


Reed's Little Red Book

How to Create an Alumni Chapter from Scratch & Keep It Going

August 1992, revised August 1997 ; June 1998; March 2004

Table of Contents

Introduction
Getting Started
Organizing a Chapter
The Alumni Office as a Chapter Resource
Chapter Funds
How to Identify Chapter Resource People
Chapter Events
Reading Groups
Chapter Newsletters and the Reed Magazine
Electronic Communication
Alumni Board
Alumni Chapter Career Programs
Keeping the Chapter Alive
Appendix

 Whenever you see this symbol, a special resource person is listed. Phone numbers are on a separate sheet, since they change rapidly. For help finding people, call the alumni office at 503/777-7589.

Introduction

Welcome to *Reed's "Little Red Book."*

Do you miss those Hum conferences and Reed Unions? Looking for a scintillating conversation? Would you like to get together with other like-minded, old and new Reedies? Then this handbook is for you!

Reed's "Little Red Book" is new because the need for it is new. Until 1988, the alumni association and its activities revolved around Portland. Since then a new, national board and a chapter-based alumni association have been organized.

Here are some ideas from the alumni board's chapter council on how to start and maintain a chapter. We hope any one of you "out there" can use (and modify) these ideas. And, hopefully, you in turn will contribute to future versions of this handbook.

Enjoy your chapter!

Gwen Lewis '65
Past Washington, D.C. chapter

Like all second editions, this endeavor owes a great deal to its predecessor, first published in 1992. In that edition, the authors compiled the wisdom of chapter leadership around the country and created a recipe for organizing and maintaining a local Reed alumni chapter. Since then, alumni office personnel have changed, New England and Southern California chapters have been added and experience has been gained. We hope the revised Little Red Book will be helpful to chapter leadership, both new and old. With thanks to all the volunteers who made this guide a success, we hope you enjoy your chapter!

Stephany Watson '82
Past President, Alumni Association

Getting Started

Since you've obtained this handbook, you probably already have passed some of the steps on the way to getting a chapter started. But because examples help, here's a bird's-eye view of how the New York chapter got started in 1987-88.

Previously there had been several existing Reed-sponsored events occurring in New York each year. The admission office sponsored fall and spring get-togethers for prospective students (which were also attended by a group of local alumni), and the alumni office sponsored an annual spring event. This event was often a talk given by a faculty member, another senior college official, or the president. But all these events were college-directed, rather than alumni-instigated social events.

Sometime in 1986, Aphra Katzev, in the office of public affairs, helped organize a theatre evening for New York alumni: an outing to a performance of *A Walk in the Woods* by Lee Blessing '71, with a reception afterwards. This informal gathering sparked the interest of local alumni, and they began discussing the possibility of a New York chapter. Their goal was to sponsor additional social events where alumni could meet to pursue common (not necessarily college-related) interests. The alumni office was approached, and the office proved supportive and helpful.

The initial core group met several times to thrash out basic parameters: the purpose and goals of the chapter (which were primarily social), a realistic level of ambition (an initial suggestion of a Reed townhouse à la the Harvard Club was dismissed), an initial slate of officers and duties for each officer, a short set of chapter by-laws which served to formalize the structure (and were quickly accepted by the alumni board), a decision on the geographic area to be encompassed by the chapter, and translation of that into a zip code list that the alumni office could use for mailings.

After that, the chapter planned its first event as a way to advertise its existence to regional alumni and invite their participation. The New York chapter chose a picnic as its first event—a felicitous choice, since over 100 alumni (with family and friends) attended. Classes from the 1920s to the current year were represented.

The rest, as they say, is history. From our not-so-lengthy experience, we would offer these humble suggestions to those getting started:

- Identify a group interested in forming a chapter, and then meet on a regular basis. The group should include a broad range of class years. One person who thinks a chapter is a good idea definitely isn't enough to create a viable chapter.
- Don't be too hasty to become formally organized. First figure out why the group is forming a chapter.
- The organizing group will need a place to meet. While one person may offer a house, it is preferable to rotate.
- An inexpensive supper—cold cuts, chili, or what have you, helps create a comfortable atmosphere for getting things done. But keep costs low, and share them.

- Carefully consider how and when officers will be chosen. Keep it simple, and encourage broad participation through nominations and voting.
- Have someone, serving as secretary, record events. As new people become active in the group they'll appreciate this institutional memory.

Sheldon Hochheiser '73
(with the help of Linda Howard '70)
Past New York chapter members

Organizing a Chapter

Once you have determined that you want to have an official chapter, contact the alumni office at Reed to get sample charters. Two chapter charters are attached as examples—see Appendix. The key element is that all alumni in the region covered by the chapter must be considered members, and *dues may not be required* for active membership. You may charge a fee for specific events like a movie night or rental of a tour boat. (See the fund-raising section for ideas on getting money for events or special mailings.)

The alumni office does not have a requirement for a minimum number of folks on the chapter steering committee. A small group of six to ten is more manageable than a large group. You want enough members so that some will carry over each year and you do not have a whole new committee at any one time. You also want enough folks to do the work without burning out too quickly. A chair, a secretary, and a newsletter editor are distinct and helpful. Also helpful are a webmaster and email-list and attendance manager. Your chapter may have other officers. Keeping the whole thing simple is a very good idea. From experience it is also a good idea to decide on how many consecutive terms one may serve as an officer. For what it's worth, several people have suggested that lawyers may not be the best ones to draft a charter.

For an ongoing activity like a "Reeding" group or Brew Pub monthly meeting, it works well to have two people in charge of that. They are responsible for selecting books or pubs and getting that information to the editor of the chapter newsletter by the deadline. Sometimes, a third person will be willing to call and remind folks of the session but not be involved in the choosing. As the groups get going, it is not too hard to recruit new "organizers" from among the regular attendees. They do not have to be members of the committee. Having two people share the responsibility can make some people agree to do it when they would not do it alone.

For one-time events, it works well to have the entire committee's help but to have one person in charge. He or she can then assign tasks. People not on the committee can be involved in these events, too. Some chapters have formal subcommittees and others decide as an event comes up, who will be in charge.

Debbie Prince '71
Past Rainier chapter member

The Alumni Office as a Chapter Resource

Reed's lean administrative style has only three full-time positions to support an ambitious alumni relations program. In order to get the maximum benefit from staff and financial resources, cooperation between chapter volunteers and staff is essential. We've drawn up a list of what the office can provide to support chapter events and activities, and another list of things the chapter volunteers need to do.

Office Resources

Here's what alumni staff can offer:

- Help in identifying and contacting college faculty, staff, and alumni for a specific program (specific lists; recommend speakers, tour leaders, etc.)
- Budget, including prompt reimbursement (more on that below)
- Publicity (help in creating and mailing invitations, including newsletters—more on newsletters below; liaison to the REED magazine)
- Clear deadlines to help volunteers get things done on time

Chapter responsibilities

Here's what chapter volunteers need to be responsible for:

- Plenty of advance planning
- Observance of office deadlines
- Good records (attendance at events; receipts for expenses)
- Information flow (sending new phone numbers or addresses for local alumni to the office; telling us when a newsletter is coming up)
- Reports on events (for records and for Reed magazine)

Alumni Office Staff

Mike Teskey 503/777-7593
Director of Alumni Relations

Mela Kunitz '87 503/777-7789
Assistant Director of Alumni Relations, Events & Programs

Robin Tovey '97 503/777-7598
Assistant Director of Alumni Relations, Communications & Information

Contact us!

503/777-7589
alumni@reed.edu

Budget

The college currently allots \$400 per chapter to be spent during each fiscal year. This money—the unused portion of which, incidentally, goes back to the college general fund on June 30 of each year and thus does not carry over—is to enable chapters to put on events, provide refreshments, buy supplies, etc., needed to keep the chapter alive. This money is NOT in the same budget as the college "road show" events, so when "Reed Comes To X City," the alumni director has a separate budget to fund those events. This money is also NOT in the same budget as the newsletters, which are funded separately. Here are some examples of expenses that SHOULD be charged to this \$400:

- Your chapter steering committee is having a long working session around a potluck dinner, and you would like to provide dessert;
- You are renting a room to hold a Winter Solstice party;
- There's a picnic planned, and you would like to provide paper plates and eating utensils;
- A local dignitary speaks to your reading group, and you would like to give him/her a token gift of appreciation;
- You need an invitation printed and mailed for an event. (Remember that newsletters do not come out of your chapter budget, so it is less expensive for the chapter to advertise by newsletter instead of by invitation.)

These examples might suggest that it is pretty easy to run up bills totaling \$400. If you need to spend more than that, you need to think of ways of generating income. For example, you might charge a modest fee at a picnic (for example, \$3 to cover the cost of drinks).

This budget is entirely administered by the alumni office, so when you spend money to be charged to it, you should:

1. Check with us first to make sure the charges are appropriate to be reimbursed;
2. Keep all receipts and turn them in with simple notes explaining what they're for;
3. Wait patiently for the mail carrier to bring you your reimbursement check (actually, Reed is pretty fast about reimbursements).

Newsletters

The following is supplemental information to help chapter volunteers new to newsletters understand the process of producing a newsletter.

The office of alumni relations has a budget to cover publication of chapter newsletters as a means of announcing upcoming events and sharing other chapter information. The normal number of newsletters per chapter is two or three a year. The mailings go third-class. Therefore, it is essential to plan events far enough in advance so that two or three evenly spaced newsletters throughout the year will serve as publicity for all the events. Again, a special invitation can sometimes be mailed for a specific event, but the chapters don't have the budget to do this for every event.

Again, because of lean resources, the office needs plenty of lead time in order to produce a newsletter. The earlier a chapter alerts the office that a newsletter is coming up, the better the chances that production will proceed smoothly—especially since several different offices are involved in getting a newsletter out.

Here's a summary of the process:

1. The chapter plans a series of three events spaced over six months.
2. A volunteer writes up the information on each event (the magic words are what, where, when).
3. A newsletter editor gathers these items and any other information (for example, you might want to list the steering committee members' names and phone numbers; or you might be congratulating a steering committee member on the birth of a child; or...?). The editor also lets the alumni office know the newsletter is coming, so that mailing labels can be requested.
4. The information is sent to the alumni office. The ideal form is via e-mail or Macintosh disk. But it can come typed, or even handwritten, though that will need extra time for production.
5. The office helps work up the text layout, adding missing details (like class years or maiden names), and hands it back to the editor to check.
6. The formatted newsletter (after another round of checking) goes to the print shop.
7. When the newsletter is printed, the alumni office sends it, along with the mailing labels, to a mailing service, who then sends it out.

(Some chapters have decreased the turn around time by getting a volunteer who has the skill and equipment to layout the newsletter locally and then send the file to the alumni relations office for checking and printing.)

As this summary shows, a lot of different steps go into the process. Also, third-class mailing can take up to three weeks for delivery. Therefore, the following deadlines are important to observe in order to get newsletters to people in time for events.

Copy to alumni office: 8 weeks before the earliest event being announced
Newsletter printed and mailed by office: 6 weeks before earliest event

This schedule gets the newsletters to people by three weeks before the event, allowing RSVP time.

Caroline Locher '67
Past Associate Director, Alumni Relations

Chapter Funds

It may be impossible for your new chapter to operate without funds. Expenses for room rentals, postage, wine, cheese, and other incidentals quickly crop up. Some events can be done for free, but others will inevitably incur costs.

The Reed College alumni association has only one rule regarding chapter fund-raising: you may not charge a membership fee. The association strongly believes that membership in the Association must be free to all.

You can, however, raise funds in other ways. You can charge admission fees to defray the costs of events, and you can also mark up regular charges.

You might also charge a small amount for attending "free" events. For example, you might ask each person attending a Great Books course to throw a dollar or two into the pot on a voluntary basis. When we had a picnic a few years back, I asked each person to put \$3 in a basket. Most did, some did not, but we covered the majority of our costs.

This hardly exhausts possible fund-raising methods. Obviously anything that works for any volunteer group can work for Reed alumni: garage sales, bake sales, raffles, lectures, drawings, lotteries, casino nights, etc. Just think of all the requests any one of us gets in a week from other charities, and be creative.

Steve Shields '62
Past Bay Area chapter member

How to Identify Chapter Resource People

1. Compile checklists of alumni by occupation and employer (available from the alumni office) for prospective:
 - Speakers
 - Organizers
 - Facility use contacts (free is best!)
 - Chapter leaders
2. Keep track of people who attend events. Talk to as many as possible to identify:
 - Strength of interest in Reed activities
 - Topics that interest them
 - Resource potential as organizers/leaders/workers, etc.
3. When talking to alumni about other matters (for example, if participating in a phonathon), discuss local chapter activities, interests, potential involvement, etc.
4. Ask those you know about others who might be helpful, for example:
 - Other alumni, current students
 - Members of other alumni chapters with new ideas
 - Potential speakers beyond the Reed community
 - Cheap caterers, restaurateurs, art gallery owners, etc.

Chapter Events

The flesh and blood of chapters are their events. Great events make for enthusiastic, involved members. Poorly executed events tend to make for no members at all. In planning events, it is helpful to review the general guidelines, "Criteria for Chapter Events." In addition, here are a few extra thoughts:

- Plan events that the organizers would like to attend. If people orchestrating the get together aren't enthusiastic about it, chances are other alumni won't be enthusiastic either.
- The alumni office funds and helps organize one event per year per chapter. It should be a Reed-related event with a reception, and should be generally supportive of the college. Chapters have typically picked the topic and place, and the alumni office has organized speakers, food, and other logistics. A few examples have been Seattle's 1991 Humanities 110 lecture by Professor Wally Englert, New York's Barbara Ehrenreich '63 lecture, and D.C.'s U.S. Congressman Howard Wolpe '60 talk on U.S. policy in Africa.

If you are interested in having the alumni office organize an event, contact the office as soon as possible. Planning for the Reed academic-year calendar starts as early as summer, and nationwide events must be staggered.

- The office sponsors mailings in the form of chapter newsletters and event announcements, and includes chapter news in the Reed magazine. This gives other chapters ideas and builds a sense of community (see the enclosed section on newsletters and the Reed magazine).
- Finally, feel free to copy event ideas. Some recent successes were Portland's fall wine tour, and Seattle's educational forum. Good luck; we hope to hear about (and copy) your activities in the near future!

Kim Helweg Garcia '85
Past Portland chapter member

Criteria for Chapter Events

- Over time, events should provide a balance of activities to appeal to a diverse alumni constituency. It is appropriate for the chapter to hold events of various sizes.
- Events should reflect the standards of, and be consistent with, the goals of the alumni association. (If you don't remember what these are, ask for a copy of the constitution from the alumni office.)
- Events sponsored by the chapter should be non-sectarian, non-commercial, and non-political. That is, they should avoid "selling" any one product or point of view.
- Events should be developed primarily for the benefit of members of the Reed community, and only incidentally for the benefit of the provider.
- Finance should be considered. Is it within the budget? Will it pay for itself? Will it raise funds? Is there a financial risk involved?
- Logistic considerations: Are appropriate facilities available? Is the timing of the event in conflict with other events or holidays? Is there sufficient staff and/or volunteer time to put on the event successfully?
- Will hosting this event establish a precedent which might be regretted later?
- For any given event, the chain of command should be clearly defined.

Getting the Information Out

When sending event information to the alumni office for invitations, newsletters, etc., be sure to include the name, date, time, and place of the event. Include directions if warranted, and a contact person for further information. You may be amazed at how often one of these key elements is inadvertently forgotten.

Sample Events

Here are a few of the events sponsored by the various chapters over the last few years:

Picnics

A climb on Mt. Shasta

Reading group meetings

A wine tasting

A lecture by a professor (art, music, bioethics, economics, etc.)

A panel discussion on sexual harassment

An art museum tour

A concert or theatre/ dinner evening

A dessert potluck with students

Cooking a meal in a homeless shelter

A children's holiday party

A symposium on the honor principle

Garden tours

Site Selection Checklist for Meetings and Events

1. Site easily accessible; not subject to extended traffic delays due to rush hour tie-ups, etc.
2. Adequate parking and public transportation available. Please note if parking is free or not.
3. Creative sites which, if possible, require no funding.

Facility Requirements Checklist

1. Proper room setup (number and placement of tables and chairs) has been ordered and provided.
2. Room is of adequate size to comfortably accommodate anticipated number of attendees, and is sufficiently private.
3. Microphone, lectern, screen, projection table, easel, and/or any other needed equipment have been arranged for in advance, power outlets available.
4. Front-desk personnel are aware of event; signs are posted if needed.
5. Handicapped access ensured.
6. Location of light switches and restrooms known.
7. Contact information for site personnel *on day of event* gathered.

Reading Groups

Here is a description of the development of the Rainier chapter "Reeding"* Group

Beginnings: Before the Rainier chapter was organized, interest group sign-up sheets, including one for a reading group, were available at a large alumni function. In the summer of 1991, after the chapter was chartered, chapter president John Neumaier '83 and Steve Petit chose the popular novel, *The Joy Luck Club*, as the first book, arranged a location and a date, and phoned everyone who had expressed an interest in a reading group.

12 to 14 people came, representing wide range of class years—singles and couples. People introduced themselves and told their reasons for coming. There was an excellent book discussion. Everyone enjoyed the warm ambiance; dessert and coffee were served. The group chose several future books and discussed the best days and time schedule meetings. Some of those present volunteered their homes for future meetings.

Continuation: Of the original group, some still come regularly, some occasionally. New people keep coming and are always warmly welcomed. Forty to fifty people have participated. The group's meetings are announced in the newsletter and in verbal announcements. It is always noted that this is not a closed group; it is open to anyone.

Coordinators telephone people who have expressed an interest before each session, one to three days ahead. People who haven't finished reading the book are encouraged to come anyway. Homes are volunteered. The person who suggested a particular book is often happy to host. Refreshments vary; this is entirely up to the host.

Spin-off: Play-readings are also held once a month. Play-readings appeal to some of the same people, some different. Most who attend play-readings have never done it before but enjoy it and return. Dramatists are repeated, although so far no book authors have been. The group reads a Shakespeare play once a year.

Why do people come? Newcomers often say. "I've been reading about these meetings in the newsletter. This was the book and time I could finally make it." Books have covered a wide span of interests, including classics, mystery, science-fiction, and current popular novels and non-fiction.

Success story

Best attendance:

<i>Snow Falling on Cedars</i>	18
<i>To Kill a Mocking-Bird</i>	18
<i>Remains of the Day</i>	15
<i>War and Peace</i>	15

New friendships have been developed. One marriage has resulted from a meeting at a Reeding group!

*The spelling was originally a misprint in a newsletter, but the group liked it, thought it was appropriate and kept it.

Ethel Katz '46
Rainier chapter member

Tips for Alumni Chapters Forming Reading Groups

- Begin by asking for an expression of interest from people who attend an alumni office sponsored gathering.
- If a few people are willing to coordinate the effort, they should choose a popular book, set a place and date, and phone the people who have expressed an interest.
- At the first meeting, set up a schedule for future meetings. It is desirable to schedule four or five months ahead so people can plan to attend.
- In choosing books, be sure to include a variety of titles—fiction, nonfiction, classics, mysteries, science-fiction.
- Check with your local library system to make sure a number of copies of chosen books will be available.
- Choose books that are available in paperback.
- If the chapter has a newsletter, print the schedule there; if not, send out a single sheet listing the schedule to all members of the chapter.
- Make it clear that this is not a club.
- Emphasize that all Reedies, plus their guests, may attend any meetings and that new participants are always warmly welcomed.
- Encourage people to come even if they haven't finished the reading.
- Recruit hosts from among participants. The person who suggested a particular book is often happy to host.
- Assure hosts that changes can be made if circumstances require them to back out (this may be necessary in order to get people to commit to hosting several months in advance).
- Allow hosts to decide on refreshments.
- Stress that no prior commitment to attend is required, but that participants should phone the host before attending to make sure that no change has been made.
- Make phone reminders one to three days before the event to people who have expressed an interest or have attended previous meetings.
- Don't have huge expectations of turnout; a group of three can have a good discussion.

If you want to include play-reading:

- Check with your local library system and choose plays of which multiple copies are available.
- Try to coordinate choices with plays that have been, or will soon be produced in your area—but not at just the same time, or copies may not be available.
- Assure participants that they don't have to prepare in advance.

Compiled by Nancy Stewart Green '50
With input by Ethel Katz '46 and Barbara Radin '75

Chapter Newsletters and the Reed Magazine

The alumni office would like to facilitate publication of your chapter newsletter—and inclusion of your chapter events in the Reed magazine—in any way it can. The office needs information from you, however, to make this happen. It's a good idea to appoint a chapter "correspondent" or "editor" to handle all reporting and chronicling of events, and/or to facilitate and manage information gathering from other sources. This position may best be served by someone very involved in the chapter who is *not* an officer. This prevents officer burn-out.

The publications office will format your newsletter copy so it is more or less consistent with other alumni publications. Meeting/event notices, chapter news, election information, or reports on or about the college are all appropriate newsletter material. The alumni office simply needs the typed copy (or Microsoft Word or compatible disk or e-mail) eight weeks before the first event you are announcing. As resources allow, the alumni office will pay for and conduct the mailing of your newsletter up to three times a year.

The Reed magazine is also hungry (and we do mean *hungry*) for alumni news. Pictures, articles, news items, pithy sayings, and quintessential Reed reminiscences are all acceptable. Coverage of chapter events makes ideal reading for fellow alumni. Chapter reports are a key element in the "News of the Alumni Association" section of the magazine, and are required from each chapter. Deadlines for the magazine are the first day of September, December, March, and June, and chapter chairs are reminded of each deadline ahead of time.

Basically, the bottom line is: the alumni office wants as much news from you as possible. The staff sit around waiting ruefully for the fax to ring bearing news of authentic alumni activities. Don't make them suffer! They'll help you in any way they can (just call them), but they require your input. Finally I ask you: how else will your fellow Reedies know the incredibly high caliber of your events and hobnobbing? Admit it: You have no other choice. Get those pens and keyboards moving.

Just do it.

Diane Solomon '79 (Former Quest Editor at Large)



For details on magazine submissions and/or newsletters, call the alumni office.

Electronic Communication

Electronic communication can be used to enhance 1) communication among chapter organizers, 2) communication between chapters and the alumni office or other departments at Reed, 3) communication with the broader alumni constituency. According to a recent alumni program survey, more than half of Reed alumni have access to electronic mail, and this figure is surely rising daily. However, since there is still a sizable population of alumni that doesn't have ready access to computers, electronic communication should be thought of as an additional communication channel to augment traditional print methods.

Several forms of electronic communication are available:

- 1) Electronic mail is the simplest, most direct form of electronic communication. Any alumnus/na can get a basic email account at Reed by signing up with Computer User Services and paying a \$50 annual fee (the fee is waived for alumni volunteers). This service is of most value for alumni living in the Portland area, since dialing in to Reed's computer system is a local, toll-free call. Alumni living outside the Portland metropolitan area who would like email access should contact an Internet service provider (ISP) in their area to avoid long-distance charges.
- 2) Group mailing lists make it easy to send electronic mail to a specific group of people, such as chapter organizers, board committees, or chapter members. Reed can, upon request, create and house group mailing lists. So, for example you could set up a list called <Alumni.Board@reed.edu> which contains e-mail addresses of all alumni board members or <NY.Bookclub@reed.edu>, which contains addresses for the NY area reading group. You don't have to have an email address at Reed to be included in the group mailing list. Contact the alumni office <alumni@reed.edu> to have a group mailing list created.
- 3) Listservs can be thought of as glorified mailing lists. A significant advantage is that once the listserv is created, participants can add and remove themselves from the group. This makes it easier to manage large or rapidly-changing groups. Listservs can be set up so that everyone included in the list is capable of sending email out to everyone else on the list. This type of listserv is good for discussion groups, like the current Reed-Bay list, or possibly a book club or garden club. Alternatively, they can be set up with a moderator, who is the only person who can actually post a message to the whole group. This type of list might be used in cases where a chapter just wants to distribute information, like event announcements. Reed can, upon request to the alumni office, host alumni listservs. Whatever type of listserv you are considering, it is required that you designate a moderator from the chapter who will take responsibility for the list and can request of the college, or be given authority, to remove offensive subscribers or material.
- 4) The World Wide Web is an increasingly popular way of disseminating information. It is not as fast and direct as email, but you can also do a lot more fun stuff with pictures and fancy formatting. Reed College has quite well-developed web pages, located at <<http://www.reed.edu>>. Alumni can find interesting things like the Reed magazine on line, news of the college, and curricular materials. The alumni pages are

located at <<http://web.reed.edu/community/alumni>>. These web pages include general information about the alumni association and board, as well as materials about reunions, chapter events and other alumni activities. The alumni association has a web "editor" who helps design and maintain these pages. Chapters who want to develop their web pages are strongly encouraged to appoint a web editor who can create and maintain their pages. For more information on web pages, contact the alumni office.

Marianne Colgrove '84
Associate Director of Computing & Information Systems

Chapter Relationship to the Alumni Board

In my experience with the alumni association, it always seems that there is a fair amount of confusion surrounding what programs we offer to alumni and who is supposed to do what. I'll try to summarize and, I hope, offer some illumination.

The alumni office at Reed is an administrative arm of the college, like the admission office, the development office, and so on. The alumni association is comprised of all of us who have attended Reed for one or more years—we are automatically members if we fulfill this requirement. (Fun fact: the alumni association has approximately 12,000 living members!) The association is led by a board of directors. The board is an Oregon non-profit corporation; we have a constitution, bylaws, officers, and other features common to non-profit boards.

Many of you may volunteer for the college in several other programs not directly run by either the alumni office or the board—the admission office has hundreds of alumni volunteers who interview students and attend college fairs. Many of you may have volunteered for the development office, perhaps working on a capital campaign. The career advising office also has an active alumni volunteer program for those who are willing to assist students in finding jobs or deciding on a career. With all of these programs, confusion is understandable!

But I digress. The topic of this chapter is the relationship of the local chapters to the board of directors of the alumni association. In general, the board sets policy and the local chapters "do" events. A simple example of this division of labor is this: a local chapter throws a winter holiday party whereas the board decides if Reed's reunions program should be expanded. The board and the chapters are linked in an important way—every chapter has a representative to the board. Chapter representatives are full working board members. In addition to reporting on their chapters, they are expected to serve on board committees and to attend all board meetings (either by phone or in person). Chapter representatives are encouraged to attend the fall and late spring meetings in person. In choosing a chapter representative, be sure to find someone who takes the position seriously and will be a working member of the board. In some chapters (and this is a matter of individual chapter choice) this representative is also the chapter's chair. In others, the representative is a separate person. The representative brings news of chapter events and concerns to the board and is a vital link. When a local chapter is drafting its charter, we recommend that it make provision for election or appointment of the chapter representative in the same way as it provides for election of chapter officers. Board terms run from July 1 to June 30, for a period of three years. The representative's term should coincide with the timing of board terms.

Sometimes chapter representatives and chapter chairs attend board meetings. However, only the chapter representative may vote. This isn't usually an issue as most votes are unanimous, but at least once every year or two we have some close calls, so please be aware of who in your chapter is truly able to vote. (As with most corporations, a proxy vote is permitted when the actual representative is unable to attend a meeting.) Chapter chairs are specifically invited to attend the fall meeting on campus when chapter council is convened.

The chapter council is made up of chapter representatives and chapter chairs. The chapter council is a sounding board/support group for chapters—a means to share successes and failures and get some fresh ideas. The chapter council convenes couple of times a year, starting with the fall meeting. This group seems to really energize chapter volunteers with ideas about what works and what doesn't on the local level.

A special word about Portland: for historical and sometimes unexplainable reasons, the board is involved in some Portland "events." This is via the Campus Involvement Committee (formerly known as the Alumni-Student Relations Committee). This committee is responsible, for example, for the alumni association's increasingly important role at commencement, where we have an opportunity to speak to students at commencement rehearsal and the ceremony itself, throw a chocolate party and provide a time capsule for unsealing at each class's 25th reunion. Even if you don't live in Portland, we hope some of you chapter representatives will consider serving on this committee that provides our link to Reed's youngest alumni.

Stephany Watson '82

Alumni Chapter Career Programs

Chapter programs focusing on career issues were implemented in NYC in 1995, and San Francisco in 1996. Two more events were held in 1997. These programs attracted approximately 25 and 40 alumni respectively. The following format is based on our experience with these two programs.

Goal:

To provide a forum which will attract both recent and professionally established alumni where issues of career start up and advancement can be addressed. This program will offer recent alumni as well as those interested in changing jobs or careers an opportunity to gain access to network development, job search advice, career field information and industry expertise.

Implementation:

1. *Send preliminary survey to alumni of the last seven years living in the chapter area inquiring about their interest in attending such an event, the best timing (time of day, day of week), specific career interests, and topics for discussion and programs (check list). Offer response deadline. (Timing three to four months before the anticipated time of the event).
2. Using the above responses to schedule a time for the event and reserve a location.
3. Begin to design the program (most labor intensive part of planning these events). This is the fun part!

Career services staff involvement can include planning programs, identifying and providing resources and conducting presentations and workshops.

Use alumni data base to contact people (representing a variety of career fields and occupations). Roles of volunteers:

- Host—coordinate refreshments, room setup, welcome and other details for day of the event
- Contact—represent their profession and/or industry
- Presenter—provide presentation on program topics from their personal experience such as networking, negotiating salary, interviewing effectively, etc. These presentations can augment career services staff presentation (this was done at the NYC program). Timing: eight to 11 weeks prior to event.

*4. Prepare an invitation to be sent to the same group that received the preliminary survey (making discretionary deletions based on responses). Response deadline for reservations approximately two weeks before the event. (Timing: Mail five to six weeks prior to event).

5. Continue adding contact volunteers in an attempt to have a broad range career fields represented. (particularly those listed by recent alumni in the preliminary survey).

6. Send confirmation letters to volunteers.

7. Event - YES!!!

*8. Thank you letters to volunteers—THANK YOU, THANK YOU, THANK YOU.
Evaluation to volunteers and to participants.

9. Review of event for Reed magazine and chapter newsletter.

*Administrative support available from Reed.

Career services staff are available for consultation and direct involvement as requested.
It is our goal to host a career event in each chapter area every other year.

Marianne Brogan '84
Former Director of Alumni Relations

Keeping the Chapter Alive

Even as you start your chapter, you will want to think about bringing new people into the leadership.

- Keep lists of attendees of all events, preferably in a database. Provide a paper copy to the alumni relations office. See who comes regularly to determine potential committee prospects.
- Early on, plan to have at least one person, who is not part of the steering committee, involved in planning each project or event. This way, as founding members move on or wish to step down, new people invested in the chapter can be asked to step forward and take on a steering committee position. Simply asking someone to call people for an event, or even to take tickets, write name tags, or help with food can create a new committee member.
- Suggest steering committee members informally elicit frequent attendees interests and abilities.
- Remind steering committee members to recruit their own friends as volunteers.
- Make it easy for a lot of people to get involved without great commitment.
- Get the “right” person to ask another to take on a leadership role.

Communication is key to keeping the chapter alive. Let the alumni office know what you're doing; the office is there to help and offer good advice (as well as mailing services!) In addition to external communication, good internal communication among members is another key to a smoothly running chapter. For example, a phone call to remind members of an upcoming meeting is a simple but useful way to increase attendance. Participate in the chapter council—you'll gain ideas and insight from your peers in other cities.

Finally, make sure outgoing leaders take time to share their ideas, problems, advice, and responsibilities with incoming officers.

Gaynor Hills '85
Past Rainier chapter member

Appendix

The Reed College alumni association, through the alumni board of management, explicitly encourages the formation and support of local alumni chapters. The following portions of the constitution concern chapters:

Constitution:

"ARTICLE VI

Local Chapters

Section 1. The policy of the Association shall be to encourage the organization of local chapters in groups wherever alumni have settled.

Section 2. The Board of Management of the Association shall be responsible for recognizing local chapters according to standards set forth in the Bylaws."

ARTICLE IV specifies that the membership of the Board of Management shall include: "One individual selected annually by each recognized chapter."

Bylaws:

"ARTICLE VIII Recognition of Local Chapters

Section 1. To secure recognition as a local chapter, members of the Alumni Association living in the same geographical area shall submit to the Board of Management a written application which includes:

- a. a statement of the geographical area the chapter plans to cover, and
- b. an organizational plan for the chapter, specifying the manner in which leadership will be chosen and records kept.

Section 2. New chapters may be recognized at any meeting of the Board of Management, by a majority of those present.

Section 3. All activities of the chapter shall be open to all alumni within the geographical area.

Section 4. Local chapters shall report on their activities and finances to the Board of Management at least once a year.

Section 5. Where there are no organized local chapters, the Board of Management and the Alumni Office shall encourage and assist in the formation of informal local groups."

[From the Constitution and Bylaws of the Reed College Alumni Association, as revised by action of the Reed College Alumni Board of Management, March 15 1997.]

Appendix 2

approved by the Alumni Board meeting 1/19/89

DATE: December 12, 1988
MEMO TO: The Board of Management of the Reed College Alumni Association
FROM: The Reed College Alumni Association Chapter of Greater Washington
DC area
SUBJECT: Application for the organization of a local chapter of the Reed College
Alumni Association for the Greater Washington DC area

1. We respectfully submit our application to be recognized as a local chapter of the Reed College Alumni Association in the Greater Washington DC area.
2. The purpose of this organization is to maintain alumni interest in the College and to promote and facilitate social, cultural, and professional interactions between the College and alumni, and among alumni in the Greater Washington DC area.
3. Membership in this association and in all activities are open to all Reed College alumni residing in the greater Washington DC area, generally considered to be Washington DC and the counties of Maryland and Virginia within commuting distance of Washington DC, including Baltimore, MD and Charlottesville, VA.
4. The association shall be governed by a steering committee of 9 members to be elected at an annual meeting. The Steering Committee shall choose from its members a Coordinator, a Treasurer, and a Secretary. Terms of members of the Steering Committee shall be three years, except for the first steering committee, three of whom shall have a term of office of 1 year, three of whom shall have a term of office of 2 years, and three of whom shall have a term of office or three years, to be chosen by lot.
5. The initial Steering Committee shall consist of the 9 charter members designated below, and the first annual meeting shall be held within one year following recognition of the chapter by the Board of Management.
6. The Coordinator shall be responsible for seeing that the chapter report on their activities and finances to the Reed College Alumni Board of Management at least once a year. The records of the chapter shall be maintained by the Secretary, and financial records shall be maintained by the Treasurer.
7. The Steering Committee shall publicize activities of the association with the help of the Alumni Office by mail and by means of a telephone network.

Judith Bell
Dean Gerstein
Marlaine Lockheed

Eli Bergman
Richard Goodwin
Harry Travis

Margaret Binda
Gwendolyn Lewis
Michael Zambonato

Appendix 3

Charter--NewYork Alumni Chapter--Approved 6/88

May 11, 1988

To: The Board of Management of the Reed College Alumni Association
From: The Reed College Greater Metropolitan New York Alumni Association
Re: Application for the organization of a local chapter of the Reed College Alumni Association in the Greater Metropolitan New York Area

We respectfully submit our application to be recognized as a local chapter of the Reed College Alumni Association in the Greater Metropolitan New York Area. The Purpose of this organization is to maintain alumni interest in the College and to promote and facilitate social, cultural and professional interactions between the College and alumni and among alumni in the Greater New York metropolitan area.

The geographic area the chapter plans to cover shall be defined as the Greater Metropolitan New York Area, generally those counties within commuting distance of New York City.

The board of management shall consist of four members, a President, two Vice President/Secretaries and a Treasurer. In the event that the President cannot preside at a local function, the Vice President shall preside in her absence.

Leadership for the chapter shall be chosen by vote at the annual meeting. The President shall be responsible for seeing that the chapter reports on their activities and finances to the Reed College Alumni Board Management at least once a year. The records of the chapter shall be maintained by the Vice Presidents or a recording secretary will be appointed as deemed necessary. Financial records shall be maintained by the Treasurer.

**Attachment
Phone Numbers at Reed**

Office of Alumni Relations

Mike Teskey
Director of Alumni Relations

503/777-7593

Mela Kunitz '87
Assistant Director of Alumni Relations, Events & Programs

503/777-7789

Robin Tovey '97
Assistant Director of Alumni Relations, Communications & Information

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