Letter from the Chair
Dear Class Officer,
The Class Affairs Committee of the Alumni Council is pleased to present the Winter 2011 issue of ClassExchange, our publication designed to support the work of class officers. This issue focuses on Class Affairs prizes, including the new C.A.T. awards, and on communication, always a timely topic.

We also launch a new column in this issue, “Ask John Maclean” on page 3. This will be a question and answer column about topics of interest or concern to officers. An article about naming honorary classmates should answer frequently asked questions. Lastly, please note contact information for the Alumni Association staff and important upcoming dates.

If there are other topics that you would like to see covered in ClassExchange, please contact ClassAff@princeton.edu.
We hope that you enjoy this issue.
Jean M. Telljohann ’81 S81 P11 P14, Chair

Honorary Classmates
This time of year, many classes are thinking of one or more individuals to honor by selecting them as honorary members of their class. It can be anyone that the class chooses—usually someone who has had a special relationship with the class, or who has been especially active and supportive of the class. Here is the process: 1. A person is nominated by someone in the class. 2. The class votes on the nomination, either by a vote of the Executive Committee or of the whole class—after first checking the constitution and bylaws to see if this is prescribed in a certain way. A vote of the Executive Committee is typically sufficient. 3. The Class President then sends a letter, on class letterhead, to the Class Affairs Coordinator at the Office of the Alumni Association requesting that the named individual be added as an honorary member of the Class. If he/she is not an alumnus/a or a University staff member, the contact information (address, telephone, email) should be included. You can also send a letter directly to the person and copy the Office of the Alumni Association. 4. The person will then be added to the University rolls. 5. New honorary classmates are often given a Reunions costume, and certainly invited to participate—not only at Reunions but in all class events—so you may all celebrate together! If you have any questions, please contact the Office of the Alumni Association.

Show Us Your Tiger Spirit
with the Class Affairs Tiger (C.A.T.)
New for 2011! Show us your class spirit by encouraging your classmates to incorporate C.A.T. into their photos at class events and gatherings or in fun ways on their own. Download the image, put in your class year on the tiger tag and print out the pdf of C.A.T. Fold him up and take him wherever you go. We will be offering prizes for the winning entries incorporating C.A.T. in categories like these:
• the farthest place a classmate travels with C.A.T
• the most creative picture with your classmate(s) and C.A.T
• the picture with the most classmates and C.A.T
• the most C.A.T.s in the picture with your classmates
• C.A.T. in the most Princeton-like background away from Princeton
• the funniest C.A.T. picture
• the class with the most C.A.T. entries

Encourage your classmates to be creative and have fun. Send out the invitation to participate in your next newsletter or email. Send all photos to ClassAff@princeton.edu by June 15th. We will judge the winning entries and provide prizes. You can also offer your own incentives to help more of your classmates participate. Get your copy of C.A.T. on our web site: http://alumni.princeton.edu/main/volunteers/class_volunteers/

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Class Awards

We can never thank class officers enough for the job they do. The Alumni Council and the Class Affairs Committee are thankful for what officers and class leaders do all year long. And on Reunions Friday every year, some classes get public thanks for all that they have accomplished. By long tradition, the Committee administers a number of awards that recognize classes that excel in areas that build or strengthen ties with classmates. Really, though, these awards recognize the leadership behind the classes that are cited. In 2010, the class awards were presented by Vice Chair James Barron ’77 at the Alumni Council Luncheon on the Friday of Reunions.

Three awards recognized classes that did especially well at collecting class dues.

The 1932 Plaque, for the highest percentage of dues payers in a class more than 25 but less than 50 years out of Princeton, went to the Class of 1960, which counted 58 percent of the class as dues payers. Its treasurer, John Cartier ’60, accepted the award on behalf of the class.

The 1941 Plaque, recognizing the highest percentage of dues payers in a class that has been out more than one year but less than 25, was accepted by class president John McMurray ’95. The Class of 1995 reported a dues participation rate of 32.6 percent.

The newest award, the 1977 Plaque, was presented for the first time. It recognizes the class that has been out more than three years but less than 26 and showed the largest percentage improvement in dues participation over three consecutive years. It went to the Class of 1998, which improved from 22 percent to 26 percent. D’mitri Clifton ’98, a reunions committee member, accepted the plaque on behalf of the class.

The Class of 1998 won the 1932 Trophy, which goes to the class out less than 10 years with the most complete program of communication, activities and dues participation. It was accepted by Alex Arader ’08, the class treasurer; P.J. Biggs ’08, the reunions co-chair, and Joel Thompson ’08, the class webmaster.

The Class of 1948 won the 1898 Trophy for the largest percentage of classmates attending any gathering during the year other than reunions. Peter Loser ’48 accepted for the class.

The Class of 1942 was on both sides of a senior dues participation award. The class created the award, which recognizes the class that reported the highest percentage of dues payers among classes that have been out more than 50 years and have more than 100 members on the class roll. This year 1942 won its own award, with a participation rate of 75.16 percent. The treasurer, Frank Gray ’42, accepted on behalf of the class.

All past issues of CLASS EXCHANGE are available online at http://alumni.princeton.edu/main/volunteers/class_volunteers/classexchange/

Communication Channels

Charles W. Swift ’88

Key to building community in your class is communication. And in today’s world, the options you face are continually expanding. Two things are critical to a successful approach: 1. Know the communication channels that work best for your classmates; and 2. Don’t limit yourself to a single channel because different people connect in different ways. And when you begin investigating different communication channels, you need consider a number of factors such as the trade-off between single-shot messages and ongoing dialogue, as well as how many of your classmates you can reach. To increase your options, make sure you let your classmates know all the ways they can learn what’s going on by cross-promoting options across channels. Here is a starter list of channels your class officers should consider:

The traditional channels: Snail Mail • E-mail • PAW column
The new mass channels: Class web sites and blogs • Facebook group • Linkedin group • Twitter • Foursquare

What ever your approach is, find what works and try and be consistent so you begin to train your classmates on where to turn to learn what’s going on. It also helps to find a point person in your class to manage each channel. Keep the communications on-message and relevant and you will quickly become effective.
Whether you’re a dedicated Twitterer or you write letters by hand, you have to admit that communication methods have evolved in the last decade, in the last year. How do you keep up? Isn’t tweeting just a fad? Not necessarily. Consider it a set of tools to help maintain different levels of connectedness with your classmates. And who better to explain how to use those new wrenches than Sev Onyshkevych ’83, class secretary, head of the Alumni Council Technology Advisory Committee, moderate Twitterer, Facebook regular, and a man who’s fairly heavily LinkedIn.

**Facebook:** “We have a Facebook group with almost 40 percent of our class on it. A lot of people join Facebook to keep tabs on their son or daughter, but once classmates reconnect with each other, they use it for informal get-togethers. We’ll get 8-10 people together at Triumph Brewery in Princeton. I’m also traveling extensively—I use it to meet up with classmates in a different city.” **Best for:** casual, spontaneous mini-reunions; Class Notes-style updates.

**Twitter:** “We have 83 classmates on Twitter, mostly people who follow rather than tweet. It’s a data strain: anything posted on your class Facebook page is replicated on Twitter.” **Best for:** news alerts (effective if written like newspaper headlines); updates at Reunions (if dinner is moved, the fireworks are canceled, etc.).

**LinkedIn:** Under the current economic conditions, “lots of classmates were joining, getting their CVs up to date. It’s a more professional interaction than on Facebook—there’s less horsing around.” **Best for:** career networking.

**Email:** “We only do a couple of email blasts a year, and try to keep them to higher-level communication: the class president’s letter, class elections, or to gear up for Reunions.” **Best for:** (ironically) more formal communication regarding class dues, Reunions registration, class-wide surveys (but probably not a blast email to the whole class for a class party in NYC).

**Print mailings:** “Certainly the older the class, the more print is necessary, if not mandatory. Mail gets a great response rate,” and it’s also your best bet at reaching the entire class. **Best for:** once-a-year communication, including the class president’s letter, dues solicitation, calendar of events and/or a newsletter.

**Class website:** Keep the website fresh so that classmates check back often. **Best for:** archiving class photos, class dues portal, reunions registration.

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**Ask John Maclean**

Dear John Maclean,

I’ve been a class officer a long time. We have a major reunion coming up, and I’m wondering: How do we find someone else to take over?  

Signed, Looking Forward to an Advisory Role.

Dear Looking Forward,

First, when I see you at the P-rade in June, I’ll do a locomotive for you and the leadership you have given your class. As you begin to think about passing the baton to new leaders, you should make sure to familiarize yourself with the plans that your class set forth in the bylaws of your class constitution. Some classes have rules for succession that involve specific timelines for voting and for announcing the names of the new officers. If you do not have a copy of your constitution and bylaws, contact the Class Affairs team. This would also be a good time to make sure your class has an up-to-date succession plan. If not, you can add to or amend your bylaws. • Where can you recruit potential class officers? Look at your current committee members. Are there strong leaders who have emerged who would be honored and willing to be considered for class leadership roles? Do some of your current officers want to stay in their current roles or move on to other roles in your class? This can provide continuity for your class with experienced officers helping new officers make the transition. • Here’s another idea for identifying potential class officers: Find out where else your classmates may be volunteering. Are they on the regional committees of local regional associations? Are they great schools committee volunteers? Are they active in an affiliated group? These volunteers may be willing to take on a class leadership role. Use your class website and other class communications to solicit classmates you may not know who might want to be more active.

That said, remember: It is important that you (or a class Nominating Committee, if applicable under your by-laws) vet the new candidates to make sure that they will carry through their assignments. Your class leadership keeps the class unified. The personality of your class for the next few years will be shaped in large part by its leaders. **Have a question? Write to classaff@princeton.edu.**

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**Pre-rade**

Each year since 2003, Princeton freshmen participate in the ritual of passing through the Fitz-Randolph Gate at the Pre-rade. Approximately 1300 freshmen—led by the Princeton University Band, the Masters of the Residential Colleges with their gonfalons, and a host of campus administrators—march through upper campus immediately after Opening Exercises. The procession goes from the University Chapel through the Chancellor Green arches to the side gates which lead to Nassau Street and back into campus through Fitz-Randolph Gate.* Alumni, current students, family and friends gather to welcome them with locomotives and cheers. The Pre-rade is an excellent opportunity for classes to gather in their P-rade attire to show class spirit for the new Tigers in their first entry into Princeton tradition.


* There is a “myth” that began in the 70’s that any undergraduate who leaves campus through Fitz-Randolph Gate prior to commencement jeopardizes his/her chances of graduating on time.
Reunions 2011 • May 26 - May 29 ~ Memorial Day Weekend

Future Reunion dates:
2012 • May 31 - June 3
2013 • May 30 - June 2
2014 • May 29 - June 1

Special Football Events next Fall

October 22 • Princeton at Harvard ~ Tiger Tent at the Harvard Game
November 12 • Yale at Princeton ~ Class Tailgates at Jadwin Gym

Find alumni events on campus and around the world on http://alumni.princeton.edu/main/news/calendar/index.xml
Are your class events listed on http://alumni.princeton.edu/main/alumni_communities/classes/class_events/?
If not, send the information to ClassAff@princeton.edu.

Planning Your Class Reception or Dinner?
The Office of the Alumni Association can help you reserve space on campus for any gathering. Call Mary Alexander.

QUESTIONS? THE OFFICE OF THE ALUMNI ASSOCIATION
Class Affairs: Marguerite Vera ’79 609-258-9573, mvera@princeton.edu
Dottie Werner 609-258-5451, tigerdot@princeton.edu
Mary Alexander 609-258-5837, maryalex@princeton.edu
Ruby Bragg 609-258-3243, acmail@princeton.edu
Reunions: Mibs Mara 609-258-5836, milbrey@princeton.edu
Kimberly Collins 609-258-5854, collins@princeton.edu
TigerNet: Molly McGrath 609-258-1542, tigernet@princeton.edu

CLASS MAILINGS Contact Ruby Bragg: acmail@princeton.edu or 609-258-3243

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