Dear Class Presidents,

The Alumni Class Leadership Council (ACLC) is the advisory board for alumni classes. We are comprised of volunteer alumni leaders from classes across nine decades. Working alongside Penn Alumni Relations and The Penn Fund, we are dedicated to help strengthen the ties between alumni and the University by providing the tools to help class leaders ENGAGE with their class and BUILD STRONG CLASS LEADERSHIP.

This handout will guide you through the following:

- What you need to know about class communications
- What you could be doing to engage your class
- What services and support are available
- Ideas on building a strong class board structure

Helpful resources and examples of class communications can be found on the ACLC website at www.alumni.upenn.edu/aclc.

Please feel free to contact me or any ACLC Board Member if we can be of any additional assistance to you.

Yours for Penn!

Brett E. Weinheimer, W’00
Alumni Class Leadership Council President
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“Tell me and I forget. Teach me and I remember. Involve me and I learn.” – Benjamin Franklin
Maintaining a Strong Class Board

The most active and engaged classes are led by a well-organized executive committee that serves as the policy making and governing body of the class. Successful class officers are individuals who believe in giving back to the University with their time and talent. The ideal executive committee comprises a diverse group of classmates (both elected and appointed positions) who serve as class officers and share a commitment to involving the broadest possible range of classmates in class activity during and between reunion years.

Elected Positions

**Class President(s)**
The President is the face of the class and will represent the class at Penn events and works with the Development and Alumni Relations office and the Alumni Class Leadership Council (ACLC).

**Vice President(s)**
Manage internal class committees and chairs. Attend meetings and Penn events.

**Administrative Vice President(s)**
Maintain minutes and agendas, notes, and class contact information.

Appointed Positions

The ideal committee compromises of a diverse group of classmates to help build class activity during and between reunion years. Classes may appoint positions depending on their unique needs.

Class leadership works together to:

- Serve on reunion committee.
- Organize and recruit classmates to get involved in between reunions.
- Utilize class communications to recruit new members - remember to share communications with class leadership.
- Schedule monthly or quarterly calls and meetings to touch base.
- Assign tasks and hold your board accountable for carrying out the tasks assigned.
  - Tip: Work with board to update class lists. This should be an ongoing activity. Work with Classes and Reunions liaison to review class lists, lost alumni lists, and those who may have unintentionally been added to the Penn no contact list.
- Review roles for elected and appointed officers. Create your own roles for leadership. Keep your Classes and Reunions liason informed of new volunteers. Example: classes have regional Vice Presidents to plan events.
Communication is fundamental in building valuable relationships with your classmates. Alumni receive countless communications from the University; invitations to special events, updates on capital improvements and special programs, and solicitations for financial support. While all of these are important, it is the class officers who ensure that classmates communicate with one another and keep them connected with the University. Successful class communication requires a commitment to conveying the spirit of Penn through relevant news and information in a timely, interesting — even exciting — and easily-accessible format.

Communication Methods

Class Website
www.alumni.upenn.edu/class

Print Newsletter
(Classes 1969 and earlier)
Print newsletters are only available for Classes of 1969 and earlier. These classes get one print newsletter a year if requested.

E-mail Newsletters
Emails can be up to 20 times more cost effective and generate a 30% higher response rate than direct mail. With a recipient response generally occurring within 48 hours, emails are also one of the fastest ways to reach your audience. Refer to the Alumni Relations email calendar for available send dates.

Social Media
Start the conversation! Many classes have utilized various social media platforms to stay connected. Encourage your class to join your class-specific Facebook and/or LinkedIn group, and follow your class on Twitter and/or Instagram. To keep the conversations going, assign board members to keep your social media active by posting local event information, nostalgic photos, highlighting members of the class, and reminding your class of the larger campus events.

The Daily Pennsylvania
Use the newly archived DP to create nostalgic entries:
http://devsceti.library.upenn.edu/DPdigital/samples.cfm.

QuakerNet
QuakerNet is the exclusive Penn Alumni online directory. Log on to QuakerNet, using your PennKey and password, to update your contact information, find old friends, and connect with the Penn Alumni online community. Visit my www.myquakernet.com today!

If Class President is not the person handling class communications - empower and inform your class communications officer to connect with your Classes and Reunions staff liason, and to review communications calendar.

- Review website content to ensure it is up-to-date and relevant.
  - Include class leadership, current events, social media links/feeds, archival information.
  - To edit your class page, connect with your Classes and Reunions liaison (Refer to the staff list).
- Examples of active class websites:
  - Class of 1969: www.alumni.upenn.edu/1969
  - Class of 1989: www.alumni.upenn.edu/1989 (visit archived reunion information)
  - Class of 1990: www.alumni.upenn.edu/1990
- Check the email calendar for content due dates. If content is not received by due date listed, the email will be pushed back to the next available date.
Communications Calendar for Class Emails

Classes and Reunions staff design your class emails using set templates. Email content should be sent to your Classes and Reunions liaison with final content, including subject name and sender. An electronic proof is sent for review before sending to the class.

At least once a year, send a class newsletter/email from you and/or your board using the communications calendar below:

**JANUARY 2015**
- January 6 - Content needed for January 20 class email
- January 27 - Content needed for February 10 class email

**FEBRUARY 2015**
- February 10 - Content needed for February 24 class email
- February 24 - Content needed for March 10 class email

**MARCH 2015**
- March 10 - Content needed for March 24 class email
- March 24 - Content needed for April 7 class email

**APRIL 2015**
- April 7 - Content needed for April 21 class email
- April 22 - Content needed for May 6 class email

**MAY 2015**
- May 13 - Content needed for May 27 class email
- May 27 - Content needed for June 10 class email

**JUNE 2015**
- June 10 - Content needed for June 24 class email
- June 24 - Content needed for July 8 class email

**JULY 2015**
- July 8 - Content needed for July 22 class email
- July 22 - Content needed for August 5 class email

**AUGUST 2015**
- August 5 - Content needed for August 19 class email
- August 26 - Content needed for September 9 class email

**SEPTEMBER 2015**
- September 9 - Content needed for September 23 class email

**OCTOBER 2015**
- October 7 - Content needed for October 21 class email
- October 28 - Content needed for November 11 class email

**NOVEMBER 2015**
- November 11 - Content needed for November 25 class email
- November 24 - Content needed for December 8 class email

**DECEMBER 2015**
- December 8 - Content needed for December 22 class email

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**Email Best Practices**

**Subject Line**

Writing an effective subject line is essential for making your email stand out in an inbox full of promotional and unsolicited emails. Displaying a consistent, recognizable piece of information will help recipients know that the email is from you.

- **Avoid sounding like spam.** Don’t use all capital letters, exclamation points, dollar signs, or splashy promotional phrases.
- **Keep it short, but make your point.** The general rule is to keep your subject line under 50 characters in length to avoid being cut off by your recipient’s email client. The most effective length is between 20-40 characters. But clarity is the most important factor; a short subject line means nothing if it doesn’t make sense.
- **Appeal to emotions, needs, and curiosity.** Studies show that recipients open emails based on the “Five I” theory: importance, intrigue, involvement, investment, and interest.

**Email Body**

Images can grab the reader’s attention and add interest to your email. But many email client software programs block images by default, and more people are viewing emails on text-only mobile devices. To ensure email readability is not dependent on image rendering, it’s important to follow some basic guidelines when building your email.

- Make sure your email text-only content makes sense without supporting images. In other words, will email recipients understand your message even if the images do not display?
- Most important information should be in the top 400 pixels of the email.
- Avoid text in red letters.
- Deliver relevant content.
Engagement Opportunities

Keep your class active and informed about upcoming events!

- Piggy back off existing Penn Alumni sponsored events: Homecoming, Alumni Weekend, Engaging Minds (NY and LA), and Penn to You.
- For a full list of events visit: www.alumni.upenn.edu/events.
- If able, Classes & Reunions can ask for class-specific “meet up” signage at certain events.
- Invite your class to attend athletic events happening in your location or arrange for classmates to meet up before athletic events on campus.
- Use Penn singing group performances as a class get-together.
  - Penn Performing Arts Calendar: www.vpul.upenn.edu/platthouse/calendar.php
  - Counterparts: www.dolphin.upenn.edu/cparts
  - Penn Glee Club: www.penngleeclub.com
  - Penn Masala: www.pennmasala.com/tour
  - Mask and Wig: www.maskandwig.com/tickets
- Include your class in Regional Event activities. Visit the Regional Club website for club information: http://www.alumni.upenn.edu/clubs.
- Identify classmates who will host parties in their homes or at local restaurants during non-reunion years.
- Plan class events during the year, for example:
  - Netter Center Community Service events: Class of 1993 and Class of 1980 are involved in frequent events during the year supporting Netter Center.
  - Mural Arts, Barnes Foundation tours, and visits to Penn museums: Class of 1981 hosts a yearly event for their class featuring the arts.
- Penn Reunion Leadership Conference (PRLC): During your reunion cycle, your class will be invited to attend PRLC. Personally invite classmates to attend during your class reunion cycle.
  - PRLC for classes hosting reunions in 2016 will take place September 18-19, 2015 for reunions in May 2016.

Upcoming Events

View the Penn Alumni Calendar for event information at www.alumni.upenn.edu/events

**Alumni Weekend 2015 | May 15 - 18, 2015**
[www.alumni.upenn.edu/alumniweekend](http://www.alumni.upenn.edu/alumniweekend)

**Penn Reunion Leadership Conference (for classes hosting reunions in 2016) | September 18 - 19, 2015**

**Homecoming Weekend featuring Arts & Culture at Penn (Penn vs. Princeton) | November 6 - 8, 2015**
[www.alumni.upenn.edu/homecoming](http://www.alumni.upenn.edu/homecoming)

**Engaging Minds | NYC | December 5, 2015**

For those planning ahead for reunions:

**Alumni Weekend 2016 (Reunion years ending in 1 and 6.) | May 13 - 16, 2016**

**Alumni Weekend 2017 (Reunion years ending in 2 and 7) | May 12 - 15, 2017**
University Services and Support

- Your primary contacts are the Classes and Reunions liaisons.
- Reach out to the Alumni Class Leadership Council members for advice and ideas.
- Network with other Class Presidents.
- Reference final pages of this book for contact information:
  - Classes & Reunions for outreach and class communications
  - The Penn Fund for giving information
  - Other Alumni Relations teams

PennKey

A PennKey and password are required to access many of the University’s electronic services including MVP and QuakerNet. For more information visit www.upenn.edu/pennkey.

- Test your PennKey here: www.upenn.edu/computing/pennkey/testmypennkey/
- Retrieve your password here: https://challengeresponse.apps.upenn.edu
- Setup your PennKey here: https://challengeresponse.apps.upenn.edu

If you need to setup a PennKey you will need your 8 digit Penn ID number: _______________ and the last 4 digits of your Penn Assigned SSN: _________

PennKey: __________________ Password: ___________________

Note: If you are a Penn Alumni Interviewer, or have worked on the Mobile Volunteer Portal (MVP) during reunion, you have a PennKey.

Class Elections

Involves classmates who have been active since graduation in alumni leadership positions by nominating them for President, Executive Vice President, or Administrative Vice President. Co-leadership is welcome. For the 5th to 40th reunion classes, elections will be held after the reunion.

Class Awards

The Class Award of Merit was established in 1957 to honor an “outstanding class,” this award is presented annually at the Alumni Award of Merit Gala event held on Homecoming Weekend — an event attended by the University President. Historically, the Award has focused on the most visible alumni event—Reunion or Alumni Weekend.

David N. Tyre Award for Class Communications was established in 1989 to recognize outstanding communication with the class, this Award also is presented annually at the Alumni Award of Merit Gala event held on Homecoming Weekend.

Class of 1917 Award was established in 1967 to honor the class with the most successful reunion fundraising year. This award is presented at PRLC.

Visit the ACLC website, www.alumni.upenn.edu/aclc for a listing of previous recipients.
Visit the Penn Alumni Website to…

- Get general Penn Alumni INFORMATION and view the calendar of events. 
  Penn Alumni | www.alumni.upenn.edu
- Learn about outreach efforts for ALUMNI OF COLOR & LGBT ALUMNI, stay current with relevant news and events. 
  Multicultural Outreach | www.alumni.upenn.edu/multicultural
- Be involved from home! Attend events hosted by your LOCAL CLUB and meet other alumni in your area. 
  Regional Clubs | www.alumni.upenn.edu/clubs
- Tap into the valuable PROFESSIONAL RESOURCES available to Penn Alumni including mentoring, webinars, and more. 
  Career Networking | www.alumni.upenn.edu/careernetworking
- Serve as an ALUMNI INTERVIEWER, informing prospective students about the University. 
  Penn Alumni Interview Program | www.alumni.upenn.edu/interviews
- Find unique programming and initiatives around the world for YOUNG ALUMNI who graduated less than 10 years ago. 
  yPenn | www.alumni.upenn.edu/ypenn
- Discover ongoing opportunities to stimulate your intellect for LIFELONG LEARNING from your home. 
  Education | www.alumni.upenn.edu/education
- Explore the world with exciting, exotic, and educational trips with Penn Alumni TRAVEL. 
  Travel | www.alumni.upenn.edu/travel
- Read your outstanding Penn Alumni MAGAZINE. 
  The Pennsylvania Gazette | www.thepenngazette.com
- Learn how you can SUPPORT the University’s most important initiatives. 
  The Penn Fund | www.pennfund.upenn.edu
- Plan to RECRUIT CLASSMATES to your Alumni Weekend and Homecoming and start recruiting classmates to your next reunion. 
  Classes and Reunions | www.alumni.upenn.edu/class
- Take full advantage of the Penn Alumni ONLINE COMMUNITY – search the directory, promote your business, and more. 
  QuakerNet | www.myquakernet.com

Connect with Penn on Social Media!

- Twitter: @PennAlumni
- Instagram: @PennAlumni
- Facebook: facebook.com/pennalumni
- LinkedIn: University of Pennsylvania Alumni
- YouTube: youtube.com/pennalumni
- Phanfare: alumni.upenn.edu/photos
- Frankly Penn Blog: www.franklypenn.com
## Classes and Reunions

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<th>Name</th>
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<tr>
<td>Lisbeth Willis</td>
<td>Director</td>
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<td>50th (milestone Reunion)</td>
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| Colleen Kelly             | Assistant Director           |         | 25th (milestone reunion), 30th, 40th, 45th                            |
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| Sandra Dirkes Scutt      | Assistant Director           |         | 55th, 60th, 65th, 70th, 75th, 80th                                    |
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| Nicole Svonavec          | Associate Director           |         | Traditions & Young Alumni Programming / yPenn classes (2005-2014)     |
|                           |                              |         |                                                                          |
|                           |                              |         | Reunions: 1st, 5th                                                    |
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## The Penn Fund

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<tr>
<td>Colin Hennessy</td>
<td>Executive Director</td>
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| Derek Coffman            | 1974-1983, 35th and 40th Reunions | 215-898-3645 | dcoffman@upenn.edu                                                        |

| Patrick Daley            | 1984-1993, 25th and 30th Reunions | 215-746-8843 | patdaley@upenn.edu                                                        |

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| Liz Balcom               | 2004-2010, 5th and 10th Reunions | 215-898-3638 | ebalcom@upenn.edu                                                        |

| Matt Grandon             | Seniors for the Penn Fund      |         |                                                                          |
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