

ALUMNAE RELATIONS | ADMISSION | DEVELOPMENT

TOGETHER for SMITH

Volunteer Leadership Conference

Communicate, Motivate, Facilitate: An Overview of Your Job as Class President

Suzanne Masri '85, Vanessa Schaefer '85
Samantha Pleasant - Director for Reunions, Classes, and Clubs



YOUR CONTACTS IN THE OAR

Samantha Pleasant, Director for Reunions, Classes, and Clubs

Oversees the development and support of Reunion, class, and club volunteers and programming. Serves as a liaison to class presidents.

Rebecca Washut, Digital Coordinator

Sends broadcast emails for classes, clubs, and groups; maintains the Office of Alumnae Relations website; oversees Reunion registration and housing.

Joy Williamson, Office Coordinator and Budget Liaison

Supports class treasurers and class presidents, coordinates Reunion programming for the earliest classes (those celebrating their 65th, 70th, 75th, and 80th Reunions); serves as the liaison to the controller's office.

Annie Croteau, Assistant Director for Reunions, Classes, and Clubs

Develops and executes the annual Reunion program; supports class Reunion Chairs.

CLASS OFFICERS

Elected for five-year terms

- President
- Reunion Chair(s)
- Treasurer
- Secretary
- Web Chair/Digital Coordinator
- Fund Team Coordinator (Smith Fund)
- Some classes have Class Fund Agents and Special Gift Chairs (Smith Fund)
- Mini Reunion Chair (optional)



Judy Johnson Campagnari President



Jacqui Kravetz Reunion Chair



Toni Troop Secretary



Alison Kent Fund Team Co-Chair



Sue Ellen Schuerman Fund Team Co-Chair



Liz Polk Lynch Planned Gifts Chair



Suzanne Masri Special Gifts Chair



Nan Cormier Web Chair



Audrey Anderson Social Media Coordinator

A CLASS PRESIDENT'S RESPONSIBILITIES

- Newsletter(s)
- Annual class officers meeting
- Attend Reunion
- Class meeting during Reunion
- Fill resignations/vacancies on class officer team
- Communicate with Reunion chairs
- Annual gift to the Smith Fund
- Keep records and pass them on

APPOINTMENTS

Nominating Committee Chair (approximately two years before Reunion)

COMMUNICATING WITH YOUR CLASS

- Reunion theme
- Social networking
- Broadcast emails or print newsletters
- Class website
- Phone calls
- Mini-Reunions

NEWSLETTERS

At least one newsletter per year - three during your Reunion year

OAR staff (Joy or Annie) proof your electronic and print newsletters before they are sent to Rebecca Washut.

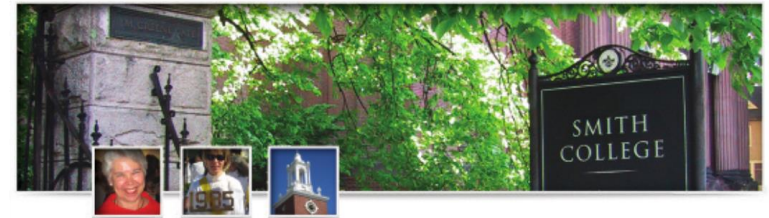
Electronic Newsletters

- Free and sent by an OAR staff member
- Rebecca Washut, Digital Coordinator:
rwashut@smith.edu
- Provide a reply-to email address, a subject line for your email, the final text, and documents or images

Print Newsletters

- Effective and nostalgic
- Work with your local printer or Paradise Copies
- Paradise Copies coordinates the design, printing, mailing, and billing
- Send your text and photos as email attachments to
paradise@paradisecopies.com

Smith College CLASS · OF · 1985



Greetings from Your New Presidents

We are incredibly excited to be serving the Class of 1985 as co-presidents. Having attended the 25th Reunion, our experience there cemented just how strongly we are connected to Smith and to all of you. We caught up with old friends... made new ones over the weekend... and couldn't be more thrilled to keep the buzz alive for the next five years!

Huge thanks to our 25th Reunion organizers for making the weekend so memorable and special. From cocktails with President Christ on Friday night to leading the Alumnae Parade on a sunny Ivy Day (yes, that's right... our class actually marched in front!) to a beautiful Saturday dinner and Illumination Night, it couldn't have been more wonderful. Photos from the weekend are posted to the 1985 web site and on Facebook... add your memories too!

Now as we look ahead, it's our goal to keep you informed and connected through periodic newsletters each year. This will be the last print version for a while, but you'll still receive your news via e-blast and postings to the 1985 site and Facebook page. We'll always be looking for more innovative ways to keep you engaged and connected to each other.

Wishing you all the best!

Your Class Presidents,
Suzanne Masri & Vanessa Schaefer

Let's Connect!

Greetings Class Members! As one of your new Co-Presidents and continuing Web Chair, I am excited to help our class connect and engage more actively. As some of you know, we launched a class Facebook page before our 25th reunion, and it proved an easy way to communicate and build excitement prior to the big event. If you haven't become a member of the group, please do so today. It's simple, just log in to Facebook and search for "Smith College Class of 1985" and join the fun! View and add Photos, start a Discussion, post to the Wall... we would love to hear from you.

Our class website can be found at www.smith85.com. I am hoping to update the look of the site in the near future, and possibly add a Blog as well. Please feel free to email me at vanessa@cdgi.com with any thoughts/ideas you may have to improve the site.

Finally, please ensure that we can reach you by making certain Smith has your current contact info. Update your information online by visiting <http://alumnae.smith.edu>, then click the "Update your contact information" link in the "Things To Do" area under the main photo.

It's so easy now to be in touch, we hope we'll be hearing from you often!

Warmest regards,
Vanessa Schaefer



Building Our Class Treasury

We are asking for class dues to bolster our class treasury over the next five years. Dues are used to help support and promote class activities and involvement through the publication of newsletters or other class mailings, facilitating officers' meetings, funding mini-reunions, and underwriting portions of Reunion expenses, such as travel scholarships or even a Class Book.

Dues are tax-deductible, too!

Class dues are \$85 for 5 years. Checks can be made payable to Smith College Class of 1985 and sent in the enclosed, self-addressed envelope to Alison Kent, Treasurer. Please be assured that your contribution will be used wisely and judiciously. Many thanks in advance for your generosity!

Sincerely,
Alison Kent

Send Us Your News!

Next deadline to submit news to the SAQ is November 15!
ellen_cohen1963@yahoo.com
504-832-0108
Ellen Heller Cohen
308 W. William David Pkwy
Metairie, LA 70005



Class News

TOGETHER for SMITH

Smith College Class of 2007

Hello Class of 2007!

Welcome to 2017 and the countdown to our 10-year Smith reunion.

As we kick off this new year, we wanted to share some reunion details to help you start planning and getting excited about being together in Northampton this May.

If you're feeling anything like us, you're craving time with fellow Smithies to reflect, be inspired and lean on community. We all have different stories unfolding. At our 10 year reunion there will be no judging or measuring up to "shoulds" – just community and love.

We hope to see you all in May!

Reunion dates

Thursday May 18th – Sunday May 21st. [Rough schedule here](#) – you can check in starting at 4 p.m. on the 18th and need to be out of campus housing by 1 p.m. on the 21st. We will put a more detailed schedule for our class on Facebook and send via e-mail closer to May.

If it impacts your planning, please know we are only doing one formal class dinner, on Saturday the 20th. Dinner on the 19th is on your own with friends and we'll offer a suggested idea for those interested in informal meet up (e.g. ordering pizza to our class HQ).

Reunion Theme

We <3 Smith – Stories Unfolding

#storiesunfolding07

#we<3smith07

Parade Sign Input

Have a great idea for a slogan for a parade sign!? We need your clever sayings!

[Submit them here.](#)

We Need YOU – Attendance goals!!

Please help us reach our attendance goal of 285 – we want to break the 2006'ers record from last year. We set our goal based on this historical data:

- Number of '07s at our 5 year reunion – 212



Class News

Smith College Class of 1997

Dear Classmates,

We know you meant to do it. You just had to check your schedule, or negotiate child care, or book a cat sitter, or find the email in your overflowing inbox. No worries! There's still time to register for our 20th Reunion this May 18-21. And with over 100 of your classmates already registered, the Smithereens booked to sing at Friday tea, and [Oprah Winfrey](#) announced as Commencement speaker, you're not gonna want to miss this chance to get back to campus for a serious dose of Smithie inspiration.

[Click here](#) to register now. Please see the [preliminary schedule](#) and [FAQs](#) for more details that will help with your planning for the weekend.

We hope to see you in Northampton this May!

Best,
Berit & Sherry
20th Reunion Co-Chairs

SMITH COLLEGE | ALUMNAE RELATIONS | WOMEN FOR THE WORLD | [SHARE THIS](#)   

Removal instructions: Please [click here](#) to remove yourself from future mailings. Thank you.

%%Member_Busname%%
%%Member_Addr%%, %%Member_City%%, %%Member_State%%, %%Member_PostalCode%%

TOGETHER for SMITH



Class News

TOGETHER for SMITH

Smith College Class of 1997

Dear Classmates,

With 14 days to go, we have tied the record for the number of classmates attending a 20th reunion. At this point, it's pretty safe to say we'll beat that record. For an alma mater with such a devoted alumnae base, this is remarkable. A weekend like this is an investment of your time and resources and your attendance is one way to show how much Smith and your classmates mean to you. We're grateful to you all.

As a reminder, here are the details for our Class of 1997 events scheduled for the weekend:

Friday, May 19th

3-5 p.m.

Class Tea

Lamont Living Room and Patio

Join us for tea, snacks, and a performance by the Smithereens! Please bring a favorite book to swap (including a note about why you love it).

9-11 p.m.

Class Social

Packards

We'll be upstairs at Packards recapturing our youth. Cash bar.

Saturday, May 20th

7-8 a.m.

Yoga led by Kate Peppard '97

Lamont

Please bring a mat if you can – we'll have some to lend

1:30-2 p.m.

Class Meeting

Chapin Lawn (Rain: Lamont Living Room)

We'll be electing new class officers and reviewing class business.

5:30-6:30 p.m.

Cocktail Hour

Tyler House Porch and Lawn (Rain: Tyler Living Room)

Join us for a drink (open bar), our class photo, and to hear the results of our [Race to Reunion Challenge](#) with the Mount Holyoke Class of 1997.

6:30-8:30 p.m.

The President's Many Roles

- **Facilitator**
- **Cheerleader**
- **Troubleshooter**
- **Motivator**



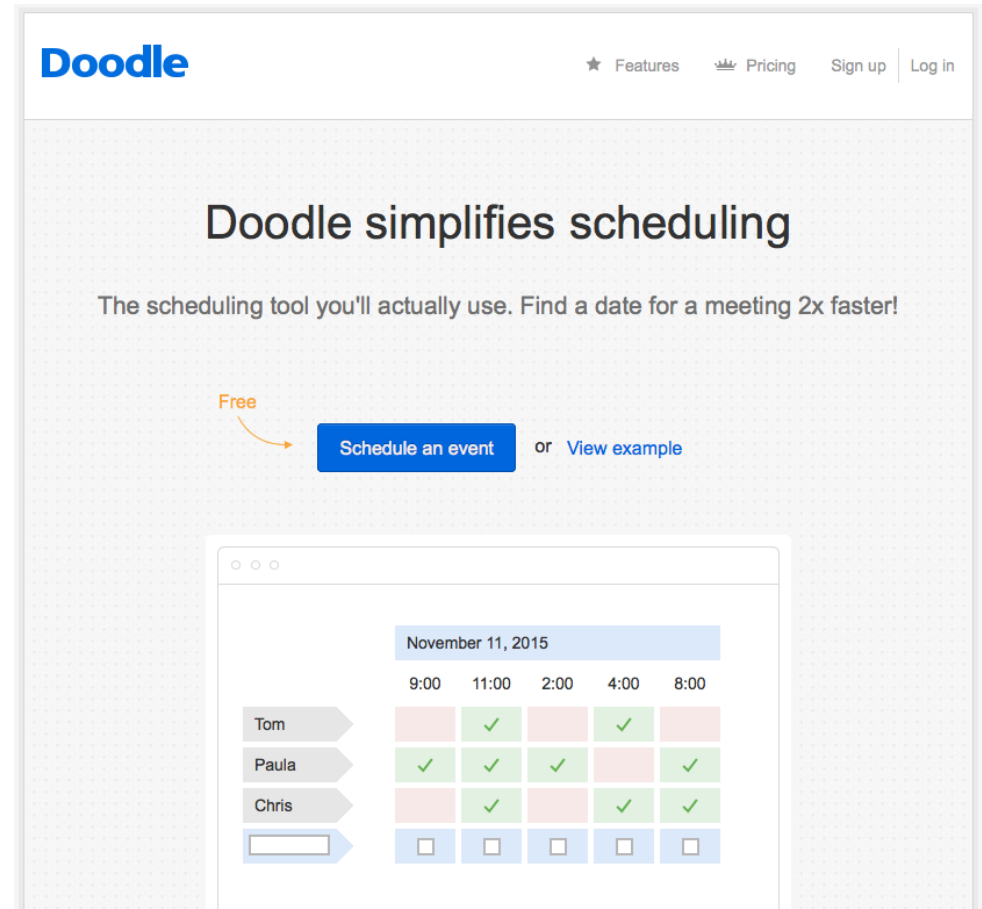
MISSION POSSIBLE: 1985 Goals

- Empower Class Officers
- Foster Class Engagement
- Increase Communication
- Reinvigorate Outreach



OWN IT!

- **Regular Meetings: Minimum 2x Year**
- **Transparency of Communication**
- **Knowledge is Power: Share!**



IT'S PERSONAL!

- Profile Classmates
- Pluck the Heartstrings
- What Moves You?



The screenshot shows the "Smith 85 Reunion Survey" form. It is titled "Smith Class of 1985 Reunion Planning & Trends Survey". The form is addressed to "Dear 1985 Fellow Smithies," and explains the purpose of the survey. It contains three questions:

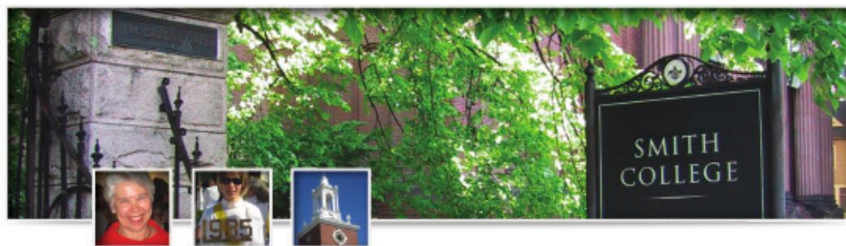
- 1. Do you plan on attending the 30th reunion, May 14-17, 2015?**
 - ☐ Sorry, I can't make it
 - ☐ Maybe, still not sure
 - ☐ Definitely, I wouldn't miss it!
- 2. Regardless of whether you are able to attend, are you willing to help recruit classmates to attend reunion? (Smith will provide contact information).**
 - ☐ Sorry, I don't have the time.
 - ☐ Yes, I might be able to. Please enter your email address below:
- 3. Smith will have a variety of forums and activities throughout the weekend, including:**

READ ALL ABOUT IT!

- Print Newsletter
- Regular E-blasts: 3-4/Year
- Frequent Social Media Posts
- Revamped Web Site



Smith College CLASS · OF · 1985



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ellen_cohen1963@yahoo.com

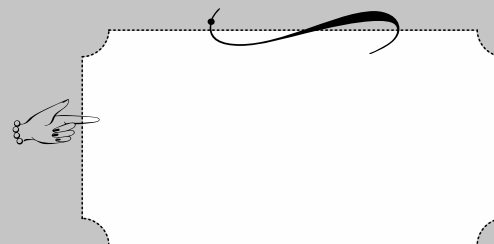
504-832-0108

Ellen Heller Cohen
308 W. William David Pkwy
Metairie, LA 70005

Smith College CLASS · OF · 1985

Alumnae Association of Smith College
33 Elm Street
Northampton, MA 01063

PRESORTED
FIRST CLASS MAIL
US POSTAGE
PAID
BOSTON, MA
PERMIT NO. 53825



Send Us Your Class News!

I'm so glad to have the chance to serve as class secretary. I love seeing the Alumnae Quarterly arrive, and I turn immediately to our class notes to see what's up with you all. No news is too small...it's always a pleasure to hear from fellow Smithies!

Our next deadline to submit news to the SAQ is November 15. I can be reached at ellen_cohen1963@yahoo.com, by phone at 504-832-0108 and by snail mail at 308 W. William David Pkwy, Metairie, LA 70005.

Thank you,
Ellen Heller Cohen



Planning for Our 30th Reunion... It's Never Too Early!

As your new class vice president, I am already looking forward to our next reunion in less than 5 years. Chairing our 30th Reunion is just perfect for me since planning events and great parties is what I love to do best. But, as with any big event, many heads and hands are necessary to make it a success. I would like to invite you to join me in planning our next great class event!

For now, I welcome your ideas or comments about our recent reunion (or others -- likes, dislikes, changes, additions -- and invite anyone who wants to play a larger role to throw your hat in the ring. I will be utilizing 21st century technology to facilitate our discussions using our website and teleconferences so joining in the conversation will be easy.

Please contact me at atolenti@aol.com with your input and ideas!

Thank you,
Ana Tolentino

CLASS OFFICERS

Co-Presidents

Suzanne Masri
smaz64@yahoo.com

Vanessa Shulman Schaefer
vanessa@cdgi.com

Vice President

Ana Tolentino
atolenti@aol.com

Treasurer

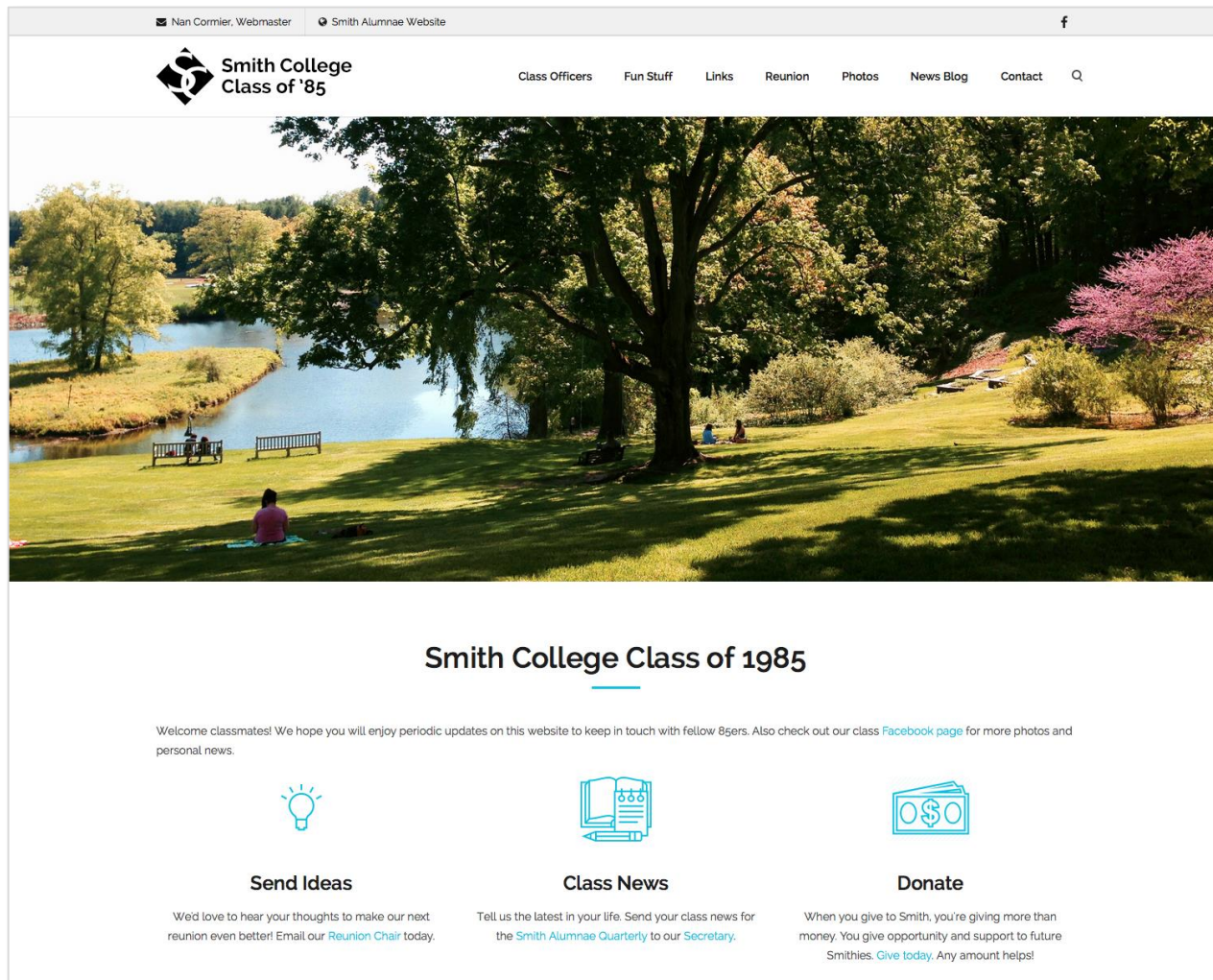
Alison Kent
alisonkent@alumnae.smith.edu

Secretary

Ellen Heller Cohen
ellen_cohen1963@yahoo.com

Web Chair

Vanessa Shulman Schaefer
vanessa@cdgi.com



Website Templates:

WordPress Themes
(some programming
experience needed):

<http://www.elegantthemes.com/>

Proprietary templates,
no programming skills
required:

<http://squarespace.com/>

<http://www.wix.com/>

Smith College Class of 1985

Vanessa Home

30 ROCKS!

SMITH COLLEGE CLASS OF 1985

Smith College Class of 1985
Closed Group

Joined Share Notifications

Discussion Members Events Photos Files

Search this group

Write Post Add Photo / Video Ask Question Add File

Write something...

RECENT ACTIVITY

Vanessa Schaefer with Lisa Trudeau and 5 others
Yesterday at 4:16pm

I had a great time Halloween weekend visiting with 7 Smithies at Kirsten Jacobson's house near Woodstock NY. The town center closes the streets to traffic and the stores give out candy to trick-or-treaters. So much fun! I'm in the back with the face paint, LOL!



MEMBERS 210 Members

+ Add People to Group



Invite by Email

DESCRIPTION
Smith College Class of 1985 is a group specif...
See More

CREATE NEW GROUPS

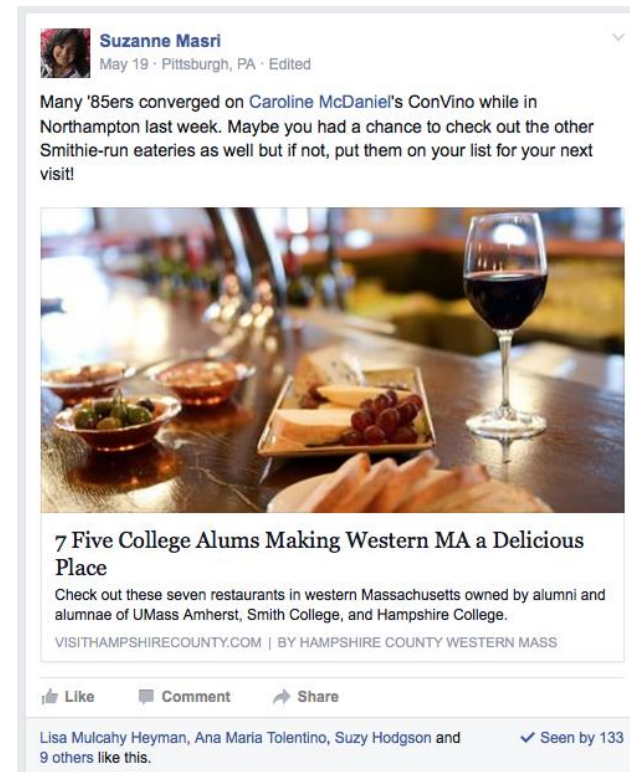
Groups make it easier than ever to share with friends, family and teammates. [Create Group](#)

RECENT GROUP PHOTOS [See All](#)



THE SOCIAL NETWORK


- Classmates in the News
- Fundraising Efforts



Suzanne Masri
November 12, 2014

We need 500 more gifts before midnight ET tonight to meet our challenge in celebration of National Philanthropy Day and receive an additional \$100,000 from Cornelia Mendenhall Small '66. Every gift counts, indeed!

Please make Smith your cause and give now [\[www.smith.edu/1112\]](http://www.smith.edu/1112)



Smith College: Giving to Smith
Today, the Smith Fund is challenging alumnae, parents and friends to rally for Smith College and for women's education by making a gift to the Smith Fund.
SMITH.EDU

Like Comment Share

You, Danielle Brian and 2 others like this. Seen by 164

Vanessa Schaefer I gavel!
November 12, 2014 at 8:30pm · Like · 1

Danielle Brian Ok I'm making mine right now!
November 12, 2014 at 10:55pm · Like · 1

Elizabeth Curda Phew! Thanks for the reminder!
November 12, 2014 at 11:53pm · Like · 1

Write a comment...

Suzanne Masri
November 12, 2014 · San Diego, CA

Today is National Philanthropy Day, a time for people to rally in support of a cause that is important to them. Make Smith your cause by pledging your gift!

This one-day challenge is all about participation, showing your Smith pride and supporting the education of the leaders of tomorrow.

Click on the link below to make your gift today;... [See More](#)

Smith College: Make a Gift
<https://www.smith.edu/future/giving/giftform.php>
WWW.SMITH.EDU

Like Comment Share

Seen by 163

Vanessa Schaefer
February 2

I just gave to the Smith Fund multi-city challenge. Go Boston!
<http://www.smith.edu/giving/showyourlove/>

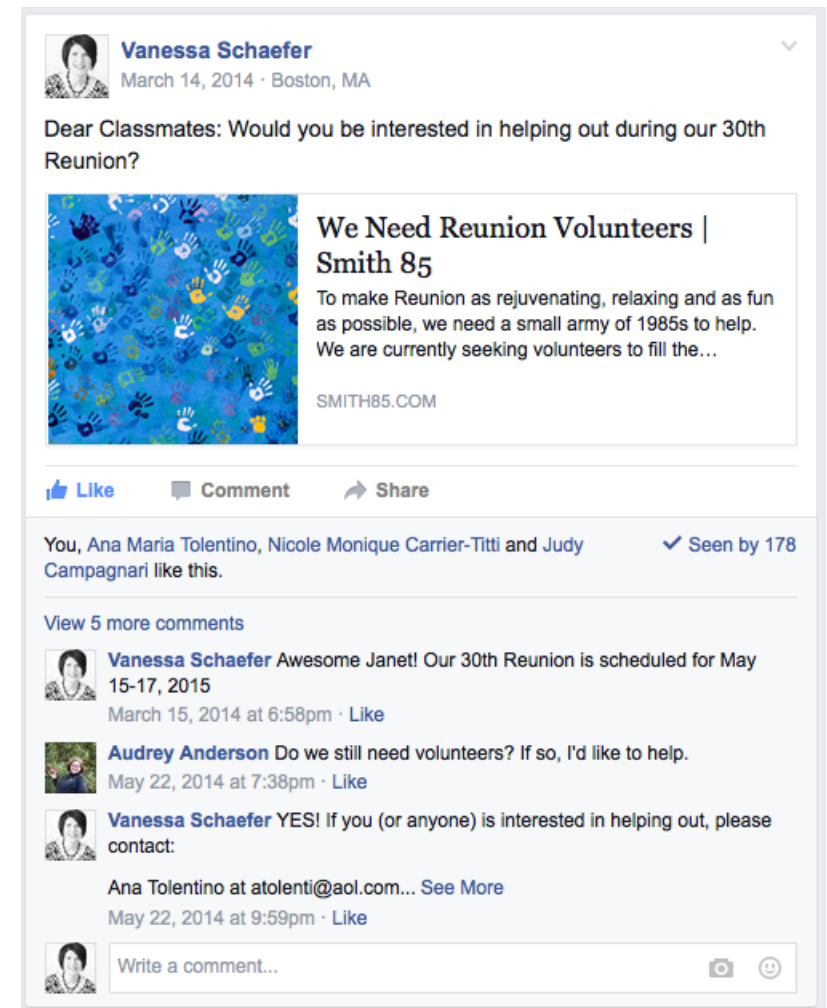


Like Comment

Suzanne Masri likes this. Seen by 158

THE SOCIAL NETWORK

- **SAQ Class Notes**
- **Photos**
- **Volunteer Recruitment**
- **Reunion Updates**



COME TOGETHER

Mini Reunions

- **Seattle (September '13)**
- **Boston (December '13)**
- **Washington, DC (April '14)**



REUNITED and it feels so good!

- Effective theme
- Brand everything!
- Unify communications
- Result?



30ROCKS!

SMITH COLLEGE CLASS OF 1985



BRIGHT FUTURE

- **Powerful engagement**
- **Increase volunteer recruitment**
- **Boost fundraising & participation levels**

