye at 609-258-3243. Once a year mention some of your missing in your column. Your readership is far greater than just your classmates and "it's a small world" continues to be one of life's eternal verities.

More About Those Missing Classmates

First, some background. Alumni Records (Nancy Greene, 609-258-4680; e-mail: ngreene@howdy.princeton.edu) is already using the Social Security Individual Search System (see #2 below) to track alumni of the 1972 and younger classes, required to give their SSN's upon matriculation. The Social Security Death Master File (see #1 below) is the best place to start for classes older than '72.

1. Social Security Administration Death Master File

On computer discs alphabetically by names; birth date, month and year of death of people covered by SS since its inception. Updated quarterly. Accessible through:

a. The Mormon Church. Its data cover deaths from 1962 through December 1996 -- with partial records as far back as 1937. They have "Family History Centers" in most cities, e.g. Princeton's is 609-452-0802. You won't need the SSN, just the name. They will help you free of charge.

b. The Library of Congress has this file through December 1996.

c. Cambridge Statistical Research Associates (53 Wellesley, Irvine, CA 92612; telephone: 888-327-2785 or fax: 714-509-9119) has the most current file through September 1997 (at the time of this writing). The cost is $6.00 per person by mail or $8.00 per person by phone or fax (payable by VISA or MasterCard).

2. Social Security Individual Search System (SSISS)

You must supply the following information:

a. The missing person's Social Security number. If you don't have it, the search will take longer.

b. Date of birth (use your Freshman or Senior Herald).

c. Without an SS number, personal data, i.e., last known employer's name and approximate dates; last known address; wife's name, etc., should be given to establish identity and be a part of your letter to SSA.

d. Write a letter to your missing(s) explaining why you're looking for him/her. Put the person's

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name and YOUR address on a stamped envelope and send all of the above stuff to your local SS office.

3. How SSISS will handle this matter:
   
a. It will search its files and send your letter to the most likely person, who is not obligated to reply (not all missings wish to be found).
   
b. SS will not follow up. You will hear from them only if:
      1. No reasonable connection can be made. Your letter to your missing will be returned to you.
      2. Your missing is dead. In that case you will be given the year, month, county and state.
   
c. Genealogists say this system works -- if your missing doesn't mind being located.

4. A reminder. Classes from '72 forward are in hog heaven. Nancy Greene in Alumni Records is already doing your work for you.


"In my opinion, this book puts it all together. Re deceased, he has a chapter on the Social Security Administration (SS). Some excerpts: '...an SS# is of great use in finding someone.' (Of paramount importance to the 26 or more classes for which the University has SS#s.) 'Social Security Death Master File may prove to be one of the most time-saving and cost-effective techniques you will use ... There is no quicker or more precise method of ascertaining someone's death.' However, 'Culligan devotes most of the book to finding LIVING missing.'

In 1996, Dr. Douglas R. Raichle *78 wrote to Lee Gould '38: 'I have a new, free resource for finding [classmates'] names and addresses. Internet address:

http://www.switchboard.com

It's amazing."

The above article on "Lost Classmates" was compiled from several issues of the Class Secretaries Newsletter by

Dick Paynter '51
Secretary, Class of 1951
Member, Class Affairs Committee

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help classes to function better and assist in making class activities even more rewarding to class officers and alumni at large.

In each issue, we'll have a column specifically devoted to Secretaries, and one for Treasurers, as well as one or two feature articles and information updates.

We'll publish classExchange once each semester, and we'd welcome contributions of articles, tips, experiences, reactions and suggestions. If a particular article grabs your interest and you'd like further information, get in touch with Adrienne Rubin '88, and she'll put you in touch with individuals who can provide it.

We hope you find classExchange enjoyable to read and useful in your role as an alumni leader.

Marc E. Miller '69
President, Class of 1969
Chair, Class Affairs Committee

CLASS AFFAIRS DISCUSSION GROUP LAUNCHED

In late November, as part of the Class Affairs Committee's effort to enhance communication and the exchange of information among class officers and other alumni interested in class activities, the Committee started up a "Class Affairs Discussion Group" on TigerNet.

The intent of the Discussion Group, as with other efforts of the Committee, is to generate discussion of alumni class affairs. Alumni leaders - primarily class officers - can benefit from learning about programs, activities, approaches and techniques that other classes have found successful. These successes may be in the form of increased participation in class activities, exciting new programs, variations on tried and true themes, or higher dues returns, all leading to a more rewarding alumni experience for members of your class.

The Discussion Group should also cover how to deal with problems or difficult concerns faced by classes, whether they are generic or class-specific. Participants in the discussion group can pose questions on issues they are dealing with to solicit the experiences or ideas of others who may have faced similar challenges.

As with other Class Affairs initiatives, the Discussion Group will share information and tips about what is working particularly well for some classes (and why), and try to transfer those experiences to other classes.

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Any class-related subject is fair game for the Discussion Group, so broad participation is encouraged. Signup for the Class Affairs Discussion Group can be found at:


Joining the Discussion Group can benefit your class, and sharing your experiences can benefit other classes. And hopefully, participation will help make your tenure as a class officer or alumni leader both more productive for your class and more rewarding for you.

Marc E. Miller ’69
President, Class of 1969
Chair, Class Affairs Committee

We want to hear from you, our readers. If you have an article that would serve the mission of this newsletter, we would like to review it for possible publication. In addition, send your questions, feedback and comments to:

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Thank you!

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Class Officers' Newsletter