

Handbook for Alumni/ae Class Volunteers

CLASS ORGANIZATION

Class officers should provide an important means of communication in both directions between the Academy and its alumni/ae. Through the class officers, each class is able to keep in touch with the Academy, the General Alumni/ae Association (GAA) and classmates.

The Class Officers are:

President (*elected*)

Vice President (*elected*)

Class Correspondent (*appointed*)

Class Agent(s) (*appointed*)

Class Page Editor (*appointed*)

Reunion Volunteers are appointed by the class president at least one and a half years before the reunion.

Class Council (*optional*)

*Planned Giving Chair (*appointed*)

* *This position is for classes celebrating reunions of 20 years or more.*

Election and Appointment of Class Officers

According to the GAA bylaws, article X, section b 2, "The class president and class vice president are elected at reunions, and class agents, class correspondents, class planned giving chairs and class page editors are appointed by the new class president at the time of reunion or immediately thereafter." These officers, whether elected or appointed, will serve for five years until the next reunion.

Upon election or appointment, each officer will receive a copy of a handbook from the Alumni/ae Affairs Office and should obtain any files that his/her predecessor may have kept. The class president should inform the Alumni/ae Affairs Office of the appointment of class officers so they may be included on the class website and to insure their receipt of a copy of this handbook.

ROLES OF THE CLASS OFFICERS

General Duties of Class Officers

The fundamental role of the class officers is to advance the goals and purposes of the Academy and the General Alumni and Alumnae Association (GAA) with a spirit of cooperation and goodwill. Class agents, class correspondents, planned giving chairs, class page editors and

reunion volunteers all have different primary responsibilities, which are outlined in the following sections. However, there are “suggested activities” which are common for all of them.

All class officers should:

1. Initiate and support activities for the purpose of encouraging the active interchange of classmates with each other and with the Academy.
2. Keep in touch with classmates in person, by telephone, through the mail or by e-mail. Class officers act as Exeter ambassadors to their classmates and should be ready to update them on the current operation of the GAA.
3. Keep abreast of all communications from the Alumni/ae Affairs and Development Office (AA&D). All officers are encouraged to work closely with the AA&D staff. The Director of Alumni/ae Affairs is especially concerned with the relationship of individual alumni/ae to the Academy and is available for advice and counsel based on experience with other alumni/ae. The Director of Alumni/ae Affairs is Harold Brown '74.
4. Support the goals of the Academy's regional associations. Officer attendance at events and encouragement of classmates to attend adds to the vigor of the regional associations.
5. Keep accurate records of activities and communications as well as a brief appraisal of their effectiveness. Review these records with succeeding officers when they are elected or appointed.
6. Register for and update your personal information on the Online Directory
7. Set up an Exeter Email Forwarding account (i.e. you@alum.exeter.edu).
8. Report news of classmates to class correspondent for *The Bulletin*.
9. Maintain close contact with classmates and their activities to inform the class president of those who might be eligible to receive the John Phillips, Founder's Day and President's Awards.
10. Attend Alumni/ae Council Weekend at the Academy each Fall.

SPECIFIC DUTIES

CLASS PRESIDENT

The class president provides leadership, support, and encouragement to the officers and members of the class. The class president should choose with care the other class officers and should assess carefully their enthusiasm and reliability. The president should also be diligent in communicating with these officers to be sure that all tasks are being accomplished on schedule. The president is responsible for the overall design and the implementation of the class plans and schedules and should call on the vice president for assistance.

The list which follows has been divided into "primary responsibilities" and "suggested activities" in order to indicate which functions are basic requirements of the office versus those which would be helpful to the class and the Academy but are not absolute requirements of the job.

Primary Responsibilities:

1. Five-Year Appointments

Upon the recommendation of the Reunion Nominating Committee and in consultation with the Alumni/ae Affairs and Development Office staff, the new class president will make the following appointments at or immediately after the reunion:

Class Correspondent(s)

Class Agent(s)

*Planned Giving Chair

Class Page Editor

** This position is for classes celebrating reunions of 20 years or more.*

The class president should be sure that the Alumni/ae Affairs and Development Office knows who the class officers are and class officers need to be added to the class website.

2. Reunion Planning Responsibilities

- a. Make Reunion Volunteer appointments. These appointments are made one and a half to two years prior to the reunion.
- b. Oversee progress of the entire reunion process.
- c. Write initial reunion letter.

3. Class Leadership

The class president should monitor the performance of the other class officers and is responsible for seeing that class officers fulfill all duties.

Suggested Activities:

1. Class Letter

The class president needs to write a letter to the class at least once a year or take turns writing an annual letter with the class vice president. (See section on Class Communications.)

2. Attending Meetings and Events

The class president should attend Alumni/ae Council Weekend each year, if possible. Also, the class president should participate in other Exeter-related activities, such as regional events, and encourage participation by classmates.

3. Making Award Nominations

The president is encouraged to nominate candidates for the John Phillips, Founder's Day and President's Awards. Candidates may be classmates or other alumni/ae who have exhibited the qualities outlined in the award guidelines. (Click here for descriptions of the awards.)

4. Sending Condolences

The Alumni/ae Affairs Office will notify the president of the death of a classmate so that he/she may follow up with a personal note of condolence to the surviving spouse and/or children.

5. Forwarding Address Changes

The president forwards new mail and email addresses and work information on any alumni/ae to the Alumni/ae Affairs Office or emails changes to records@exeter.edu.

CLASS VICE PRESIDENT

The role of the vice president varies a great deal from class to class. The one common responsibility of each class vice president is to assume the duties of the president whenever the president is unable and to assist the class president whenever asked. The following are examples of some of the roles played by vice presidents of various classes:

- Assisting the class president in keeping in touch with class agents, correspondents, class page editors, and/or coordinating the class council.
- Being responsible for overseeing certain aspects of a reunion (fund raising or program activities).
- Encouraging classmates to attend local Exeter events.
- Organizing class activities between reunions.
- Representing the class leadership at Alumni/ae Council Weekend.
- Taking turns with the class president in writing a letter to the class annually.
- Helping the class agent(s) with solicitations throughout the year, particularly close to the end of the campaign.

Although there is a great deal of flexibility, each class president and vice president should agree on the specific role that that vice president will play. By doing so, they will ensure that:

- 1) the vice president, who is an important resource to the class, will be in a position to make a tangible contribution; and
- 2) the role will be satisfying for him or her.

Class agents, class correspondents, planned giving chairs, class page editors and reunion officers have different primary responsibilities, which are outlined in the following section. However, there are "suggested activities" which are common for all of them.

Suggested Activities:

1. Attend Alumni/ae Council Weekend at the Academy each fall.

2. Encourage classmates to participate in Exeter activities such as regional dinners, reunions, phonathons, special events and/or campus visits.
 3. Report news of classmates to class correspondent for the *Bulletin*.
 4. Maintain close contact with classmates and their activities in order to inform the class president of those who might be eligible to receive the John Phillips, Founder's Day and President's Awards.
 5. Become well informed on the current operation of the Academy (admissions, faculty, finances, college counseling), in order to be an appropriate resource for answering questions about Exeter.
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CLASS CORRESPONDENT

The class correspondent is one of the most visible of all alumni/ae volunteers. A successful correspondent not only maintains a strong interest in the Academy's well being, encourages attendance at reunions, and stimulates recruitment of candidates for admission, but also helps classmates maintain a lifelong affiliation with the Academy.

Primary Responsibilities:

1. Submit four columns of class notes each year.
Most correspondents gather news through a postcard system: sending cards and receiving replies. The Communications Office provides the correspondent with address lists, stamped double postcards and, every three months, a set of mailing labels. Classmates are encouraged to contact their correspondent with business or personal news. Correspondents also reach classmates by letters, e-mail or telephone calls although the Academy cannot subsidize this.
2. Maintain close communication with the Communications Office, which publishes the *Bulletin*, and the Alumni/ae Information Services Department which maintains the Academy's computer data base and alumni/ae history files.

Guidelines for Class Correspondents, a publication available through the PEA Communications Office, explains the duties of the class correspondent in greater detail.

CLASS AGENT(S)

Class agents at Exeter play a vital part in the Annual Giving effort. The success of each year's Annual Fund depends upon the effectiveness of the class agent's network and the commitment each volunteer is willing to make. Through a well-organized and enthusiastic campaign, the experience is personally rewarding and one which will benefit the Academy greatly. While older classes have traditionally had only one class agent, younger classes have usually had two or more (sometimes as many as six). Having more than one class agent makes handling many of the larger classes more manageable as well as helping to prevent burnout and develop new class leaders.

Primary Responsibilities:

1. Solicit class members for contributions to the Annual Fund.
This is usually done by letter, by telephone, and in some instances through personal visits. Particular attention should be paid to classmates who have given previously, to special gift prospects, and to leadership donors.
2. Maintain close communication with the Annual Giving Office throughout the year.

A separate *Class Agent Manual* explains the duties of the class agent in greater detail.

PLANNED GIVING CHAIR

The planned giving chair plays an important role in communicating Exeter's overall and long-term financial needs and in soliciting major planned gifts. The planned giving chair works closely with the staff of the Major Gifts Office at the Academy and is appointed at the 20th reunion and every 5th year reunion thereafter.

Primary Responsibilities:

1. Communicate with the class on a regular basis on planned and major gift opportunities.
2. Identify and cultivate major gift prospects in the class.
3. Assist the Major Gifts Office in the solicitation of class members.
4. Monitor the interest and capabilities of classmates who have significant gift potential.
5. Serve in a leadership role during the reunion fund campaign.
6. Acknowledge noteworthy bequests and deferred gifts when informed by the Academy.

A separate Planned Giving Manual explains other details of the planned giving chair's job.

CLASS PAGE EDITOR

A class web site is a great way to increase interaction among classmates and boost involvement with PEA. The alumni/ae web site (<http://phillips.exeter.edu>) is host to class pages for each class. On these pages is a myriad of information that will include such things as the president corner, class leadership information and reunion information. Class page editors are responsible for working with the Alumni/ae Office to maintain this page for their class.

Primary Responsibilities:

1. Frequently communicates with the class president and the office of alumni/ae affairs.
2. Responds to email feedback.

3. Updates, and develops the class page.
 4. Reviews the site weekly.
 5. Updates at least monthly
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THE CLASS COUNCIL

A class may choose to form what has traditionally been referred to as a “class council.” If a class so chooses, the following suggestions may be helpful. The class council may consist of non-reunion class officers and other classmates the officers ask to become involved with the class. The role of the class council is to act on behalf of the class between reunions. It is chaired by the class president.

In practice, the role of the class council varies from class to class. Some classes operate with less structure between reunions with class officers focusing on their individual roles; other classes have developed expanded, active class councils. Each class, as led by its class president and vice president, is encouraged to use an approach that makes the most sense for the class.

For example, one class developed an active class council when preparing for a reunion. In the reunion planning process the class president established a task force which consisted of the class officers and other classmates who would be involved with the reunion in formal and informal ways. The members of the task force who lived in the New York area met fairly frequently before the reunion (over lunch or dinner) and continued to meet in the years after the reunion to discuss class issues and plan informal, local class events between reunions. Some new classmates became involved during that period and members of the task force formed the nucleus for the next reunion, resulting in a smooth transition.

By developing a group of classmates who are active and interested in the class (whether it is called the class council or something else), class officers are able to:

1. more easily identify individuals who are willing to help when reunion planning begins; and,
2. maintain a high level of class spirit as more people stay involved and there may be more class events between reunions.

In order to facilitate the identification of classmates who should be included in the class council, the Alumni/ae Affairs and Development Office will provide the class president and vice president with a list of classmates who are involved with the Academy in ways which may not be known to the class officers (such as admissions or regional associations). This list will be provided at the beginning of the reunion planning process approximately two years prior to a reunion.