This handbook has been prepared for you by members of The Alumni Class Leadership Council (ACLC), the governing board of all undergraduate classes. It is based on the collective experience of a group of alumni, representing those from classes young, old, and in-between. We hope that the handbook will prove to be valuable to you and your class. It is a resource for organizing, activating, renewing, and improving classes and the alumni experience of your class officers and classmates.

Please note that the following documents are meant to be used as your leadership guide. Over the years each class develops its own style, but this is meant to serve as a guide to resources and best practices at the University of Pennsylvania.

We are alumni! Much of the heritage of Penn lies with its alumni. Recognizing this, the University has made great efforts to reach out to alumni in order to maintain a relationship over time. The substantial and continued, often passionate, support and involvement from alumni is vital to Penn’s continuing success as one of the finest universities in the world.

Our class connections count! Penn alumni have long understood the meaning and value of a Penn education. Each Penn class includes a diverse group of individuals who pursued different courses of study and different extracurricular activities, but nevertheless shared many of the same experiences, unique to their years at Penn. These memories and points of reference play an important role in keeping alumni connected to Penn and to one another, making alumni class activity a vital and renewable Penn resource.

You can make it happen! Class leaders, with effective organizations, who actively use Penn resources are the catalysts of successful alumni engagement through their classes. As an officer of your class, you have assumed an important responsibility. Successful class officers are individuals who are fueled by “Penn-ergy,” and believe in giving back to the University with their time and talent.

Thank you for your leadership! Devoting your energy and time to Penn and to your classmates is important to the Penn and to your classmates, and is much appreciated. We hope you will find this handbook valuable. Your comments regarding the handbook’s contents and your ideas for its improvement are eagerly welcomed. Please feel free to contact any ACLC board member if we can be of any additional assistance to you.

The materials enclosed are part of a living document and are be posted on the ACLC website (http://www.alumni.upenn.edu/class/aclc) and updated as appropriate. Notification of the updates will be e-mailed to you on a timely basis. You may then download and print the updates from the website to allow you to keep your handbook information current.

On behalf of the Alumni Class Leadership Council, we remain yours in Penn.
“Many hands make light work”
- John Heywood
OVER 290,000 ALUMNI
10,000 UNDERGRADUATE STUDENTS
2600 CLASS VOLUNTEERS
98 CURRENT CLASS PRESIDENTS
80 ACTIVE CLASSES
5 CLASSES & REUNIONS LIAISONS
7 PENN FUND CLASS GIVING DIRECTORS
28 ALUMNI CLASS LEADERSHIP MEMBERS
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1 UNIVERSITY
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I. Your Partners at Penn

Classes and Reunions and The Penn Fund

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| **Alumni Relations Classes & Reunions (C&R) staff liaisons** | **Staff support:** C&R liaisons support the Penn Reunion Leadership Conference (PRLC) to help engage the entire class in reunion activity as well as Volunteer Receptions that acknowledge volunteer leadership.  
**Reunion Support:** Primary contact for Reunion Outreach and Planning committee. Works closely with Programs and Special Events team and Penn Fund colleagues to create successful reunions. Primary staff liaison to reunion outreach and planning committee handling event planning, logistics, and budgeting. Provides Alumni Weekend and Homecoming Weekend hotel blocks, as well as other weekend support. | **Communicate regularly with the class. Review and use the e-communications calendar to tailor communications to the class.**  
**Keep your class leadership and committees updated and engaged during the five year cycle.**  
**Send at least one class newsletter (electronic or print depending on year/class) a year (ideally twice a year – more often during a reunion year).**  
**Update web content, periodic emails with updated info/news/events, request for news.**  
**Survey your class to find out what they want and need.**  
**Keep class contacts updated.**  
**Utilize Penn events to bring classmates together outside of the reunion.**  
**Create and implement memorable reunions.**  
**Keep your Class Pennergized!** |
| **The Penn Fund - Class Giving Directors (CGD)** | **Work in close partnership with Class Giving Directors (CGD).**  
**Actively solicit at least ten classmates**  
**Serve as an ambassador for the university and its successes to your classmates**  
**Participate in conference calls, meetings, and with solicitations throughout the year**  
**Respect the University’s and classmate’s philanthropic interests**  
**Identify ‘door openers’** | **Have fun-be positive-show our Penn enthusiasm!**  
**Achieve reunion fundraising goals, and strive for all time records**  
**Raise funds to make an impact on your alma mater**  
**Encourage classmates to recognize the impact that Penn has made on their lives** |
| **What we’ll do together Penn Staff & Class Leadership** | **Communicate regularly with the class. Review and use the e-communications calendar to tailor communications to the class.**  
**Keep your class leadership and committees updated and engaged during the five year cycle.**  
**Send at least one class newsletter (electronic or print depending on year/class) a year (ideally twice a year – more often during a reunion year).**  
**Update web content, periodic emails with updated info/news/events, request for news.**  
**Survey your class to find out what they want and need.**  
**Keep class contacts updated.**  
**Utilize Penn events to bring classmates together outside of the reunion.**  
**Create and implement memorable reunions.**  
**Keep your Class Pennergized!** |

- Partner with class leadership to coordinate class activity.
- **Meeting support:** Facilitate committee meetings and conference calls through use of C&R conference call number and use of Sweeten Alumni House for meeting space.
- **Communications support:** help with class communications through newsletters, e-communications and phon-a-thons. Maintain class website. Provide access to Mobile Volunteer Portal (MVP) during reunion cycle to help outreach initiatives. Track class volunteer leadership and class profile information and provide class data, as needed.
- **Staff support:** C&R liaisons support the Penn Reunion Leadership Conference (PRLC) to help engage the entire class in reunion activity as well as Volunteer Receptions that acknowledge volunteer leadership.
- **Reunion Support:** Primary contact for Reunion Outreach and Planning committee. Works closely with Programs and Special Events team and Penn Fund colleagues to create successful reunions. Primary staff liaison to reunion outreach and planning committee handling event planning, logistics, and budgeting. Provides Alumni Weekend and Homecoming Weekend hotel blocks, as well as other weekend support.

- Work in close partnership with Classes & Reunions, Penn Fund staff and the ACLC.
- Stay connected with your Executive Leadership Board - Have class officers and board in place (including appointed regional VPs). Communicate formally with your board at least 2-3x/yr, ideally more often.
- Find classmates who are “anchors” to affinity groups and add them to the committee.
- Encourage QuakerNet sign-up for all.
- Maintain a strong communications network with the class through social networking.
- Be involved in the preparation and execution of your class reunion.
- Plan non-reunion activities - Organize local events around Penn events, identify possible yearly themes for the class (e.g. 40th or 50th birthday celebrations).
- Attend and encourage attendance at Homecoming Weekend and Alumni Weekend.
- Carry your Class Flag in the Alumni Procession during Commencement.

- Work in close partnership with reunion leadership
- Actively solicit gifts
- Assist volunteers with resources, strategies, and solicitations. Provide tips for connecting with classmates and volunteer resources such as handbooks, scripts, and talking points, and access to the Mobile Volunteer Portal (MVP)
- Set reunion goals and provide regular updates on progress to goals
- Organize gift committee meetings/conference calls
- Organize pre-reunion fundraising events

- Work in close partnership with CGD
- Make your own reunion gift
- Actively solicit at least ten classmates
- Serve as an ambassador for the university and its successes to your classmates
- Participate in conference calls, meetings, and with solicitations throughout the year
- Respect the University’s and classmate’s philanthropic interests
- Identify ‘door openers’
II. Resources at Penn

A. Penn Alumni

Lee Spelman Doty, W’76  Julie Beren Platt, C’79
President (Term ending June 2013)  President (Term beginning July 2013)

What does this group do?
In 1895 the various alumni organizations at Penn (clubs, classes, and school societies, then known as departmental societies) joined together in a federation named the “General Alumni Society,” which was renamed the “University of Pennsylvania Alumni Society” in 1998 and then branded as Penn Alumni in 2003.

Penn Alumni promotes the interest in and welfare of the University of Pennsylvania and its 290,000 living alumni. It develops and maintains alumni allegiance to the University; helps alumni keep alive the friendships, associations, and interests they formed as students at Penn; fosters giving to the University; maintains close cooperation among alumni, officers, and trustees of the University; and establishes a medium through which alumni may support and advance the cause of higher education by the University. All of these goals are carried out in accordance with the policies established by the Trustees of the University.

The Office of Development and Alumni Relations (DAR) at the University of Pennsylvania fosters lifelong connections with alumni, parents, and friends. Penn’s integrated approach to institutional advancement is due to the strength and commitment of alumni and form the core of the University’s philanthropic and volunteer network. DAR remains committed to the message that a Penn education lasts a lifetime and encourages the wider Penn community to participate in University activities both on and off campus.

B. Development and Alumni Relations

www.alumni.upenn.edu/pennalumni

F. Hoopes Wampler
Assistant Vice President
(215) 898-7811

Elise M. Betz
Executive Director
(215) 898-2027

What does this group do?
Efforts to connect with Penn alumni are coordinated by the Office of Alumni Relations and The Penn Fund, as well as through each school, and other entities including Athletics and Recreation. Each is staffed by full time Penn professionals and seeks to engage all Penn alumni in a mutually beneficial, lifelong connection to each other, their school, and the University, and encourage alumni support and guidance to advance Penn’s eminence for future generations.

Definition of an alumnus: Alumni Relations defines an alumnus as either someone who has attended the school (or a “former student of a school”) or someone who has graduated from the school. This includes participants in our certificate programs as well as our degreed programs. The alumni community represents our degreed and non-degreed alumni, and the greater alumni body of almost 290,000 living Penn alumni is called Penn Alumni.
How will this help me? Why is this useful?
This office is your main point of contact at Penn, along with The Penn Fund. Your class will be assigned a professional staff liaison from Alumni Relations who will provide all the information you need to conduct the administration of all class functions. Direct any questions and requests to this individual.

Sweeten Alumni House at 3533 Locust Walk is the location of the Alumni Relations office and the official home of Penn Alumni. Open to alumni from 8:30am to 5pm, weekdays.

1. Classes and Reunions
(215) 898-6421
www.alumni.upenn.edu/class.html

Lisbeth Willis
Director, Classes and Reunions
(215) 573-7061

What does this group do?
The Classes and Reunions staff works with a network of alumni volunteers who are involved with organizing class-focused initiatives and activities. The team creates and manages programs and events involving and engaging alumni classes with particular emphasis on quinquennial class reunions, 5th to 75th. The Classes and Reunions team facilitates the planning and execution of Homecoming Weekend featuring Arts and Culture, Alumni Weekend, Penn Reunion Leadership Conference (PRLC), and volunteer appreciation events. The Classes & Reunions team fosters volunteer leadership through working with Class Officers, the Alumni Class Leadership Council (ACLC), and Reunion Outreach and Planning Committees. They help build connections through class communications.

How will this help me? Why is this useful?
The Classes & Reunions team will serve as the primary staff liaison to the Class President(s) and class leaders. Your direct contact at Penn will be a member of this team. Get to know them well, they will not only help your team plan your reunion, they will guide and advise you in non-reunion years in an effort to keep your class active and engaged.

2. Penn Traditions
(215) 746-2494
http://www.alumni.upenn.edu/penntraditions/about.html

What does this group do?
Penn Traditions targets current undergraduates starting in their freshman year. It is a comprehensive approach to student development and alumni relations programming. The objective is to create student understanding and awareness of Penn’s institutional mission, history and traditions. The program’s inaugural event, “Highball to Hey Day: The Penn Experience” was held in February 2004 and programming for all four undergraduate classes has been ongoing.

Programming includes: “Highball to Hey Day: The Penn Experience”; Trustees Receptions in the College Houses; Penn Alumni Student Society (PASS); Penn Traditions Quizzo (for students and young alumni); yPenn Highball (during Alumni Weekend) and Seniors for The Penn Fund events and activities.
How will this help me? Why is this useful?
Penn Traditions also is a great refresher on the amazing history of our great University and can remind you of the reasons you and your classmates want to reconnect in the first place. It is helping to create an even more dedicated group of Alumni who understand they are part of a large and diverse institution, all before they graduate and leave campus! Some of the current students participate as ‘Class Ambassadors’, working with alumni to help create and participate in reunions.

3. Alumni Education
(215) 898-3097
www.alumni.upenn.edu/education

What does this group do?
Consistent with Penn’s mission to be a destination for lifelong learning, Alumni Education works across all teams within Alumni Relations to integrate Penn faculty into alumni activities by creating substantive and innovative educational programming to help Penn realize its potential as the intellectual home of its alumni.

University of Pennsylvania launched three free courses via Coursera, an online educational platform designed to make Web-based classes available more widely. With the capacity to reach millions of people simultaneously, Coursera has a design inspired by educational research on effective learning practices and creates an interactive learning experience for the course offerings.

How will this help me? Why is this useful?
Alumni education can assist your class in planning events to engage classes. Give classmates more reasons to reconnect with Penn by guiding them to the amazing educational opportunities available to alumni even though they are no longer on campus regularly.

4. Multicultural Outreach
(215) 573-3710
www.alumni.upenn.edu/multicultural

What does this group do?
The Multicultural Outreach team in Alumni Relations works to encourage alumni of color and LGBT alumni to find and maintain meaningful connections and active engagement with Penn. The staff works closely with the leaders of each member organization in the Penn Alumni Diversity Alliance, made up of the following groups that center on cultural identity-focused alumni affiliation and interaction, as well as intercultural collaboration: Association of Native Alumni (ANA), Association of Latino Alumni (ALA), Black Alumni Society (BAS), James Brister Society (JBS), Lesbian Gay Bisexual Transgender Alumni Association (PennGALA), University of Pennsylvania Asian Alumni Network (UPAAN). The Multicultural Outreach team also seeks to increase diverse alumni participation and leadership across the spectrum of other Penn Alumni activities and organizations and news about the University, faculty, students, and alumni.

How will this help me? Why is this useful?
Encouraging engagement and participation from all segments of the class requires reaching out to many diverse affinity groups. The Multicultural Outreach staff can help you design a program to connect to some of the amazingly diverse members of your class. They can help recruit committee members to join outreach committees by contacting the members of these affinity groups. Alumni are urged to attend Penn Spectrum events as a class.
5. Regional Clubs
(215) 573-3711
www.alumni.upenn.edu/club/index.htm

What does this group do?
The Regional Clubs team supports a world-wide network of alumni volunteers, via regional alumni clubs, to provide year-round intellectual, cultural, social, and networking events. The team serves as a resource to the alumni volunteer club leadership and as a liaison between the University and the local Penn community.

How will this help me? Why is this useful?
In today’s global world, Penn alumni are everywhere. You can encourage classmates to participate as individuals or use club events to gather your classmates, ensuring that our alumni remain connected with Penn. Regional Club staff are located in the Sweeten Alumni House and in the Los Angeles office. A list of the Regional Clubs team, their contact information and their regions can be found at http://www.alumni.upenn.edu/club.

6. The Pennsylvania Gazette
gazette@ben.dev.upenn.edu | (215) 898-5555
www.upenn.edu/gazette/index.html

What does this group do?
The Primary communication vehicle for Penn Alumni is The Pennsylvania Gazette, the official alumni magazine of the University of Pennsylvania. Published six times per year, it has the widest circulation of any regularly produced campus publication. The magazine carries feature articles; letters to the editor; and news about the University, faculty, students, and alumni.

How will this help me? Why is this useful?
The Gazette is a major source for news on classmates, and can serve as a forum to reach a broad base of classmates. Consider posting a message in the class notes section to encourage your classmates to get involved with class activities and reunion planning.

7. Communications
(215) 898-7811

What does this group do?
Coordinates the production and distribution of Penn Alumni and Alumni Relations communication vehicles such as websites, guides, newsletters, notices, invitations, emails, and other print and electronic materials, such as Proudly Penn (an annual alumni resource guide), Red & Blue Online (a bi-monthly electronic newsletter), and the Homecoming Guide and Alumni Weekend Guide.

How will this help me? Why is this useful?
These resources can help you keep up to date with Penn news, current events and resources on campus to share with your class. Utilize these resources for keeping in touch with life on campus.
8. Career Networking  
(215) 898-3097  
www.alumni.upenn.edu/careernetworking

What does this group do?  
Penn Alumni Career Networking works closely with Career Services to provide alumni at all career stages with valuable career-related tools and resources. In addition to helping alumni leverage the strength of the Penn network, Career Networking offers professional development programs such as live online webinars and networking events.

9. Penn Alumni Travel  
(215) 746-2496  
www.alumni.upenn.edu/travel

What does this group do?  
The Penn Alumni Travel program offers unique, educational group travel experiences to Penn alumni and friends. These trips allow travelers to explore new corners of the world while tapping into the University’s intellectual resources. Many trips are accompanied by a faculty host and lecturer.

How will this help me? Why is this useful?  
Encouraging your classmates to take advantage of these trips, either as individuals or in groups is another way to engage them with Penn and each other.

10. Penn Alumni Interview Program  
(215) 898-6903  
http://www.alumni.upenn.edu/interviews/  

What does this group do?  
Each year, thousands of Penn alumni volunteers interact with tens of thousands of prospective Penn students around the world. Alumni interviewers help high school students learn more about Penn, and they help the Admissions Office learn more about applicants to the university. Penn’s alumni interviewers serve as ambassadors in their local communities, providing crucial assistance to the Undergraduate Admissions Office as they work to select the next generation of Penn students. Although members are involved in a variety of activities, the primary goal of the Penn Alumni Interview Program (formerly known as the Secondary School Committee) is to offer an interview to every student who applies as a prospective undergraduate.

Why serve as an Alumni Interviewer  
As application numbers to Penn increase, interviews play an essential role in the committee review process. Interviews are both evaluative and informative, allowing students the opportunity to comfortably interact one-on-one with a graduate of the institution, while allowing the Alumni Interviewer to share information about the university, as well as about their individual Penn experience. Interviewers answer questions, provide a positive perspective on the University, and accumulate additional information about applicants for use in the application review process for the Penn Admissions Office.
C. The Penn Fund
(215) 898-8445
pennfund@ben.dev.upenn.edu
www.alumni.upenn.edu/pennfund/

What does this group do?
The Penn Fund raises unrestricted dollars that support priority areas – those that most impact the quality of learning and life for all undergraduate students. Gifts to The Penn Fund support financial aid, academic programs, classroom and residential enhancements, and student life activities. Similar to the Classes & Reunions team of Alumni Relations, the Class Giving team of The Penn Fund works to support each reunion class gift committee. The Penn Fund Executive Board, like the ACLC, is comprised of volunteer alumni leaders whose interest is in fund raising. The gift committees work annually to raise alumni donor participation and contributions to The Penn Fund and the University. The ‘C&R’ team and ‘CGD’ team will work in partnership to coordinate their activities seamlessly with each other and the respective leadership and committees in your class.

How will this help me? Why is this useful?
While every class has its own annual dollar and donor goals, reunion years are especially important, as both gift and donor goals are significantly higher. The Penn Fund helps classes to set goals, including both the amount of annual and reunion giving and, for the 25th through the 50th reunions a class may select a specific approved class project. The Penn Fund helps to reach those goals in many ways—producing written and electronic communications to support class giving, providing tools for volunteer soliciting, actively engaging in solicitation of gifts, managing the student calling program, overseeing the financial reporting of gifts, and communicating daily with alumni regarding gifts to the University and The Penn Fund. The young alumni and student advancement team is charged with raising awareness and participation among Penn’s newest alumni classes. Seniors for The Penn Fund works closely with members of the current senior class to raise gifts for Penn as an expression of class pride and unity. Penn Fund efforts to strength the pre-fifth reunion classes are designed to engage young alumni early to gain life-long philanthropic support of Penn.
III. Online Resources at Penn

A. QuakerNet

QuakerNet is the Penn Alumni Online Community. This tool offers members of the Penn alumni community a suite of free online services designed to help foster connections among old and new friends as well as between alumni and Penn. Features include an alumni directory, email forwarding, career networking and much more. See below to find out how to sign-in, register and to learn more.

1. Registering for QuakerNet
   www.myquakernet.com
   
   Step 1: Enter your first and last name, and your class year (first degree received at Penn). Then click “find my record”.
   
   Step 2: Find you name on the list. (If you cannot find your name, enter just your last name and then click “find my record”)
   
   Step 3: Enter your date of birth in the format required by QuakerNet (mm/dd/yyyy) and click validate.
   
   Step 4: Follow the instructions to create a user ID and password so that you can access QuakerNet.

   Your user ID and password for QuakerNet are different from all other user ID’s and passwords you may have for other Penn online systems. It is also not your PennKey.

2. Using the Alumni Directory

   a. University policy does not allow employees to give out the personal information of our alumni. To locate contact information or fellow classmates you can log onto the online directory. If you are unable to locate classmate contact information it is because they have either opted out of QuakerNet or they have chosen to hide their contact info.

   b. You can search for fellow classmates by name, graduation year, city, state, major, etc.

   c. Use of information or communications available through the University of Pennsylvania Online Community for any commercial, public or political purposes is strictly prohibited. Prohibited activities include, but are not limited to, solicitations for commercial services, cold-calling of any kind or mass-mailings for commercial purposes. Information available through the University of Pennsylvania Online Community may be used for specific personal and University-related purposes only.

3. Creating an email forwarding
   www.myquakernet.com
   
   a. Enter your user ID and password.

   b. On the left side of the homepage click on the email forwarding link.

   c. Your future email forwarding address will populate with your user ID but you can change it to whatever you want.
d. You will need to provide an email address that the @alumni.upenn.edu email can forward to, like a hotmail, yahoo, or gmail, etc.

e. Upon successful activation, your new permanent email address will become operable within 12-24 hours.

f. Since this alumni address is a forwarding address you do not need to log in anywhere to check this account. All emails sent to the alumni address will forward automatically to which ever email address you provided (yahoo, hotmail, gmail. etc.)

4. Change your outbound email settings

a. The easiest way to let everyone know about your permanent email address is to change your outbound message so they are addressed from your@alumni.upenn.edu address.

b. If you encounter problems while setting this up you will need to contact your email provider (yahoo, hotmail, gmail, etc.). Alumni Relations will not be able to assist with setting this function up.

5. Registration FAQ's

a. When registering only the first year listed in your record (first degree received from Penn) will be listed.

b. Unable to locate your name? There may be a couple of reasons. (1.) You may have opted out of QuakerNet when the original email was sent. You will need to contact AR or Records to have this corrected. (2.) You may be listed under a different name (maiden name, hyphenated name, you may be listed as a Jr. in our records, etc.)

c. Date of birth not being accepted? You will need to contact the Records Office or the Alumni Relations Office to make sure it is entered correctly in our records.

d. Can't remember your user ID and password? Click on the “forget your password” link on the QuakerNet homepage or contact AR. You will need to provide your name, year of graduation, date of birth and your mother's maiden name (security word when your first registered)

B. Penn Volunteer Toolkit - for mobile devices and tablets only
Each year Penn Alumni recognizes the achievements of outstanding classes through two awards: the Class Award of Merit and the David N. Tyre Award for Excellence in Class Communications. These awards are presented at the Alumni Gala event on Friday night of Homecoming Weekend, at which individual alumni are recognized with the Alumni and Student Award of Merit. Selection of the class awards recipients is made by the ACLC after reviewing and voting on the nominees submitted. Results are announced in the Fall Gazette.

How to Submit

The Class Award of Merit and David N. Tyre Award for Excellence in Class Communication are selected by the Alumni Class Leadership Council (ACLC) in June.

The two awards will be presented to the winning classes during the Alumni Award of Merit Gala at Homecoming Weekend in the fall.

All alumni classes are eligible. The ACLC encourages class leaders to consider submitting a nomination for these awards if you feel that the class merits consideration.

Detailed instructions for submissions are found on the ACLC website at www.alumni.upenn.edu/class/aclc. The final submissions deadline is early June. Class Presidents will be emailed the online submission form.

If you have questions, contact Lisbeth Willis, Director of Classes & Reunions at lisbethw@upenn.edu or by calling (215) 573-7061.

Submission Questions for Class Award of Merit

Describe why you believe the nominated class deserves this award.
Reunion: What was done to make your most recent reunion a success?
Fund Raising: What has been done to encourage participation in class fund raising efforts?
Communication: What has been done to stay in touch with classmates, and keep them informed and involved about the University and its activities (programmatic and otherwise)?
Organization: When was the last time that the class held an election for class officers? Has there been a change in presidents in the past 5 -10 years? How has the class developed its structure? Have you reached out to classmates to become more involved in leadership’ activities?
What, if anything, has been done to encourage participation in class community service efforts?
Inter-reunion engagement: What, if anything, have you done to keep your classmates engaged between reunion cycles? E.g. special events, newsletters, etc.
How many classmates attended your latest reunion and was this a record breaking reunion?
How many dollars were donated to your class gift fund in your during your last reunion year?
Was that dollar amount record breaking for a reunion of that kind?
How many donors participated in your class gift fund in your during your last reunion year?
Did that donor participation rate break any records?
The Class organization is comprised of both elected and appointed positions.

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 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. These committees meet regularly, in person or via conference call, and maintain regular communication regarding class issues and events.

An effectively organized class should include committees appointed by the Class President with input from the executive committee. While most committees involve reunions, many classes choose to create additional committees to address ongoing areas of interest.

Co-Presidents as well as co-chairs of committees and subcommittees always work well to build a strong class leadership.

Successful classes have an effective governance model. Class governance models spans the scale from one leader wearing all the hats to a full class leadership network. Class officers are elected for five-year terms. New
VI. Elected Class Officers

officers or the re-election of current officers should be announced to the class after each quinquennial reunion as part of the wrap-up.

A. 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). The President’s job is to foster greater engagement of classmates with Penn, through both class related and University activities. This entails developing an effective organization by enlisting as many interested classmates as possible, who represent a broad spectrum of the class and its diverse undergraduate activities. The President will identify and appoint chairs to specific committees, one of which shall be communications.

I. The President’s responsibilities include, but are not limited to, the following list:

a. Oversee the class officers and board by setting up meetings and conference calls, make sure to hold at least 3 meetings a year in a non-reunion year

b. Make sure a class communication is sent out at least twice a year with the assistance of your Classes and Reunion liaison. (More often during reunion cycles)

c. Keep the class engaged in between reunion cycles through e-mail, phone calls, setting up events, etc.

d. Serve on the gift committee or reunion outreach & planning committee during a reunion cycle

e. Help submit class award application

f. Attend Penn Alumni events including Homecoming and Alumni Weekend

g. Carry the Class flag in the ceremonial procession at commencement, or contact your Classes and Reunions liaison to note your replacement

h. Work to find key class leaders for board appointments and/or reunion committee appointments

i. Work closely with your Classes and Reunions liaison and the Alumni Class Leadership Council (ACLC), to keep your class engaged

j. Represent your class to the Alumni Community at functions and on boards (if applicable)

k. Serve on reunion committee
B. Executive Vice President(s):

The Executive Vice President will work closely with the President and will assume the President’s responsibilities if the President is unable to perform his/her job. The Executive Vice President will be responsible for running all internal class committees including the communications committee and events committee.

1. The Executive Vice President’s responsibilities include, but are not limited to, the following list.
   a. Assumes the role of the President if for some reason cannot perform his/her job
   b. Manage all internal class committees and chair people
   c. Attend officer/board meetings
   d. Attend Penn Alumni events including Homecoming and Alumni Weekend
   e. Serve on a reunion committee

C. Administrative Vice President(s):

The Administrative Vice President will be responsible for maintaining all records, notes and contact information for your classmates. The Administrative Vice President will maintain the minutes and agendas for all meetings and will work to keep your class in order and running smoothly.

1. The Administrative Vice President’s responsibilities include, but are not limited to the following list
   a. Manage the class list, encourage classmates to update profiles on QuakerNet, help Classes and Reunions maintain the best data on your classmates
   b. Attend board meetings and set meeting agendas, take minutes and send out minutes
   c. Maintain class records and class notes
   d. In the event that your class does not appoint a communications chair, draft and edit class communications
   e. Attend Penn Alumni events including Homecoming and Alumni Weekend
   f. Serve on reunion committee
VII. Class Elections

After your reunion, the class will be holding elections for new class officers. There are no formal elections for classes after the 45th reunion. Positions include President, Executive Vice President, and Administrative Vice President. Co-leadership is welcome. Classes will receive an email explaining the process. Nominations are sent to Classes and Reunions and will be accepted until June 1, 2013. Ballots will be emailed out after Labor Day and elections will take place online, on Penn's secure server, QuakerNet. New class officers will be installed over Homecoming.

1. Appointed Positions

Classes may have more or less appointed positions depending on their unique needs. The following positions will be appointed by the new Class President and Executive Committee after these individuals have been installed:

a. Regional Vice Presidents
   Each class should have a vice president for every region in which there are a significant number of active alumni. Regional alumni lists may be obtained from your Classes & Reunions staff liaison. They are expected to be members of their regional clubs and to encourage and organize classmate participation in regional and campus events and, of course, reunions.

b. Vice President of Communications
   The vice president of communications maintains close relationships with Classes and Reunions, The Pennsylvania Gazette, and the Office of Alumni Records. He or she is responsible for compiling, writing, and editing copy for the class newsletters and for working with your Classes & Reunions staff liaison to update the class website.

c. Reunion Outreach & Planning Chair(s)
   The reunion chair or co-chair(s) oversees and manages all aspects of the reunion programming process. The chair serves as the primary contact to Classes and Reunions regarding reunion programming. The chair(s) assists committee members in accessing needed resources, and keeps all committee chairs updated on the planning process. For many classes the president serves as reunion chair; some classes, however, opt to have another classmate chair the reunion. Reunion Outreach & Planning Chairs are typically recruited approximately 12-18 months in advance of the reunions.

d. Reunion Outreach & Planning member(s)
   The reunion outreach & planning volunteers are the backbone of any successful reunion event. Their goal is to reconnect people with Penn and to encourage fellow alumni to return. They also work to provide a welcoming atmosphere for all classmates at the reunion and related events. While each class has its own style, generally the more diverse the committee is in representing various affinity groups, the better. Also, while a larger number of volunteers may work for some classes, for others a committed core group can be effective.

e. Gift Chair(s)
   The Gift Chair serves as the head of fundraising for the class, leading volunteer efforts and working with the Penn Fund to achieve annual and reunion year goals. The Gift chair also will recruit volunteers for the Gift Committee. As with Reunion Outreach & Planning chairs, Gift Chairs for reunions typically should be in place 12-18 months in advance of the reunion. Gift Committee works parallel to the Reunion Outreach & Planning Committee members to solicit classmates to raise funds. As part of that effort encourage them to be engaged with Penn and their reunion. Committee members may serve on both the Outreach and Gift Committees.
VIII. Class Communications

Contact your Classes and Reunions staff liaison to create a personalized communication calendar for your class.

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 insure 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. The University has recognized the importance of class communications with the David N. Tyre Award for Class Communications, which is presented annually at the Alumni Award of Merit Gala during Homecoming weekend featuring Arts and Culture at Penn.

A. Class Newsletter/ E-Newsletter

1. Classes of 1969 and earlier get one print newsletter per year if requested. All other classes have the opportunity to create template newsletters sent via email. The goal of the print newsletter is to provide classmates with fresh, new information that is relevant specifically to the class and developed for the class by its members. However, it can and should provide directions about how to access other information about Penn (e.g. academics, athletics, admissions, etc.). The ultimate goal is to keep classmates inspired and engaged, passionate about Penn, and concerned about each other.

2. For newsletters sent via the web, each class can create their own electronic newsletter sent in the body of an email, or they can use the newsletter template provided by the Communications team. For e-newsletters, the preferred format is to have short, easily scannable headlines, followed by links to further information. Long e-newsletters with lots of text tend not to be opened or read, so classes are encouraged to keep their newsletters fairly short.

B. Content

1. For both print and web newsletters, it is best to always include contact information (email and telephone number for the Classes and Reunions and The Penn Fund liaisons assigned to each class).

2. You should also include important dates and any relevant, class-specific information that you may have at the time the newsletter is sent.

3. Include links to other Penn information and Class social media sites:
   a. Penn Homepage   www.upenn.edu
   b. Penn Alumni Homepage  www.alumni.upenn.edu
   c. Alumni Class Web Pages  www.alumni.upenn.edu/class.html
   d. Alumni Online Community  www.alumnionnections.com/olc/pub/UPN/
   e. Red and Blue Online Newsletter  www.alumni.upenn.edu/redandblue.html
   f. Alumni Education  www.alumni.upenn.edu/education
   g. ACLC    www.alumni.upenn.edu/aclc
   h. Athletics  www.cstv.com/teams/penn/
C. Delivery

Newsletters for all Classes from 1970 forward will be emailed to the class then posted electronically on the website. Classes prior to 1970 have the option of either an electronic or traditional mail format. All Old Guard classes will continue to receive print newsletters.

D. Getting it Done

Keep in mind that for print newsletters, the design, production, review, and mailing of class newsletters usually take six to eight weeks. For electronic newsletters, classes should allow at least two weeks for the creation, approval, and submission of the newsletters via email.

E. Electronic Communications

Email is effective, and combined with the class website and various social networking sites will allow you to reach out to the class, at minimal cost, with timely, interesting and relevant content. However, the best way to stay connected is through personalized outreach via phone calls and in-person gatherings.

F. Class Website

1. Alumni Relations provides two options for a class website.
   a. Work with your Classes and Reunions staff liaison to keep your existing class website updated and provide content. Communications will format and upload the content according to a University web template.
   b. The second option is to create a chapter page through Harris where you can upload your own content.

2. Each class, under the direction of the Class Executive Committee, must take the lead in creating the content for their website and submitting it either to Alumni Relations or Harris. Each Class Executive Board should update the site often by submitting content that is meaningful to them and their classmates. They should also make every effort to let classmates know that the page is easily accessible to them.

3. Suggested content includes:
   a. A message from the class president.
   b. Updated class leadership
   c. Visuals (e.g. pictures from past reunions, current pictures of class activities, pictures to go along with the web letter).
   d. Class gift/fundraising information including information about current and past class projects.
   e. Links to all e-newsletters and or print newsletters, class specific social media sites such as Facebook, Twitter, Flickr and Pinterest.
   f. Class presidents are responsible for verifying the content of the website, most particularly the current list of officers, at least once a year. To submit content or request corrections to your class website contact the Classes and Reunions team in Alumni Relations (215-898-6421).
G. E-mail

1. There are two dates per month scheduled for class emails. Presidents and Communications Vice Presidents are responsible for preparing all content and submitting on the content due date.

2. Emails text must be finished two weeks prior to the send date. Last minute email requests often cannot be accommodated because of other, previously scheduled emails. To request that an email be sent to your classmates, contact your Classes and Reunions liaison to discuss the next available send date.

3. The University continually strives to increase the number and accuracy of the e-mail addresses in the alumni database. You can help by encouraging classmates to register for QuakerNet at www.myquakernet.com. Alumni who register with the community may update their own contact information, search for classmates’ contact information, post a class note and photo, register for a lifetime e-mail forwarding address, and register online for alumni events. All alumni with accurate e-mail addresses in the alumni database receive the bi-monthly Red & Blue Online electronic newsletter.

H. Do’s and Don’ts of Email Marketing

DO

1. Personalize your emails.

   If you were standing in a crowded mall, which of these would get your attention: “HEY, YOU!” or “HEY JOHN.” The power of personalization can and should be used in your emails. By simply starting your email with “Hi, [subscriber_name]” instead of simply “Hi there,” you can increase both your reading and click-thru rates by up to 650%. The same applies to content—the more you can make it audience-specific/specialized, the greater your ability to connect with your reader.

2. Send emails on Tuesday / Wednesday

   Studies conducted by online research analysts have shown that the best days to perform a mail-out to your list are Tuesday and Wednesday, as this is when people are more receptive to communication. This means that they are more likely to read your content and click on links, meaning more sales. On Mondays, everyone is still recovering from a hectic weekend. On Thursday and Friday, people are already too busy looking forward to the weekend. Studies find that the best results can be achieved by sending out emails at around 1-2 PM on a Wednesday.

3. Stay Consistent

   Keep the look and feel of your emails and newsletters consistent. In this way, you help to maintain and strengthen your brand and your image to your subscribers.

4. On Time, Every Time

   When sending a regular email to your subscribers, always make sure that it’s sent on the same day, at the same time. For example, every Wednesday at 3 p.m. Your subscribers will come to “expect” your email to arrive in their inbox on the same day at the same time every week, meaning that they want to read your content and are generally more receptive to calls to action.

5. The Half-a-Second Subject Line

   When your email arrives in your subscriber’s inbox, you generally have about half a second to catch their attention with the subject line of your email. After this, they will either delete your email or ignore it. In your subject line, try and specify a benefit that the subscriber can expect by reading your email. For example, instead of using “Our Site Newsletter Issue #1,” use “Our Site Newsletter: 10 Tips for Financial Freedom.”
DON’T

1. Use exclamation points, capitalized letters, or other blatant marketing techniques synonymous with spammers.

2. Overload recipients with too many emails; only email when you have something new to tell them. Both biweekly and monthly mailings serve the average mailing list user the best. This also gives you time to come up with targeted content. You should always send your emails on the same schedule, be it every other Tuesday, or on the first of every month. This reliable schedule helps you, and improves the response rate on your emails.

3. Cram too many messages into a single email or send large attachments that may clog subscribers’ inboxes.

4. Neglect to test messages, especially HTML messages. In particular, test how images are rendered in common email clients since many automatically block all external images in the message viewer until the recipient clicks a button to explicitly allow them or adds the sender to the address book.

5. Rely on your email program’s spellchecker. Always have colleagues proofread your message for spelling and grammatical errors.

6. Expect that every campaign will be an immediate home run; crafting quality messages takes time and requires feedback.

I. SOCIAL NETWORKING

Many classes have created their own Facebook group pages to facilitate chatter, to share information and photos, and to form a sense of community and identity. Others use Twitter. Still others have considered creating a class-specific blog. However you choose to use social networking as an outreach tool, consider that, to be successful, it must be frequently maintained, which does require a certain amount of time and energy.

1. Facebook group/page template: “Penn Class of XXXX Reunion”

2. Twitter handle template: “@PennXXXX”

3. There are other existing sites which can provide relevant information and connections for you and your classmates, including:
   a. LinkedIn—over 12,000 members and growing in the Pennsylvania Alumni group
   b. Phanfare - to share photos of events
   c. Facebook - Penn Alumni on Facebook to stay connected to alumni around the world
   d. YouTube - engage through viewing world class panels and discussions as well as other events on a dedicated channel
   e. Frankly Penn - a blog of students, alumni, faculty and staff led by the communications team
   f. Penn on iTunesU - keeps you up to date on Penn’s academic programs and all the latest on campus
   g. Storify - follow Penn alumni and coverage of Penn related events
   h. Pinterest - browse the Penn alumni boards for inspiration
IX. Five Year Engagement Cycle

Engagement begins with your Reunion Year - to keep the momentum going try some of the following best practices offered by fellow class leaders:

Class Emails/Newsletters- University can distribute a class list with email addresses and provide a schedule for ecommunications

Knowing the schedule of communication (notably e-mails and newsletters) from the class as well as the University will ensure your message is timely and prioritized.

1. Promote regional alumni gatherings for those who want to connect locally. Partner with regional clubs and host events with other classes

2. Invite local alumni back to Penn events (basketball games, Mask and Wig Club, Annenberg Theater and dinner)

3. Maintain active class social media - Facebook, Twitter, LinkedIn

4. Coordinate community service events, happy hours, countdown to reunion parties every year

5. Encourage attendance at Penn’s events such as Engaging Minds

Use your class website to keep your class informed - http://www.alumni.upenn.edu/class/
Engagement Opportunities
Create partnerships with these groups and events.
What is the Penn Reunion Leadership Conference (PRLC)?

Nearly eleven years ago, The Penn Fund and Alumni Relations staff at the University of Pennsylvania joined together to present the first Annual Penn Reunion Leadership Conference (PRLC). This conference is designed to encapsulate all aspects of reunion volunteer involvement from soliciting classmates to creating excitement about returning to Penn for Alumni Weekend. The Alumni Class Leadership Council (ACLC) is honored to co-host this yearly leadership training conference with The Penn Fund Executive Board, Alumni Relations and The Penn Fund.

PRLC shares an insider’s perspective with all potential volunteers through interactive programming and workshops that feature a variety of University leadership officials including President Amy Gutmann. PRLC offers tremendous opportunities to connect with old friends, make new ones, and lay the foundation for successful reunions.

The Reunion Planning Guide is shared and reviewed in detail at this event.
Reunion Planning Partners

Development and Alumni Relations

Penn’s 290,000 living undergraduate alumni are the lifeblood of the University. The participation and engagement of these alumni is vital to the strength of the University, directly impacting the quality of learning and life for all undergraduate students.

Classes & Reunions

The Classes & Reunions team (C&R) is a key part of keeping alumni connected to Penn. Classes & Reunions includes a team of staff who work in partnership with volunteers to coordinate communications and events, most notably reunions, for all class years. Each reunion class has a staff partner from the Classes & Reunions team. Your C&R liaison will be your main resource throughout the reunion outreach and planning process and your link to your other planning partners in Development and Alumni Relations.

Reunion Teammates - The Penn Fund and programs and Special Events

Each reunion is assigned a Penn Fund liaison and a Programs & Special Events planner. Along with your C&R liaison, this team works together to help make all aspects of your reunion successful!

The Penn Fund

www.alumni.upenn.edu/pennfund

Established in 1927, The Penn Fund—Penn’s undergraduate annual giving fund—serves as the primary philanthropic vehicle for Penn’s community of undergraduate alumni and students. Gifts to The Penn Fund benefit the University’s highest undergraduate priorities through gifts of unrestricted support and individual endowed scholarships. Participation is the most important goal for The Penn Fund, and gifts of all sizes play a vital role in its success. Alumni volunteers that work with The Penn Fund are part of the Gift Committee, and at times participate in the Reunion Outreach & Planning Committee as well.

Programs & Special Events

In conjunction with Classes & Reunions, Programs and Special Events is responsible for the successful implementation of all the logistical requirements for the reunion. Each reunion is assigned an event planner from this office, who coordinates services and negotiates contracts, schedules entertainment, technology, equipment, food and beverages.

Your planner can turn any space on campus into a nostalgic and warm venue for your reunion party and works directly with your Penn Classes and Reunions liaison.

Class Ambassadors

(Formerly known as CHAA) Student Ambassadors are student volunteers who work alongside the leaders of each reunion class to help plan and promote reunions. Students benefit by engaging with loyal alumni who can share a wealth of experience and their appreciation for Penn’s traditions. Alumni benefit by being exposed to vibrant, enthusiastic Penn students.

Alumni Class Leadership Council (ACLC)

The Alumni Class Leadership Council (ACLC) is comprised of volunteer alumni leaders dedicated to strengthening ties between alumni and the University by reinforcing class affiliation. The ACLC works closely with Alumni Relations to ensure that classes have active, engaged leadership and to facilitate communication between class leaders and the University.
Reunion Committee Goals

The primary goal of reunion committees is to engage classmates with each other and to celebrate Penn. To that end, the reunion committee seeks to:

• Encourage classmates to come back to campus and to reconnect with Penn
• Provide a welcoming atmosphere for all classmates at the reunion and related events
• Aim to break reunion attendance records by reaching out personally to every classmate
• Plan reunion events tailored to your unique class

Volunteer Roles and Expectations

Reunion Outreach & Planning Chair(s)
- Identify and recruit volunteers to join the committee
- Run meetings and conference calls
- Work in close partnership with C&R liaison and other staff
- Manage committee members and committee projects
- Manage the budget for your class events
- Consult with an Alumni Class Leadership Council (ACLC) liaison for advice

Engagement Chair(s)
- Oversee peer-to-peer outreach among classmates during the reunion planning cycle
- Work with C&R staff liaison to provide affinity lists to outreach volunteers.
- Oversee the planning of regional pre-reunion events

Communications Chair(s)
- Create and edit regular class communications
- Assist Class President and Reunion Outreach and Planning Chair with letters to the class, as needed
- Manage social media & social networking accounts such as Facebook

Event Chair(s)
- Manage class-specific event logistics
- Attend walk through and tasting for reunion event (on campus)
- Assign volunteers to greet and welcome guests during the event

Administrative Chair(s)
- Take minutes during meetings and send out minutes to the committee
- Keep track of deadlines and send reminders to the committee if needed

Diversity Chair(s)
- Promote diversity at reunion and all class events
- Work with Reunion Outreach Chair(s) to identify diverse leaders to join the committee
- Create specific outreach strategy for members of Penn's diverse communities

Education Chair(s)
- Research and compile list of classmates who may be appropriate for participating in the educational panels taking place during Alumni Weekend
- Working with your C&R liaison, solicit classmates to speak on the panel

Parade Captain(s)
- Coordinate class's participation in the Alumni Day Parade of Classes
- Design class costume and/or keepsake
- Help direct your class during the Parade on Saturday morning of Alumni Weekend
Outreach & Engagement Strategies

Guidelines for Engaging Classmates

**Peer-to-Peer Outreach: Building Excitement for Your Reunion**

The most critical strategy to draw classmates to the reunion is personal outreach. In a recent survey, more than 60% of alumni say that contact from a classmate influenced their decision to attend Alumni Weekend. All outreach is valuable, but the most effective way to sway a classmate is by phone call.

The Outreach Chair is critical to the success of the outreach effort. The Chair requests a list of student groups for which the University has alumni data. Then the Outreach Chair recruits a volunteer (or volunteers) from each group to contact classmates in order to encourage attendance. For instance, if a class had a large number of classmates on the football team, the Outreach Chair should find a football player to contact his fellow alumni teammates about the reunion.

**Class Communications and Newsletters**

All classes will have the opportunity to send out an e-newsletter once a month. You can include fun information about the reunion, classmate profiles, surveys, and articles about what Penn is doing now in your newsletter. Newsletters can be a brief letter from the Reunion Chair and/or Class President, or might be a longer piece. The goal of a newsletter is to get classmates excited about the upcoming reunion and the university. Please note that classes that graduated in 1969 or earlier will have the opportunity to send out one paper newsletter. For newsletters to be sent out on time, the text must be written and submitted two weeks before the email send date. It is very important to be prompt with newsletter submissions; if the text arrives late then your newsletter will have to wait until the next month’s send date. For a full calendar with newsletter due dates, please see the long version of the handbook.

**Diversity Outreach**

All successful reunions have a diverse group of alumni participants. Penn Alumni’s Multicultural Outreach program works with Classes & Reunions to involve alumni of color in the life of the University, but here are ways to welcome diversity into the reunion effort as well:

- **Diversity Chair**: Recruit a volunteer (or two!) to serve as Diversity Chairs. The person in this role should be comfortable working with diverse groups and have an interest in promoting inclusiveness within the class.

- **Reunion Planning**: The reunion committee should create a diverse array of activities for the reunion.

When choosing the music, food, and theme the committee should keep the entire class in mind.

**Reunion Marketing**

Reunion Kickoff events are a meaningful way to engage your classmates before the reunion and build excitement for reunion. Volunteers must make the effort to either host the event or find an appropriate venue. A great resource for staging these events is your local Penn Alumni Club. Your C&R liaison can help you get in touch with a Penn Alumni Club for tips, venue suggestions, and local insights.
What else do you need to know?

Alumni Weekend Schedule – an overview

Friday
Concurrent Alumni Panels:
Penn hosts reunions featuring faculty and alumni discussing contemporary issues. Alumni panels may also be held on Saturday afternoon.

Franklin Fest: The All-Reunions Party
Classes celebrating their reunions are invited to attend Franklin Fest; a night of games, dancing, artistry, and delectable cuisine and drink.

Saturday
Conversation with Dr. Gutmann
Join President Amy Gutmann for her annual State of the University address.

Alumni Day Parade
All classes, from oldest to youngest, are invited to march in the Parade of Classes, each with their class flag to lead them. Those alumni who are not marching are encouraged to show their spirit along Locust Walk to cheer on Penn alumni as they pass by.

Alumni Day Picnic
The picnic will feature tents for alumni from each decade plus separate tents for the Old Guard, 50th, and 25th Classes.

Penn Then & Now Campus Tours (Student Led)

Taste of Penn
Spend an evening surrounded by friends, food, and music celebrating Penn's cultural diversity. Hosted by the Penn Alumni Diversity Alliance. All alumni are invited to attend.

Reunion Party
Celebrate your return to Penn at your class-specific party! (For some classes, this party will be Friday night.)

Sunday
All-Alumni Pancake Breakfast

Monday
Commencement
Open to all alumni; tickets not required. Gates open at 8:30 AM. The 25th and 50th reunions, along with a class leader from each year, will process down Locust Walk as part of the Commencement ceremony.

Awards
Alumni Class Leadership Council – Distinction Awards
Two awards given to classes are presented at the Annual Alumni Award of Merit Gala during Homecoming, the Class Award of Merit and the David N. Tyre Communications award. All classes are eligible, and all decisions are made regardless of whether the class is in a reunion cycle. However, all classes celebrating a reunion are encouraged to apply for the award. The deadline for application submissions is in early June of each year. Applications, submissions, and past winners can all be found online at www.alumni.upenn.edu/class/aclc/merit/description.html. Winners are selected by the Alumni Class Leadership Council.

Budget
Penn heavily subsidizes Alumni Weekend and reunion class events. Starting with Alumni Weekend 2010, we provided a more consistent approach to Penn’s subsidy of class events. The Classes & Reunions budget pays for The Franklin Fest: All-Reunions Party; alumni programming/panels offered on Friday & Saturday; and Saturday’s parade and picnic for each class. Penn Alumni Relations also covers the cost of the class reunion invitations and Alumni Weekend Guide.

Note:
• Your decisions drive the expenses and fees
• Penn will cover many major event expenses to keep weekend fees manageable
• Reunion volunteers need to be able to talk to their classmates about fees, expenses and Penn’s support
Childcare
A variety of fun activities for children will be offered on Friday and Saturday evenings at the Penn Children’s Center, a licensed child care facility located at 32nd and Chestnut Streets. You can drop your child off anytime Friday and Saturday between 6 pm and 12 midnight and there is a cost for childcare. Parents must pre-register for childcare when they register for Alumni Weekend.

Class Cheers
Generation after generation of Penn Quakers has created individualized Class Cheers to celebrate and recognize their uniqueness. These cheers are printed on handheld signs for the Parade of Classes on Alumni Day. If your class does not already have a cheer, work with your committee members to create a class cheer for the Parade. Here’s the cheer of the Class of 1946: Pennsylvania’s on the move ’46 is in the groove!

Educational Alumni Panels
To attract a wider audience and use resources effectively, we pool the expertise of alumni from different class years to host dynamic discussions with alumni panelists moderated by outstanding Penn faculty. Past topics have included politics, healthcare, entertainment and sustainability. You are welcome and encouraged to identify classmates willing to serve on an alumni panel. This is a terrific way to show the entire alumni community what skills and talents your class has to offer.

Elections
For the 5th to 45th reunion classes, elections for class officers are held after the reunion. This process is managed through the Alumni Class Leadership Council (ACLC) and facilitated through Alumni Relations. The election will be held via email or web survey in the September following your reunion.

Family Friendly Events
While the Parade of Classes and Alumni Day Picnic are always open to families, some classes design class events which accommodate families with children. If your classmates would prefer, plan your reunion to be family friendly. If your class chooses to gear the events toward adults, be sure to inform your classmates about the availability of child care.

Hotels & Accommodations
It is important to book hotels far in advance, since Alumni Weekend falls on Penn’s Commencement weekend and hotels in Philadelphia get booked quickly. Alumni Relations will provide a hotel room block at a downtown hotel and provide transportation to campus during peak periods of the weekend. Be sure to remind your classmates to book hotels early, and keep them well informed of the room block that Alumni Relations will offer.

Parade
All classes from the 75th Reunion to the youngest Penn alumni are invited to march in the Parade of Classes on Saturday, each with their class flag to lead them. The Parade route will pass a reviewing stand where Penn’s President, the Parade Marshal, and other Penn representatives will recognize each class. Each committee should have a volunteer Parade Captain who is responsible for understanding the parade route and ensuring that the flag is carried by a class representative.

Registration
Beginning in early March, alumni can register at the Alumni Weekend website or by returning the reply card in the reunion invitation. Alumni who need help may call Alumni Relations at 215-898-7811 for assistance. Please note: some younger classes have electronic invitations only; registration for these classes is done either online or over the phone.

Reunion Event
Classes hold a signature “Reunion Event” on one evening of the weekend. The reunion event should be about connecting with old friends and classmates. Your party can be on Friday or Saturday night. Please note that Alumni Relations is hosting “Franklin Fest: The All-Reunions Party” on Friday for all reunion classes as part of the weekend package. If you decide to take advantage of this Penn party on Friday, then Saturday night would be ideal for your Reunion Event. Any alumna who wishes may also attend the all-alumni party known as “Taste of Penn” on Saturday evening.

Venue
C&R encourages all classes to host on-campus events. The most successful events are usually held on campus, to evoke fond memories of Penn and highlight new buildings. Think of campus venues that may have meaning for your class and work with your C&R liaison to find the best location. Rarely, and only if appropriate to a particular class, a class party will be held off campus.

Catering
C&R partners together with staff in the Programs and Special Events office to identify a caterer who will provide the appropriate food and ambiance for your event. Through your event planner, you will have an opportunity to discuss menu preferences with your caterer.

Entertainment
Music can immediately set the tone of an event. Depending on your tastes and the available budget, we can recommend a DJ, an mp3 player with a custom class-specific song list, or (on occasion depending on cost) a live band for musical entertainment. You may also opt to hire a student performing arts group such as Counterparts (a cappella jazz), Penn Jazz (instrumental jazz), Bloomers or Mask and Wig (rowdy humor), South Asian Dance (lively, interesting choreography), Penn Glee Club
(traditional Penn songs), or the Penn Band.

Theme
A theme helps make reunions fun! The theme can be nostalgic or trendy, and can provide a framework for marketing, the selection of a reunion keepsake and event decor.

Reunion Keepsakes
Reunion keepsakes (sometimes called the Class Costume) can be distributed at a central point on campus. Some popular items are music CDs, photo booth pictures, picture frames, or hats. The cost of the reunion keepsake will be included in your reunion budget, unless you elect to charge classmates separately for their keepsake. It is often advantageous to avoid items which require sizes.

Slide Show
One simple effective display of nostalgia is a slide show of yearbook pictures and personal pictures that you have from your times at Penn, as well as photos of your classmates that have been taken since then. Our CHAA students are well versed in PowerPoint and other slide show programs, so you can work with them to incorporate photos from classmates into a fun slide show for your party.

Reunion Events in addition to the class event
Most alumni events are funded through Alumni Relations and registration fees, such as your Class Event. However, some classes would like to have more than one reunion event. It is up to the committee to cover the cost of additional events by hosting the event at a classmate’s home or in a nearby hotel, bar, or restaurant, with refreshments provided via cash bar.

Volunteer Opportunities after the Reunion
There are many opportunities to stay involved and be a leader after your reunion. Organized Penn Alumni associations exist across the world, and many of them have volunteer and leadership opportunities.

Frequently Asked Questions

Why do reunion classes have to pay for campus venues?
Each building and center on campus has its own budget. Some spaces on campus are more affordable than others; if price is a big consideration talk to your C&R liaison about the best “bang for your buck” campus locations.

Why are there no longer dormitory rooms available for alumni?
Since Penn students reside in the campus dormitories right up until Alumni Weekend, we unfortunately are unable to accommodate alumni in the dormitories. To make the weekend affordable, we have negotiated a deeply discounted group hotel rate for our alumni.

Why are Penn reunions so expensive?
Penn reunions are the most affordable out of our peer institutions. Alumni Relations subsidizes events and does everything possible to make events cost effective for alumni. Furthermore, reunions do not make any money for Penn. All fee charges go directly to offset the cost of programs. Throwing a nice event comes with a price tag. While Alumni Relations provides a subsidy for each class and while Events and C&R negotiates many of the costs, each line item adds up and certain costs are non-negotiable. Imagine that you are planning a wedding, but instead of someone hosting it, the cost for that wedding is spread out among all of the guests. This doesn’t just include food, it also includes décor, music, lighting, furniture rental, housekeeping fees, security, etc.

Why do e-newsletters have to be in two weeks before they are sent?
We need your newsletter text ahead of time so that our web designers in Alumni Relations can work on designing the newsletter and getting it in the right format to send to your classmates. This two week lead time also gives the class an opportunity to edit the newsletter before it gets sent.

What happens if I have a conversation with a classmate who is upset with Penn because their son or daughter was not accepted?
When you reach out to alums, you might reach someone who is unhappy with Penn. A common disappointment is often on an admissions decision for someone in the alum’s family. We realize conversations with fellow alumni can be difficult or awkward when their child or grandchild has been denied or waitlisted by Penn. The best thing you can do is listen.

Is there a way for people to see who signed up for reunions?
When people register for their reunion, they have the option to display their name on a “Look Who’s Coming” list. Anyone with a quakernet ID can view this list through the Alumni Weekend website. Encourage classmates to display their name – seeing a familiar name can greatly influence someone to attend their reunion.
Your Reunion to-do List:

**June-August**
- Work with your C&R liaison to recruit members for the reunion committee
- Have at least one meeting with your committee and C&R liaison
- Book your hotel room
- Update your email address on QuakerNet
  www.alumniconnections.com/penn/

**September-December**
- Hold regular meetings with your committee and C&R liaison
- Plan and host pre-reunion events
- Coordinate and start your peer-to-peer outreach
- Start sending out regular class communications
- Finalize reunion event logistics
- Make your class gift
  www.alumni.upenn.edu/pennfund/

**January-March**
- Continue peer-to-peer outreach and sending class communications
- Host pre-reunion events
- Reunion invitation is sent out by Alumni Relations (Feb/March)

**April**
- Final outreach push
- Last class communication
- Work with student volunteers on the parade, class events, etc.

**May**
- Alumni Weekend!!!
- Draft reunion wrap-up communication
- Apply for class awards
In your role as a class officer, you will often receive alumni contact lists. This is private information and is to be used ONLY for Penn Alumni reunion planning and fundraising. Do not sell or share this information with non-Penn individuals, and provide only this to your class officers as you work on class activities. You cannot provide the list en masse to the Penn alumni population in general. We want to protect the privacy of our alumni and ensure that this information is handled appropriately. Never send an e-mail with all recipients in the “to” field; make sure that e-mail addresses are hidden when sending out mailings. If alumni request that you not contact them again, please let us know so we can note that in our records as well. Also, if alumni send you updates to their address information, please pass that along as well so we can make our database more accurate.

Confidentiality Agreement: http://www.alumni.upenn.edu/survey/Confidentiality
Dear Class President,

Thank you for serving as Class President. We appreciate the time and talent you share keeping your classmates engaged to with the University of Pennsylvania.

Whether you are new to the role of Class President, or have served for many years, we hope you will find the Class President’s Handbook and improved ACLC website useful tools to navigate class governance and engagement.

Please utilize your fellow class presidents, members of the ACLC and our staff, to gather new ideas, discuss challenges, and brainstorm ways to have the greatest impact on your class. These leadership tools will evolve as we incorporate your ideas, suggestions, and best practices.

We hope that this information serves to inform and strengthen your role as Class President.

Again, thank you for your work on behalf of Penn Alumni and The Penn Fund. Please do not hesitate to contact us with questions, ideas, or concerns. We are grateful for your dedication and look forward to our continued partnership.

Sincerely,

Hoopes Wampler
Assistant Vice President, Alumni Relations

Elise M. Betz
Executive Director, Alumni Relations

Lisbeth Willis
Director, Classes and Reunions

Colin Hennessy
Executive Director, The Penn Fund

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