Dear Class Presidents,

Thank you for volunteering your time and representing your class. We are a resource to help you engage your classmates with each other and the University.

The Alumni Class Leadership Council (ACLC) is the advisory board for class leadership. We are comprised of volunteer alumni leaders (class presidents and reunion chairs) from classes across eight 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, ENCOURAGE broad participation in key University events (i.e. Homecoming, Alumni Weekend), and BUILD STRONG CLASS LEADERSHIP.

This handbook will guide you through the following:

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

Helpful resources and examples of class communications can be found on the ACLC website at [www.alumni.upenn.edu/aclc](http://www.alumni.upenn.edu/aclc).

The ACLC is here to serve the needs of class leadership for reunion and non-reunion-related activities. While we will be reaching out to you on a regular basis, please feel free to contact me or any ACLC board member if we can be of any additional assistance to you.

Yours for Penn!

Greg Suss, C’75
*Alumni Class Leadership Council President*

[gssuss@yahoo.com](mailto:gssuss@yahoo.com)
How to use this book

Utilize this handbook as a strategic manual to keep your class engaged with each other and the University. Throughout the book you will find helpful tips to build and maintain a strong class board, the breakdown of the five-year reunion cycle, communications best practices, and engagement opportunities. See pages 9 and 10 for a list of University staff liaisons.

Class Presidents’ Checklist:

- Stay in touch with your Classes and Reunions (C&R) and Penn Fund Staff liaisons.
- Review your Class website to ensure it is up-to-date. Notify your C&R staff liaison with any edits. ([www.alumni.upenn.edu/class](http://www.alumni.upenn.edu/class)).
- Share information about upcoming events and University news with your class officers. Schedule regular calls to update your leadership during the five year class reunion cycle. Your C&R staff liaison can provide a conference call in number.
- Send class communications at least twice a year to your class using the communication calendar.
  - Your communications chair should collaborate with your C&R staff liaison to send messaging using the predetermined calendar.
  - If in a non-reunion year, utilize the non-reunion class communications template to make sending communications easy to your class. This template is sent to class presidents and designated communication chairs a few times a year.
- Take advantage of the Alumni Class Leadership Council (ACLC) as a resource. Visit [www.alumni.upenn.edu/aclc](http://www.alumni.upenn.edu/aclc)
- Have an active social media presence. Ask ACLC members and your staff liaison for best practices for posting to your class social platforms.
- Utilize the below Leadership Links:
  
  **Penn Reunion Leadership Strategic Planning Reference Manual** - your guide to a successful reunion ([www.alumni.upenn.edu/pricmanual](http://www.alumni.upenn.edu/pricmanual)) This Reference Manual contains helpful tips and best practices that will be useful throughout the reunion planning process.

  **Penn Volunteer Toolkit** - a web-based guide to helpful information for both reunion and class leadership. Visit [www.alumni.upenn.edu/toolkit](http://www.alumni.upenn.edu/toolkit) or download the mobile app version available in iTunes and Google Play (search for Penn Volunteer Toolkit). In this Toolkit you will find John Zeller’s “What Your Classmates Will Want to Know” presentation (under Resources - Facts About Penn- Related Website) and Hoopes Wampler and Kris Davitt’s “Why Reunions Matter” presentation (under Info section). Once you download the app you can expect to receive periodic best practices throughout the year.
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 committee chairs, and share a commitment to involving the broadest possible range of classmates in class activities during the reunion cycle as well as during non-reunion years. These activities take place on campus as well as regionally.

Elected Positions

Class Elections are held in July for the 5th through 40th reunion classes. This is a perfect time to nominate classmates to leadership positions. Positions include president, executive vice president, or administrative vice president; leadership installed at Homecoming. Co-leadership is welcome.

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). An additional responsibility of the class president (or their surrogate) is to represent their class at Commencement as part of the academic procession. It provides an opportunity to participate in this iconic “end-of-year” celebration, interact with the graduates, and have an additional networking opportunity with fellow presidents.

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. Work in tandem with class communication chair(s) to deliver timely and ongoing engagement vehicles to members of the class.

Appointed Positions

The ideal committee is compromised 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 the 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 liaison informed of new volunteers. Example: classes have appointed development, community service, and regional chairs to help plan events.
The Five Year Reunion Cycle

Below is a list of things you and your class leadership can do during the five year class reunion cycle.

**Every Year**
- Gather classmates at Penn events (Engaging Minds, OurPenn, etc.)
- Make a gift to The Penn Fund and encourage classmates to do the same
- Use social media to stay connected to classmates and share your love of Penn
- Subscribe to and read Penn publications to stay up-to-date on Penn news
- Advertise QuakerNet to your class to locate classmates and contact information
- Utilize your class emails to maintain connection to classmates (share news of classmates, upcoming Penn events, etc.)
- Recruit classmates to attend Alumni Weekend and Homecoming

**1st Year**
**After Reunion**
- Send a post-AW email message with pictures, a positive message (Thanks to those who came, for those who didn’t, you missed a great time, etc.) and possibly a post-AW Survey for each class
- Class Elections are held for 5th through 40th reunion classes. Attend the Class Officers Installation during Homecoming
- Attend Homecoming and continue the celebration
- Meet with your Classes and Reunions and Penn Fund liaisons
- Plan a class outreach initiative or community service project for the next four years

**2nd Year**
- Keep in touch – plan virtual or in person meetings to work on class community outreach project, and plan class meet-ups using Penn or regional Club events
- Continue to grow your Facebook following and keep classmates engaged.

**3rd Year**
- Begin outreach to update classmates contact information, and search for lost and inactive alumni
- Share a save the date with classmates for next reunion on all communications

**4th Year**
**1 Year Before Next Reunion**
- Continue outreach to update classmate contact information, and search for lost and inactive alumni
- Theme class emails to maintain connection to classmates and generate excitement leading up to your reunion
- Gather classmates at Penn events (Engaging Minds, OurPenn, etc.)
- Gift committee chairs review prospective committee members
- Outreach committee chairs begin building their committee
- Remind classmates to mark their calendars for upcoming reunion
- Confirm you have a working PennKey and password
- Search for “lost” classmates and update their contact information with Penn

**Reunion Year**
- Attend PRLC and encourage classmates to join you
- Attend Homecoming and organize a class meetup
- Maximize your impact by making a 5 year pledge to The Penn Fund and/or class scholarship
- Gather classmates at Penn events (Engaging Minds, OurPenn, etc.)
- Host and/or attend pre-reunion events
- Gift and outreach committee chairs recruit classmates to the committees
- Outreach committee members make personal calls to classmates and ask them to come back to Penn
- Gift committee members make personal solicitations of classmates and ask them to give back to Penn
- Engage and inform classmates through email blasts
- All reunion volunteers use MVP to select classmates and record results of outreach/solicitations
- Collaborate with reunion committee to brand and market your reunion

Stay in contact with Classes and Reunions and The Penn Fund throughout the entire reunion cycle.
Engagement Opportunities

Keep your class active and informed about upcoming events!

- Utilize existing Penn Alumni sponsored events: Homecoming, Alumni Weekend, and Engaging Mind (on campus and regionally). For a full list of events visit: www.alumni.upenn.edu/events. If able, your Classes and Reunions staff liaison 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 performing arts 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: 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:
  - Community Service events: Partner with the Netter Center.
  - Mural Arts, Barnes Foundation tours, and visits to Penn museums

- Penn Reunion Leadership Conference (PRLC): During your reunion cycle, your entire class will be invited to attend PRLC. Personally invite classmates to attend and build momentum for you committee.

Upcoming Events

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

Penn to You: Miami featuring Penn Law | February 1, 2017

Volunteer Appreciation Day | March 4, 2017 (followed by Penn v. Harvard Men’s Basketball)

Our Penn: Hong Kong | March 7, 2017

Penn to You: San Francisco with Penn Medicine | April 18, 2017

Penn to You: Boston featuring SAS | May 24, 2017

Penn Reunion Leadership Conference (PRLC) | September 15-16, 2017

Engaging Minds: New York | December 9, 2017

Homecoming Weekend | November 3-5, 2017

Penn Futures with GSE, Nursing, and SP2: Washington D.C. | November 14, 2017

Alumni Weekend 2017 | May 12 - May 14, 2017 | For classes ending in 2 and 7 | Commencement | May 15, 2017

Alumni Weekend 2018 | May 11 - May 13, 2018 | For classes ending in 3 and 8 | Commencement | May 14, 2018

Alumni Weekend 2019 | May 17 - May 19, 2019 | For classes ending in 4 and 9 | Commencement | May 20, 2019
Class Recognition

Class Awards

One of the major functions of the ACLC is to honor and circulate best practices to the alumni leadership community. During the overall reunion cycle, outstanding classes demonstrate excellence in terms of outreach, fund-raising, and overall engagement. To highlight the efforts of high-performing classes, the ACLC accepts nominations for two awards (see below) it bestows at the Alumni Gala during Homecoming Weekend. The Awards Committee of the ACLC puts forth the top nominations for the Council to consider and vote upon. Each award citation highlights the unique accomplishments of the winning class, inspiring future reunions to adopt their methodologies and often enhance them to set even higher standards of performance and leadership. Visit www.alumni.upenn.edu/aclc for a list of recipients.

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 and is chosen by The Penn Fund. Visit www.pennfund.upenn.edu/1917 for a list of recipients.

Connect

PennKey

A PennKey username and password are required to access many of the University’s electronic services including AirPennNet (Penn’s wireless internet), MVP, and QuakerNet. For more information visit www.alumni.upenn.edu/pennkey.

For additional PennKey help, contact your staff liaison.

Note: If you are a Penn alumni interviewer, you already have a PennKey

QuakerNet: The Alumni Directory

QuakerNet is a secure database that is exclusive to Penn alumni. You will need a PennKey username and password to access QuakerNet. It is the quickest and easiest way to update your contact information. Utilize the search functionality to find classmates in your region, affinity group, or profession. www.myquakernet.com

Social Media

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

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 liaison, and to review communications calendar.

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

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<tr>
<td>January 11 - Content needed for January 24 class email</td>
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<tr>
<td>February 8 - Content needed for February 21 class email</td>
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<td>July 22 - Content needed for August 5 class email</td>
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<td>November 24 - Content needed for December 8 class email</td>
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<td>December 8 - Content needed for December 22 class email</td>
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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. Increases chance.

- Deliver relevant content.
Class Communications

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. Review website content to ensure it is up-to-date and relevant. To edit your class page, connect with your Classes and Reunions liaison.

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

E-mail Newsletters
Twice a year Alumni Relations will provide non-reunion classes with an email template. You, or your class officer responsible for communications, will have the opportunity to personalize the content. You may use as much or as little of the template as you see fit. Content is due to your Classes and Reunions liaison two weeks prior to the send date. You will receive one preview and have the chance to make any necessary edits. Send your liaison content in one document, not piecemeal. Be sure to include:

- Sender Name
- Reply to email
- Subject Line
- Pre-Header (Preview Text)
- Body text with relevant images and hyperlinks
- Sender email must be an @upenn or @alumni.upenn account

Refer to the calendar in this workbook for content due dates and email send dates. If content is not received by due date listed, the email will be pushed back to the next available date.

With a recipient response generally occurring within 48 hours, emails are also one of the fastest ways to reach your audience.

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, Snapchat 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. Follow us @PennAlumni #PennAlumni.

Communications Checklist

- 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).

- 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.

Alumni Relations
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215-898-5859 | fhoopes@upenn.edu
Elise Betz, Executive Director
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Penn Alumni Board Services
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Operations
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Alumni Education, Career Networking and Travel
Alyssa D’Alconzo, Director
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www.alumni.upenn.edu/travel
www.alumni.upenn.edu/education
www.alumni.upenn.edu/careernetworking

Penn Alumni Interview Program
Patrick Bredehoft, Director
215-573-3846 | patrb@upenn.edu
www.alumni.upenn.edu/interviews

Regional Clubs
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215-898-2028 | daviest@upenn.edu
www.alumni.upenn.edu/clubs

Communications and Marketing
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Multicultural Outreach
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215-898-6168 | marvin@upenn.edu
www.alumni.upenn.edu/multicultural

Trustees’ Council of Penn Women
Terri Walsh, Director
302-266-0612 | welsh@upenn.edu
www.alumni.upenn.edu/tcpw

yPenn
Nicole Svonavec, Director
215-746-2494 | svonavec@upenn.edu
www.alumni.upenn.edu/ypenn

The Pennsylvania Gazette
John Prendergast, Editor
215-898-9437 | jprender@upenn.edu
www.thepenngazette.com
Submit class notes and obituaries to: gazette@ben.dev.upenn.edu

ACLC
www.alumni.upenn.edu/aclc

The Daily Pennsylvanian (Digital Archives)
http://dparchives.library.upenn.edu

Alumni Records
215-898-8136 | record@ben.dev.upenn.edu
Contact Liaison

Classes & Reunions
www.alumni.upenn.edu/class

Lisbeth Willis, Director
215-573-7061 | lisbethw@upenn.edu
Reunion: 50th (milestone Reunion)
Staff Liaison to the Alumni Class Leadership Council, Penn Reunion Leadership Conference and Volunteer Appreciation Event

Emily Horner, Assistant
215-898-6421 | emhorner@upenn.edu
Alumni Weekend / Homecoming Registration and Classes & Reunions Event logistics

Colleen Kelly, Associate Director
215-898-9435 | colkel@upenn.edu
2017 Reunions: 15th, 25th (Milestone Reunion), 30th and 40th
2018 Reunions: 25th (Milestone Reunion), 30th, 35th and 45th
Staff Liaison to Class Presidents’ Event and Non-Reunion Class Communications

Jeanine McAdams, Assistant Director
215-898-9538 | jmcadams@upenn.edu
2017 Reunions: 20th, 35th and 45th
2018 Reunions: 15th, 20th, and 45th
Staff Liaison to Class Elections / Class Officer Installation, Class Awards, Penn Reunion Leadership Conference, Alumni Procession at Commencement, Volunteer Appreciation Event, Registration Logistics

Sandra Dirkes Scutt, Assistant Director
215-746-3239 | sscutt@upenn.edu
Reunions: 55th, 60th, 65th, 70th, and 75th
Staff Liaison to the Alumni Class Leadership Executive Board, 50+ and Old Guard events, Homecoming Arts Fair

Nicole Svonavec, Director
215-746-2494 | svonavec@upenn.edu
Reunions: 1st, 5th, and 10th
Penn Traditions & Young Alumni Program (2007 - 2016)

The Penn Fund
www.pennfund.upenn.edu

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Liaison to The Penn Fund Executive Board
215-898-8445 | hcolin@upenn.edu

Mary Risner, Director Class Giving and Reunion Programs
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Allison Wortley, Development Assistant
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Dennis Disbrow, Old Guard up to 1966
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Samantha Harclerode
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Rachel Swartz Robinson
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Marlee Schmucker
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Matt Grandon
2006-2012, 5th and 10th Reunions
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Eileen Coyne
yPenn from 2013-2016 and BFS Liaison
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Abigail Mitchell
Seniors for the Penn Fund (2017)
215-898-3638 | labigail@upenn.edu

Elizabeth Weigle, Development Assistant
215-746-6230 | eweigle@upenn.edu