Welcome

2016 Volunteer Training Conference Reunion Planning

September 17-18, 2016
Introduction

Danielle Germain ‘93
Janet Glick
Goals for Today

• Reunion Planning Timeline
• Identify your reunion goals
• Create your vision
• Learn all about the Alumnae Association planning process
• Understand the College’s rules and regulations
• Continue to build your budget
• Identify the tools you need to help plan reunion
• 8 months – starting now!
# Resources

<table>
<thead>
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Volunteer Page

Volunteers

Reunion Planning

Resources

Don’t see what you’re looking for? Try the Reunion Planning Handbook. Still can’t find what you need? Email reunion@mtholyoke.edu.

Sample Documents & Photos

- Sample Winter Letter
- Sample Fall Letter
- Sample Welcome Centers
- Sample Table Centerpieces

http://alumnae.mtholyoke.edu/
## Reunion Committee

<table>
<thead>
<tr>
<th>Mandatory Position</th>
<th>Optional Positions</th>
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<tr>
<td>• Class President</td>
<td>• Booklet/Questionnaire Chair</td>
</tr>
<tr>
<td>• Communications/Web Coordinator</td>
<td>• Costume Chair</td>
</tr>
<tr>
<td>• Reunion Chair</td>
<td>• Hospitality Chair</td>
</tr>
<tr>
<td>• Treasurer</td>
<td>• Program Chair</td>
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<tr>
<td></td>
<td>• Reunion Scribe</td>
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<tr>
<td></td>
<td>• Sign Chair</td>
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<td></td>
<td>• Social Chair</td>
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</table>
# Getting Started with Reunion Planning!

## General Reunion Planning Timeline

<table>
<thead>
<tr>
<th>WORK ON [THIS MONTH]</th>
<th>ITEM</th>
<th>RESPONSIBLE</th>
<th>DUE TO ALUMNAE ASSOC. ON:</th>
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<tr>
<td>24 months prior to Reunion</td>
<td>Organize a conference call with class board to begin discussion of reunion goals and objectives</td>
<td>Reunion Chair(s); Class President</td>
<td></td>
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<tr>
<td>Spring/Summer</td>
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<tr>
<td>18 months prior to Reunion</td>
<td>Continue reunion planning discussions with class board and volunteers</td>
<td>Reunion Chair(s); Class President</td>
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<tr>
<td>Summer/Fall</td>
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<td>November</td>
<td>Have a second conference call with your class board to discuss your reunion</td>
<td>Reunion Chair(s)</td>
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<tr>
<td>January</td>
<td>Create a plan/timeline for your reunion; begin seeking additional volunteers</td>
<td>Reunion Chair(s) Nominating</td>
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<td>January</td>
<td>Class Presidents &amp; Reunion Chairs attend conference call on Reunion Planning</td>
<td>Classes &amp; Reunion Committee</td>
<td></td>
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What does Reunion Look Like?
Reunion Budgeting

Melissa Russell ‘01
Our Goal:
To ensure this is not you!
What does Reunion cost?

Breaking down the fees
Estimated Registration Cost Alumna Only

- Lunch (Sat) - $15
- Friday Dinner - $25* (Optional – Determined by class)
- Breakfast (Sat $10/Sun $10)
- Lodging (2 nts) - $80
- AA Reg Fee - $150
- Class Fee - $45
- Sat Dinner - $45

Total Fee - $380

* Determined by class
Estimated Registration Cost - Alumna & Guest

- Sat Dinner (2 ppl) - $90
- Class Fee - $45
- Lodging (2 nts, 2 ppl) - $160
- Alumnae Association Registration Fee - $150
- Lunch (Sat, 2 ppl) - $30
- Friday Dinner/Social (2 ppl) - $50
- Breakfast (Sat $10/Sun $10)
- Guest fee - $35

Total Paid - $580

Optional - Determined by class
Reunion Charges

$150 - Alumnae Registration Fee

Fee pays for administrative costs including:

• Set-up and clean-up AA & 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 Reunion I, registration refreshments, printed schedules and brochures.
Reunion Charges

$45 – Recommended Class Fee

Fee pays for class expenses including:

- Parade Accessory
- Booklet/Special Project
- Decorations for dorm
- Hospitality (alcohol, hosted breakfast, snacks, water bottles, supplies)
- Parade Signs and Balloons
- Other miscellaneous expenses
Reunion Charges - Saturday Dinner

Alumnae & adult guest dinner cost is average $45 each

Price includes:

- Saturday Social Hour/Reception
- Dinner
- Cocktails
- Tax and Gratuity
Reunion Charges - Lodging

• $40 per bed, per night, per person

• On campus lodging is available Friday and Saturday of Reunion*
  – Thursday Reunion I - 50th Reunion class returns
  – Thursday Reunion II - 55th & 60th Reunion classes return

• This money goes directly to the school and is not part of the class’s reunion budget.

• 8 free beds for committee members Thursday night

*Reunion committee arrival Thursday
Reunion Charges - Meals

Meals are optional. Approximate rates:

- Breakfast (available Sat. and Sun.) $10
- Lunch (available Saturday) $15
- Brunch (available Sunday at Willits) $21

Prices are paid per person / child

Money goes directly to the college and is not part of the class’s reunion budget
Alumnae Association Registration Rates

Alumnae Association Registration Fee’s

- 2nd Reunion - $50
- 5th Reunion - $75
- All other classes $150
Creating your Reunion Budget
Step 1: Remember your vision

• What is your goal?

• Your answers will:
Step 2: 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 treasury pays up front costs of all reunion expenses
- A check from the Alumnae Association for registration fees and class planned meals collected are sent to the class treasurers in late April
- All Class planned meals will be billed to the class directly from the College
- Treasurer is responsible for recording all reunion transactions and closing books with Reunion chair
- A final budget including actual reunion costs must be submitted to the Classes and Reunion Committee Liaison by July 31st
Bottom line....

Get guidance from your class board on how much money is available to offset reunion expenses.
Step 3: What you need to start your budget

Things to keep in mind…

• Buying your own alcohol and beverages is less expensive than ordering from Willits
• One bottle of wine yields 3.5 glasses on average but not everyone will drink wine
• Don’t forget non-alcoholic drinks.
• Ordering hors d’oeuvres costs more at Willits but it’s easier
• Friday night activities are individually planned. (Dinner, Social Hour, Dessert and Coffee, other?)
Step 3: What you need to start your budget

Even More Things to keep in mind…

• Remember to account for Honoraries and Speakers
• Do not forget to figure in tax and gratuity where appropriate
• To save money, get creative. Bring in breakfast, etc. from off campus
• Will your class offer scholarships
• Consider the trade offs
  – Time and inconvenience of buying food off campus
  – KITCHENS ARE NOT AVAILABLE FOR USE
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 Nov.) – *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 $500.00 per mailing for an all-paper mailing; choosing to send your letter via broadcast email can reduce costs
Step 4: Creating the Reunion Budget

**WORKSHEET A: ESTIMATED EXPENSES**

### Reunion Mailing Expenses

<table>
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<tr>
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<th>Total</th>
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<tbody>
<tr>
<td>Fall Letter</td>
<td>$0</td>
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<tr>
<td>Winter Letter</td>
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<tr>
<td><strong>Total Reunion Mailings</strong></td>
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</table>

### Attendance Expenses

<table>
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<tr>
<th>Item</th>
<th>Estimated # of Alumnae Attendees</th>
<th>Cost per Person</th>
<th>Total (Multiply the two columns at left to obtain this total)</th>
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<tbody>
<tr>
<td>Class Fee</td>
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<td>$0</td>
<td></td>
</tr>
<tr>
<td>Parade Costumes</td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Booklet (optional)</td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Decorations</td>
<td></td>
<td>$0</td>
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<tr>
<td>Name Tags (if choosing to produce on own)</td>
<td></td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td>Refreshments</td>
<td></td>
<td>$0</td>
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<tr>
<td>Signs</td>
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<tr>
<td>Memorial Flowers (optional)</td>
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<td>$0</td>
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<tr>
<td>Class Programming</td>
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<tr>
<td>Alumnae Scholar Fund Contribution (optional)</td>
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<td>$0</td>
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<tr>
<td>Friday Social Hour</td>
<td></td>
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<tr>
<td>Misc/Reunion Committee Administrative Expenses</td>
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<td>$0</td>
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</tr>
<tr>
<td>Misc/Class Projects</td>
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<td>$0</td>
<td></td>
</tr>
<tr>
<td>Misc/Reunion Scholarships (optional)</td>
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<tr>
<td>Miscellaneous Additional Expenses</td>
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<td>$0</td>
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</table>

**Total:** $0
Questions?
Lunch
Morrison Room
Willits-Hallowell

12:45 -2:00 p.m.
Welcome

2016 Volunteer Training Conference
Reunion Planning
Reunion I
Volunteer Page

http://alumnae.mtholyoke.edu/volunteers/reunion-planning/
Getting Started with Reunion Planning!

Reunion Planning Timeline
Reunion Budgeting
Reunion Planning Nuts & Bolts

Fun, Food and Felonies

Reunion I

Janet Glick
Jonencia Wood
Reunion is a complex event that balances people’s expectations with the College’s available resources

- In 2016, **1641** alumnae and guests came to campus

<table>
<thead>
<tr>
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<th>Reunion II</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumnae</td>
<td>683</td>
<td>516</td>
</tr>
<tr>
<td>Guests</td>
<td>282</td>
<td>160</td>
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<tr>
<td>Total</td>
<td>965</td>
<td>676</td>
</tr>
</tbody>
</table>

- 17.11% of alumnae returned for their reunion,
- Reunion I also includes planning for seniors and their families; an additional 1000+ people
Saturday morning is taken up with Association planned activities

- Laurel Parade
- Alumnae Association meeting
- Class Photo
The best times for class activities

- **Friday evening** – Informal class dinner, desserts, game night
- **Saturday afternoon** – Class meetings, hikes, scavenger hunts, community service project, seminars and speakers
- **Saturday evening** – Social hour, dinner, speaker, DJ
- **Sunday morning** – Activities, hikes, class memorial service
Audio Visual for class activities

What is available:

Most equipment that you will need is available through the college.
Plan for your class meeting

- Each class must hold a class meeting during Reunion
- Sample agenda is on Volunteer page of website
- Representative from the Alumnae Association Board of Directors will discuss updates on the Association at the beginning of the meeting.
- Class Loyalty Award presentations can be done at class meetings/social hour. Timing is coordinated with Alumnae Association
- Come to Reunion prepared with a slate of officers
Class Nominating Committee

- Class president should make any final appointments to the nominating committee
- The committee works to identify good candidates and gets their agreement to run for office
- Names for the slate are due on January 15
- Names for slate must be prepared prior to reunion
Will your class offer Scholarships for classmates to come to reunion?

Scholarship Form
Meals & Catering

Imad Zubi, Director
Willits-Hallowell Center
Mount Holyoke College
• Classmates that have dietary restrictions will have options available as long as they let us know when they register
• Dining Services can help you with meal planning
• Meal selection affects your class charges
• To ensure the Association has time to create the registration forms, meal selections must be done early.
Meals & Catering

Are you inviting Honoraries, Special guests or Speakers to your meals and/or are they staying overnight?
Can we use the dining room in our dorm?

- If the dorm is not a dining center, classmates will have to go to a dining center for breakfast and lunch.
- Serving liquor in dorm dining rooms is under purview of Willits.
What spaces can we use 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.
  - Association staff can help you determine what space is available.
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. Blanchard, Chapin)
- Class should consider hiring outside bartenders to avoid possible liability issues
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: Blanchard, Chapin, 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.
When in doubt, reread your mission statement and check the Reunion Planning Handbook
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
  - Meals
When will we know how many people have registered?

- Weekly reports are emailed two weeks before registration deadline, starting around April 1.
- Reunion Chairs are responsible for disseminating information to reunion volunteers and class officers.
- You may want to post the link on your Facebook page of classmates who are coming – but be sure to keep in mind privacy concerns.
Any Questions
Building Momentum for Reunion

Melissa Russell ‘01
Starting Now

• Continue getting your class engaged for Reunion
• Continue communication by social media, email blasts
• Explore affinity groups within class – use social media
• Encourage class officers to participate in outreach
Photos and Letters

Encourage classmates to send photos of their life events, babies, new business, art work, visits with classmates, wildlife in the yard – anything they are interested in.

Keep your class informed involving the upcoming Reunion with a Fall reunion letter and Winter reunion letter.
Brainstorm
Internal Awards

• How it works
• What to tell classmates at this point
Class Planning Time

Work on budget and ideas for reunion
3:30 – 5:00 p.m.

Classes & Reunion Committee members and Alumnae Association staff are available for any questions
Welcome

2016
Volunteer Training Conference
Reunion Planning
Reunion I
Report Out on Budget and Reunion Ideas

Melissa Russell ‘01
Managing your Reunion?

Linda Crootof ‘67
It is not always smooth sailing

When challenges arise, reach out to:

- Other class officers
- The Classes and Reunion Committee
- The Alumnae Association Office
Many classes have faced the same challenges

- Reunion Chairs who do not communicate with the class board
- Illness or unforeseen events which keep class officers from fulfilling their duties
- Treasurers who have become non-responsive
- Reunion Chair that try's to do it all
How might you handle these dilemmas?
Share your stories....

Has your class had a difficult situation to manage pertaining to Reunion?

How did you handle it?
Through the Gates...

Melissa Russell ’01
Linda Crootof ‘67
What are the first three things you will do when you leave here?

1.

2.

3.
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