A Newsletter for Class Officers from the Class Affairs Committee

LETTER FROM THE CHAIR

Dear Class Officer,

The Class Affairs Committee of the Alumni Council is pleased to present the Spring 2008 issue of Class Exchange, our publication designed to support the work of class officers. This issue focuses on the theme of engaging classmates in the life of the class. Many thanks to our guest contributors from the Community Service, Princetoniana, and Reunions Committees.

If you can think of any other topics that you would like to see covered in Class Exchange, please contact Dottie Werner at tigerdot@princeton.edu or 609-258-5451. We hope you enjoy this issue.

Jean M. Telljohann ’81
Chair

2007-2008 CLASS AFFAIRS COMMITTEE

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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.

Most importantly—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! For information, go to http://alumni.princeton.edu/main/volunteers/class_volunteers/

KEEP CLASSMATES COMING TO YOUR WEB SITE

by David Thom ’96

Class websites can be a valuable resource if mentioned frequently in Class communications (to drive traffic) and kept fresh (to keep it). With a great website at your service, your Class unity will be maintained at a high level, providing the connections that keep old friends together.

Online Payment

Year in and year out, class members need to pay dues and register for Reunions, and your class website is the best place for those activities to happen. Most classes are now using online payment—it’s yours? Check the Class of 2003 for a great example. Promising a quick and easy way to pay will drive most of the initial traffic to your site, giving your chance to encourage return visits with the other content they find on the page. If you need assistance with selecting an online payment vendor, please contact Class Affairs at the Alumni Council for technical tips.

Photos and Video

With so many digital pictures being taken at Reunions and Class events, there is more visual content than ever to post. Many class webpages now feature photos prominently and employ easy-to-use methods for uploading pictures onto their pages—see Class of 2002 for an example of this.

Reunions

Since Reunions is likely the #1 reason to call up a Class website, your Reunions content should be king. Go beyond simply linking to the University page and add photos, stats, event listings, Community Service project details, Reunions Committee contact info and more. Several classes have done a terrific job with this—2001, 1991, 1986 and 1953 are just a few great examples.

Facebook

No article on websites in 2008 would be complete without a word on Facebook. Many of the younger classes now have Facebook groups that add another layer of connection on this popular social networking site. Remember that not all class members are part of Facebook, so the group should be used to steer people back to the class website, where content can be posted for all to see.

IT’S LIKE FREE MONEY! DON’T MISS OUT!

You’re going to send your classmates “news & dues” mailings anyway—why not meet the deadlines for 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 65th reunion class. Congratulations to the classes that participated and were mailed checks in December: ’43, ’52, ’53, ’54, ’55, ’56, ’57, ’60, ’64, ’65, ’67, ’68, ’69, ’71, ’72, ’76, ’77, ’79, ’80, ’81, ’82, ’84, ’87, ’91, ’92, ’93, ’95, and ’97. For details, watch for the Class Officers Summer Mailing—or go to our web site.
Princeton classes are the backbone of its undergraduate and alumni body. Their story is very much the record of the University - within its community and in the outer world. With the University Archives, the Committee on Princetoniana encourages every alumni class to create a central place—and person—to make sure that class’s story, in documents, images, correspondence, and memorabilia of all sorts, is sought out, captured, and preserved.

Why? First to trace each class’s own special track through its birth, growth, and maturity—in activities, wisdom, accomplishment, service, and fun. And then for the strand that class weaves into the historical tapestry of Princeton University from its beginning to the modern era and beyond. You know your class is the greatest—or at least on its way - be sure to look after the evidence in parcels great and small.

So we ask you—every class—to find someone interested in this mission, put him or her in a visible position, and lend support with communications and budget as needed to make it work. Our vision is for a “Class Historian,” but it should be what works best for you. It might have another name, or be combined with another class office, as long as it provides a conscientious, continuing effort and responsibility for collecting and keeping the story of your class. You may want to consider, however, that the historian’s focus is different from the [ever busy] Class Secretary, who may tend to focus more on the here and now and not the long haul.

What’s to be saved?
• **Formal documents** Reunion Books, Class Constitution, Citations of Honorary Members.
• **Correspondence** Class letters, e-mails, announcements, solicitations, officers’ records. Individual, annotated versions are most valuable.
• **Events & Activities** Documents and programs of undergraduate events, class gatherings/mini-reunions, meetings, reunions .
• **Outfits, buttons, trinkets, & other memorabilia** Class tee-shirts, jackets, reunions regalia, and everything else.
• **Images** Photos, videos, discs, tapes, or any other media. Personal photos from days on campus are uniquely valuable.
• **Personal memorabilia and recollections** Personal stories/letters about your Princeton experiences, articles about classmates, other published material.
• **Whatever you can imagine** that’s meaningful to your class.

Princetoniana and the Archives can help: lots more info and ideas, and suggestions for how and where to collect and take care of these elements of your class history. Please consider how this best fits into your class organization, and let us know, so we may work with you and coach other classes in turn. We’ll appreciate the chance to discuss it with you – aiming to establish a connection with each class by the end of March, 2008. Thanks!

**Princetoniana Committee** contacts:
Bob Rodgers ’56 h81 h06, Chair, tiger56@alumni.princeton.edu
Gregg Lange ’70, P-rade Historian, glange@alumni.princeton.edu

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### Conference Calling for Officers

The Office of the Alumni Association has a bridge line available for your use. It’s not an 800 number, so your officers will be responsible for any long distance charges, but it makes getting together easier. To reserve the line, call (609) 258-5837.

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### Asking Thanks

The Stewardship Committee of the Alumni Council was created 5 years ago with the mission of better thanking its volunteers. I recently caught up with Chair Ken Bruce ’83 to see what advice he would have for class officers who want to thank classmates and keep them engaged.

**Q:** What has the Stewardship Committee done?
**A:** This past year, for example, all members of the Alumni Council received a New Year’s card. We also provided gifts for alumni association volunteers. Class officers can do the same for class volunteers. Thanking volunteers helps to continue the engagement, to keep volunteers active, and to advertise new opportunities.

**Q:** From your experience, how can class officers thank classmates and keep them engaged?
**A:** Recognition that is on record is key. This can be done through a class website, e-mail, posters at reunions, and mailings. Make sure you thank people in a public manner. Small gifts can also help.

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### Where Should We Be Sending Stuff?

In general, sending less paper mail is a good idea. People already receive lots of mail from many organizations, including many Princeton ones. And printing and mailing costs are significant.

That said, it is important to send out written communication to your classmates at least once each year for several reasons. First, emails don’t reach everyone. Some people do not use email and some do not have accurate emails in our alumni database. Plus, spam filters may prevent your messages from reaching everyone. Second, some people really prefer paper. They may file your class letter and refer to it during the year. Third, some classmates have limited computer access. They do not have computers at home and may not be permitted to use work computers for personal reasons.

Similarly, online registration and dues collection should be seen as an add-on, not a replacement for paper. The classes who have tested the “electronic only” route have not received the participation rates they wanted. Some people prefer making payments by check rather than credit card. Or, they may prefer not to enter their credit card information online. So, don’t forget or exclude those classmates whom you might not reach electronically. This also applies when you are using online registration systems for Reunions and especially for online voting systems for class elections. You need to send election notifications and ballots to all members of your class, not just those with electronic access. While it is certainly possible to conduct elections online, you should let your classmates know how they can obtain paper ballots, as you do not want to disenfranchise members of your class.

If you have questions or specific circumstances to discuss, we’d be happy to help.
CLASS SECRETARIES HELP EACH OTHER
by Rhoda Jaffin Murphy ’80

The job of class secretary is one of the most demanding of all alumni positions. In an effort to help secretaries help each other, we held a conference call for all class secretaries. Their questions and answers will aid every class secretary:

Q. What’s the best way to get news beyond wedding and birth announcements?
A. Here are some tried-and-true methods:
   - Send broadcast emails with a link to your email address.
   - Try personal emails and calls especially from people who have not been heard from in a while. It’s time consuming but effective.
   - Enlist “field reporters” in other geographical areas to feed you news from people in their region.
   - Follow up after special regional events as well. You’ll find out who attended and can gain news from them as well.

Q. What about slow-news weeks? What else can we write about?
A. Refer to the history of the class and talk about historical class information. Look in the Daily Princetonian, Princeton Weekly Bulletin, and PAW archives, or old yearbooks, class directories and the Mudd Manuscript Library.

Q. Are there guidelines for reprinting news that has been reported by the major media but has not been verified or submitted by the classmate mentioned?
A. Always check with the classmate to confirm they want the reported information in the column. Avoid pending news and report only “after the fact.” Most importantly, no election notices!

Q. What about photo captions and sending photos?
A. Include your photo caption in the text of the notes and name people from left to right. Members of other classes need only be identified as members of that class. • Attach photos to an email as a .jpg or .tif file. Do not insert it into a Word document. Wire service or other professional photos cannot be used because of copyright restrictions.

CLASS ELECTIONS

For major reunion classes, NOW is the time to start the process of electing new class officers. Re-read your class constitution and follow the guidelines there. For more information, visit the Class Officer’s Handbook on-line or call the Office of the Alumni Association.

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

COMMUNITY SERVICE by Marc Miller ’69

Over the last two decades, the idea of “community service” by Princeton alumni has emerged as an important component of the activities of many classes, regional associations, and other alumni organizations. Beginning with Princeton Project ’55 as a way for members of the Class of ’55 to harness their collective skills and knowledge to “give back” to society, many other Princeton alumni organizations have undertaken their own projects, large and small, short-term and long, hands-on and supportive.

These groups have found that community service projects pursued under a Princeton banner are not only good for the community, but they are also good for Princeton – advancing the mandate of “In the Nation’s Service and in the Service of All Nations” — and for the groups that sponsor them as well. Classes in particular have found that classmates who have not been involved in more traditional class activities are often drawn to participate in community service efforts. And once they have participated in a class community service project, it is not unusual to see these previously disaffected or unaffected Princetonians become involved with other class or regional activities as well.

The Alumni Council Committee on Community Service exists to support and strengthen the community service initiatives of groups within the alumni body. We provide information, ideas, experience, guidance, contacts – whatever we can do to help a sponsoring group succeed in its endeavor. In fact, we even have a modest amount of money that can be made available as seed money for project startups.

Kim Noble ’80 will serve as liaison from the Committee on Community Service to classes. Kim will be leading our effort to make sure that all the resources of our committee are available to classes that wish to begin a new project, enhance an ongoing one or deal with any challenges that come up. Kim can be reached at 617-796-7933.
**NEED HELP?**  **ALUMNI ASSOCIATION**

<table>
<thead>
<tr>
<th>Class Affairs:</th>
<th>Adrienne Rubin 609-258-5844, <a href="mailto:adp@princeton.edu">adp@princeton.edu</a></th>
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<tbody>
<tr>
<td>Dottie Werner 609-258-5451, <a href="mailto:tigerdot@princeton.edu">tigerdot@princeton.edu</a></td>
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<td>Class Mailings:</td>
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<td>Mibs Mara 609-258-5836, <a href="mailto:milbrey@princeton.edu">milbrey@princeton.edu</a></td>
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**ALUMNI RECORDS**

When you get changes of contact information from your classmates, send them directly to Dottie Werner—alumrecs@princeton.edu, 609-258-3114, or Box 34, Princeton, NJ 08544.

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**SAVE THESE DATES...**

**Reunions 2008 • May 29 - June 1**

*New Class Officers Training • Saturday, May 31, 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:**

- 2009 • May 28 - May 31
- 2010 • May 27 - May 30 ~ Memorial Day Weekend
- 2011 • May 26 - May 29

**Special Football Events**

- September 20 • Princeton at The Citadel in Charleston, SC • A perfect time to plan a southeastern event!
- October 25 • Princeton vs. Harvard ~ Class Tailgates in Jadwin Gym

**On-Going Events**

- **2009 ~ Alumni Day & The Service of Remembrance • February 21, 2009**
- For alumni events on campus and around the world, go to [http://alumni.princeton.edu/Events/](http://alumni.princeton.edu/Events/)
- Are your class events listed on [http://alumni.princeton.edu/Associations/ClassEventsCalendar.asp](http://alumni.princeton.edu/Associations/ClassEventsCalendar.asp)? If not, send the information to Dottie at 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. Call 609-258-1900.

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**OFF YEAR REUNIONS**  Diane Warner Hasling ’79 and Mary Novotny McIntire ’79

The Class of 1979 has established a tradition of hosting a class luncheon for our off-year Reunions, and we are happy to share some pointers.

**Venue**  You can approach the major reunion’s committee to ask for a space within the major’s headquarters, or seek your own location with more privacy and control. The University’s space reservation request form is usually available in late fall. Some spaces may require you to work with Dining Services, which has some advantages.

**Food**  Dining Services may be able to provide one of their reunion lunch menus; Paper Tiger, one of the Dining Services catering services, is another option. Some classes bring in hoagies or have an outside caterer come in—be aware of the University’s licensing, insurance and other regulations if you consider an outside caterer.

**Beverages**  You can obtain non-alcoholic beverages through your food vendor. If you’d like to serve alcohol, you’ll need to provide that.

**Setup**  If your venue has sufficient tables and chairs for serving the food and seating, you’re set. Extra tables and chairs must be ordered through University Building Services ahead of time, with a deadline of April 1. Don’t forget about tablecloths and any decorations you may want. Simple is good, the class banner alone makes it a party!

**Publicity**  You can mention the event in class emails, dues letters, your website, and your *PAW* column, and the news will also spread by word of mouth.

**Registration**  This is useful both to promote the event and to know how much food to order.

**Signs**  If your location is not obvious, consider putting up signs to help classmates locate your gathering. Remember to take them down right after your lunch.

**Class meeting**  A reunion lunch is possibly the largest gathering of classmates during the year, and could be a good time for a class meeting if your class constitution requires one.

**Recording attendance**  Having a place for classmates to sign in will help you remember who attended your luncheon to put in your class notes. Having a photographer around will provide photos for your website and the *PAW*.

You’ll find that some classmates attend every year, and that there is a revolving group of new faces. It feels great to offer this reconnection to both!