

BROWN ALUMNI
ASSOCIATION



Class Leader Toolkit

DECADES OF COLLECTIVE CLASS LEADER TIPS,
DEFINITIONS, AND RESOURCES



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10/2018



Have a Question?

CONTACT YOUR ALUMNI RELATIONS CLASS LIAISON:

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Classes of the 1980s and 1990s

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amy_haughey@brown.edu



ALICE ROSE P'16

Classes of the 1970s,
2000s, and 2010s

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JILL STANGE

Classes of the 1940s,
1950s, and 1960s

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Join Fellow Class Leaders on Facebook!

THE ASSOCIATION OF CLASS LEADERS FACEBOOK PAGE IS YOUR PLACE TO

- Discuss and share information with fellow leaders
- Read best practices and tips
- View photos from ACL events

Just search @BrownACL on Facebook to find the page easily.

Have Something You'd Like Us to Add?

We're always looking for ways to improve.
Please let us know.



Association of Class Leaders

SPREADING THE BROWN SPIRIT

If you're an elected or appointed class leader, you're automatically a member of the Association of Class Leaders (ACL), and the ACL Board of Advisors is here to help you!



KNOW THE LINGO!

What is a “class leader”?

A “class leader” is not necessarily the person with the biggest banner at the tailgating party, nor the first person in line for the procession at Reunion. Rather, “class leader” indicates an alumnus who holds an elected or appointed position within the class. Class presidents, vice presidents, secretaries, treasurers, webmasters, and communications managers are all considered “class leaders.”

What is the “Association of Class Leaders (ACL)”?

If you're a “class leader” as defined above, you're automatically a member of this group, which works to keep alumni engaged in the Brown community. The ACL Board of Advisors (see next page) supports class volunteers and upholds the very best of Brown's spirit and traditions. Read on to learn more!

Your role is to:

Engage and communicate with classmates to promote excitement around your class affiliation.

- Newsletters and e-newsletters
- Social media including Facebook and LinkedIn
- Class websites
- BAM class notes

Organize ways to help your class connect:

- Generational Events
- Mini-Reunions
- WRAParound other university events & regional programs



ACL Board of Advisors and Staff

THE MISSION OF THE ACL BOARD OF ADVISORS:

- Engage alumni through class affiliation
- Recruit, train, and support class volunteer leaders
- Communicate with class leaders

BOARD OF ADVISORS 2018 – 2019

President

Steve Owens '78, P'17

Secretary

Vicky Oliver '82

Vice President

Jessica Pesce '06

Treasurer

Mark Tracy '95

Members-at-Large

Liza Boyajian '82

Zachary Langway '09

Rebecca Z. de Sa '09

Barbara Langworthy '63

Patricia (Patsy) Dimm '78

Michael Mancuso '98

Vinny Egizi '88

Christian A. Martell '10

Elena Gerli '90

Jamaica Maxwell '00

Sarah H. Gomel '06

Glenn Mitchell '67

Marc Harrison '92

Joseph Petteruti '69, P'97

Harry Holt, Jr. '84, P'16

Orlando E. Rodriguez '17

Grace Kim '85

William "Bill" Taylor '75

Phoebe Knowles '96

Barbara Weinreich '80

Rosemary Kostmayer '60

Suggested Yearly Timeline

YOUR WHAT-TO-DO-WHEN CHEATSHEET!



As a class leader, you have a lot of balls in the air. How do you know what to do when? And, how can you plan activities strategically, to involve as many people from your class as possible?

FIRST, ADD THESE IMPORTANT DATES OF ON-CAMPUS EVENTS TO YOUR CALENDAR:

Reunion Weekend

- Classes ending in 4 and 9: May 24 – 26, 2019
- Classes ending in 5 and 10: May 22 – 24, 2020

Is this your Reunion year?

Get your [Reunion communications to-do list](#).

Campus Dance

- May 24, 2019
- May 22, 2020

Commencement

- May 26, 2019
- May 24, 2020



THEN, NOTE THESE BROWN ALUMNI MAGAZINE DEADLINES (FOR CLASS NOTES):

- September/October issue – July 1
- November/December issue – September 1
- January/February issue – November 1
- March/April issue – January 1
- May/June issue – March 1
- July/August issue – May 1

**LAST, THE NITTY GRITTY—
START PLANNING THE YEAR AHEAD.**

January

- Email a newsletter with a dues reminder.
- Online update time again! Post photos, news, and events to your class website, Facebook page, etc.
- [BAM](#) Class Notes Deadline: January 1 for the March/April issue.

February

- Check in with fellow class officers.
- Send a BRAVO email blast with photos, news, upcoming event info, and social media links.
- Email newsletter (if not done earlier in year).
- Dues are due! Follow-up on requests.

March

- Online update time again! Post photos, news, and events to your class website, Facebook page, etc.
- Non-Reunion classes: consider purchasing a Campus Dance table for the class.
- [BAM](#) Class Notes Deadline: March 1 for the May/June issue.

April

- Organize a get-together or encourage your class to attend an existing alumni event.
- Send a BRAVO email blast with photos, news, upcoming event info, and social media links.

May

- Enjoy your Reunion or mini-reunion!
- [BAM](#) Class Notes Deadline: May 1 for the July/Aug issue.



Communications: Best Practices

HELLO OUT THERE! IS THIS THING ON? CUT THROUGH THE NOISE WITH THESE TRIED AND TRUE TIPS ON CONNECTING WITH CLASSMATES.



FIRST, DETERMINE THE PLATFORM(S) YOU'LL USE TO GET THE WORD OUT TO YOUR CLASS.

To reach classmates, you don't need to stand under the Faunce Arch with a handpainted sign anymore. Take to your computer or smartphone. (You know, that thing you're on constantly anyway?)

1. Most of your classmates are probably on [Facebook](#). Becoming a guest member of other classes' [Facebook pages](#) is a great way to find ideas. Be sure to add photos to your posts, tag classmates, and consider soliciting "throwback" photos from your classmates. (You can then display them at Reunion Weekend and in the weeks leading up to it!) Don't be afraid to incentivize posting with Brown swag or good old-fashioned shout-outs.
2. Send an email blast. Just one of the tools available through BRAVO (BROWN Alumni Volunteers Online), a suite of web-based tools just for volunteer leaders.
3. Update your website. Use your class website to keep classmates up to date on events and news. If you are interested in creating or updating a class website, please contact your class liaison (page 3). They're here to help!

4. Write a newsletter or start a blog. Share classmates' news and event information by sending a newsletter at least twice a year—or by starting a class blog.
 - Check out this good [example of a newsletter](#) from the class of 1967.
 - See page 9 for a few good newsletter tips from your fellow volunteer leaders. (More than you'd ever think you'd need to know, in fact.)
5. In a Reunion year? Spread the Reunion love:
 - Create a BRAVO email
 - See a recommended "To-Do List" and sample messages on page 16.

THEN, CONSIDER THESE IDEAS FROM THE ACL:

Got the tech basics under your belt? Good. Now here's the lowdown from the Association of Class Leaders (ACL) Communications Committee. Their advice will keep your classmates talking for decades:

1. Keep up constant communication. And do it on a personal basis. Reach out to classmates on Facebook, Twitter, and Messenger.



2. **Create a dialogue, not a monologue.** Let all class members participate in the communication. For instance: ask for pictures and favorite songs to post or publish.
3. **Start Throwback Thursdays.** Post videos of nostalgic locations, events, and professors.
4. **Profile a few classmates each month.**
5. **Advertise an event after the event.** Post photos on Facebook ASAP. Make 'em weep for missing it.
6. **Look who's talking!** Include the names of your class leaders on your class communiqués.

PLANNING AN EVENT? NEED TO PROMOTE IT?

Follow these tips to ensure your invitation gets seen by your people. It's as easy as 1-2-3...4-5-6.

(On a related note, if you're the one planning the whole shindig, check out the handy-dandy event checklist on page 10 to see what you should be doing when.)

1. **Use a BRAVO email blast to make an early save-the-date announcement.** Send this announcement as early as you can—up to four months before the event. No need to worry about a recipient list: BRAVO will take care of it for you!
2. **Need to send an invitation?** No problem! Brown provides a special event email format once you've created your event in BRAVO. Details automatically populate your BRAVO invitation.
3. **Consider your audience.** Some may prefer electronic communications like email and Facebook. Older alumni may respond better to a formal print announcement / invitation with a schedule of events.
4. **Send BRAVO email blast reminders once a month leading up to the event.**
5. **Share who's coming.** Seeing a familiar name on the list can greatly influence a person's decision to sign up. BRAVO can automatically generate a list of attendees (omitting anyone who opts out, of course)—all you have to do is enable the list.
6. **No matter the event, be sure to publicize it on the alumni events calendar!** If you create your event in BRAVO, it will automatically go into the calendar. If you use another platform, please send the info to class@brown.edu.

AND DON'T FORGET THE BASICS!

Even the best and brightest of us needs a gentle reminder now and again. No matter your volunteer role, please remember:

- **Plan ahead.** When you reach out to others can be as important as what you say. Consider building a communications timeline. Take into account what other Brown events (like Reunion!) your group may want to build upon—or work around.
- **BRAVO! will be your best friend.** Yes, this is applause for the generous way you're sharing your time, but it's also a hint. Would you like to reach your constituents? Start with BRAVO (BRown Alumni Volunteers Online), a suite of helpful web-based applications. New BRAVO feature: You are now able to invite Brown parents!
- **Get to know your audience.** Contact your staff liaison (see page 3) to obtain a summary report of your group's demographics. The more you can tailor your message to them, the better.



- **Share the good news!** With so many great alumni events and accomplishments, it can be hard to keep up. Consider which updates your group might need and want to know. Then broadcast them, via a BRAVO email, your group's website/Facebook/ Twitter/ Instagram, blog, or a combination.
- **Invite—and give—feedback.** As a volunteer leader, you may be coordinating several people and events at once. Your fellow volunteers will appreciate your invitation to reflect on how the volunteer team is working, and the Alumni Relations staff in turn will appreciate any ideas you might have on how to improve the volunteer experience in the future.

NEWSLETTERS

Sending out quarterly newsletters via email using BRAVO can be an effective way for classmates to feel connected! Don't know where to start? Check out [this example](#) (Word doc), then contact one of the Alumni Relations class liaisons (page 3) for assistance.

Content Ideas

- news submitted by classmates
- a letter from the class president
- upcoming class and Brown events
- a recap of previous class and Brown events
- reunion info (when appropriate)
- event photos
- profiles of classmates in the news
- a news and dues request
- a treasurer's report

Proof, then proof some more! Ask other class leaders and your liaison for help.

June

- Online update time (again)! Post photos, news, and events to your class website, Facebook page, etc. Post Reunion weekend highlights!
- Send a BRAVO email blast with photos, news, upcoming event info, and social media links. In a Reunion year? Include the Reunion report, list new class leaders, and thank the outgoing ones.

July / August

- Check in with fellow class officers. Start planning communications and organize committees to host events throughout the year.
- Online update time! Post photos, news, and events to your class website, Facebook page, etc.
- Talk class finances with your Alumni Relations class liaison. Plan a dues request.
- Talk up Alumni Fall Weekend! Take lots of photos while on campus.
- [BAM](#) Class Notes Deadline: July 1st for the Sep/Oct issue.

September

- Send a newsletter and or a news and dues request. Contact your volunteer liaison for your class dues link so that your classmates can pay online.
- Send a BRAVO email blast with photos, news, upcoming event info, and social media links.
- Having a reunion next year? Start planning now! (See checklist at right.)
- [BAM](#) Class Notes Deadline: September 1 for the Nov/Dec issue.



October

- Didn't send a dues request in September? Send one now.
- Post those Alumni Fall Weekend photos—and any other news—on Facebook and/or your class website.

November

- Check in with fellow class officers.
- Be the town crier! Post photos, news, and events to class website, Facebook page, etc. Highlight a classmate who has made the news! Then, send a BRAVO blast trumpeting it all.
- [BAM](#) Class Notes Deadline: November 1 for the Jan/Feb issue.

December

- Send holiday greetings to the class via BRAVO, Facebook, and/or your class website.

Event Planning: A Checklist

Planning an alumni event? Start here for ideas on building a great alumni experience. Check 'em out, then check 'em off.



2-3 MONTHS BEFORE THE EVENT:

1. **Repeat after me: I won't be an event martyr.** As your mother may have said, many hands make light work. Gather several volunteers and assign specific tasks to each individual. It's more fun and less stressful to share the work.
2. **Choosing the right date and time is half the battle.** For strategies, consult the Class Leaders Suggested Yearly Timeline (page 5). Be sensitive to school vacations, community schedule patterns, religious holidays, major local events, and workday hours. And consider how well your event fits into your overall annual activity calendar.
3. **Define your vision.**
 - What is the name of the event?
 - What would you like the program to accomplish?
 - How can you appeal to the broadest range of your alumni population?
 - Who else can help you plan it? Is it time to form a committee?
 - Will there be entertainment?



- Will there be an education component?
 - How formal or informal should it be?
 - And the question on everyone's lips:
Will there be refreshments?
4. Scout the site (and bring a local Brunonian with you).
Considerations:
- whether the location is non-discriminatory and handicap-accessible
 - parking ease and public transportation accessibility
 - per-person food minimum charges (provided by the locale or caterer)
 - overall rental cost
5. Ask alumni who live in the area for input and assistance. They may have recommendations, connections, or be willing to donate their time or services at a reduced rate.
6. Stay one move ahead. Depending on the location of your event (and/or the amount of time you have between multiple events) you may need to think about transportation. For younger groups, consider public transportation options. If most people are driving to the event, be sure to include information about safe and accessible parking options. For multi-day events, research local charter services and see if they offer discounted rates for special groups, seniors, etc.
7. Talk money—then talk it up! What is the total budget required for the event? Consider:
- Expenses of speakers or other program participants
 - Room and equipment rental fee
 - Refreshment costs
 - Publicity costs
 - How will the event be funded?
 - What's your attendance estimate, and what ticket price will help you either break even with costs or go over budget by only a small amount?
- If your group does not use the BRAVO Dues & Events software, who will handle the RSVPs and what is the deadline for them? (Pro-tip: set your RSVP date a few days before your caterer needs the final count!)
8. It's not too early to start getting people excited! Use Facebook and other online vehicles to let alumni know to save the date. Ensure that your event's date is included in any other Brown emails or promotional materials.
- 6 WEEKS BEFORE:**
1. Make some noise!
- How will you spread the word? Consider your group's website and/or Facebook page, the Alumni Event Calendar, BRAVO email blasts, postcards, flyers, and formal invitations.
 - Would Ivy Clubs or special interest organizations like to know about this event?
 - Would a news release to local newspapers increase the audience?
 - Who might appreciate a direct call? Phone alumni in the area to encourage them to attend.
- 3 WEEKS BEFORE:**
1. It's propmaster time.
2. Who's ready to help? Coordinate with your fellow event planners. Recruit sufficient volunteers to staff the name tag table, register walk-ins, and greet guests.
3. Consider securing for your event:
- Audiovisual equipment, if applicable
 - A flyer promoting your upcoming gatherings
 - Your very own Brown banner (to commission one, contact your Alumni Relations staff liaison (page 3))
 - Biographical materials to help you write your speaker introductions (if applicable)



- Gifts for speakers or hosts (if applicable)
- Printouts of the lyrics to the Brown [Alma Mater or other fight songs](#)
- Brown name tags! (contact your staff liaison)
- Brown napkins! (contact your staff liaison)
- Brown-emblazoned flank steaks! (just kidding)

DAY OF:

1. On the big day...

- Bring the RSVP list (one copy for each person checking in attendees), the cash box (if needed), and any items needed to make the event a success including signs, name tags, supplies, etc.
- Be on site early to welcome guests and take photos.
- Check in with your fellow event planners and with the event speaker (if applicable).
- Make sure your volunteers are working the door and socializing with guests.

DAY AFTER:

1. You're almost done! Post-event loose ends.

- Make everyone who couldn't come jealous. Post your photos online, and update your class blog/website with highlights.
- Send emails to:
 - all guests, thanking them for coming.
 - volunteers on your team, applauding their efforts.
 - your staff liaison, including a list of attendees, photos, and your own feedback on the event. (Club leaders, fill out your event report.)
- Pay any bills.
- Then, deep breaths...you did it! (And you're awesome.)

Events: Best Practices

The best-laid plans of bears and Brunonians often go... awesomely. Here are some ideas creative ideas for fun events that will bring your classmates together.



WRAPAROUND EVENTS

Piggy back on other Brown events. Seeking a fun, easy way to engage your class? Choose a pre-existing club, class, athletic, or University event, and wrap a mini-event around it. Organizing around an existing event often means a larger turnout, and no additional money or staff resources.

I'm ready to plan a WRAParound!

1. Find an event to WRAP around in the:

- Alumni Events calendar
- [Brown Athletics calendar](#)
- Brown University [campus calendar](#)

2. Plan the scope of your event:

- Attend existing event only
- Attend existing event and WRAParound event (see sample events on page 14).

3. Decide whom to invite: Offer a WRAParound event to your class only or to a range of classes.



4. Consider your event location and estimate expenses.
5. Register your event so we can help you if needed.

MULTI-DAY DESTINATION EVENTS

Take a vacation with your class. Ready to take a short vacation with some of your favorite people in the world? Create a multi-day destination event for your class. These tips from Jim Moody '58 and Glenn Cashion '63 will help you on your way:



1. **Location, location, location.** Choose a destination with a rich offering of sites, attractions, and activities befitting your classmates' interests.

2. **Get good digs!**

- When choosing a hotel, think about the possible budgetary restrictions of your classmates, as well as their comfort needs.
- A three-star hotel will be less expensive, and there may be more room for negotiating a price, but it may also offer fewer amenities and facilities.
- A four-star hotel will be more costly, but may offer better amenities and facilities.
- Once you have selected your hotel, reserve a block of rooms for your classmates. You should do this as far in advance as you can, about six months before the event.
- If you are able to negotiate a discounted rate, make sure the rate is available a few days before your event and a few days after for those who want to come earlier or stay later.

3. **An itinerary a day keeps the chaos away**

- *Day one:* Travel to your destination city and check into the hotel.
- *Night one:* Organize a welcome event such as a reception or dinner. These kickoff events break the ice, build camaraderie, and start the trip off on a positive note. If your hotel has banquet facilities, consider using them. Your classmates may appreciate the convenient location on their first evening.
- *Day two:* Plan one or two major events for the day, for example:
 - Take a tour of the city or major attractions.
 - Attend a local sporting event.
 - Plan a lecture or debate followed by a wine and cheese reception.
 - If your event is in Providence, attend a Brown football home game and enjoy a tour of historic Benefit Street.
- *Night two:* The options are endless, but here are a few suggestions:
 - Plan a gala dinner at your hotel.
 - Engage a local alumna/us from your class or another Brown class year to speak on a topic of interest.
 - Arrange an outing to enjoy local entertainment (depending on the cost).
 - Have a “free night” where classmates can try a local restaurant with classmates or meet friends that might live in the area.
- *Day three:* Before your classmates' late-afternoon departure, plan another event:
 - Ask a local classmate to host a brunch.
 - Enjoy brunch at the hotel or at a nearby restaurant.
 - Organize an early afternoon event such as a lecture or debate or attend a local concert.



REGIONAL EVENTS

Host a mini reunion in your neck of the woods. Regional events are a great way to help your fellow classmates reconnect with each other in their area. It all starts with finding a classmate interested in hosting or organizing a local event.



Here are some real examples—contact the relevant class leaders or class liaison (see page 3) for more info:

- **Class of 2005 Around-the-Country Happy Hour**
(multiple locations)

- **Class of 1999 25th Reunion Kick-Off**
New York City, NY | 6:00 – 8:00 pm

Get revved up for the big 25th in Providence by meeting up with fellow classmates. We have reserved space on the roof (cash bar), so this promises to be a great time.
Cost: Pay as you go.

- **Class of 1967 Dinner**
New York City, NY | 7:00 pm

Following the classes of the 1960s/1970s Happy Hour event hosted by the Association of Class Leaders, join classmates to continue the evening at a wonderful Greek restaurant, Avra Estiatorio! The restaurant has big appetizer plates, which may be all you'll need after the hors d'oeuvres at the ACL Happy Hour. Cost: Pay as you go for dinner/drinks.

- **Class of 1953 Mini-Reunion**
Providence, RI | Brown Stadium

11:00 – 12:30 pm, Meet in BUSF Hospitality Tent for buffet luncheon

12:30 pm, Football kick-off, Brown vs. Penn

4:30 pm, Cocktails (cash bar), Faculty Club, One Magee Street

5:45 pm, Buffet dinner, Faculty Club

6:30 – 7:00 pm, Depart for home

Cost: Buffet lunch in BUSF tent: \$10 pp (must have a football ticket to get into the tent). Football tickets: \$15/ticket reserved seat with classmates

MULTI-GENERATIONAL EVENTS

Don't act your age—invite other classes too! Don't have enough classmates in your area for an event? Think vertically, and plan an intergenerational event! Ask the class leaders from the classes next to yours if they'd like to co-host an event.



Here are some examples:

- **Classes of the '90s – '10s Happy Hour**
Providence, RI | 4:00 – 6:00 pm

Enjoy the great company of Brown classmates and friends! Shuttle service will be available to and from Brown Stadium for the football game. Click [here](#) to view the shuttle schedule and locations. Join your classmates in continuing a great annual event! Cost: Free (cash bar; appetizers provided). RSVP: Online requested.



- **Mini-Reunion: Classes of 1974 – 1978**

New York City, NY

6:00 – 8:00 pm, Cocktail party

8:00 – 10:00 pm, Dinner

Join your classmates for a cocktail party and dinner at The Madelyn, a chic and cozy new restaurant in the West Village. Come for cocktails, dinner, or both! Spouses and friends are warmly invited. The cocktail party will feature light hors d'oeuvres and a complimentary glass of bubbly upon arrival. Dinner will include a three-course meal with a cash bar available.

Cost: \$20 per person for cocktail party (includes tax and gratuity); \$52 per person for dinner (includes tax and gratuity).

- **Classes of the 1960s and 1970s Happy Hour**

New York City, NY | 5:00 – 7:00 pm

The ACL invites you to come meet your classmates to mix, mingle and enjoy a toast to ring in the New Year! Hors d'oeuvres will be served compliments of the ACL; a cash bar will be available. Guests are welcome! Cost: Free.



REUNION EVENTS

Plan for a red-letter event on Reunion Weekend. Is your Reunion year approaching? There's no better time to rally your class.



- To plan a class dinner or another gathering during Reunion Weekend, begin by talking to your Alumni Relations class liaison (see page 3).
- Give your classmates lots to look forward to! You may even entice that long-lost friend back to Brown.... Good class communications mean great Reunions. Access your Reunion communications to-do list and timeline (see page 16).
- Consider purchasing a Campus Dance table. Not only is it an ideal spot to rest those weary feet, but it's also an attractive magnet that will serve as a meeting spot for classmates.
- Share the “who's coming” list once available (usually in late April).



REUNION COMMUNICATIONS TO-DO LIST

Good class communications mean great Reunions!
Consider using this timeline to keep your classmates in the loop.



September / October

Email:

- Save the Date!
- Just Seven Months Away!

Web:

- Introduce class website
- General reunion schedule outline

November / December

Email:

- Only Six Months to Go!
- Announce updated class website and ask classmates to update their contact information

Web:

- Push “lost” list of classmates
- Update classmate news section

January / February

Email:

- Happy New Year: The countdown to our reunion is underway
- Highlight reunion class activities

- Need a reason to attend?, Reunion Top Ten!

- Reasons to come to reunion weekend

Web:

- Get classmates to reply “Who is coming!”

March / April

Email:

- Announce reunion registration
- Reunion registration reminder/promote updated class website

Web:

- Final request for class nominations
- Highlight old reunion or class photos
- Update reunion schedule with all reunion events and alumni forums

May

Email:

- Classmates attending reunion weekend and reunion registration late fee
- Reunion is almost here!

Web:

- List classmates attending
- Special recognitions
- Reunion schedule highlights

June

Email:

- Reunion recap

Web:

- Reunion highlights, pictures and list of attendees



Additional Resources

LEADERSHIP POSITIONS, DEFINED



ELECTED POSITIONS:

President or Co-Presidents

The President(s) manages the overall development and progress of class activities and communications and ensures the class account is managed properly. The President(s) is also responsible for staying engaged with University activities and communications, especially as they may pertain to the class.

Vice President(s)

The Vice President(s) work in conjunction with the President ensuring the progress of class activities and communications and oversees additional duties not covered by the President(s). Vice Presidents(s) are also responsible for staying engaged with University activities and communications, especially as they may pertain to the class.

Communications Officer/Chair/Secretary

The Communications Officer/Chair/Secretary is the main conduit of communications for the class and with Brown. He/she develops and manages a class communication strategy while working with the class and the class leadership. He/she keeps the class informed on University and class news through email and ensures that the class website is maintained.

Treasurer/Finance

The Treasurer is responsible for managing the class account, collecting class dues and overseeing class disbursements.

THE FOLLOWING POSITIONS MAY BE EITHER ELECTED OR APPOINTED:

These additional positions may be filled by the Nominating Committee, the class, or appointed by the newly elected class leadership after Reunion Weekend. Any or all positions that are filled by the time of the election should be announced with the new slate of class leaders on or before Reunion Weekend.

Activities Chair(s) or Vice President(s) for Activities

The Activities Chair(s) assists class leaders in coordinating class activities and acts as liaison with the University for the class.

Regional Activities Chair(s)

The Regional Activities Chairs work in conjunction with class leaders and the Reunion Chair to coordinate events on and off campus that would be of interest to classmates in their particular region. The Regional Activities Chairs are encouraged to plan activities in their cities and/or areas to coincide with events on campus, such as Homecoming, and plan mini-reunions that will attract class members who may not otherwise be able to travel to campus.



Reunion Chair(s)

The Reunion Chair works in conjunction with class leaders to help to coordinate class reunion activities including any activities that may lead up to a successful reunion.

Multicultural Chair(s)

The Multicultural Chair(s) works in conjunction with class leaders to help coordinate events and communications that represent the diversity of our class. He/she also provides to the class information on appropriate University news and events as they may relate to the class.

Nominations Chair(s)

The Nominations Chair(s) are responsible for the process of getting nominations for class leadership positions. Using these names, along with current class leaders, the Nominations Chair develops the class leadership slate.

Webmaster

The Webmaster is the main conduit for communications for the class through the class website. He/she keeps keeps the class informed, working in conjunction with the Vice President(s) of Communications, Communications Chair or Secretary, as they are so named.

Additional Class Leaders

Many classes choose to elect additional leaders tailored to their particular needs. This is supported by the ACL and Alumni Relations.

PLANNING YOUR CLASS ELECTION

When a class is in an election cycle (once every five years following their reunion), the current class leaders first form a Nominations Committee.



About the Nomination Committee

The Nominations Committee is responsible for getting nominations for class leadership positions from their classmates.

Here's how it works: All members of the class are provided the opportunity to submit names to be considered for the class leader slate. Once those names have been submitted through an electronic process, the Nominations Committee reviews the names, contacts interested alumni, and then forwards a slate of names who are interested in serving the class for the next five years as volunteer leaders. Once approved, the new class leaders work jointly to engage the class.

About the Elected Class Leader Positions

Read about the class leadership job descriptions on the previous page.



FINANCES

Help your class stay in the black! A healthy treasury equals a vibrant class organization. Learn why class finances are important and why collecting class dues is a good thing!



Why have a treasury?

- Help pay for or subsidize class events
- Subsidize Reunion Weekend expenses (dinners/parties, favors, etc.)
- Send communications for class events
- Help subsidize miscellaneous class expenses including any non-reunion class gatherings, mailings and other expenses approved by the class leadership.

What are the class treasurer's responsibilities?

- Creates a working budget for reunion expenses
- Reports budget to other class officers
- Oversees the budget which is based on the class treasury
- Works in conjunction with the Office of Alumni Relations to send and follow up on dues requests
- Reviews yearly treasury statements to ensure that the class doesn't go into deficit and has funds available

As a treasurer, when should I ask for dues?

Ask for dues July – October or January. Not sure when to ask? Contact your Alumni Relations class liaison (page 3), who will advise you when to make a request based on your current treasury.

When and how do we ask for dues?

- Dues requests are sent out in September. Some classes receive paper mailings but all classes for whom dues are requested receive a BRAVO email that contains a class-specific online dues payment link. There is also a dues form available [online](#) that can be printed and mailed (with a check) to Alumni Relations.
- We encourage class leaders to send their [class-specific dues link](#) to classmates via email and through social media.

How can the class officers help collect dues?

- Post your [class-specific dues link](#) on your Facebook page or in other social media channels.
- Place your [class-specific dues link](#) whenever possible within newsletters, blogs, or other communications.

Then what?

- Follow up with a class communication, with class updates and a thank you for paying dues (don't forget to include your dues link for those who need a little reminder).
- Dues collected will go directly in to your treasury.
- Treasury reports are automatically generated and sent to the Treasurer and Class President after the close of the fiscal year and can be requested quarterly.

