

# Dartmouth College

## FY 16 Club and Group Activities Report (CGAR)

## Summaries and Best Practices

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## 1. Introduction

This is the second year that the Communities Department has provided our club and group volunteers with access to the great ideas, successes, and best practices of over 80 Dartmouth alumni clubs and groups. This information on a range of topics is gleaned from the FY16 CGAR:

- How to involve more alumni in your organization.
- Successful initiatives of other clubs and groups.
- The most unusual or innovative events of other clubs and groups.
- Ideas for admitted student events, summer send offs, and more.
- How to have effective communications: email, website, newsletter, etc.
- Methods to encourage members to pay dues.
- *And 18 other topics!*

## 2. How to Use this Resource

The CGAR contains numerous open ended questions that our volunteer leaders answer every year. For 24 of these questions, this resource provides both big picture and detailed information:

- Overview of 24 topics (page 3)
- Executive summaries of each question (pages 5 – 12)
- Detailed responses provided by volunteers for each question (pages 13 – 81)

This resource is extensively hyper-linked to make it easy to quickly move from the executive summaries to over 1,600 detailed responses (and vice versa).

Each detailed response identifies the club or group that provided the suggestion. To contact a leader from a particular club or group, first visit the AR website where contact information for all clubs and groups is listed. If you cannot find a contact, please contact our office.

## 3. Overview of 24 Topics (page 4)

### 4. Executive Summaries

[Board Operations \(pages 4 – 5\)](#)

[General Topics \(page 5\)](#)

[Events \(pages 6 - 7\)](#)

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### 5. In-depth Responses – Responses taken from the CGAR

[Board Operations \(pages 12 – 24\)](#)

[General \(pages 25 – 32\)](#)

[Events \(pages 33 – 50\)](#)

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### 3. Overview of 24 Topics

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  - 2. What techniques or strategies do you use to organize your board (retreats, event planning, meetings, minutes, forms, etc.)? [Summary](#) [In-depth Responses](#)
  - 3. What techniques or strategies do you use to recognize your volunteer leaders? [Summary](#) [In-depth Responses](#)
  - 4. What techniques or strategies have you found effective to involve more alumni in your organization as volunteers and leaders? [Summary](#) [In-depth Responses](#)
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- C. Events
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- D. Enrollment
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# Board Operations – Executive Summaries

## 1. What techniques or strategies do you use to make your board meetings productive? [In-depth Responses](#)

- Use agendas that are sent out beforehand so people are prepared
- Send previous meeting minutes prior to current meeting to remind board members of important tasks and events
- Ensure the meeting lasts for a reasonable amount of time
- Set time limits on individual topics so one topic does not take up the entire meeting
- If the meeting includes dinner and/or social time, have the dinner or social time prior to actual meeting
- Hold the meeting before a large event or during a meal so people are focused
- Alternatively schedule time after the meeting for board members to socialize so that the meeting can begin according to schedule
- Use [Doodle](#) to determine members' availability

## 2. What techniques or strategies do you use to organize your board (retreats, event planning, meetings, minutes, forms, etc.) [In-depth Responses](#)

- Make sure new members are aware of their responsibilities
- Meet more often
- Update people through e-mail between meetings
- Spend time planning large events so everyone is on the same page
- Use Google docs to collaborate on plans and serve as a repository for your organization records
- Teleconference when individuals can't attend board meetings
- Have a nominating committee to determine candidates for board positions
- Board retreat to review annual schedule, brainstorm ideas, and begin planning for large events
- Appoint a Volunteer Lead/Chair for each event

## 3. What techniques or strategies do you use to recognize your volunteer leaders? [In-depth Responses](#)

- Speeches that thank and acknowledge leaders during events and meetings
- Give feedback and thank you notes through email
- Newsletters that highlight the works of volunteer leaders
- Acknowledgement on organization website
- Provide thank you “swag” branded with organization logo
- Individual awards for alumni that show special dedication to the organization and events

## Board Operations – Executive Summaries

### 4. What techniques or strategies have you found effective to involve more alumni in your organization as volunteers and leaders? [In-depth Responses](#)

- Surveys to discern what activities people are interested in helping with
- If alumni have shown leadership qualities in previous events, ask to see if they are interested in taking on new responsibilities
- Advertise open positions in newsletters and email blasts
- Reach out to new alumni in the area
- Include alumni who are particularly active in the community
- Make sure there is a replacement for each volunteer so positions are never empty
- Involve alumni interviewers in projects beyond interviewing
- Make board meetings more accessible to members

## General Topics – Executive Summaries

### 5. Which initiatives worked well this year? Why? [In-depth Responses](#)

- Collaborated with other clubs to plan events
- Dartmouth day of service was very successful
- Monthly luncheons were very popular
- Repeat successful events from previous years
- Cooperation with Ivy+ organizations, see [Ivy+ Resource](#) to find information for clubs and groups at our Ivy+ peers
- Raising sponsor funds for the book awards program
- Dartmouth-themed events
- Going to see Dartmouth sporting events in the area
- Standardized board meetings allowed them to be more streamlined

### 6. Which initiatives did not work well this year? Why? [In-depth Responses](#)

- Difficulty gaining young alumni membership and involvement
- Difficulty gathering attendance for more novel events
- Day of Service was not as well attended as expected
- Some difficulty with attendance for community service events
- Previously popular events experienced declines in interest

## Events – Executive Summaries

### 7. What was the most unusual or innovative event that your club or group did this year?

#### [In-depth Responses](#)

##### Shared Interest Group – Tour of Jib Jab

- Tour of the Jib Jab Entertainment Studios
- Discussion of entertainment industry with people with very different experiences
- Allowed alumni to see digital artists at work

##### Affiliated Group – International Event

- First international event ever, held in London
- Able to invite the Dartmouth Club of London to meet new people
- Members were thrilled with the international focus

##### Metro Club – USPA President’s Cup Polo Tournament

- A lot of interest was expressed for this event, and alumni had a great time watching the game
- Very different from other events
- Brought alumni closer together

##### Large Club – Film Screening

- Inclusion of alumni clubs of other schools
- Diverse alumni attendance
- Geared towards a younger demographic

##### Medium Club – Community Service Project

- For many, it was their first alumni club event
- Alumni can see the positive results of volunteering
- Opportunity to work with an organization run by an alumnus

##### Small Club – Sailing Trip in the Caribbean

- Provides a way for Dartmouth Alumni to interact in an informal setting
- Really great attendance and lots of fun

## Events – Executive Summaries

### 8. Which event(s) were the most successful this year? Why? [In-depth Responses](#)

- Dartmouth National Day of service
- Holiday parties are typically the most successful events
- Informal happy hours at a variety of locations
- Networking events focused around specific professions
- Education events that feature talks from professors
- Admitted students events
- Alumni seminar lunches

### 9. General comments about events with a Dartmouth representative. [In-depth Responses](#)

- Dartmouth speakers were great, both professors and undergraduate students
- Great way to guide club leaders on the goings-on of the college
- Good speakers brought more dues and donations to the club than other events
- New club members were more interested in these events
- More interaction with Alumni Relations to help plan
- Great turnout to these events
- Enables members to feel more connected with Hanover and Dartmouth

### 10. General comments about community service events. [In-depth Responses](#)

- Have a Community Service Chair on executive board to oversee and organize the planning of community service events
- Participate in Dartmouth's National Day of Service
- Find organizations to partner with on a long term basis
- Have mix of physically active and fundraising events
- Have multiple events throughout the year

### 11. If your organization offered programs specifically for alumnae, please describe. [In-depth Responses](#)

- Women of Dartmouth events are very popular

### 12. General comments about other activities. [In-depth Responses](#)

- Useful to have online communication to let people know about events
- Need to reevaluate the locations for our events, and our budgets
- Plan young adult specific events to involve younger crowd with the organization
- Organize events around Dartmouth athletic teams that are in the area to appeal to a wider demographic

## Enrollment – Executive Summaries

**13. If your organization hosted a send-off party in the summer of the fiscal year of the report, please describe. [In-depth Responses](#)**

- Included alumni and current students to give incoming students a chance to ask questions
- Had a panel of alumni and current students to answer students' and parents' questions
- Hosted a meal for students and their families
- Potluck event for students and families
- Invited students to the clubs annual summer picnic
- Held an ice cream social

**14. If your organization assisted with the interview process, please describe. [In-depth Responses](#)**

- Many alumni volunteered to conduct interviews
- Work with DEDs to interview as many prospective students as possible

**15. If your organization hosted an admitted student event for Early Decision admits, please describe. [In-depth Responses](#)**

- Many clubs invite Early Decision admitted students and families to the Club's holiday party
- Some clubs held get-togethers for early decisions students at the home of an alumnus/a

**16. If your organization hosted an admitted student event for Regular Decision admits, please describe. [In-depth Responses](#)**

- Larger clubs rented out a space to hold the event
- Some smaller clubs held events at the home of an alumnus/a
- One club held a potluck dinner with the students' families
- Young alumni or college representatives attend events to answer questions
- Admitted students invited to the club's spring dinner
- Was a great way to let new students to get to know each other

**17. Describe any other enrollment events that your club offered. [In-depth Responses](#)**

- Some clubs sent representatives to local college fairs to reach out to students
- Allow students to attend club events for free
- Reach out to more specific groups to gain access to smaller segments of students

# Communications – Executive Summaries

## 18. Comments about email communication [In-depth Responses](#)

- Concern about over emailing about events
- Outdated contact information for many alums
- Would like more stats on delivery rates, open rates, etc.
- Many organizations send mass emails from iModules

## 19. What is effective about your organization's website? [In-depth Responses](#)

- Has contact information for organization leadership
- Allows people to pay dues and registration fees for other events
- Contains an events calendar
- Use a website redirect to make it easy for members to remember the website address
- Links to other social media presence of the organization
- Highlights work of alumni in the community
- Website looks professional and showcases what is going on in the Dartmouth community

## 20. What is most effective about your electronic newsletter? [In-depth Responses](#)

- Shows only most important information with links to more detail
- Contains information about upcoming events and board meetings
- Has pictures and event recaps
- Able to estimate demand for events via event views
- Plan time to send newsletter to catch people when most likely to view and open the email
- Has a high view rate and is a cheap and dependable way to contact people

## 21. What is most effective about your print newsletter? [In-depth Responses](#)

- Reaches alumni who may not be proficient with email or social media
- Solicits dues and scholarship donations through a return envelope
- Avoids issues such as spam or junk folders and inactive email accounts
- Reaches alums who have not given the College an email address
- Has higher response rate for dues collecting

## 22. How do you use the different Social Networking sites? [In-depth Responses](#)

- Post events pages and ask for RSVPs on Facebook
- Post photos from past organization events on Facebook
- Allow alumni to post relevant noncommercial information such as job openings, other events they're hosting, or housing openings/requests on Facebook
- LinkedIn for job openings and opportunities
- Use Facebook to post Dartmouth related news and recognition of organization members
- Twitter to share Dartmouth news and links

## Finances – Executive Summaries

### **23. What methods have been effective in encouraging alumni to pay dues?** [In-depth Responses](#)

- Offer discounts on events to dues paying members
- Exclusive events for premium members
- Membership “sale” rates halfway mid-year for the following year
- Dues reminders and in paper and electronic newsletters
- Include dues card and envelope in mailings
- Verbal reminders at club meetings and events
- Enable alumni to pay dues online
- Allow people to sign up and pay at events
- Show alumni what their dues are being used for

### **24. What methods did your organization use to raise scholarship funds?** [In-depth Responses](#)

- Solicit through annual dues methods
- Solicitation through print and electronic newsletters
- Encourage alumni to donate at events
- Enhanced membership contributes to scholarship fund
- Have scholarship recipients speak at annual holiday party
- Enable donation through Paypal along with event registration

# 5. Appendix

## Board Operations

### 1. What techniques or strategies do you use to make your board meetings productive?

#### [Summary](#)

#### **ASIGs**

##### **BADA/Black Alumni of Dartmouth Association**

Setting an agenda, conducting voting by survey monkey to get a quorum on votes.

##### **DAPAAA/Asian Pacific-American Alumni of Dartmouth Association**

We circulate a draft agenda and solicit agenda items a week before each meeting. We import follow up items from prior meetings as well. During meetings, we have the agenda in a googledoc that is open for everyone to view and follow along with.

##### **DGALA/Dartmouth Gay and Lesbian Association**

We adhere to a very established schedule of board meetings with a set agenda that is circulated to board members in advance of our board calls. Board calls are limited in duration to 90 minutes, and I make sure that we address all agenda items briskly. That being stated, I seek frequent feedback from board members on all agenda items during our board calls to ensure that all members feel engaged, with their voices heard.

##### **DALA/Dartmouth Association of Latino Alumni**

Our one-hour conference calls had continuing agenda items and informational updates and clarifications. However, setting and conducting conference calls on agreed dates and times was problematic.

##### **DAEMA/Dartmouth Alumni in Entertainment & Media**

We work from an agenda, make clear to everyone that we are looking for their input and thoughts throughout the meeting for all agenda items. Also, we typically begin our meetings with ice breaker questions to help each officer celebrate their professional victories, fill in others about what's going in their lives, etc.

##### **DUSA/Dartmouth Uniformed Service Alumni**

Full board meetings have largely been done electronically lately through email, which enables people to contribute to discussion threads as their time and interests permit. We have also circulated guidance on how to make such written communications as short and precise as possible.

#### **Clubs**

##### **CA-DAA of Silicon Valley**

Agenda with suggested time limits  
Committee reports summarized and distributed prior to the meeting

##### **CA-DC of Orange County**

Focus on key issues and assign responsibility to 1-2 people to lead. Start meeting on time. Limit to 1 1/2 hours.

##### **CA-DC of Los Angeles**

1. DCLA determines the dates of all monthly board meetings for the full year at the beginning of each fiscal year
2. the president emails meeting agendas at least 10 days in advance to secure input from board members
3. any item up for a vote is detailed in our meeting agendas.
4. President emails board meeting materials in advance of the meeting including the agenda, previous meeting minutes, financials, and any other pertinent attachments.
5. All meetings have clear start and stop times with specific times allotted for each topic.
6. Sub-committees handle work in between board meetings.
7. Meeting location was in downtown LA for convenience for East & West side board members. Members may also dial-in via conference call.

##### **CO-DA of Rocky Mountains (Denver)**

Use agenda and stick to meeting end time. Use executive committee to handle some matters or prepare for board topics.

##### **CT-DAA of Fairfield County**

Our board participates more by email than meetings. When new requests or ideas come in, the board gives input and votes.

**CT-DC of Eastern Fairfield County**

We have an agenda, and we hold all of the "socializing" until after we have taken care of business. We also typically discuss the important issues via email beforehand -- giving people plenty of opportunity to be informed and ask questions prior to the actual meeting.

**CT-DC of Hartford**

Action items list afterwards and agendas before; ask for volunteers for a single specific item

**CT-DC of Southeastern Connecticut**

Always send out agenda ahead of time. Assign roles for the meetings and make sure everyone knows the primary goals to accomplish.

**GA-DC of Georgia (Atlanta)**

Our Club meetings are quite informal, so we typically discuss business such as past events and upcoming events and other relevant matters at the beginning of the meeting. We typically spend the majority of the meeting getting to know one another and enjoying each other's company.

**LA-DC of the Gulf Coast**

Creating alignment around the agenda, consistency in addressing all areas of the organization even if it is only to acknowledge there's nothing new to report, straight conversations about what is working / missing, having complete conversations that end with defined actions and dates, being interested and related to my board members.

**MA-DC of Pioneer Valley (Springfield)**

- Send out a request for agenda items when we set the meeting date
- Send out a reminder with draft agenda several days before meeting
- Have folks arrive 15 minutes prior to meetings to grab a drink so we can start meetings on time
- Hand out agendas at start of meeting and try to limit meetings to 1 hour

**MD-DC of Maryland (Baltimore)**

Meeting agendas are prepared in advance and circulated at the meeting. Reports are provided by officers followed by comments/suggestions from attendees. We also have social time prior to the meeting, so that board business can start promptly.

**MN-DC of the Midwest**

Having an agenda ahead of time is key. We've also changed our format slightly by having a board member host the meeting. I think this has encouraged ownership over positions on the board and made the meetings more comfortable and enjoyable. We've also started having dinner during the meeting, which has been a nice addition since most of our meetings are over dinner time.

**NY-DAA of New York City**

As President Greg Frank '01 has said, "We focus on creating a more enriching environment for our alums through more aggressive creation of programming, which will, in turn, increase camaraderie and increase alumni interest and involvement." We try to avoid controversy, which can diminish productivity, by relegating any such issues to pre-or post meeting gatherings. Part of the strategy is avoiding issues when there can be no answers at the present time. Of course the fact that we have monthly meetings, means that issues can be presented pretty quickly after they are ready for discussion.

**NY-DC of Eastern New York (Albany)**

Preparation of a meeting agenda highlighting topics to be addressed, events to be planned, challenges facing club, etc. Meetings are usually breakfast meetings starting at 7:30 am or 8 am, and planned to last no more than one hour.

**OH-DC of Northeast Ohio (Cleveland)**

We create an agenda which is distributed in advance, then attempt to get all of the business done by the time the food we've ordered shows up. That said, the creation of a rigorous agenda and distribution of prior minutes in advance is the primary driver of efficiency.

**INT DC of Japan**

Circulating an agenda in advance to keep each meeting focused on key issues is helpful. Also, allowing people to participate remotely via Skype can help with participation.

**DC of South Florida**

Starting the meeting with a clearly articulated intention and outcome. Inviting members to contribute to the topics that need to be covered and including room for open table discussions on the agenda. Due to busy travel and family calendars, monthly in person meetings were resulting in reduced attendance and enthusiasm. This year we switched to meeting in person once a quarter with conference calls during the months in between. Our attendance is up, the leadership is energized, and everyone has the opportunity to manage their lives while still contributing to the conversation. Flexibility has been key.

## **2. What techniques or strategies do you use to organize your board? (retreats, event planning, meetings, minutes, forms, etc.) [Summary](#)**

### **ASIGs**

#### **DGALA/Dartmouth Gay and Lesbian Association**

Our board uses a "DGALA Board" email address, and we communicate with each other on matters of interest frequently and informally. Board meetings are very structured and have a set agenda that is followed during each board call, focusing on governance issue, programming, student life issues, and College relations. Our secretary circulates draft board minutes after board meetings take place, and these minutes are approved at the following board meeting.

#### **Dartmouth Association of Latino Alumni**

We did not require our secretary to take minutes, a mistake on our part. We had a half-day training session with Alumni Relations in Los Angeles but only two of our executive board members (who live in LA) attended and two called in. Alumni Relations held a one day training session in San Francisco but only I as DALA president participated. The four-member board was separated by distance and time zones with two of us in LA, one in Boston, and one in Hanover.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

Generally Board Meetings with our recording secretary taking minutes. And as you would imagine, the officers are constantly on text chains, email chains, group chats, etc.

#### **DUSA/Dartmouth Uniformed Service Alumni**

Board meetings are preceded by written agendas and followed up by written minutes. The XCOM has meet during our annual meetings on campus for veterans day but has otherwise not held retreats or outings to build camaraderie.

### **Clubs**

#### **CA-DAA of Silicon Valley**

- minutes
- separate event committee meetings
- regular topical email communications to all board members between meetings
- nurtured camaraderie & mutual appreciation
- clearly communicated expectations when recruiting new members

#### **CA-DC of Los Angeles**

1. Clear, Agreed Upon Goals Set at Beginning of the Year by Board that focus on alumni involvement. 2. Board members are required to be dues-paying members. 3. Any events that require work by Board members must be approved by the Board. 4. DCLA distributes meetings from our previous board meeting prior to the next board meeting. 5. Treasurer Susan provides a monthly financial report that we share in advance of each board meeting and review at the meeting. 6. The leader of each event is responsible for organizing the event, securing additional volunteers, managing the RSVPs, and creating copy for the website and e-newsletters. 7. Subcommittees handle work in between board meetings. 8. Our website is very user-friendly and keeps event reports on each event. 9. DCLA provides a contact list with email, cellphone, and role for our Board, Advisory Board, and Other Critical Role members at the start of the year.

#### **CT-DC of Eastern Fairfield County**

Our first meeting of the year (held in September) is usually a planning meeting. We organize the events for the year, put together a calendar and assign tasks. Fortunately our group has been together for a while and has a good division of labor. People do their jobs.

#### **CT-DC of Hartford**

Bi-monthly lunches a planning meetings, action items list afterwards and agendas before; ask for volunteers for a single specific item

#### **GA-DC of Georgia (Atlanta)**

Our monthly Club meetings that we began holding in May 2016 are a great way to keep us organized and engaged as a Board and Club. When we first assumed our roles on the Board, we had a couple of breakfast meetings with the president, vice-president, treasurer, and secretary.

#### **HI1/HI-DC of Hawaii (Honolulu)**

We utilize Google Drive to keep all of our resources together and to share information. As we are a small club, we don't have much issue with board cohesion as everyone contributes.

**MD-DC of Maryland (Baltimore)**

Board meetings are scheduled on a bi-monthly basis at a local restaurant. This year we have used part of the meeting to get feedback on recent events (what worked, what did not work), remind people about upcoming events, and then we use some time to brainstorm other future events. We also communicate by email (text for the young alums) between meetings.

**MN-DC of the Midwest**

Up until this point, we have used doodle to find a meeting time and e-mails for getting board meeting topics and circulating information and agendas. Going forward we will be keeping board meeting minutes and setting our next board meeting at the current one to keep the meetings on a better schedule.

**NH6/NH-DC of the Upper Valley (Hanover)**

Annual retreats, minutes, event planning meetings, a Listserv of board members accessible to all on the board. Our retreat this year was in the Class of '53 Commons so we could familiarize ourself with more of Dartmouth.

**NY-DAA of New York City**

A Nominating Committee begins to consider candidates approximately 3 months before each June annual meeting.

New Executive Committee members—if they have not been “training” for a number of months—receive an upbeat job description of several paragraphs.

Executive Committee members receive the Minutes and upcoming Agenda close to the day of each monthly meeting. This timing serves to remind them of the meeting and to reconnect them with what has been discussed and what will be discussed. [Although you could suggest they should receive the minutes a few days after the monthly meeting].

To reduce obstacles for volunteer participation, we have a Polycom/teleconferencing option for every monthly meeting

**DC of South Florida**

An agenda is published in advance and board members are asked to contribute to it. We also have monthly reports filed in advance of the meeting by key board members which are compiled and distributed either in advance of the meeting or directly following the meeting accompanied by minutes. We follow the agenda, and allow the conversation to evolve organically so that we aren't only task-oriented we are also thinking and planning strategically. There are clear action items being agreed to and a person responsible designated to follow through. Our time is used primarily event planning, exploring ways to boost engagement and membership, and following up on outstanding tasks.

### 3. What techniques or strategies do you use to recognize your volunteer leaders? [Summary](#)

#### ASIGs

##### **BADA/Black Alumni of Dartmouth Association**

Shout outs on social media and in our email blasts.

##### **DGALA/Dartmouth Gay and Lesbian Association**

We recognize outstanding volunteers leaders at our All Class Reunion, which takes place in Hanover every 5 years. We also thank our leaders in our newsletter, the Green Light, and on social media postings.

##### **DAPAAA/Asian Pacific-American Alumni of Dart. Assoc.**

In the past, we've given out awards, but we have not done so in the last 5-6 years.

##### **DALA/Dartmouth Association of Latino Alumni**

The DALA Facebook page offers opportunities for recognition. In FY 2016, for example, thanks were given to Anna Villarruel '12 for refreshing the DALA pages on the College website.

##### **DAEMA/Dartmouth Alumni in Entertainment & Media**

We tend to thank our leaders in our Facebook Group which has 831 members and in our newsletters as well. At our last two Annual Meetings, we asked members to submit photos/videos, etc. of their achievements for the past year which we compiled into a multimedia presentation... and in that presentation, we thanked the board members as well for their contributions.

##### **DUSA/Dartmouth Uniformed Service Alumni**

Our website is full of appeals for help and when someone steps forward to take on some responsibilities we approach them about taking on others. Also members of the DUSA EXCOM approach individuals in our orbit and ask them for assistance.

#### Clubs

##### **CA-DAA of Silicon Valley**

recognition at meetings and within club communications

##### **CA-DC of Orange County**

Generally we try to encourage those who show up to meetings to get involved in the club.

##### **CA-DC of Los Angeles**

1. Give a Rouse! – new feature created by our president Winnie that highlights a different member's accomplishments every 1-2 weeks in our e-newsletters.
2. Post-Event Thank Yous – our president and event leaders sent personal thank you emails or handwritten cards to every person who assisted, highlighting their contributions.
3. Service Awards – given at Annual Meeting for outstanding service.
4. Host and Speaker Gifts – gifts and thank you cards signed by board members to all event hosts, speakers, and College staff who assist us

##### **CO-DA of Rocky Mountains (Denver)**

"Wheelock" special award dedicated to outstanding alum. Dinner/drinks included with Board meetings

##### **CT-DAA of Fairfield County**

Acknowledgement in event advertising and at events. One on one coffee/dinners for anyone interested including brainstorming new ideas and reflecting on recent outcomes.

##### **CT-DC of Eastern Fairfield County**

We include their good works in our newsletters and I recognize them at our Annual Meeting.

##### **GA-DC of Georgia (Atlanta)**

I always try to thank our volunteer leaders for their hard work. Publicly, I like to recognize them for the service to the Club at our events.

##### **MA-DC of Pioneer Valley (Springfield)**

We introduce them at our annual dinner and in our fall newsletter. We have so few active volunteers that we don't give out awards...but are interested in learning what other small- and medium-sized clubs do.

**GA-DC of Georgia (Atlanta)**

Acknowledging and thanking DCGA volunteers at Club events.

**MN-DC of the Midwest**

We've been trying to find things that our members are passionate about and then encouraging and assisting them to have an event. The St. Paul Chamber Orchestra events came to fruition that way. We've also been flexible with new volunteers in terms of the scope of their roles and trying to tailor them to how much time and energy they are comfortable contributing.

**NH-DC of the Upper Valley (Hanover)**

Public recognition at our Annual Banquet. Listed on our website.

**NJ-DC of Princeton**

In our newsletter we make sure to mention and thank anyone who has volunteered in a leadership role (e.g. in an article about an event we always say something like: "The Club extends its thanks to John Smith '85 for taking the lead in planning this event." We recognize alums to have made special donations.

**NY-DAA of New York City**

Hearty shout outs to them at meetings, at events, and mentions in Tweets and the EC meeting Minutes. Most event promotions on Facebook, eNewsletter will list the name and class of the lead volunteer(s).

**OH-DC of Northeast Ohio (Cleveland)**

We have an Alumni of the Year award, presented at the annual dinner, and celebrate the leadership of volunteer leaders publicly at events.

**TX-DC of South Texas**

I have a small amount of Dartmouth SWAG I use to recognize them at social events they plan or during board meetings.

**WA-DC of Western Washington (Seattle)**

I recognize them whenever I have opportunities to do so. I employ emails/website/Facebook Group. I think it is not so much about using an innovative method as being willing to recognize what others do for the club.

**WI-DAA of Wisconsin**

I have nominated interviewers for recognition by the Admissions Office

**DC of South Florida**

We consistently acknowledge them in our email blasts to the broader community and invite the alums to email them and thank them for their service. As President, I always make it a point to publicly acknowledge the entire board, individually, during our annual Holiday Brunch. We also acknowledge key players and hosts during home hosted events and ensure everyone in the room is clear about what they contributed, what it took and who they are for the community. On a more personal note, I should start sending "Thank You" notes and perhaps even consider small gifts or token of appreciation.

#### **4. What techniques or strategies have you found effective to involve more alumni in your organization as volunteers and leaders? [Summary](#)**

##### **ASIGs**

**BADA/Black Alumni of Dartmouth Association**

Using social media to talk about programs and projects and seeing what people express interest in doing. Generally, so far it is more a task of asking people who come to me with ideas to take the lead on implementing them. We have a lot of people with ideas. Follow through can be harder.

**DGALA/Dartmouth Gay and Lesbian Association**

Starting in January of 2015, the DGALA Board has focused on several initiatives to involve more alumni from the full spectrum of DGALA's membership. These initiatives included:

1. More robust and frequent regional programming in cities around the United States and abroad - and cultivating regional programming coordinators
2. Preliminary development of an oral history project in cooperation with the Rauner Special Collections Library and College Archivist
3. Election of a Board of Advisors, consisting of former DGALA leaders, and complementing the composition of the Board of Directors with alums with diverse perspectives

We have been successful in accomplishing all three new initiatives thus far this year.

### **DAEMA/Dartmouth Alumni in Entertainment & Media**

This has definitely been an area where we have been focusing on, with an eye towards the future. One very basic thing we do is that when people reach out to board members for help, including being added to the goblets, we offer to allow them to sit on a meeting to see if it is something they would like to do. Being of service to students, such as speaking at the Center for Career Development during CAGOW, or supporting the FSP, has been in part, a long term effort to recruit younger alumni onto the board.

### **DUSA/Dartmouth Uniformed Service Alumni**

Identify Club and Class liaisons. Meet with local (Hanover) members. Survey interests with "Survey Monkey".

## **Clubs**

### **CA-DC of San Diego**

We have sent out surveys seeking input on activities people are interested in. As part of that survey, as well as separately in emails we have asked for volunteers to help with the club.

### **CA-DAA of Silicon Valley**

- contagious enthusiasm for a shared mission
- collaboration
- members in good standing welcome at events committee, board, or other meetings
- leadership and host engagement with new members and potential members at events
- cool events

### **CA-DC of Orange County**

We see who comes to events, and enjoys working with alumni. We ask via. Facebook, or at events.

### **CA-DC of Los Angeles**

1. The Board held both new and repeated events from the previous year(s). Hiking, promoting affiliated and shared interest groups events, the holiday party featuring the Aires, community service, the annual meeting featuring the provost, inter-Ivy events, YADA events, and the student admit and Hasta La Vista sendoff parties all contributed to new volunteer interest. This year the Alumni Council's inaugural Global Day of Service where the DCLA honored the veterans generated the most alumni volunteer interest which contributed to new Board membership for the 2015-16 year. The DCLA took this event seriously and planned and prepared for a tremendous event and it resonated with alumni interest.
2. Newsletters and club-wide emails bring donations and event attendance, but it depends on how successful an event is for an alum to take the next step in leadership role involvement.
3. Positive, consistent and caring leadership is important.

### **CO-DA of Rocky Mountains (Denver)**

We could do a better job with this. To the extent that alumni attend events and express an interest in being involved with the Club, we invited them to have a Board role. There are some instances in which we work with alumni outside the Board for events, but not as frequently as we would like. Essentially, if someone is passionate about an event, we will help them organize and publicize it (to the extent we believe it fits our mission and benefits our membership).

### **CT-DAA of Fairfield County**

Asking, begging, answering email of interest, most of which do not pan out. "I want to be involved" often just ends up meaning they want to know about our events, not be leaders or even helpers. Ever few years we have a new young alum volunteer or someone who takes on minor event tasks. Running of the club continues to rest on a few long standing volunteers.

### **DC-DC of Washington DC**

--We ask board members to chat with people, whether new or familiar, at Club events, work or social situations - to get to know them and ascertain their interests and possible availability for organizing events.

--We ask board members to search and connect with their alumni friends on Facebook or LinkedIn and invite them to join the Club's social media groups.

--Those who are comfortable with it, especially the President, may directly ask alumni to organize a specific event.

--We also 'advertise' open positions in our email blasts, newsletters and website.

### **DE-DC of Delaware**

Solicit requests for volunteers via our Club newsletters (typically two newsletters per FY mailed). Also send out Club events announcements via Club emailings.

### **GA-DC of Georgia (Atlanta)**

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Tapping alumni who regularly attend DCGA events to take on leadership roles within the Club.

#### **HI-DC of Hawaii (Honolulu)**

Active solicitation of alumni who come to Club events and to alumni friends who currently do not come to Club events.

#### **LA-DC of the Gulf Coast**

The Club tries to vary types of events and also uses the interviewing process to recruit new, active members. In addition, student and other Dartmouth-affiliated individuals visits to the Club's geographic area tend to help get people involved.

#### **MA-Dartmouth Women's Club of Boston**

We hold a New Mothers Meeting each October. Using the matriculation list the College provides us, DWC members call new mothers inviting them to attend this meeting. At our meetings we encourage attendees to become volunteers, and subsequently, leaders in the club. Our DWC Board targets individuals through the Nominating Committee.

#### **MA-DC of Cape Cod**

Letters, emails and personal contacts. The Cape alums are mostly retired with very few younger more recent alums due to nature of local economy.

#### **MA-DC of Central Massachusetts (Worcester)**

We plan events that attract different attendees. Although we get the attendance, not many want to volunteer.

#### **MA-DC of Pioneer Valley (Springfield)**

The officers review the attendee list for our events and then decide which of the active and enthusiastic alums we'd like to invite to join the board.

#### **MD-DC of Maryland (Baltimore)**

We have two individuals who typically host Alumni Interviews in their offices each January. One alum is a board member at a local non-profit and we used his organization for the Alumni Day of Service.

#### **ME-DAA of Maine**

In the last year we have used social media and partnering with professional schools to host events which attract a new and varying group of alums. We have seen new faces at our events but still need to recruit new Exec Committee members.

#### **MI-DC of Detroit**

Newsletters, email and Facebook communications; involvement in Club events and activities; involvement in joint events and activities with other Ivy Clubs; and alumni interviewing of high school applicants.

#### **MN-DC of the Midwest**

- Proactive Relationship Building & Recruiting at events
- Co-Chairs vs. Chairs & Leaders
- Challenging each volunteer to identify a successor
- Inviting Current Students & Young Alumni to as many events as possible (expose them early, get them involved, make them feel like "part of the family" at an early age.
- Diversity of events to attract older alums who've become "empty nesters" recently & are looking to become involved again.

#### **MO-DAA of Heart of America (Kansas City)**

Involving more alumni in event planning. Identifying younger alumni to step up and become more active in events beyond interviewing

#### **NC-DC of Piedmont**

We simply use our major events to feel attendees out about becoming more involved either as a Member at Large on our Board or a specific position. Then we make mention of the need for volunteers in our e-newsletters. We simply use our major events to feel attendees out about becoming more involved either as a Member at Large on our Board or a specific position. Then we make mention of the need for volunteers in our e-newsletters.

#### **NH-DC of the Upper Valley (Hanover)**

Offer a tremendous breadth and depth of activities both within Hanover and also ranging geographically around the Upper Valley so that there is something for everybody.

Our activities have varied from very social pub gatherings and brewery tours and samplings plus social tailgates to draw people in to dealing with very substantial topics such sexual abuse and computer fraud and what can be done about these.

#### **NJ-DC of Princeton**

Direct outreach to alumni who participate in multiple events, direct outreach to young alumni

**NY-DAA of New York City**

solicit volunteer interest by : queries on the Big Green-Gram form, which is part of the eNewsletter; word-of-mouth among friends; asking alums at Dartmouth events if they would like to participate. We also hope that Website persuades alums that they will enjoy being active with DCNY. Another strategy is invite alumni to develop new ideas and projects for DCNY. This happened with our annual Pong Tourney, our new Winter & Spring parties for 2015, and with new author talks this past year. Co-Chair Nancy Guevera and YADA Chair Katie Paxton earned positions on the Executive Committee after attending meetings and making the above activities happen.

**NY-DC of Eastern New York (Albany)**

Personal contact, telephone contact, email contact; and, each newsletter (print and email) solicits volunteers.

**NY-DC of Rochester**

We have tried to have a few happy hour type meetings to invite engaged/interested people. The revitalization of the club has been challenging. Our fall and spring meetings are great, but few people run with their responsibilities apart from the event coordinators who I work with closely. Our Treasurers are an exception - they are awesome and they are working on managing our budget which has been depleted in recent years prior to my start.

**OH-DC of Northeast Ohio (Cleveland)**

Our board meetings are open to all members of the club. This open meeting structure encourages any member who wishes to get involved or learn what the board does to see first hand. We hold the meetings at a convenient time and location (dinner, near a highway, generally centralized within the district).

**OH-DC of Central Ohio (Columbus)**

We recruit for leadership positions at events and meet with people who express interest in club . Our leadership meetings are open to all members. We connect alums with mentoring programs. We leverage relationships with young alums to create engaging activities for the YADA crowd.

**OR-DCA of Oregon (Portland)**

Targeted emails to likely volunteers

Broad emails to all area alumni requesting volunteers - although this tends not to work.

**PA-DC of Philadelphia**

Individual outreach (personal connections), consistent communication (club email), coordination with other groups (AR, local clubs, local events)

**PA-DC of W Pennsylvania (Pittsburgh)**

We try to put on a variety of programming that appeals to all different age, gender and location demographics. At those events, we always encourage alumni to get involved with the club and offer suggestions. We also solicit suggestions and feedback in newsletters.

**RI-DAA of Rhode Island**

We've tried to introduce a breadth of event types - everything from sports to film screenings. We experiment with event times and event locations. Every time we change / add, new people come and it's been a great way to get to see different alumni from different parts of the state. We're working on engaging alums around areas of their interest to help create events - for example using the Art Club for our holiday party or inviting Polo players to speak at our polo event.

**SC-DC of the Lowcountry (Charleston)**

The Board has arranged to meet with a group of members who are interested in taking over the operation of the Dartmouth Club of the Low Country. This meeting will be held in October

**TX-DC of South Texas**

Fill key board positions with active and committed members. Encourage members to put their stake in the ground. Welcome innovative programs or ideas (e.g. parent initiated an activity in February for our group). Profile alumni in work. Offer multiple channels for communicating with alumni like Facebook and website.

**TX-DC of Dallas**

We actively solicit board members and those who help with events to try to recruit their friends and classmates to become involved.

**WA-DC of Western Washington (Seattle)**

We use our Facebook group and email each member. We have three members taking turns to email them. This way, readers do not get overwhelmed with too many senders, on one hand, while a single offer does not send too many emails to everyone. This way, we also share recognition.

**INT DC of Hong Kong**

Due to the small community in Hong Kong, I do my best to get other alums involved through annual activities that I hosted for the club and also inter-club activities.

**INT DC of India**

We identify new leaders as they show interest in and dedication to the planned events. It is an informal process and any board member can make suggestions, particularly if a volunteer has a particular skill or talent that is valuable.

**DC of South Florida**

Engaging team in having conversations with alumni out in the community has been effective. While board and leadership is embodying the spirit and essence of organization, we also request someone specifically take on having conversations with persons at events about the opportunities to express their leadership.

# General

## 5. Which initiatives did not work well this year? Why? [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

Mentoring program made great strides but still was almost all the work of one alumni. these programs are very hard to get off the ground.

#### **DAPAAA/Asian Pacific-American Alumni of Dart. Assoc.**

We felt that the scholarship initiative got off to a slow start this year due to a combination of factors. One of our chairs was only able to dedicate a limited amount of time towards the initiative due to an unexpected personal circumstance, and it was difficult for the chairs to get in touch with the proper contacts at the college during the summer break to gather information. However, this year, the scholarship initiative will be a focus of the organization, and we hope to move things along quickly.

#### **DGALA/Dartmouth Gay and Lesbian Association**

All of our initiatives worked!

#### **DALA/Dartmouth Association of Latino Alumni**

Board and member communications.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

We made a few small efforts to boost dues payments, and I think that's going to be a focus for us in the years to come.

### Clubs

#### **CA-DC of San Diego**

Wine tasting- we had to cancel an event last year (June 27th) as we needed a minimum of 20 people.

#### **CA-DC of Orange County**

The old board was burnt out, and we lost two older members. We needed new blood.

#### **CA-DC of Los Angeles**

We know that it is critical to fully vet new Board members, put the right people in the right roles, and ensure a fully-staffed, engaged

Board.1. Events – when our VP of Events completely stopped responding in Jan 2016, our president Winnie assumed the events role.

2. Tuck & DLA rep – Gerry Phillips '47, T'47 passed away in October, replaced with Li He T'13 for Tuck and Janine Avner '80 for DLA

3. YADA – Radha Kulkarni '09 moved to SF, replaced by Jacqueline Moghaddam '06

4. NAAAD – Preston McBride '11 had to go back East to manage family matters, Janine Avner '80 stepped in

5. BADA – Teni Ayo-Ariyo '13 changed jobs, Kyle Battle '11 replaced her

6. Continuing Education – Ann Fromholz '90 acknowledged she didn't have time, Dan Ames '06 replaced her

7. DALA –Stephanie Hernandez '13 didn't participate, Unai Montes-Irueste '98 replaced her

8. DAEMA – Molly Hallam '09 didn't participate; she remained on the Board but we secured DAEMA info from Advisory Board member and DAEMA co-founder Jethro Rothe-Kushel '03.

#### **CO-DA of Rocky Mountains (Denver)**

"The Things They Carried" an additional cultural event, was disappointing in terms of attendance and financially. We overestimated its appeal and did not promote it enough

#### **CT-DC of Eastern Fairfield County**

The one thing that I was surprised did not work well was our "Day of Service." I thought we had planned a fairly simple, very local and fun event ... but only 3 of us showed up. I am not sure if it was a bad weekend or if the rain stopped people from coming, but I was not thrilled with the turnout.

#### **GA-DC of Georgia (Atlanta)**

Our event with Professor Dropp was great in terms of content, but we had a hiccup with Professor Dropp going to the wrong restaurant at first, and the noise level at the restaurant where we held the event was quite high.

#### **HI-DC of Hawaii (Honolulu)**

Fiscal Year adjustment for dues. Difficult to communicate this clearly to members. Predominantly collected dues during our

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Admit reception and confused some members with having to pay twice within the same calendar year.

#### **LA-DC of the Gulf Coast**

The attempt to organize community service events simply did not attract interest. While I really do not know, the geographic breadth of the Club and the lack of available time by members may be contributing factors.

#### **MA-DC of Cape Cod**

Meeting for younger, energetic alums at Adventure Park in Sandwich which features a zip line. Lack of familiarity with the Park probably was the reason for its not working with alums.

#### **MA-DC of Greater Boston**

"non-mainstream" events, including limited reach professional sporting events

#### **MA-DC of Pioneer Valley (Springfield)**

We still struggle to get new volunteers and "younger" alumni participation. There are not many younger alumni in the area and those that are seem disengaged with the club due to family/work obligations. The same volunteers have been with the club for years (some decades), and the requests for assistance don't generate interest.

#### **MA-DC of Pioneer Valley (Springfield)**

The fireside chat with Trustee Laurel Richie '81, because she couldn't make it work with her busy schedule. Our dinner was our least successful event because the rockstar speaker wasn't as engaged (and engaging) as we had expected.

#### **MD-DC of Maryland (Baltimore)**

Moveable Feast, a nonprofit that provides meal delivery services, did not really work well due to staff turnover at their organization and a miscommunication about needs for volunteers on Thanksgiving. We had to cancel the event because the organization no longer needed volunteers.

#### **MI-DC of Detroit**

At times it is difficult to get a critical mass of alumni involved and interested in Club activities, primarily due to the geographic and generational diversity and transient stays in the area of most recent alums. However, Dartmouth's sports teams coming to the area this year were well-received.

#### **MN-DC of the Midwest**

Our educational events located in downtown Minneapolis have had declining attendance. We hosted a history night with alumnus Judge Rogers that was lightly attended. We are working on developing new format ideas that are better tailored to current alumni's interests and schedules.

#### **NC-DC of Piedmont**

Gatherings of young alums - Sean Schultz '10 tried to pull some young alums together over Thanksgiving weekend and got 4 or 5 Initiative to try luncheons with speakers from among our own ranks - could not line up a volunteer or two to research venues and prices.

#### **NY-DAA of New York City**

The social committee noted that organizing too many events that were too close to each other was not the best initiative. For this coming year we will maintain a social calendar with a maximum of two events per month, which will allow us to have enough time to plan and announce the events on the Enews.

#### **NY-DC of Rochester**

Our spring event did not have an event coordinator and this hurt us. It was largely because of a lack of consistent communication on the part of the executive committee and, as president, I take responsibility for that. This year our executive committee is already getting stronger and we will be able to fill in much-needed roles like VP and secretary.

#### **OH-DC of Northeast Ohio (Cleveland)**

We had less attendance (see imodules discussion) and fewer events than in past years. As such we got less new engagement than in the past. Our young alum chair decided he didn't have time for the role about halfway through the year, which did not help, and one planned event that was supposed to tie to the RNC in Cleveland received limited support from various people at the college when we tried to reach out, so it sort of broke down.

#### **INT DC of Japan**

I ended up calling no formal boarding meeting during this fiscal year, as I found the logistics of getting a critical mass of the core group at one place to be challenging. I would like to find out other ways in which the core group can gather more easily to discuss key Club issues.

#### **DC of South Florida**

Increasing Dues Paying Members: We had an internal goal of 65 for FY16 and we fell far short of it with only 16. We did not

effectively promote and make requests of our members via any of our channels. Our Communications Chair was on hiatus for part of the year and was not effectively replaced. This impacted consistent communications, partnership and empowerment for our brand new Treasurer, as well as a gap in our ability to publish a paper Newsletter which has historically supported us with a bump in numbers. That said, our Treasurer is now more seasoned, our Communications Chair is back in full swing, and FY17 is a blockbuster year in the making.

## 6. Which initiatives worked well this year? Why? [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

A planning session last fall to set goals for the year guided our work well. so did the effort to create our first budget in recent memory and the creation of forms for approval of events.

#### **DAPAAA/Asian Pacific-American Alumni of Dart. Assoc.**

We were very proud of DAPAAA's response to the denial of tenure to Professor Aimee Bahng. We have a very diverse range of perspectives represented on the board, and many board members with strong opinions on institutional diversity, the tenure process, and the proper role of DAPAAA in advocating for diversity issues on campus. In order to issue a timely statement, the DAPAAA board had numerous calls and email discussions within a 2-week period about what our response should look like. We consulted with students and other affiliated groups, and ultimately were able to craft a letter which we felt conveyed the key messages that we as an executive board agreed were important. Our understanding is that we were the only affiliated group to issue a statement as a board. During Alumni Council, one of our representatives, Steven Tseng, went out of his way to meet with students. During this meeting, which ended up lasting for hours, he listened to the student perspective and tried to understand students' positions. He arranged for Sera Kwon '17 to speak in front of the Alumni Council about the student perspective, and worked with her to refine and prepare her message, missing an important work event in order to do so. I understand the AC was very impressed with Sera, and we really commend Steven for building bridges and his dedication and support of the student and alumni community.

#### **DGALA/Dartmouth Gay and Lesbian Association**

Our service project with Harvey Milk High School and the Hetrick-Martin Institute were well received by our members. We believe that certain members are more excited by this kind of programming rather than social events. We also enjoyed our collaborations with DAPAAA on the great Lunar New Year event in New York City, with the Dartmouth Club of Washington, DC, on the Webster Dinner in honor of Eric Fanning, and the Dartmouth Club of London on a great social event in January. Also, the great presence of DGALA leaders at Dartmouth PRIDE's Lavender Banquet, and the presentation of books by DGALA authors and rainbow tassels to our Club/Group Activity Report students created lasting bonds between our students and our members.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

Our arguably best initiatives have been focused on supporting students and recent grads: The DAEMA Mentorship Program and supporting the Film FSP with Internships.

The Mentorship Program successfully paired up 18 Mentor/Mentees. And the program includes an actual training component to help the mentees have better expectations and structure for how to interact with their mentors... and the feedback from the mentors about the program has become more positive. (Thank you Jessica Krug '11)

And we are proud to share that for the second time, all the students participating in the Film FSP in Hollywood had internships, in part thanks to DAEMA's support in reaching out alumni and making those connections. (Which is a mountain of work for Molly Hallam '09 - the students are fortunate she's so giving).

### Clubs

#### **CA-DC of San Diego**

Holiday party was our most well-attended event. Great pot-luck style with fabulous singing by Tony Soto '18.

#### **CA-DAA of Silicon Valley**

Transparent Communications, Transition to new leadership, Creation of new Event Committee roles & responsibilities

#### **CA-DC of Los Angeles**

1. Setting Clear, Agreed Upon Goals by DCLA Board at Beginning of the Year allowed everyone to work together towards those goals
2. Expanding our relationships, collaboration, and communication with key ASIGS

#### **CO-DA of Rocky Mountains (Denver)**

Both holiday party and summer picnic exceeded previous attendance and were very successful. DOL/Annual Meeting was also a big draw as usual. Young Alum events were extremely successful. Familiar event and locations and heavy promotion. Also various smaller events that appealed to a niche audience.

#### **CT-DC of Hartford**

Day of Service

Board Lunches

**GA-DC of Georgia (Atlanta)**

Events where we had College representatives visit the Club worked well.

**HI-DC of Hawaii (Honolulu)**

Community Service initiative worked well to gain new members.

**LA-DC of the Gulf Coast**

The holiday party and student crawfish boil seemed to be the most effective initiatives probably because of the social nature of these events.

**MA-DC of Central Massachusetts (Worcester)**

We generally hold the same events each year, so they get the same attendees. We consider that successful given the small executive committee.

**MA-DC of Greater Boston**

Events featuring College guests (Hanlon, Govindarajan, Finkelstein) were consistently very popular, independent of price (which ranged from zero to \$50/pp)

**MA-DC of Pioneer Valley (Springfield)**

All of our events this year were successful. I'd have to say that the service project and hike were the most successful -- not in numbers, but because they brought out folks who have lived in the area for years, but had never before attended a club event.

**MD-DC of Maryland (Baltimore)**

As noted in other sections, events done to engage young alumni or done in partnership with another Club, Affiliated Group or All Ivy club worked well. Also, events that featured Dartmouth students or famous Dartmouth alums worked well.

**MI-DC of Detroit**

Alumni gatherings at the Dartmouth Men's hockey and lacrosse games and at the Women's tennis match. Well-attended, collegial and fun gatherings and Dartmouth won (or tied)! A festive time for alumni/guests and well-received by all.

**MN-DC of the Midwest**

We did not try many new types of events this year. We did put more emphasis on our young alumni events this year, and I think we're making progress on developing that alumni base.

**MO-DAA of Heart of America (Kansas City)**

Programming around recruiting and educational activities attracted most attendance

**NC-DC of Piedmont**

We discussed it as a good thing to do, but it did not come together and it seemed we could not get information about a template or examples of surveys conducted by other clubs, which would have been extremely helpful. Besides the information gleaned from a survey, simply the participation rate of responses would be telling!

**NH-DC of the Upper Valley (Hanover)**

Reducing the amount of emails we sent to members, while keeping the event calendar up-to-date on the web and Facebook did not seem to reduce participation, but did reduce annoyance to our members.

**NJ-DC of Suburban New Jersey**

Admitted Students event was the highlight, for regular decision students, where we had over 30 admittees and over 100 people there. Attribute to hard work promoting event.

**NC-DC of Piedmont**

Connections to and with Dartmouth College personnel worked well and those with strictly local themes did not.

Enrollment activity seems to strike a responsive cord for connecting alums to today's College, and that's good thing.

**NY-DAA of New York City**

First, Let us add a different initiative here. We put the following statement in our eNews and on the DCNY website regarding the Orlando tragedy. "We, members of the Dartmouth community New York City, stand in solidarity with the victims of the tragedy in Orlando. We are Proud to be part of a community based upon inclusion, respect, tolerance, and kindness to one another. We look forward to a better world, one without the ignorance and hatred that hurts so many without cause." Operational Initiatives that worked well for the social committee included: developing a social events calendar for the year to keep an organized timeline of events, planning social events early in the year, reaching out to the college alumni relations office to help sponsor events especially for young alumni, contacting class social chairs to increase our reach for events, and providing incentives for classes to help in boosting alumni attendance. Announcing events on the Enews at least 3-4 weeks prior to events also helped in increasing

event attendance.

**NY-DC of Rochester**

We regained our non-profit status!

**OH-DC of Northeast Ohio (Cleveland)**

We tried to get more diversity in our programming types. People were very excited about the Cleveland Film Festival movie we were able to sponsor. We also did well with the quarterly co-sponsored happy hours with Princeton, Yale, and Williams. Those types of events draw a different set of alums than our standard events, which increases engagement

**WA-DC of Western Washington (Seattle)**

relaxing outdoor events for older alumni; professional/evening drink events for younger alumni

**NY-DC of Rochester**

April even with Professor from Dartmouth -- great attendance, great topics, diverse audience for us

**DC of South Florida**

The Book Award program was a resounding success due in large part to Nick's extraordinary service, generosity, tireless commitment, and demand for the Board, Alums, and the President to fully source and support him in the role of Chair.

We set out to try new event types and not hesitate to take on unusual programming. The intention was to really test the waters, evaluate interest, and discover what's possible. Some of these worked, and others did not. They were all a success as we expanded beyond our comfort zone, empowered alums to self-organize, and created partnerships with groups to expand our reach and explore new opportunities.

# Events

## 7. What was the most unusual or innovative event that your club or group did this year?

### [Summary](#)

#### **ASIGs**

##### **BADA/Black Alumni of Dartmouth Association**

Dartmouth on Location Partnership for history of blacks at Dartmouth. Very well attended and something different than the usual cocktail party.

##### **DGALA/Dartmouth Gay and Lesbian Association**

Our first international event ever, held in London in January, was a huge success, and we were excited to invite members of the Dartmouth Club of London. Our members around the world were thrilled with this new international focus.

##### **DALA/Dartmouth Association of Latino Alumni**

The bilingual tardeada for students and parents held on August 14.

##### **DAEMA/Dartmouth Alumni in Entertainment & Media**

In some ways, our tour of Jib Jab was innovative. Although it was small, it allowed for professional discussions about the entertainment industry with people with very different experiences. It was really interesting to go into such a colorful and varied work environment. Although it was a Saturday, there was a large group of digital artists drawing.

#### **Clubs**

##### **CA-DAA of Silicon Valley**

A live broadcast of the Dartmouth Aires **holiday concert on an online** radio station.

##### **CA-DC of Los Angeles**

The inaugural Day of Service supporting our veterans at The Fisher House and West Los Angeles VA was a huge success for DCLA this year. We offered 3 distinct activities - gardening at The Fisher House and lunch with veteran families, VA bedside visits with gift bag distribution, and lunch and bingo with prizes. The availability of 3 unique activities, detailed pre-planning and organization, and personal invitations drove the success of this event. This event also helped us to identify several new DCLA Board members for '15-'16 including young alums and our new Philanthropy Chair.

##### **CT-DAA of Fairfield County**

We are more about tried and true than innovation. (We leave that to the Silicone Valley Club and look forward to seeing what will top their Italian Night!)

##### **CT-DC of Southeastern Connecticut**

The Professional Pot Luck is new for the club and we hope to host more soon.

##### **DC-DC of Washington DC**

In May, we organized an event to hear updates about Moving Dartmouth Forward (MDF).

We are fortunate to have three trustees that live in the DC area and lucky that two of them could make themselves available on the same date to speak with area stakeholders about this important initiative at the college, presenting an overview of why and how MDF was created roughly one year ago and what the response has been so far, as well as next steps.

It's unusual to have the Trustees speaking on such a 'meaty' topic that is of immediate concern to parents with students currently enrolled, as well as recent alums and current students in DC for an off-campus term. Because we continue to cultivate a relationship with the Government Dept.'s FSP program, we were also able to invite the current students from that program, and they brought an added dimension of immediacy to the discussions.

The event brought to life many aspects of real and current life on campus that it is hard for alumni to get, especially older alumni who were students in a very different era.

Ben Wilson '73 and Nate Fick '99 were very generous to put together presentations on different aspects of MDF and then opened the floor for questions, moderated by Jennifer Avellino '88, President-Elect of the Alumni Council (who also lives in the DC area).

The questions and conversations that ensued were also substantial, but leavened by the occasional humorous touch (class at 9am

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is too early? Let's have more of them - at 8am!) and some uncomfortable disclosures that elicited sympathy from the audience and responses about specific follow-ups from the Trustees. The audience of approx. 50 did not want to leave even after an hour of Q & A.

#### **FL-DC of the Florida Keys**

WE HOSTED THE DARTMOUTH GLEE CLUB AT THE LAST MINUTE AT THE REQUEST OF LOUIS WHEN VISA TO CUBA DENIED AND THEY WERE STUCK IN MIAMI. HAD THE KEY WEST HIGH SCHOOL CHORALE JOIN IN A CONCERT AT THE H.S. IN THE AUDITORIUM. VERY SUCCESSFUL.

#### **FL-DC of South Florida**

The partnership with Dranoff Piano Foundation to create the pre-concert and concert event specifically for music created for two pianos.

#### **HI/DC of Hawaii (Honolulu)**

We added two completely new events this year -- Pau Hana events, which are after work social/networking gatherings, and a private tour of Pear Harbor aboard the Admiral's Private Barge. The Private Barge tour is very special and only available on a very limited basis.

#### **LA-DC of the Gulf Coast**

The sponsorship of the Crawfish Boil at Green Key Weekend for local students.

#### **MA-Dartmouth Women's Club of Boston**

I have to say all of our activities were exceptional, from recognizing the new mothers and introducing them to DWC, the holiday event with interesting program and all the effort to get the best and the most interesting items for the silent auction and raffle to earn as much money as we can for the scholarship fund, the intellectual tour at the museum, the evening with the author and sport reporter and finally to our elegant way to celebrate DWC 85 anniversary.

#### **MA-DC of Cape Cod**

The movie of "A Passion for Snow" which showed the college of the 1930 -1960's which is how most of our local alums remember it.

#### **MA-DC of Central Massachusetts (Worcester)**

We brought back the admitted students event and reached out to people directly to ask them to attend. It was more successful than anticipated.

#### **MD-DC of Maryland (Baltimore)**

The Dartmouth Spangled event with Jere Daniel '55 was the most innovative event because of the unique opportunity with the 200th anniversary of the Star Spangled Banner. Having a faculty member in Baltimore brought out so many local alumni that rarely make it to events and a fun time was had by all!

The Urban Pirates Harbor Tour was an absolute fun time too, and we hope to do it again next summer!

#### **MN-DC of the Midwest**

We held a dinner, pre-concert talk with a musician, and then attended a St. Paul Chamber Orchestra concert.

#### **NC-DC of Piedmont**

We stayed pretty much to script with our Holiday Dinner in December (two separate locations), our Annual Dinner in May with guest speaker Prof. Donald Pease, and then there was the College-initiated Reception and Q&A session with President Hanlon in April.

#### **NH-DC of the Upper Valley (Hanover)**

I would say the most unusual AND innovative things we did this year was to prevail against all odds to stage our two most highly attended events, our Annual Holiday Party during a driving Nor'Easter that saw all other events canceling left and right and likewise our Annual Meeting with speaker Ambassador James Cason '66 during a widespread power outage that shut Hanover down - but not the DCUV!

In both instances we had well over 100 participants at each event enthusiastically attend and participate, and if that is not a huge endorsement by the membership of what this club is doing, I do not know what would be!

#### **NJ-DC of Princeton**

The Day of Service Event was new, although we had offered community service events in the past.

#### **NY-DAA of New York City**

After several years in the making, and with most production work done by the College, DCNY was able to present a lecture and tour of the National September 11 Memorial Museum. This event took place on April 22 at the Borough of Manhattan

Community College. Highlights included presentations by Michael Arad '91, architect of the Memorial, and Jan Seidler Ramirez '73, chief curator and vice president of collections for this National September 11 Memorial Museum

#### **NY-DC of Eastern New York (Albany)**

We made an effort this year to promote attending Dartmouth women's team events (ice hockey and lacrosse) in the local area, historically low in attendance overall. We featured these events on the club's Facebook page prior to the games and after the games.

#### **OH-DC of Northeast Ohio (Cleveland)**

The most innovative event the club held this year was the event at the Art Museum. Cleveland is home to many world class institutions, and our Art Museum is one of those. We were able to structure an event that was engaging for families, young alums, and more seasoned members of the club alike. While the art some of us produced won't be gracing the Museum's halls soon, this even saw a different demographic turn out than we normally get to see.

#### **OH-DC of Central Ohio (Columbus)**

We Hosted 15 kids from Dartmouth working on a Habitat for Humanity project i Appalachia and hosted them for a week at our Hocking Hills retreat.

Those kids are still part of some of our outreach for ACT testing for inner city schools

#### **PA-DC of Philadelphia**

We expanded our repertoire this year, adding both community service and family-oriented events (both the Philly Orchestra and the Phillies Tailgate were family-oriented). While attendee numbers might have been down slightly this year versus last, we engaged a broader cross-section of our membership this year, which was exciting!

#### **RI-DAA of Rhode Island**

We worked with other alumni associates to get a copy of "Passion for Snow" to screen at a local not-for-profit movie theater. In addition to getting a variety of snow-lovers to the show, we had some great post-movie conversation about all of our experiences with snow sports at Dartmouth. We're hoping this may grow into a ski outing this winter!

#### **TX-DC of South Texas**

There are two events we'd like to spotlight that were particularly innovative this year--our virtual interviewing program and our club phone survey.

##### **1. Virtual interviewing program**

I'd say the most innovative initiative has been our informal virtual interviewing program. As part of our goal to give all interviewees an opportunity to connect directly with alumni, we offered virtual interviews for willing alumni and interviewees who lived in areas outside of our highly-populated regions. Overall, we found that most students were eager and even grateful to have an opportunity to connect despite their inability to travel to major cities or some alumni preferences to interview only in highly-populated regions of our district.

##### **2. Club Phone Survey**

Another effort that offered surprising results was our club phone survey. Over a period of approximately three months, we interviewed our membership via an online survey about their preferences and interests in regards to engagement with our club. When our club encountered low response rates, we took to the phones and begin cold-calling alumni.

Overall, we reached 33 alumni out of the roughly 150 alumni that were contacted. Our goal was to reach at least 50 alumni. Out of those who chose to participate in the interview, many appreciated the phone interview. Some said it was the first time they had received a call from the college that wasn't related to fundraising. At some point, we had to disabuse alumni of the notion that there was some fiscal incentive to make contact with them.

Ultimately, what we gathered was the phone is still an effective and, perhaps, the most direct way to reach alumni. Moreover, alumni welcome that more personal form of contact when infrequent, informal and informative.

#### **WA-DC of Western Washington (Seattle)**

In August 2015, we did an event called Pursuing an Entrepreneurial Career after College. We had interesting speakers and diverse alumni attendees. Many attendees seemed impressed with key takeaways from the event. We will update additional details for the next CGAR report.

#### **INT DC of Japan**

The Pan-Asia Niseko event was a very successful event; we hope to keep this up in the coming years to bring the alumni in the region together.

#### **INT DC of India**

The guest panel format from Green Sunday was well received. It gave us the idea to sponsor other events like it and possibly invite other Ivies to make for a more lively crowd



## 8. Which event(s) were the most successful this year? Why? [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

Black baccalaureate was really beautiful and a wonderful event. Our spring series of cocktail parties also were a big success in showing BADA was "back".

#### **DGALA/Dartmouth Gay and Lesbian Association**

While the All Class Reunion was a great success for the reasons already highlighted above, we had several collaborations with other affiliated groups that we found to be very successful this year. In particular, events hosted with DAPAAA, BADA, and DUSA, and WoD drew large alumni turnouts including new faces from within our own community. Forging bonds with these groups has been very rewarding, and we hope to continue these collaborative events in the coming year.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

In a sense, the three most successful events had the broadest range of alumni generations: Off the Green Event, Hike to the Batcave and our Annual Meeting -- all had either students or young alumni, interacting with more mature generations in a way that I think helped everyone. Helped the more established people reconnect with the energy of youth and the newer alumni gain some perspective by hearing great stories, and maybe avoiding costly mistakes in their careers.

#### **DUSA/Dartmouth Uniformed Service Alumni**

The Day of Service in LA was very significant thanks to the efforts of DUSA Member, Winnie Huang, '87 and her colleagues in LA. IT served veterans through the Fischer House work, thanks to Jim Weiskopf, '66, DUSA member and Executive Committee member, who also serves Fischer House.

### Clubs

#### **CA-DC of San Diego**

Dartmouth Aires event at Holiday Party as it appealed to a wide age group.

#### **CA-DAA of Silicon Valley**

- informal happy hours at a variety of locations for alumni to meet each other
- networking events focused on specific professions

These events help alumni to connect with each other and to reinforce their bonds with the college.

#### **CA-DC of Orange County**

OC Ivy Plus, Holiday Party, HB Bonfire Beach Party, & Bon Voyage Party

#### **CA-DC of Los Angeles**

Inaugural Day of Service honoring the veterans and the Holiday Party featuring the Aires, the annual sailing trip, and Homecoming Bonfire at the Beach. Out of all events, the Day of Service with Chair Winnie Huang '92 leading was the highlight and the most meaningful of the year. Leadership, volunteers helping, notifications of the events, and organization of events contributed to all events' success. If the chair of the event is passionate about that particular event, it truly reflects in its success.

#### **CT-DAA of Fairfield County**

The annual tried and true continue to be so.

Big YADA event did not pan out but we are open to smaller gatherings too and have just tried to meet and engage with any young alums that do approach us.

#### **DC-DC of Washington DC**

--Moving Dartmouth Forward event with Trustees (see question about innovative events)

--Holiday Dinner, featuring current student as speakers, and welcoming the new early-decision students as dinner guests. The parents were very moved by the warmth and outreach of the event.

--Webster Award and Dinner – our honoree was very warm and open in addition to his stellar professional credits. He spoke about how Dartmouth influenced and assisted his career and was more than willing to 'pay it forward.' He met separately with the Government FSP students and was very approachable at the event.

#### **FL-DC of Tampa**

I thought the Coach Teevens event was the most successful, but looking at the numbers, all 3 events were at just about 30

attendees. Perhaps the send-off was the most successful because the students' entire families typically attend.

#### **FL-DC of Vero Beach**

The Athletic Director luncheon. Members like to hear from Dartmouth representatives.

#### **FL-DC of South Florida**

The Holiday Brunch has established itself as a flagship event that people look forward to attending. Consistently providing an event of great caliber, in a family friendly environment is making the difference with our community at large. Our lunch series is "growing legs" and expanding each month due to consistency, reliability, and the group starting to know one another such that fun, relatedness, and good times are experienced by all.

#### **HI-DC of Hawaii (Honolulu)**

1. All three educational/social events we hosted for the November 2014 DOL (unusual and special events for us, especially the Private Barge Tour of Pearl Harbor--increased visibility of Club to Dartmouth Community)
2. Annual admits party (record number of attendees including very enthusiastic and engaged parents).
3. Dartmouth Swim Team Tour & Luncheon at the Manoa Heritage Center (lots of students in attendance--great opportunity to catch up with what's going on at Dartmouth from the students' perspectives).
4. Annual Club meeting and election party (historic event for the Club as we adopted our first ever Constitution and transferred leadership of the Club with first election in almost 10 years).
5. Dinner reception for Coach Buddy Teevens (this brought several new faces and raised Dartmouth's visibility in the community).

#### **MA-Dartmouth Women's Club of Boston**

Our 85th Anniversary was a huge success but our annual holiday meeting is a success every year! This year the February meeting had more attendees than the other years. I think the choice of the museum was a big element of course the good weather helped as well.

#### **MA-DC of Cape Cod**

Renting the local Chatham Movie Theater for lunch and a showing of "A Passion for Snow" produced by the Class of 1963. It is an uplifting film about the key role of Dartmouth in developing the American ski industry. It includes films from the 1930-1960's and reminded our 1950's alums of the Dartmouth they remember. Highly recommended for all alumni groups.

#### **MA-DC of Central Massachusetts (Worcester)**

The Holiday Luncheon, Annual Dinner, and Admitted Students Event were the most successful. The Sprints were also successful, but did not have the alumni involvement that the others did.

#### **MA-DC of Pioneer Valley (Springfield)**

-- Emily Dickinson house tour and lunch - successful because it attracted a lot of alums who hadn't previously attended club events, plus having lunch at Steve Schreiber's house/art gallery added a nice touch.

-- "Passion for Snow" movie screening, because we were in a wonderful new venue that we'll be sure to use again

-- Skinner Mountain hike, because it was a beautiful day for a fall hike (or drive) up the mountain and the energy level was high

#### **MD-DC of Maryland (Baltimore)**

The Dartmouth Spangled Event was most successful in terms of attendance and the very unique nature of the 200th anniversary of the Star Spangled Banner. Having the support (both financial subsidy and attendance) from the Washington DC Club helped us make it a very strong event.

#### **ME-DAA of Maine**

David Rohde was a great success. Our alums love to hear an interesting speaker.

#### **MI-DC of Detroit**

Combined events and activities with other area Ivy Clubs and alumni interviewing of high school applicants.

#### **MN-DC of the Midwest**

St. Paul Chamber Orchestra  
Annual Dinner w/President Hanlon

#### **MO-DAA of Heart of America (Kansas City)**

Holiday Party - good camaraderie between students and alumni and great setting (informal) and reception format - students like this event.

**NC-DC of Piedmont**

Obviously the President Hanlon Reception brought out a record crowd, while the 40+ or Prof. Pease at the annual dinner was respectable.

**NH-DC of the Upper Valley (Hanover)**

In a bizarre way, our weather challenged Holiday Party and the weather-related power failure during our Annual Meeting made those events most memorable and remarkable in that the members cared so much to see them happen, that they were not cancelled and so many people attended!

**NJ-DC of Princeton**

Holiday Party and Dinner and Annual Dinner. These take place every year and are anticipated. Having interesting speakers and the Annual Dinners and a singing groups at the Holiday Parties are important to our planning. We had a great turnout of young alums and students at our Holiday Party.

**NJ-DC of Suburban New Jersey**

The annual alumni seminar is by far and away our most popular event, as the College and our own Jon Rabinowitz, '74 each year comes up with a talented, engaging speaker and well planned day.

**NY-DAA of New York City**

Social events that attracted a large number of alumni for this year included: Fall 2014 Kick-off Party, Winter 2014 Holiday Party, a Talk by author and Iraq War veteran Phil Klay '05, the 3rd Annual Pong Tourney, and Thursday Night Cocktails. These events were well coordinated and were announced for several weeks on the Club's enews.

**NY-DC of Eastern New York (Albany)**

The club's annual dinner is the principal event of each club year. It functions as a business meeting, social event and welcoming for regular decision admits. Our guest speaker, Will Corbett '10, assistant director of admissions at the College and a native of the club's geographic area, was outstanding as both a draw for attendance and a motivating presenter who positively influenced the alumni interviewers and regular decision admits in attendance.

**OH-DC of Northeast Ohio (Cleveland)**

See the initiatives section. We believe these activities were successful because they either appeal broadly (in the case of the sendoff, accepted students reception, and holiday brunch) to alumni ties to the experience of being students at the college, or focused on niche activities, such as art projects, lectures, and entertainment activities.

**OH-DC of Central Ohio (Columbus)**

The Holiday Party was hosted at a New Tuck members beautiful place and we had the highest turnout ever. We did a little nicer event and people appreciated the extra work.

**PA-DC of Philadelphia**

Our princeton game event, with 30 people driving to Princeton for the game (an hour-plus trip on a cold rainy November morning). Our family and community service events were successes too - just because we were able to plan them, organize them, and get people to come.

**RI-DAA of Rhode Island**

Our Holiday Dinner, Passion for Snow and Hockey events were great for different reasons. The Holiday Party location made it special, and having alumni come together to organize the event showed the strength of our community. Passion for Snow brought a different side of Dartmouth to the forefront and introduced attendees to the great Cable Car Cinema. Finally, Hockey showed that a meeting with current members of the Dartmouth community make a difference and get alums excited!

**TX-DC of South Texas**

I'd reiterate the above. Our primary events were the Admitted Students and "Meet the 'Shmen" Send-Off for reasons stated in the Enrollment Activities section of this report.

**TX-DC of Dallas**

The Xmas Party witheth Dodecs was particulalrly sucessful. The attraction of a student group from Hanover was especially appealing to all.

**TX-DC of Houston**

Dodecaphonics tour was great. Alumni loved the songs and interaction with current students.

**VA-DC of Hampton Roads**

The Spring Dinner and the Alumni Seminar luncheons were good because they were changes from our "norm".

**WA-DC of Western Washington (Seattle)**

It is a bit difficult to define success. Financially, we have done best with our paid speakers series events. In terms of total attendees, we will always have the best number for the annual holiday event.

**WI-DAA of Wisconsin**

Rick Luedke '59 undertook to reinstate quarterly Dutch treat lunches for senior alums and the events were well received by the approximately 10 attendees

**INT DC of Hong Kong**

The Dartmouth Aires concert- Our alums spanned from newly graduates to class of 1960.....so the age gap is huge. It's not easy finding events that cater to everyone. But when we have visiting groups like the Aires, it definitely help draw the crowd!

**INT DC of India**

The panel guest discussion event where a notable Alumnus shared his life story with the group. This April it was Manish Kewriwal '89.

Visiting professors is also very popular and we would like to have at least one professor visit this year.

## 9. General comments about events with a Dartmouth representative. [Summary](#)

### ASIGs

#### **DGALA/Dartmouth Gay and Lesbian Association**

Events with a Dartmouth representative included the All Class Reunion and the Annual Mini-Reunion as well as the Annual DGALA NYC Dinner Following the DCNY Holiday Party. Events with Dartmouth representatives are popular with our members because they provide an opportunity for our members to feel more connected to what is happening in Hanover.

#### **NAAAD/Native American Alumni Association**

It was wonderful to have Professor Duthu at the DC event.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

The highlights of the last year, generally were events that included both the school and students, namely the OFF THE GREEN event that took place in Los Angeles.

As a group that really is career-support focused, collaborating with the school or other Dartmouth groups/clubs that provide an additional connection to the school really helps.

#### **DUSA/Dartmouth Uniformed Service Alumni**

Derrika Mobley represented Alumni Relations at the LA "Day of Service" event. See write-up below.

### Clubs

#### **CA-DC of Orange County**

We met Mark from the Alumni Office regarding our club, and talked specifically about the website and imodules

#### **CA-DC of Los Angeles**

The events with a Dartmouth representative, including Professor Randall Balmer's presentation, the admitted students event with admissions representative Kevin Mathes, the "Off the Green" event with Dartmouth Life rep Dan Parish, Day of Service, YADA Cruise and Derby Events with YADA representatives Derrick Smith '07 and Derikka Mobley '10, as well as the annual meeting with Provost Dever, were all well attended and interesting events. One recommendation would be to have better and timelier communications from the College to the Club as to scheduling and what our responsibilities are to help the College when representatives come to LA. We are eager to help and also to collaborate and partner with the College on events.

#### **DC-DC of Washington DC**

We greatly enjoy hosting speakers who represent Dartmouth and look forward to continuing or increasing these opportunities. They are always warm, well-prepared and good speakers. This includes the undergrads!

We were fortunate this year to have a wide range of them, including a retired history professor, a current Government professor, the head football coach, and two Trustees in addition to two staff members from Alumni Relations. The College can sometimes seem long ago and far away, especially with DC being geographically distant from Hanover. Dartmouth speakers provide a tangible sense of the College as a living and breathing entity, including the intellectual, physical and social facets that make Dartmouth special.

- History Professor Emeritus Jere Daniell '55 (Star Spangled Baltimore)
- Government Professor Joseph Bafumi (Admitted Students Event)
- Mark Hoffmann (Admitted Students Event)
- Suzanne Wiley Young '77, Senior Associate Director, Alumni Clubs (Webster Dinner)
- Head Football Coach Buddy Teevens '79 (Teevens Talks Football)
- Trustees Ben Wilson '73, Nathaniel Fick '99 (Moving Dartmouth Forward update)

#### **FL-DC of Tampa**

Although a bit trickier to organize and certainly requiring much more advance preparations, having Coach Teevens visit was a fantastic opportunity and brought more dues and donations to the club than prior events.

#### **FL-DC of Vero Beach**

A couple of alums from the class of '50 put a favorable write up of the event in the DAM.

#### **DC of South Florida**

We had three events attended by Dartmouth representatives this year: The President, The Head Football Coach, and an Admissions Representative. It does attract a complete different crowd when the community knows a representative from the College is here. Overall, our experience of it was favorable and the community appreciated the attention and time locally.

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### **HI-DC of Hawaii (Honolulu)**

We had six of our 12 Club sponsored/hosted events with one or more Dartmouth representatives present. Three were associated with President Emeritus James Wright's DOL about Pearl Harbor, one was with a representative of the Admissions Office, one was with the Dartmouth swim coaches and swimmers, and one was with Dartmouth Football Coach Buddy Teevens. All of them were educational, fun, well-attended and promoted school spirit. We were also able to see many new faces and gained several new Club members as a result. We would like to have more visits from Dartmouth representatives.

### **MA-Dartmouth Women's Club of Boston**

Two of our meetings we had speakers from Dartmouth College representative, Prof. Nick Camerlenghi and Martha Beattie. Prof. Camerlenghi is Assistant Professor of Medieval Architecture, Art History Department at Dartmouth College. He presented a very interesting program about Food: Even the Eye Wants its Share. With his passion for art, history and food, he showed how food has become such a visual shift and how important presentation of the meal is as well as the sense of smell and taste. Martha Beattie, VP of Alumni Relations Affairs gave an impressive presentation about the state of Dartmouth College from the viewpoint of a woman graduate.

### **MA-DC of Central Massachusetts (Worcester)**

Donald Pease was entertaining and informative. Well received by the attendees.

### **MA-DC of Greater Boston**

DCGB group offerings with the Boston Cannons (professional lacrosse team) are not included lacking data from the Cannons

### **MA-DC of Pioneer Valley (Springfield)**

Our annual spring dinner is usually our most popular event, and we were excited to have Lorie Loeb as a speaker. We sent out both printed and email invitations, but about a month before the event, the RSVP count was still really low. We guessed it was because her topic too hard for some of our older alums to grasp, so we spent a few days rewriting the email invitation in simpler words and referred to her as an Emmy-award winning animator, favorite professor, and just short of a rock star. Whatever we did, it worked - and the fans went wild!

### **MD-DC of Maryland (Baltimore)**

Two of the most popular events involved representatives from Dartmouth. We hosted Jere Daniel '55 at the Dartmouth Spangled Celebration in September 2014 and had 75 attendees. We also hosted Buddy Teevens '79 in May 2015 and had 15 attendees.

### **MN-DC of the Midwest**

Events with a Dartmouth Representative - especially the President, always tend to draw a larger crowd for us. Thank you for coordinating with the President's Office to arrange for his visit. We look forward to hosting Dartmouth Representatives again this year.

### **NC-DC of Piedmont**

We always do far better in attendance when there is a Dartmouth representative who participates.

### **NH-DC of the Upper Valley (Hanover)**

The highlight was, of course, the talk by President Emeritus James Wright about his trip to VietNam and how he has used that as the core of a senior seminar he teaches at the College.

Professor Emeritus Jere Danielle also held the audience riveted with his talk about the history of our Upper Valley neighboring towns of Sunapee and Newbury.

History notwithstanding, the DCUV also cast its gaze forward to issues of the current and future with Computer Science Professor Sean Smith speaking about security challenges in the age of the Internet and Professor of Art Louise Hamlin spoke about cutting age technology as an instrument for change in art.

And there could have been no more investment in the future and the future of Dartmouth students than the networking session held over the summer term with the rising juniors and the co-production of one of our monthly talks about the role of DEN and entrepreneurship at Dartmouth.

Thus, the DCUV regarded and held a deeper appreciation of our local history while at the same time cast a far gaze into the future and forged bonds with the current students and young alums of this Upper Valley region and did what it could to pass on the special meaning of what it is to be a Dartmouth Alum.

### **NJ-DC of Princeton**

The Dartmouth vs. Princeton football pre-game brunch and presentation by President Hanlon was well-attended. The event was hosted by Alumni Relations, and our Club had a table with information about our club. Our Club hosted a post-game reception.

**NY-DAA of New York City**

Having Dean of Admissions Maria Laskaris talk at most of the DCNY annual receptions for Admitted students is an exceptional value for everyone concerned. There is also high value for DCNY when a top officer from Alumni Relations attends our Board meetings as Sue Young has done, and, as Mark Hoffman is now doing.

**NY-DC of Eastern New York (Albany)**

Will Corbett '10, assistant admissions director at the College, was our guest speaker at the club's annual dinner in April. Will was a draw for our members with high school aged children as well as for alumni interested in the interviewing program. His presentation was very effective and clearly influenced some of the regular admits to matriculate at the College.

**OH-DC of Northeast Ohio (Cleveland)**

We like to stay in touch with Dartmouth events as much as possible. If there is a sports team, a cappella group, faculty member, or alumni/ae coming through town we try to arrange a welcome and event around that visit. We promote these events through the newsletters and emails as much as possible. Once again this year, though, we found out too late that various alums and professors were speaking in town. We would love to publicize these events to both help our members explore interesting activities and to boost attendance for these talks. Please let us know if there is a centralized clearinghouse for this information.

**OR-DCA of Oregon (Portland)**

The Presidential PRE was an excellent event run by the College. We didn't necessarily find that there was a greater number of inquiries about the club after the event but heard feedback that it was very informative.

**PA-DC of Philadelphia**

DOL at the Barnes was a great event - both times. We are looking forward to collaborating more with the College to encourage these educational events!

**RI-DAA of Rhode Island**

We had a wonderful time hosting Buddy Teevens at our annual dinner. In addition to a great film clip and speech Buddy eloquently fielded questions from the alumni in our audience. After enjoying what he called "the best spread he's seen" at an alumni event we all socialized. The dinner was a blast, and between the art gallery location and corn hole showdown attendees were entertained. Looking forward to finding another fabulous speaker for next year!

**SC-DC of the Lowcountry (Charleston)**

Donald Pease gave an outstanding presentation of Death of a Salesman - We may ask him to return

**TX-DC of South Texas**

Earlier this year, our club enjoyed a special visit from the Dartmouth Softball team. Club managers and the college development officers visited Austin, TX, to support our reigning champions in their Texas Invitational at University of Texas.

By all accounts, this was a well-attended and highly-anticipated event. Most of the attendees hailed from all around Texas, including Houston, Dallas and Austin. In addition, they were a part of a tight-knit group of alumni who support development efforts in conjunction with the ball club.

**VA-DC of Hampton Roads**

We are ALWAYS pleased when we have a College representative with us.

**WA-DC of Western Washington (Seattle)**

It would be nice if we could have more say about what professor we get as speakers. We are especially interested in getting Tuck professors or those in arts and literature.

**INT DC of Hong Kong**

We have a small community in Hong Kong and alums tend to be quite busy with work and traveling, making it extremely hard to organize larger events. We do our best to have casual gatherings once in a while but difficult to pull together a event without collaborating with other schools.

**INT DC of Japan**

I (Kenji Hosokawa) think, over all, it was a good year, with a nice mix between social, intellectual and regional events. As the Club has become more active, we are noticing that we hear more about visits by Dartmouth professors -- which can often lead to interesting events.

**FL-DC of the Florida Keys**

DROP DOWN DOESN'T WORK. WE CELEBRATED AT XMAS TIME WITH DINNER AT A LOCAL RESTAURANT. 14 PERSONS INCLUDING MEMBERS AND CURRENT STUDENT

**INT DC of India**

Admissions, particularly Belinda Chiu has been very kind to make herself available when passing thru Mumbai for recruiting. Her presences from admissions makes for a great reason to hold an event.

## 10. General comments about community service events. [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

We did not have any other than Vicki's day of packing care packages for students. We tried to get local groups to attend their regional day of service events but had trouble getting traction.

#### **DGALA/Dartmouth Gay and Lesbian Association**

DGALA was very pleased to participate in the Alumni Council's Day of Service at the Callen-Lorde Community Health Center in New York City's Chelsea neighborhood. Although this experience was rewarding for participants, DGALA is planning to form more long-term service alliances with groups serving the LGBT communities.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

This is a growth area for us, we are actively looking for a community service leader.

#### **DUSA/Dartmouth Uniformed Service Alumni**

The presentation of the "James Wright Distinguished Service Award" to Clint Gardner, '45 at the "Honor the Heroes" banquet involved Emeritus President Wright, and , later, at Dartmouth's Veteran's Day Breakfast, President Hanlon presented the DUSA Challenge Coin to Clint in recognition of his service

### Clubs

#### **CA-DC of San Diego**

We attempted a Dartmouth Volunteer Day on May 2nd with several volunteer options (beach cleanup, Laughing Ponies, other), but didn't get much interest from the Club.

#### **CA-DAA of Silicon Valley**

We engage with other nonprofit and community organizations to raise money for them through hosted events. For example, our Angel Island glamping event raised money for the Angel Island Conservancy and supported 100 Boys and Girls Club local members for a night of glamping on Angel Island. We also host events at local nonprofit arts and cultural institutions to support their respective missions.

#### **CA-DC of Los Angeles**

Community Service events are a huge draw. For the first global Day of Service, L.A. had the largest turnout of any Day of Service globally with over 70 alums, parents, and students in attendance to serve our veterans and their families. Through this Day of Service, we were able to serve over 200 veterans and their family members.

In order to focus on this year's Day of Service, we did not do our usual Martin Luther Day, Jr. day of service which supports the homeless but hope to resume in '16.

#### **CT-DAA of Fairfield County**

We made efforts in part years for CS with good turnouts in the first year or two petering out to nothing (2 officers and their families). We have concluded that in our area alums have local commitments to various charities and churches and that they do not look to D club for that or se D + volunteering as a point of synergy. We were considering a possible young alumni CS event but have no core group to plan around and after disappointing YADA event we are reassessing..

#### **DC-DC of Washington DC**

We had five community service events this year, two of which were on the same day (May 2, the Dartmouth Day of Service). These events are always highly valued by the participants, who relish the opportunity to give back to the community while showing solidarity with each other and Dartmouth. Our Community Service Chair was not able to be very active for much of the year, which made it difficult to plan and implement more of these events.

We try to have our community service events incorporate togetherness, enjoyment and a real contribution to the community. Our C & O Canal Cleanup Day was a great combination of 1) providing sweat equity and elbow grease on a specific project that the whole group worked on; 2) location at an iconic DC-region National Historical Park; and 3) a fun activity (canal-boat rides) in addition to the 'work' part of the event.

#### **FL-DC of South Florida**

We haven't spent much time in this area over the last two years. No one on the board has a specific affiliation. It's time to survey our community again and uncover what would make the difference in this area.

#### **HI-DC of Hawaii (Honolulu)**

We did establish a Community Service Chair this year on the Club's Executive Committee and are currently planning our first

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activity to be held next year.

**KY-DC of Kentucky (Louisville)**

Visually Impaired Preschool Services book awards.

**MA4/MA-DC of Pioneer Valley (Springfield)**

We didn't participate in Alumni Relations' spring community service day because it was during our "busy" time of the year when we had already scheduled 2 or 3 other events, including our annual dinner.

**MD-DC of Maryland (Baltimore)**

People really enjoy community service events for a number of reasons: appeals to all ages, feels like you are contributing to the community and minimal cost. We hosted service events with Baltimore Station, Moveable Feast and the Maryland Food Bank.

**MO-DAA of Heart of America (Kansas City)**

We also participate in All-Ivy Events, of which there are 3-4 each year. I have not listed them here. Attendance at those events is not as strong as the Dartmouth-only events

**NH-DC of the Upper Valley (Hanover)**

In addition to donating time and effort to the Upper Valley Haven in White River Junction on the Alumni Day of Service, we also very much enjoyed reaching out to Peggy O'Neil of WISE as a featured speaker and subsequently made a contribution to WISE with the encouragement of developing a WISE program at Dartmouth, which is fact has subsequently happened.

We reached out to support local art Galleries AVA in Lebanon and Long River Studio in Lyme plus the efforts of the Tracy Memorial Library in New London and The Fells historic site in Newbury in community actions to truly be the Dartmouth Club of the Upper Valley and not only that of Hanover.

**NY-DAA of New York City**

As outstanding Community Service Chair So Won Cha '04 writes--

Objectives:

- 1) To reach as wide of an audience (particularly members that have not volunteered before)
- 2) Provide different types (a variety) of volunteering activities - physically active ones (like the soup kitchen and New York Cares), fundraising, academic support, etc.
- 3) To reflect favorably on DCNY and the College

Our activities included large-scale volunteering efforts (the Fall and Spring New York Cares Day), soup kitchen volunteering (twice), academic help (with the GO project and Reading Empowers), and even a charity fundraising event. We had a strong launch while participating in Dartmouth's new nationwide day of community service on May 1.

**OH-DC of Central Ohio (Columbus)**

Community Service events got some of our powerful leaders from the Dartmouth Community more active in Club functions and intimately involved in our outreach to under-performing schools.

Robert Higgins '81 was a great leader and brought great vitality to the club through his efforts with the clubs on educational initiatives for our failing local schools.

**RI-DAA of Rhode Island**

Good family turn out for our nature conservancy event. We had so much fun that we're looking for more outdoors family events with a community service bent and have organized a Beach Cleanup for later this month

**TX-DC of Dallas**

On Saturday, May 2, 2015, the Dartmouth Club of Dallas hosted a Day of Service to benefit Connecting Point of the Park Cities, a day program for adults with intellectual and physical disabilities. Alumni and family worked alongside the staff, family, and friends of CPPC to perform the various stages of constructing cubbies, general clean up, and an awesome transformation of a storage closet into a reception area and office. Several CPPC "teammates" attended and enjoyed the beautiful day, hot dogs and cake with the workers.

## 11. If your organization offered programs specifically for alumnae, please describe?

### [Summary](#)

#### **ASIGs**

##### **BADA/Black Alumni of Dartmouth Association**

We had an initial meeting of a black women of Dartmouth networking group in Atlanta. We hope to have more.

##### **DGALA/Dartmouth Gay and Lesbian Association**

At a meeting in January 2015, DGALA's board focused on the need to attract more alumnae to our events. To this end, DGALA hosted an event in New York City on April 14, 2015 following a Women of Dartmouth program and another event in Boston on May 19, 2015, that was billed as "DGALA Women Drinks". Both of these events were critical to the change of image desired by DGALA's board.

#### **Clubs**

##### **CA-DC of Los Angeles**

We did not have specific programs for alumnae but did continue informal mentoring of several young alumnae and alumni which is ongoing. For '15-'16, we are looking at events that will specifically be of interest to and target women.

##### **CO-DA of Rocky Mountains (Denver)**

Women's Wine-and-More networking event.

##### **DC-DC of Washington DC**

We are enthusiastically looking forward to launching a "Women of Dartmouth" community in the fall of 2015.

##### **MA-DC of Pioneer Valley (Springfield)**

We were hoping to organize an alumnae "fireside chat" with Trustee Laurel Richie '81 when she was at Springfield's Basketball Hall of Fame in late April or May. We were envisioning inviting alumnae from the Hartford Club and involving BADA.

Unfortunately Laurel ended up coming to town for a Tuesday afternoon and couldn't stay for the evening, so we're hoping to try again the next time she's in the area.

##### **MD-DC of Maryland (Baltimore)**

We hosted a Women's Luncheon event in November 2014. It was well attended by women in their 30's and 40's who are very busy working professionals, many of whom are young mothers. Because of their schedules, it is hard to get them to come to evening or weekend events. They really appreciated the chance to catch up with other women of Dartmouth.

##### **NY-DAA of New York City**

See the "Women of Dartmouth" events listed in the breakout above. Special thanks to Exec Committee member Caroline Hribar '00. She took over responsibilities this year from Danielle Coutinho '08, the founder of NYC's WOD a year earlier,

##### **OH-DC of Central Ohio (Columbus)**

Community Outreach and mentoring.

Arts and educational events with local galleries and Dartmouth Alums that were leaders.

##### **TX-DC of South Texas**

Our alumnae programming has been limited. However, the structure is in place to ensure that the program will experience some growth. We identified an individual, Louisa Guthrie D'79, who is willing to informally lead our Women of Dartmouth efforts in San Antonio. She is the current contact for individuals who want to meet or learn more about WoD initiatives. Our current approach is to take allow this program to grow organically and with demonstrated interested from area alumnae.

In addition, we have advertised in our paper newsletter about WoD initiatives and reaching out to Louisa.

##### **WA-DC of Western Washington (Seattle)**

Later this year, we will hold an event called Dartmouth Women in Business and Government. This falls outside the FY 2015.

## 12. General comments about other activities. [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

I did not expect to have much to say in this section as our national directorate was dormant and then tied up in elections for a good part of the spring. This annual report really was a reminder to me as the president filling this out of the strength of our regional reps and why we lean on them. Also co sponsorships were a huge benefit to BADA this year.

#### **DGALA/Dartmouth Gay and Lesbian Association**

Starting in January 2015, DGALA's officers and board focused on two programming areas: (1) the need for vigorous regional programming to counteract a view that no regional events were held outside of NYC, and (2) the need for more diverse attendees at events, particularly of women and trans alums. From January 1 to June 30, 2015, DGALA hosted events in 6 cities: Boston, NYC, Washington, DC, Chicago, Los Angeles and San Francisco, and the attendees were much more diverse than at events in years past.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

DAEMA, as a consistent leader in collaborating with other groups beyond the Ivy League, several DAEMA Board Members helped spearhead the creation of the unofficial "Hollywood Alumni Club Leaders" group. The group has its own list serve and is a way for leaders to share information about upcoming events, invite other groups to join events when they need additional support, lend support in dealing with venues, etc.

Groups on the list include: Brown, CalArts, UCLA, Columbia College Chicago, Columbia University, Cornell, Emerson, Harvard, NYU, Northwestern, Stanford, Syracuse, UC Berkeley, USC, Vanderbilt, Washington University in St. Louis.

### Clubs

#### **CA-DC of Los Angeles**

Vetting social media platforms through a very deliberate and thorough process was one of the main activities that will move the DCLA forward with regard to better communications, tracking of events and memberships, and ultimately membership increases and event attendance increases for the next year.

#### **CT-DC of Eastern Fairfield County**

The form keeps locking me out and not saving my data. Here is what we did:

- \*Pumpkin Picking (8 attendees)
- \*Hike (6 attendees)
- \*Piano recital (6 attendees)
- \*Holiday party at a home (30-40 attendees)
- \*Beach Stroll (2 attendees)
- \*Annual Dinner (19 attendees)
- \*Monthly Luncheons (typically 12 attendees)

#### **DC-DC of Washington DC**

--We discontinued last year's new category for events - the 'Dartmouth Around Town' events were created in response to the increase in alumni who ask us to publicize their events, often at the last minute (about a week out) and thus without an organizer from the club.

We found that it was very difficult and frustrating for alums to find each other at the event, and therefore did not serve the Club's mission of bringing alums together.

--We increased the use of our free Adobe Online Forms/FormsCentral for events reporting throughout the year, which has the advantage of being free and not requiring the event organizer/user to have an account of any kind. It had the disadvantage of a limit of 50 free submissions, which we handled by periodically copying the info to an offline Excel spreadsheet.

The online forms allow us to send a link to the user and have the user fill out what is basically a questionnaire or survey, but with the option of making fields required – with the result that usually we would get more complete planning and thus information than using a Word document or email questionnaire.

Then the results are stored in the form and can be accessed like a cloud database at any future time without having to be collected in someone's hard drive – as long as the admin doesn't lose the password! Unfortunately this free software was discontinued by Adobe in June 2015 so we will have to look for other options.

#### **DC of South Florida**

As mentioned throughout the events section, the President of DCSF sits on the Board of the All Ivy+ which is an organization

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made up of the other Ivy alumni organizations as well as sister schools and hand picked programs. As a body, we have a monthly event that is hosted by one of the AI+ partners which we also invite our community to attend. This expands the variety and scope of events being offered to our community, and has allowed us to bring programming to Broward we wouldn't have otherwise been able to. The effectiveness of these events is unclear. We are left with the impression they are very rarely attended.

#### **HI-DC of Hawaii (Honolulu)**

The Club is enjoying record membership including significant participation from parents for the first time in Club activities. We elected a non-alumni parent to the Club's Executive Committee for the first time as the Parent Chair and she is busy planning a tea for parents and a "care package" party to send the freshmen gifts from home this fall. We also are strengthening our relationship with DAAPA and NAAAD, as we have a large number of our alumni affiliated with these two alumni groups, by establishing two new liaison chairs. We are far along in planning a joint Luau with NAAAD for August 2015 that will serve both as an educational event with University of Hawaii Anthropology & Hawaiian Studies Professor Ty Tengan (Dartmouth Alum) speaking on Hawaiian cultural sites and preservation, and a send-off party for the current students and admits.

#### **LA-DC of the Gulf Coast**

The determination of how many events to hold each year always presents a challenge for smaller clubs.

#### **MA-Dartmouth Women's Club of Boston**

They were all success because of the hard work of the board members and also the regular members. All the members like DWC and they want to help this club to grow as much as it can. We have found some of our best friends from this club and enjoy knowing all of the members. The meetings are the best way to re-connect and meet the new members.

#### **MA-DC of Cape Cod**

The only other activity of note was our participation in the College Fair Day which is open to all students at the 17 local high schools. About 200 colleges have individual tables which are managed by 1 or 2 of us where we represent Dartmouth with printed materials and answer questions from potential applicants.

#### **ME-DAA of Maine**

Monthly luncheons were held, first at the Cumberland Club in Portland and later at the Portland Country Club in Falmouth. Most luncheons included a speaker. Attendance ranged from 10 to 20+ and presenters included authors, social service executives and current students from Maine.

#### **MN-DC of the Midwest**

The focus we've been taking for the past 3-5 years is driving Diversity into our event programming as to engage a more diverse group of alumni. Although some events draw 8 and some draw 200, every event brings out a new name that found the topic interesting, recently relocated to the Mpls/St. Paul area, or the timing fit their schedule well.

One approach that has proved fruitful this year is standardizing our involvement with TCAN (Twin Cities Alumni Network). On top of our 26 DCMW Hosted & Co-Hosted events, we also advertise events of our Ivy Plus sister clubs as additional engagement events. We try to limit TCAN ads to a few per quarter, and those that add to our programming, but it's proved to be a fruitful channel to continually stimulate DCMW alumni in the Twin Cities area.

#### **NC-DC of Piedmont**

The most success (maybe really the only real success) in bringing out alums is the connection to a "Today's Dartmouth" representative. Just among ourselves, without a featured guest, social events fall flat. Even the holiday dinner would fall short did we not try hard to bring in current students, their parents, and Early Decision kids and families.

#### **NH-DC of the Upper Valley (Hanover)**

To have staged 30 events in one year with the breadth and depth of activities we have enjoyed is a huge reflection of the very special and dedicated qualities of both the DCUV Officers and Board plus the unwavering support and good nature of all the membership in what is truly a celebration of all the great things that Dartmouth stands for!

#### **NJ-DC of Princeton**

Our Holiday Party and Dinner and our Annual Dinner are usually are most popular events. The number of attendees at our post-game football reception was disappointing given the level of planning and effort and the level of promotion that went into it.

#### **NY-DAA of New York City**

YADA: We organized three events specifically for Young Alumni this year: the annual pong tournament, the Big Green Affair, and a Winter Carnival Gala at the Gansevoort. Overall, these were all successful, and we aim to have even more events for young alumni next year.

During the Thursday Night Cocktails series this summer, DCNY club organizers set up Dartmouth tables and provided incentives such as drink tickets for the first 20 alumni for certain classes. This helped in boosting alumni attendance of the events this year. We will continue this approach next year in hopes to reach more members and a wider range of classes.

**NY-DC of Eastern New York (Albany)**

The club is challenged by the aging of its historically core group of participants, the classes of the 1950s and early 60s. Retirements, health issues, and relocations to the South have resulted in lower attendance and fewer "event worker" volunteers. "Fellowship" is no longer attracting younger alumni to social events. We hope to refocus and adjust our activities to smaller, lower/no cost events that may be attractive to young alumni with children.

**OH-DC of Northeast Ohio (Cleveland)**

Our alumni book award presentation went from 5 last year to 23 this year. We partnered with Yale, Harvard, and Princeton in a joint ceremony with the Cleveland Metropolitan School District.

**RI-DAA of Rhode Island**

We're continuing to work on providing diverse events to attract a variety of alumni. We saw more different alumni coming across all of our events this year than we had last year, and are excited to continue that trend into 2016.

# Enrollment

**13. If your organization hosted a send-off party in the summer of the fiscal year of the report, please describe. [Summary](#)**

## Clubs

### **AK-DC of Alaska**

Send off lunch for alums and students, August 2014. At Glacier Brewhouse, Anchorage Restaurant.

### **CA-DC of Greater San Francisco**

BBQ at the Olympic Circle Sailing Club, centrally located at the Berkeley Marina. Facility is owned by Anthony Sandberg '71. Attended by 5 matriculants, 10 other family members, 10 alums, 3 Dartmouth students and 4 others = 32 total attendees. Outstanding event for all. The event was held on 08/03/2014.

### **CA-DC of San Diego**

Held at Lake Poway Recreation center. We had a BBQ, paid for by the club. Ping Pong table, activities for kids.

### **CA-DAA of Silicon Valley**

DSV hosted a send-off party at the home of a DED with 105 attendees.

### **CA-DC of Orange County**

We held a party at the Hueston residence. It was a club event which was "potluck" style.

### **CA-DC of Los Angeles**

Held at the home of former California Attorney General John Van de Kamp '56 and former Dartmouth Admissions Officer Andrea Van de Kamp for the 35th consecutive year, the party included about 80 incoming first years, parents, and alums enjoying freshly grilled hamburgers and pie, while trading advice about the College, majors, academic classes, on-campus activities, first year trips, how to navigate the Hanover winters, etc. John Van De Kamp spoke and invited each student to introduce him/herself. President Janine Avner '80 welcomed the students to the Dartmouth family, gave information on our charitable programs, and invited everyone to join upcoming events.

### **CO-DA of Rocky Mountains (Denver)**

New admits were invited to our Summer Picnic and were able to attend for free, along with their family members. We had current students come to meet with them.

### **CT-DAA of Fairfield County**

Technically the host family (or families) host. We identify the host family and facilitate especially with communications and RSVPs. Often the host family pick sup the tab. Some years the club puts a few hundred dollars to some of the food.

### **CT-DC of Eastern Fairfield County**

We only have 1-2 students each year, so we invite them to our annual dinner.

### **DC-DC of Washington DC**

Hosted by Parents Chair Stephanie Welsch-Lewin '88 at her home in Bethesda, Maryland, new students and their parents were invited for dinner and a game of Dartmouth trivia, with Kevin Hudak '07 as Master of Ceremonies. There were prizes of Dartmouth 'swag'. Steph invited the parents to meet separately for information and ask questions from the parents point of view. Both parents and students were encouraged to exchange contact information to help facilitate sharing of information and perhaps rides in the future.

### **FL-DC of Tampa**

An evening event at the Club President's home with heavy hors d'oevres and refreshments. The newest matriculants were presented with parting gifts and the alma mater was sung

### **DC of South Florida**

One of four signature annual events, the send-off took place on a Sunday afternoon including snacks and light refreshments. Mr. and Mrs. Pirzhad, parents of a matriculating student, generously hosted the Club as we invited students and their families from both counties to attend. 70% of the incoming students attended, most with one or more family members. We also had 5-8 alumni attend in addition to Club representatives.

### **HI-DC of Hawaii (Honolulu)**

The Club hosted a luncheon at the Elks Lodge on the beach.

**LA-DC of the Gulf Coast**

The Club hosted a lunch on August 15th at a local restaurant for the students and their families.

**MA-DC of Greater Boston**

The event was held at the home of Ellie & Phil Louglin (both '89s and P'17, '18). It was held Jim Washington from Admissions came down and spoke. Enrollment volunteers were invited as were ED admits as well as accepted students and parents.

**MD-DC of Maryland (Baltimore)**

We held a Summer Send Off party for the Class of 2018 and their parents (and a few siblings too) to congratulate the freshmen and wish them well before they head off to Hanover. Special thanks to Bruce Kennedy '00 and his wife Maggie for hosting this event in their Federal Hill home!!

**ME-DAA of Maine**

First time in years we have not hosted a send off event. Our accepted students were pretty dispersed over the state. Concern about low attendance coupled with conflicting schedules meant we passed this year. We will be back on next year!

**MN-DC of the Midwest**

We hosted a dual-purpose New Student Send Off BBQ & going away part for one of our Young Alumni Leaders. The event was well attended by New Students, Parents and Young Alums... at the residence of our Club President. The weather was perfect, students were eager, burgers, brats, and hot dogs sizzling... camaraderie was in the air as we welcomed the '19's to our Dartmouth family.

**MO-DC of St Louis**

Awesome ice cream social at the Hizers '86

**NH-DC of the Upper Valley (Hanover)**

Summer picnic for DCUV area First Years before their Trips held every August. Otherwise, enrollment programs do not apply to the DCUV.

**NJ-DC of Princeton**

An August Family and '18 Send-Off Picnic (free for incoming students and their families)

**NY-DAA of New York City**

In August, we again hosted an accepted students and parents event held at the Yale/Dartmouth Club facility near Grand Central Station. We had over 100 attendees and several student, alumni and parent panelists share their experiences with the College, as well as answer many questions from the audience.

**NY-DC of Eastern New York (Albany)**

Normally the club would have a late August picnic that functioned as a send-off event. This past year, however, there was insufficient interest in the event to economically host it.

**OH-DC of Northeast Ohio (Cleveland)**

Hosted by Local alumnus in his home. New students and families, local students and alumni for buffet, refreshments, mingling and remarks by our esteemed club president.

**OH-DC of Central Ohio (Columbus)**

We held our annual DCCO Picnic and BBQ on August 23rd. Three admitted students were able to attend as well as one current student. Approximately 25 other alumni from various years were in attendance and we had special guests from the Columbus educational organization our members volunteer with.

**PA-DC of W Pennsylvania (Pittsburgh)**

This was the event sent to our alums and the matriculants and families:

Dear Dartmouth Alumni, Students and Parents,

The annual freshman send-off event is this Thursday!

This is a wonderful opportunity for alumni to connect with one another and with the talented students who keep Dartmouth as strong as ever. It's also a great time for the current students and their parents to meet the newly admitted students and their parents, and to share their valuable insights as they embark on a new adventure in the coming weeks. So come out and see old friends and meet new ones, all in the great renowned spirit of the Dartmouth family!

Fondly,

Freddie Fu '74 M'75

University of Pittsburgh

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David Shribman '76  
Pittsburgh Post-Gazette

Elizabeth Shribman '10  
Stanford Graduate School of Business

Brian Lenz '07  
Dartmouth Club of Western PA

HELD IN 2014 ANOTHER SIMILAR SEND OFF WILL BE IN 2015

**TX-DC of South Texas**

The Dartmouth Club of South Texas "Meet the 'Shmen" Send-Off was a success.

What made this event particularly successful was the collaboration between all parties. Our alumni, our hosts and even our board members had an opportunity to show what true Dartmouth spirit was all about. Where help was needed, all really put their hands on deck with no questions of title or responsibility.

**TX-DC of Dallas**

We hosted an evening event at the club president's house that was catered by a local restaurant in which active club members came, along with the admitted students and their parents. A couple of club officers spoke, and it appeared that the matriculated students began to get to know each other. It went very well.

**TX-DC of Houston**

Annual event held at home of an alumnus or parent of incoming student. All members invited.

**VA-DC of Hampton Roads**

Dinner gathering of Admits, parents, and local alums (and partners) to say welcome to the '18s

**INT DC of China**

We hosted a send-off BBQ where new students and their parents from all across-China came to attend

**UT-DC of Utah**

Incorporated send-off into summer BBQ in August 2014. Invited all admitted students, one attended with family.

**INT DC of India**

We host a send-off event in Mumbai. Unfortunately, this year, there were no admits from Mumbai - so it ended up being an event for Alumni alone.

**INT DAC of the Virgin Islands**

We are available to interview anyone in our area.

## **14. If your organization assisted with the interview process, please describe. [Summary](#)**

### **Clubs**

#### **AK-DC of Alaska**

Individuals assisted, but group did not have official role.

Group did assist Steven Abbott, admissions with October 2015 College Fair. Group also assisted with 3 High School visits in Anchorage. Additional high school informal visits in Kodiak and Juneau likely.

#### **CA-DC of Greater San Francisco**

The Club has a requirement of a Board Member being a District Enrollment Director (DED). In addition, a second DED in the area is a club member. These two DEDs organized the Admit and Send-Off Parties.

#### **CA-DAA of Silicon Valley**

We solicited interviewers to help the DEDs and hosted two interview days in Silicon Valley. Club members conducted admission interviews.

#### **CA-DC of Orange County**

The club is the primary resource for advertising opportunities to interview locally.

#### **CA-DC of Los Angeles**

We used e-newsletters, printed newsletters, and DED personal solicitations to drum up interest for alumni interviewing and to secure new and past interviewers. Our DEDs worked tremendously hard to engage applicants with one area achieving an 80-90% interview completion rate and an overall interview completion rate of 78.5% for Early Decision applicants and 75.6% for Regular Decision. Two Questbridge applicants showed up in our system after the interviewing process was already over so it will be important to ensure we receive that information prior to the interviewing process moving forward, if possible, so we have the opportunity to include Questbridge applicants in our Dartmouth interviewing process.

#### **CO-DA of Rocky Mountains (Denver)**

We had 2 DEDs who coordinated all of the interviews in Denver and Boulder.

#### **CT-DAA of Fairfield County**

The DED handles most of this directly and he is part of our board but he is fairly self-sufficient so this effort runs more in tandem with than under the club.

#### **CT-DC of Eastern Fairfield County**

We promote interviewing and offer support as interviewers.

#### **CT-DC of Southeastern Connecticut**

We hold mass interview events in two locations organized by the co-DEDs with as many volunteer interviewers as we can obtain.

#### **DC-DC of Washington DC**

The DC region had three DED's for the 2014-2015 interviewing 'season' - Julie Mannes '86 for the Maryland suburbs, David Hawkins '99 for DC and Trina Santry '80 T'87 P'16 for the Virginia suburbs. In addition, Jean Downey Wulff '88 served as DED for the Virginia section during the Early Decision period because Trina Santry had a child who was applying ED.

The Club supports the recruitment of volunteers to serve as interviewers by including the call for same and contact information on our website and email blasts before and during the season.

#### **DE-DC of Delaware**

The Club newsletters solicit local alumni interviewers and provide the name and contact information of our local DED.

#### **FL-DC of Central Florida (Orlando)**

Several of us (not many) do the interviews. Very hard to get anyone to volunteer to do interviews.

#### **FL-DC of Tampa**

The DED coordinated individual alumni interviews as well as an Interview Day which was held at a local prep school. 24 alumni participated in the process by conducting one or more interviews.

#### **DC of South Florida**

We partner with our DED for District 331 and really do not have any partnership or data for District 333. Our Club promotes, markets, and participates in an annual interview event that takes place in early February. We also highlight interviewing opportunities in our newsletter and electronic communications, soliciting interest and expanding the interviewer body.

#### **HI-DC of Hawaii (Honolulu)**

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We encouraged our Club members to volunteer for interviewing students. All the interview information is estimated from the memories of the Club President and DED. We did have 5 applicants admitted early decision and 16 admitted regular decision. We had over half of the admits accept. We generally do not interview students on the outer islands (Maui, Big Island and Kauai), which represent about half of the applicants and admits each year. We usually are able to interview nearly all of the Oahu applicants.

**KY-DC of Kentucky (Louisville)**

We consider interviewing the primary DCKY activity. We don't distinguish between Admissions and Alumni Affairs.

**LA-DC of the Gulf Coast**

The DEDs serve on the Club's Executive Committee and significant involvement and interaction exists.

**MA-DC of Cape Cod**

Thirteen members of our organization interviewed 29 applicants to the class of 2019.

**MA-DC of Greater Boston**

Yes. We provided publicity to encourage alums to interview and we also financially supported a group of alums who traveled via train to interview students.

**MA-DC of Pioneer Valley (Springfield)**

Tripp Peake '79, our DED, is amazing! Close to 100% of the applicants in our region were interviewed - together he and Steve Schreiber '79 interviewed 1/3 of all applicants.

**MD-DC of Maryland (Baltimore)**

DCMD conducted two group interview events in January. For the first, alumni met with 34 applicants on January 18th at Jim Goodrich '87's offices in the Inner Harbor.

The second group interview event was held Sunday 1/26 at the realty offices of David Donato '95. We met with 12 applicants.

**ME-DAA of Maine**

A number of alumni on our Exec Comm are also active interviewers.

**MN-DC of the Midwest**

Supported our DED in recruiting interviewers through emails and at Club events.

**MO-DAA of Heart of America (Kansas City)**

We have an annual interview weekend at the Pembroke Hill school for Regular Decision applicants. Our DED, Tom Nanney interviews all ED applicants and also provides interviews to RD candidates who cannot attend the interview weekend. ALL applicants are offered the opportunity to interview with an alum - the reason we do not reach 100% is due to some applicants declining to interview or not responding to Tom's efforts to setup an interview for them.

**NC-DC of Piedmont**

The DEDs communicated with the Club leadership regarding the interviewing timeline and need for interviewers. The Club sent out emails requesting volunteers to interview. A number of the Club leadership are interviewers.

**NJ-DC of Princeton**

Sent out emails and included information in our newsletter about how to become an alumni interviewer

**NY-DAA of New York City**

Yes, we have an AED on the Dartmouth Club of NYC Executive Board. As done each year, she, with great support from key members of the Club, recruited and trained new interviewers, helped allocate applicants to the interviewers (with the help of a team of DEDs) and organized the Admitted Students (and Parents) event in April.

**NY-DC of Eastern New York (Albany)**

23 members of the club conducted alumni interviews of the 85 early and regular decision applicants.

**OH-DC of Northeast Ohio (Cleveland)**

Our club DCNEO encompasses two districts, 441 and 443,  
All applicants in our districts were offered interviews with alumni club member volunteers.

**OH-DC of Central Ohio (Columbus)**

We had 24 DCCO members interviewing 49 applicants over two Saturdays. We had two alumni assigned to interview each applicant, as well as some alumni interviewing stragglers on their own time  
PA2/PA-DC of W Pennsylvania (Pittsburgh)  
Used mailing list

Discussed with board - as a new DED needed to know history and past experiences

Since our district involves commute times in rural PA up to 4 hours each way - it is imperative that we widen the alums who interview. In the last two years we have accomplished just that.

#### **RI-DAA of Rhode Island**

Our DEDs assigned all interviews and did a lot of followup to see them through and re-assign as necessary. An interview marathon was held at one location to get through a lot of students in 1 day.

#### **TX-DC of South Texas**

Our club works closely with the District Enrollment and alumni interviewing team. This is, in part, because the president and district enrollment director are the same person. In addition, many of the board members come from the alumni interviewing team. In fact, seven out of our eleven board members serve on the interviewing team.

This allows for open communication across both teams. In addition, it ensures that the DCST board is aware of and supportive of the alumni interviewing efforts.

DCST currently underwrites most of the Admissions team events. In previous years, it has supported T-shirt distribution to matriculating freshmen. Importantly, DCST heavily advertises all admissions-related events, treating these events as a integral part of its annual event planning efforts.

#### **TX1/TX-DC of Dallas**

There is not a direct link between the club and the interview process, but the DEDs are club officers and heavily rely on active club members to conduct interviews.

#### **VA-DC of Central Virginia**

we had 131 applicants, 92 were assigned interviews and 83 interviews were completed

#### **VA-DC of Hampton Roads**

Alumni interviews, meet with Admissions Rep when s/he visits the area at local secondary academy and then dinner.

#### **INT DC of Japan**

Alumni volunteers assisted by giving interviews and then reporting to the College. This was coordinated with the DED.

#### **INT DC of Russia**

We attempt to interview candidates either in person (for those based in Moscow) and via the telephone for those based in the regions

#### **INT DC of India**

Yes, we assist with the interview process.

1. As the DED, I assign interviews.
2. I also try to get new members of the Alumni club to become interviewers (if they are interested).
3. We help the team from the admissions office visiting India to meet with alumni, schools and prospective students.

**15. If your organization hosted an admitted student event for Early Decision admits, please describe. [Summary](#)**

**Clubs**

**CA-DC of San Diego**

Although we did have a holiday party in mid December with the Dartmouth Aires, and invited the early decision admits.

**CA-DAA of Silicon Valley**

While we did not host an early-decision admit event, early decision admits and their parents were invited to the DSV Holiday Party with the Dartmouth Aires. This event had 187 attendees.

**CO-DA of Rocky Mountains (Denver)**

We had one big event in April, which was a huge hit for admitted students and their families. DEDs made sure that young alumni attended to answer admitted students' questions.

**CT-DAA of Fairfield County**

Not specifically. In the past our holiday gathering in mid December also served as a welcoming event for the ED students. We like having student singing groups at that, so cannot move it beyond their touring schedules. Since the academic calendar changed, and common application glitches, etc. have made acceptance dates on the later side (not early), we have not been able to do this recently. We do invite the EDs to our spring event and if possible also include RDs accepted in that.

**CT-DC of Southeastern Connecticut**

Instead, since we had only one admitted student, we joined up with the DC of RI event in Providence

**DC-DC of Washington DC**

Early Decision students and their parents were invited to the Club's annual Holiday Dinner and 16 out of 17 attended. The club gave the newly-admitted students free tickets, and introduced each by name at the event. The new students were also listed in the printed program.

Nametags for the EDs and their parents carried the '19 or P'19 designation.

**DE-DC of Delaware**

Admits (both Early Decision and Regular Decision) are invited to our Club's Spring Dinner event.

**DC of South Florida**

At the time of being admitted, we sent letters and College bumper stickers welcoming them to the Dartmouth family, and invited them to our Holiday Brunch. This year we had two attend. In the spring, we invited them to join us at the Admitted Students Event we host annually in April.

**MN-DC of the Midwest**

Our DED did send each admitted ED student a letter on behalf of the Club congratulating them. He also delivered a T shirt to each of them.

**MO-DAA of Heart of America (Kansas City)**

Oakwood Country Club reception held in December for our 1 admitted ED candidate and to welcome home current students.

**NY-DC of Eastern New York (Albany)**

For the past two club years, we have not held an early December event. One reason interest has declined is due to the change in the College calendar (Fall term ends before Thanksgiving) that has resulted in the student singing groups conducting late November performance tours that end before clubs can conduct early December holiday parties at which Early Decision admits would normally be recognized. We are tying to redesign our holiday event in order to recover what was an annual traditional.

**NY-DC of Rochester**

We had a holiday dinner/accepted students' reception at allendale columbia school - casual and fun - to keep it on a budget as dues are low and spending was high in previous years.

**16. If your organization hosted an admitted student event for Regular Decision admits, please describe. [Summary](#)**

**Clubs**

**CA-DC of Greater San Francisco**

The Admit Party was held on the roof top of a downtown San Francisco office building, used by one of the DEDs for his personal business. Attendees were: 6 Admits, 15 Alums, 17 Family, and 2 Admissions staff = 40 total attendees. The event was a very successful. The event was held on 04/12/2015.

**CA-DC of San Diego**

Hosted by Bruce Ellis '92 and Shelley Bennett '92 at their house in Torrey Hills San Diego. Estimated 15 students showed up, along with estimated 35 alums and parents. Victoria Gonin P'12 also attended this event on April 12th.

**CA-DAA of Silicon Valley**

DSV hosted an admitted student event at the home of a DED with 99 attendees.

**CA-DC of Orange County**

We invited all admitted students to a small potluck gathering at the Hueston residence.

**CA-DC of Los Angeles**

Held at the home of Michael Kong '87, the party included about 35-40 admitted students and their parents, as well as alums. Kevin Mathes from the Admissions office was able to join to answer questions and DCLA President, Janine Avner '80 encouraged students to join the Dartmouth family.

**CO-DA of Rocky Mountains (Denver)**

We had one big event in April, which was a huge hit for admitted students and their families. DEDs made sure that young alumni attended to answer admitted students' questions.

**CT-DAA of Fairfield County**

Not specifically. We do not invite RDs to an event until our club's spring event, which is usually in May. Many attend as to do many EDs. Most or all have decided by that time. We are happy to include even undecideds. Can't remember if Hanover discourages that or not.

**DC-DC of Washington DC**

--Approximately 100 attendees came to an admitted student reception hosted by DED-DC David Hawkins '99 at his law firm in downtown DC. Also present were:

-The other two area DED's (Julie Mannes '86 for Maryland and Trina Santry '80 T'87 P'16 for Northern Virginia)

-Professor Joe Bafumi and students on the Government Washington Off Campus

-Mark Hoffman from Alumni Relations / Communities

-DCWDC Board members

-Other alumni, parents and applicants.

The visiting Government FSP students were invited to speak about why they chose Dartmouth and what they've done in the last year, and Mark spoke as well.

--Refreshments of appetizers were provided by the Club. Hawkins and the law firm provided beverages.

-The Club provided Dartmouth t-shirts and each applicant was invited to take one home.

**DE-DC of Delaware**

Our Spring Dinner event was held in May. Admits (both Early Decision and Regular Decision) are invited to our Spring Dinner event.

**DC of South Florida**

We had 27 attendees at the event the majority of which were students and one or more family members. We did have 7-10 alumni attend over the course of the event. It was hosted in the home of a Tuck Alum, and very well-received. Students and parents alike have expressed appreciation for the opportunity. Francisco Herrera attended, representing the Admissions Office.

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**GA-DC of Georgia (Atlanta)**

The King family hosted an event in which Paul Sunde and current students gave a presentation to prospective students. Approximately two dozen prospective students attended and 40-50 alumni.

**HI-DC of Hawaii (Honolulu)**

This is our most popular event each year with over 60 in attendance this year including alumni, friends/spouses/children of alumni, admits, and parents/siblings of admits. We have a sushi chef preparing fresh sushi dishes, a buffet including salads, fruits, cheeses & crackers, desserts, hot vegetable dishes, meat dishes and Hawaiian specialties.

**KY-DC of Kentucky (Louisville)**

One of the 13 admitted students attended and got a lot of love. These events are so hit or miss, plus KY admits are usually geographically dispersed, making it hard to schedule an event close enough to where the admits live to get a good turnout. Hard to plan because of the short notice and geographic factors.

**MA-DC of Central Massachusetts (Worcester)**

We had a casual event at a local restaurant with appetizers/drinks. Attendees included alumni and guests, ED matriculated students and their parents, and admitted students and their parents. Dartmouth t-shirts were given to ED matriculated students and the admitted students.

**MA-DC of Greater Boston**

The event was held at the home of Ellie & Phil Louglin (both '89s and P'17, '18). It was held Jim Washington from Admissions came down and spoke. Enrollment volunteers were invited as were ED admits as well as accepted students and parents.

**MA-DC of Pioneer Valley (Springfield)**

We invited all of the ED and RD admits to our annual spring dinner, which was held in late April. Four students attended - one from Minnechaug HS and three from Deerfield. It's always been a problem getting the DA students to the dinner, but one of the DA admits is from Amherst so his mother chauffeured the students down and a young alum who lives near DA - Mary van Metre '14 - drove them all back to DA.

**MD-DC of Maryland (Baltimore)**

We had a Sunday afternoon reception from 2pm to 4pm in The Eden's club room in Harbor East which has nice 12th floor views of the inner harbor. Alums (4) and current students (2) welcomed 8 admitted students and their parents.

Students and parents were welcomed by alumni and soon the students paired off on their own group to get to know each other while alums spoke with the parents. We served cookies, cheese & crackers, chips, veggies and candy and had plenty of water and juice. One of alums managed to get a photo of all the admitted students which we then posted on our Facebook page.

**ME-DAA of Maine**

Accepted students were predominantly from the northern part of the state so the Club President and DED traveled two and a half hours to Bangor to participate in a welcome reception hosted by two Bangor alumni. We drove one student from southern Maine to the event. Attendance was low this year, probably due to the geographic spread of accepted students.

**MN-DC of the Midwest**

Reception in the Library of the Minneapolis Club for the accepted students, their parents and all interviewers. Snacks and beverages were served.

**NC-DC of Piedmont**

We hosted a reception at the home of the DED for regular and early decision admits. Admittees, their families, and alumni were invited. Opportunity was given for general introductions and conversation, followed by a group question and answer session. Our Club is fortunate to have a College trustee who was also the parent of an ED student so he was available to provide insight for the other families.

**NJ-DC of Princeton**

Our DED planned and hosted an April 2015 Admitted Students Event at a location central to our district. Refreshments were provided by the Club. Our DED invited some other DEDs and their admits to attend and several alumni were present to answer questions.

**NY-DAA of New York City**

This year, we had another successful event hosted by generous alumnus Ron Brody and held at the conference space of his law firm White and Case in midtown Manhattan. We had over 140 parents, students and alumni attend, and also had several Admissions representatives, most notably Dean of Admissions Maria Laskaris who - as always - makes insightful comments and has personal conversations with admitted students and parents.

**NY-DC of Eastern New York (Albany)**

The club's annual dinner (mid-April) functions as a business meeting, a platform for a speaker from the College and a welcome to the regular decision admits who are considering matriculation.

**NY-DC of Rochester**

We had an invited speaker - Chair of Govt department who was great. Well attended event - best one in about 5 years according to alums who have been around Rochester.

**OH-DC of Northeast Ohio (Cleveland)**

Event included RD and ED admits.

Refreshments and buffet at local club with alumni club members, admits and parents.

**OH-DC of Central Ohio (Columbus)**

We held a bowling event for all admitted students and current alumni. We had lanes reserved for two hours to provide a relaxing atmosphere where admits could get to know us and ask us questions without the stress of interviews. Some students were already at Dimensions and were unable to attend, but we stayed in touch with them via email to answer their questions about Dartmouth.

**PA-DC of Philadelphia**

Hosted at Debbie Schwartz '77 house, had more than 50 attendees and became the basis for our admitted students events.

Included someone from Admissions, current students, and parents as well.

**RI-DAA of Rhode Island**

A Club officer hosted a get together with coffee and dessert for admitted students and their families.

**TX-DC of South Texas**

Our first Admitted Student Event in at least ten years was held on April 18, 2015. This was the first truly successful admissions event for our club.

Like our "Meet the 'Shmen Send-Off," we'd count this event a success because of the tenor of the event. We entertained over 30 alumni, prospectives, friends and family. Alumni, even those who are not formally a part of the interviewing process, eagerly championed our interviewing efforts and played a significant role in recruiting students.

**TX-DC of Dallas**

We invited the admitted students and their parents to a local alum's house, catered drinks and snacks and had one of the DEDs speak to say thank you to the students, their parents, as well as to the local alumni for helping interview.

**TX-DC of Houston**

All admitted students invited. All DCH members invited. Simple receptions with food and drinks.

**INT DC of Japan**

We hosted an Admitted Students Event at the Tokyo American Club for both Regular and Early decision admitted students. The event was well attended by alumni as well as admitted students and parents. It included a meet and greet/question and answer session with alumni across a range of graduating classes, as well as food and speeches/presentations/an interview. This was funded entirely by alumni payments for attendance and donations from other alumni. Some college funding for these events would be very helpful. A representative of the Office of Admissions from Hanover attended this event as well, which was helpful in terms of addressing parent questions in particular.

**INT DC of Singapore**

We had a gathering at an alum's home and invited local alums and both early and regular decision admittees.

## 17. Describe any other enrollment events that your club offered. [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

We went through our lists and worked with Alumni Relations to suggest BADA members in each region where an enrollment event was being held so that they got an invitation and were asked to come. We also had a series of events this spring and admitted students were invited to the Atlanta gathering.

#### **DUSA/Dartmouth Uniformed Service Alumni**

We helped finance the Dartmouth Dimensions "Fly-in" Program for veteran students already accepted and met them at an on-campus luncheon along with student veterans.

### Clubs

#### **CA-DC of San Diego**

Bruce and Maren represented Dartmouth College at the Del Mar Fairgrounds college recruiting fair- SDUHSD College Night. April 27th. ~200 colleges were represented.

#### **CA-DAA of Silicon Valley**

DSV maintains an excellent relationship with Dartmouth's admissions office. Will Corbett '10 attended both our send-off party and our admit party. In addition, Maria Laskaris, the Dean of Admissions, attended the admit party.

#### **CA-DC of Orange County**

We attended 5 local college fairs, all of which were attended by local alumni.

#### **CT-DC of Southeastern Connecticut**

The 062 club attended two college fairs.....Old Saybrook H.S. and E. Lyme H.S.

#### **DC-DC of Washington DC**

The Northern Virginia DED team (there were two of them until the ED decisions came out) organized two 'super session' interviewing events by securing a space for a full 8 hours on a weekend and lining up both interviewers and applicants to use the space for their interviews.

There was something of a shortage of interviewers for the Virginia applicants, especially those farther west, so this made it possible to get more interviews done in a short time.

The Virginia DED's also invited the West Virginia DED to use the space and invite any WV applicants that were within driving distance.

In addition to making it easy for both sides of the interview process, there was an added benefit for the alums who were doing the interviews because they could take advantage of any 'down' time between interviews to chat and get to know each other.

The two DEDs generously provided lunch for the interviewers as well.

#### **FL-DC of Tampa**

We held an Interview Day on 2/14/15 at a local prep school. 14 alumni attended and collectively interviewed 51 applicants.

#### **HI-DC of Hawaii (Honolulu)**

We had a dinner with Stephen Abbott, Associate Director of Admissions, for alumni when he made a recruitment visit to Hawaii. We had about 10 in attendance.

We also had a dinner reception for Dartmouth Football Coach Buddy Teevens attended by several local football alumni, two admitted athletes and one recruited athlete and their families about 30 people in attendance.

#### **KY-DC of Kentucky (Louisville)**

Attended Louisville private school college fair. The fee for public school college fair is too expensive to justify, given the nominal yield.

held interview days in both Louisville and Lexington, which helps get the applicants from the more remote areas of KY interviewed.

#### **MA-DC of Cape Cod**

Our organization represented Dartmouth at All Cape College Day, the local high school college fair.

MA-DC of Central Massachusetts (Worcester)

We had current students call the admitted students to say congrats and provide them info about the admitted students event and dimensions.

**MA-DC of Greater Boston**

Thanks to Andy Horne '87, we have a very successful tshirt program. Every admitted student (including ED students) receive a Dartmouth t-shirt - usually hand delivered by enthusiastic alums.

**MN-DC of the Midwest**

T-Shirt Drop to accepted students on April 2.

Fall Informational Presentation with Adria Belin (Dartmouth Rep)

**MO-DAA of Heart of America (Kansas City)**

We are doing a send-off party in August for our 3 students who are becoming members of the Class of 2019.

**NC-DC of Piedmont**

There were no visits from Admissions to our area this past year, but we had the Dean for a big event the previous year and already an Asst Admissions officer in our area this September, meeting with the DEDs and in our schools.

**NJ-DC of Princeton**

In April, we mailed a welcome package to all local matriculating students containing a Dartmouth baseball cap, car sticker, and invitation to our Spring Dinner (free to attend for the matriculating students). Admitted students are mailed a car sticker.

**OH-DC of Northeast Ohio (Cleveland)**

Personal Dartmouth T- shirt delivery to all admits by young alums of our club.

**TX-DC of South Texas**

In addition to enrollment events, our club launched two pilot projects. The first is an enhanced alumni school visit program. Our alumni see the "College Fairs" and "School Visits" as viable opportunities to play an active role in recruitment. When asked, some alumni cited the school visit as the most impactful part of their own recruitment process. As part of our local efforts, we are scheduling alumni visits with area high schools. We are also surveying our club members to determine how many informally visit high schools as part of their personal outreach efforts.

In this fall program, alumni have the option of adopting several schools in our district. They then commit to being direct resources for each one of these schools. The goal of this program is to ensure that we have canvassed many of the schools in our district area.

The second was the virtual interviewing program for far south Texas area cities such as Laredo, Seguin, Gonzales and other high-need areas.

The strength of the virtual interviewing program was that we were able to provide interviews for students who did not have a means of travel to our major cities. In addition, it really gave alumni who were not apt to travel to cities outside of their preference areas an opportunity to engage with students without feeling as though they were over-investing their time and resources to interview those students.

**TX-DC of Dallas**

We have had students present at several college fairs (4-8, I'm not sure the exact number).

**INT DC of India**

1. Some of the alumni visit their high-school to talk about Dartmouth.
2. We actively engage with the admissions office to facilitate their visits to India.
3. Officers of our club - when they visit Dartmouth, will typically meet with the admissions office to discuss enrolment related activities / ideas.

**DC of South Florida**

We have a strong annual interviewing event that takes place over the course of an 8 hour day, in shifts, with alumni interviewing prospective students singly or in pairs for training. Students, once admitted, repeatedly share how impressed they are with the process. We also supported two college fairs that took place in the area through manning tables.

# Communications

## 18. Comments about email communication. [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

We still get a lot of complaints that people aren't getting our emails. They say they are current with alumni relations and that the emails are not stuck in their spam folder. I never know what the problem is but I hear it a lot. I just direct them to alumni relations.

#### **DGALA/Dartmouth Gay and Lesbian Association**

We email our membership via iModules and Secretary Pete Williams '76 monitors the dartgala@gmail.com account where most inquiries and requests are received.

### Clubs

#### **CA-DC of Los Angeles**

The website, email communications, event listings & RSVPs, and Facebook will be more coordinated for '15-'16.

For '15-'16, we have created "branded" emails so our members and alums can more easily contact us. These emails include:

1. President@dartmouthla.org (Winnie W. Huang '92)
2. VpEvents@dartmouthla.org (Paula Zagrecki '88)
3. Membership@dartmouthla.org (Maggie Lin '11)
4. Info@dartmouthla.org (Marco Chu '11)
5. YoungAlum@dartmouthla.org (Radha Kulkarni '09)
6. Interview@dartmouthla.org (Bob Jamieson '75, Kim Buresh '90)
7. Philanthropy@dartmouthla.org (Peter Neumann '84)
8. Governance@dartmouthla.org (Ian Wiener '83)
9. Treasurer@dartmouthla.org (Susan Marki '82)
10. Admin@dartmouthla.org for general inquiries.

#### **DC-DC of Washington DC**

We sent 67 email blasts over the year. These include the monthly newsletter as well as event and topical blasts. We send out email communications on an as-needed basis with a monthly newsletter that includes all events for the month plus a weekly digest. We feel that regular communications helps keep stakeholders interested and involved. Our email blasts achieved an average 'open rate' of 31% over the year. We are sensitive to the issue of sending too many emails in too short a time and try to choose our dates and combine our messages to avoid overload.

#### **DC of South Florida**

We still have many alums who are not opening their emails and others with no email address in our database. The College's campaign about the revised Alumni Directory does not seem to have had an impact on the number of area alums who are reachable via email. It's unclear whether that's true, and the Club is making that a focus with this Fiscal Year to launch our own campaign for updating contact information with DAR.

#### **HI-DC of Hawaii (Honolulu)**

We find email communications very useful to let our members know about our activities, Club meetings, and the Ivy League + group that our Club belongs to (Maile League). In addition to a dozen Dartmouth Club events, our members participated in over a dozen Maile League events sponsored by other Alumni Clubs this year. This past year we sent out about 50 emails to our email list.

#### **MA-DC of Cape Cod**

As stated above, we are unsure if email is effective due to our older age Dartmouth community. In spite of greater number of interesting monthly programs, our attendance has steadily declined. Also our Annual Dinner event has dropped from 75-80 to 60-65 the last two years.

#### **MA-DC of Greater Boston**

Email is an effective tool IF you have solid email addresses to back it up. A continued "push" to get interested alums to share their emails would be amazing.

#### **MA-DC of Pioneer Valley (Springfield)**

- The information from each of the email announcements is also posted on the website.

- We use the email categories in iModules. This is helpful because if someone decides to unsubscribe, they're just unsubscribed from that category, not from all club emails.

#### **MN-DC of the Midwest**

We're not perfect. There have been times where we've likely hosted too many events in a short period of time & thus over-emailed to our membership about these opportunities. We quickly noticed a decline in attendance and even had to cancel one of the events as a result. We're not perfect, but we are continually learning from our mistakes. Any best practice email templates you can share from other clubs would be much appreciated.

#### **NC-DC of Piedmont**

Doesn't it seem that many emails go unopened and unread and that younger alums are relying more on texts and Facebook to communicate? Mass texting for event announcements and reminders would be nice to have (with opt-in permission, of course)

#### **NH-DC of the Upper Valley (Hanover)**

The response block above did not provide a check point for the frequency I have been following, the the answer to how often I sent e-mails is "as needed". I did maybe average 2.5+ per month, but there were weeks so much was going on, I had to send two for one week and sometimes only twice per month. It is important to not over-do it so people do not feel they are being spammed, but often enough so they are kept abreast of happens and energized.

#### **NY-DAA of New York City**

We have an e-newsletter that goes out to all of our alumni connections in the metropolitan area. The e-newsletter contains all information about our Club events. The e-newsletter also contains links to our social media outlets--Facebook, Twitter, and LinkedIn. If anyone needs to contact our Club Manager, they can always respond to any of these e-mails with suggestions or comments.

#### **NY-DC of Eastern New York (Albany)**

We recently discovered that the College has apparently ceased to support the club's older, pre-iModules webpage (<http://happy.dartmouth.org/DartCMS/index.php?page=dartmouth-club-of-eastern-new-york-home>), a service cutoff for which we did not receive any advance notice. iModules, while highly regarded, has proven unusable and user-unfriendly. We will likely explore a non-iModules webpage or go without one entirely until the College can discover a tool that doesn't require an IT background to understand and set up. iModules Instructional sessions at recent CAGOWs have been less than helpful. It's probably a generational thing but due to the low numbers of millennial grads active in alumni clubs there is a paucity of talent and experience to draw upon for webmasters.

#### **OH-DC of Northeast Ohio (Cleveland)**

While our email communications are the best source of information for most club members, we still find we have outdated contact information for many in the club. Notably, some people within the lists have left the area, or new people have yet to be added, while others have switched their email address and our emails go to an inbox rarely checked. We are working to improve means of communication in the coming year.

#### **OH-DC of Central Ohio (Columbus)**

Email alone gets the word out, but for dues the Fall and Holiday events get people to pay dues and increase interest in Marquis events.

We still have a lot of heavy lifting with regards to getting people involved.

#### **PA-DC of Philadelphia**

Always a challenge to make it consistent and know that we're doing a good job. Would be great to have benchmarks in the tool for delivery rates, open rates, etc.

#### **RI-DAA of Rhode Island**

Each email highlights one important point (an event, dues registration, interviewing) but has all upcoming events, a blurb on interviewing and a blurb on dues / donations. This way we can drive a key point but there is something for everyone and its less likely to drive away people who don't want to hear about the Golf tournament only 4x times in 6 weeks.

#### **TX-DC of South Texas**

Our club employs two different solutions for email communications. For mass, one-way emails, we use iModules. Once the mass email has been sent, we follow up with alumni via our Gmail solution. This currently works for us because Gmail is much easier to maneuver than iModules. There are handful of features that are so clunky in iModules that we would avoid them if we could. For instance, the "image" and "layout" features are difficult to use.

#### **VA-DC of Hampton Roads**

Would prefer to use iModules in the future.

**WA-DC of Western Washington (Seattle)**

We send out about 5-8 emails each month.

**WI-DAA of Wisconsin**

I also still don't know how to create a custom list for one region of my state for the club. We want to mail Madison differently than Milwaukee. The query that I do is for all records. Not sure how to focus on one geography.

**JA1/INT DC of Japan**

We have been using MailChimp for our e-mail/newsletter communications. It is free, easy to use and has excellent analytics.

**INT DC of India**

Will be more effective with iModule, mail chimp. I believe we are losing our emails announcements to the junk mail box presently.

## 19. What is effective about your organization's website? [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

The new website, which we have reviewed in its prelaunch, is very attractive. It is also focused on getting people connected with their regional group in hopes of upping engagement. We will primarily use it to list events because not everyone seems to get our emails and our older members are not on Facebook. The primary decision to continue maintaining a website was to use it to reach people who are not on social media. We still think the most traffic we will get will likely be on our social media pages.

#### **DGALA/Dartmouth Gay and Lesbian Association**

Our organization's website has been extremely helpful for sharing information about upcoming events across the nation with our members. Additionally, it has also been helpful in keeping our members up to date on the amazing work that is being done by members of our community.

During the 2014-2015 academic calendar year, DGALA.com experienced a 37% increase in website traffic over the previous year. This year, our website had 12,832 unique visits.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

We are currently devising a whole new website - so that question is hard to answer. Right now the website does allow for people to sign up for the newsletter, and look up the names and bios of members who chose to make a public profile. More details on the website to come!

#### **DLA/Dartmouth Lawyers Association**

The website contains information about its members for networking and referral purposes, notices of upcoming events and recaps of previous events, dues payment information and payment portal, a community forum. Overall, the website provides a cost effective means for providing essentially up to date information to our members as well as an online portal for the payment of dues and sometimes registration fees for DLA events.

#### **DUSA/Dartmouth Uniformed Service Alumni**

Our mission, information relative to the interests of the membership, programs, newsletters, our roster, and links to a large collection of photos of DUSA activities is there - and updated frequently.

### Clubs

#### **CA-DAA of Silicon Valley**

- ease of use
- professional design
- in-house payment processing
- well-written text
- always current
- archive of event registration, attendance, and payments

#### **CA-DC of Los Angeles**

Our website in '14-'15 was not effective as the websites (2) were inefficient and outdated. Nevertheless, the club posted certain events and registration for events on one of the sites, but primarily utilized Mailchimp for the e-newsletters which were sent on a weekly/bi-monthly basis. DCLA also used Facebook for posting events and Eventbrite for event RSVPs. In '15-'16, the website, e-newsletters, and event RSVPs have already been more efficient and professional as these are coordinated under 1 communications platform. Further, our new website has links directly to College and other Club events as well as a link to the Dartmouth College Fund to help with donations.

#### **CT-DC of Southeastern Connecticut**

We have really just begun to use our Website in 2015. We have not yet had an opportunity to measure its effectiveness. Nonetheless, we are using it to post events, to share local news pertinent to the College and the Club. We have a plan in place to use the map tool to conduct targeting marketing and drive recruitment.

#### **DC-DC of Washington DC**

The website content is useful for alumni, parents, and students, offering regularly updated, always current information about upcoming events; a newsletter archive for those who want to see past events; instructions on how to get on or off our mailing list, and photos of recent events. The number of emailed inquiries about this has dropped to zero. We provide resources for event organizers. This makes it easy for organizers to access the template documents when they want them. The Event Announcement Format template helps the website by providing event information making it easier for the webmaster to create the event announcement for the website since all the information is complete and provided in one place. Our website now has information

about past recipients of our Webster Award as well as a list of recent Club presidents.

#### **MA-Dartmouth Women's Club of Boston**

Our main requirement is that our website allow on-line membership registration and maintain our database of members for us. In addition, this website allows us to list our events and allow on-line registration for our events.

#### **DC of South Florida**

Our WordPress site was only minimally supported this year. We slowed down to quarterly updates while we transitioned over to iModules. Our migration was delayed, and we are on track to have the new site up by September 31, 2015 thanks to a new volunteer. Site content will be more robust, updates will happen weekly, we are creating feature stories to engage the community, and using galleries to create post-event buzz.

#### **MA-DC of Cape Cod**

It shows dates and topics of our planned programs. Also, our Executive Board and Advisory Committee members are listed with their telephone numbers and email addresses. The college iModules provide good information on events and issues at the college.

#### **MA-DC of Greater Boston**

It allows us to post events that occur outside the timeframe of our paper newsletters. It also allows us to send out emails that point to the website rather than being bogged down with too much detail.

#### **MA-DC of Pioneer Valley (Springfield)**

- We use a redirect ([www.dcpv.org](http://www.dcpv.org)) to make it easy for our members to remember our URL.

- We integrate with Evite and PayPal to allow members to make reservations and pay for events (and dues) online.

- We provide links to the College website to show activities in Hanover.

- We link to the VON Online Directory to encourage members to keep their College email addresses up to date.

- This year we added a list of paid members to encourage membership and avoid double payments. Our policy is to offer discounts for the cost of events to paid members, and we always give them a chance to pay dues when signing up for an event.

#### **MN-DC of the Midwest**

Our website is very well organized & quite easy to find information about our club. The primary page also features all upcoming events & information, for those who may not receive our email communication.

We have active links to directly contact our club, and are fully integrated with the Office of Alumni Relations, so receive communications from Alumni looking to learn more about our club via our Website frequently.

#### **NH-DC of the Upper Valley (Hanover)**

Members can 24/7 receive all the latest information about upcoming activities and also find a log of all previous activities, plus access membership particulars and join with payment on-line. We were also very happy to develop our website as mobile, hand held compatible. This was a goal when I became president and we accomplished this within the first year.

Members can with our website also identify all officers and board members and contact them with answers and suggestions. The website also contains our bylaws and list of sponsors with live links to their businesses.

#### **NY-DAA of New York City**

Our organization's website is effective because we show DCNY: Executive Committee Officers and members; all Club membership options and fees; all current and previous events; photographs of many activities. We look forward to having classified ads on a new website for 2016, and, a better a calendar function that allows alumni to see upcoming events on a monthly basis.

Our e-newsletter includes the link to our website on it so that if someone sees an event on the e-mail that they want to attend, they can then click on the website link and go right to the event information in more detail.

For any prospective members who are thinking of joining The Club, we have a testimonial website on our homepage that is a compelling advertisement for why someone should join The Club.

This video is an effective means of promoting Club membership.

We also incorporate Social Media into our website by having links to Facebook, Twitter, and LinkedIn on the site. By having links to our social media outlets on our site, we encourage our members to visit these sites and then, interact with each other through postings of text and photos.

#### **OH-DC of Central Ohio (Columbus)**

We like our website because it is easy to use and attractive. We keep track of event reports and rsvps through the website as well. People can go to our website to see upcoming events, find contact info for DCCO leadership, pay for membership, and see photos

from past events.

#### **TX-DC of South Texas**

There are few things that really work on our website. The first is the content. We try to add new content to the website on a weekly basis. Oftentimes, this includes finding interesting stories “beneath the fold” that may not make headlines but make for a great read. The second is the alumni feedback. We often solicit news from alumni whether they are traveling abroad or embarking on a new assignment. Importantly, we reap the benefits from highlighting the work of alumni in our community when it spurs other alumni to write in.

#### **INT DC of Japan**

We have added custom HTML to the homepage to embed realtime updates from our Twitter account, Google+ account, and Dartmouth's official flickr page so that content is updated daily. We also have a contact us page which has allowed newcomers to Japan or alumni passing through to reach out to us.

## 20. What is most effective about your electronic newsletter? [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

I consider our monthly emails and newsletters to be one in the same. So far we have only sent four but I am committed to sending one email newsletter a month. So far we have gotten a lot of positive feedback on the enhanced communication. We list events, opportunities to get involved, and links to our Facebook groups. We try to keep them pretty short.

#### **DGALA/Dartmouth Gay and Lesbian Association**

Ability to link to both Dartmouth College and press articles. Additionally, members can forward the newsletter along to friends and family. Via email, we can also include supplemental information along with our newsletter, such as additional photographs and links our website.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

Beyond announcing official DAEMA events and Board Meetings and group offerings (Mentorship Program, Jobs List, etc.), we make an ongoing concerted effort to support our membership base from a "Kudos" column with monthly short blurbs outlining recent successes, to including subsections of the newsletter highlighting high profile alumni (Shonda Rhimes' awards, Austin Beutner's success, Kabir Sehgal '05 winning a Grammy) and also promoting upcoming plays, performances, screenings etc.

We've had mailings focused exclusively on supporting an alumn, such as an email blast specific for Paul Lazarus '76's screening & Q&A of SLINGSHOT in Hollywood.

We also used the newsletter to support the VOX Fest submissions.

Also, this was our second year having a letter from the President, "A Year in Review" that highlighted for the membership base all that DAEMA had provided them in the year prior.

### Clubs

#### **CA-DAA of Silicon Valley**

DSV communications are in electronic form. All DSV communications, incl emails and newsltrs, are consistent w/ branding of our website & mobile apps. DSV e-newsltrs link directly to DSV website. Members can easily obtain addl info, RSVP & pay for events, & export events to personal calendars. DSV newsltrs & website are also formatted for mobile devices. Our award-winning mobile platform helps us reach a greater portion of our local alumni.

#### **CA-DC of Los Angeles**

Notifying alumni about events, registration for events, paying membership dues and soliciting donations for our charitable programs.

#### **DC-DC of Washington DC**

--The monthly e-mail newsletter offers a warm greeting with topical opening based on the time of year, inviting recipients to read further, and a listing of upcoming events with short info for quick reading, along with links to the full info. Sometimes there are two months combined into one newsletter if there are fewer activities in a given month.

--We also include a call for volunteers from 'Daniel Webster' in a narrow right-hand column of all newsletters with our 'Uncle Dan Wants You!' as a takeoff on the familiar 'Uncle Sam Wants You!' campaign. Artwork was specially created using a painting of Daniel Webster as the basis for the image with the familiar pointing finger (see attachment). We generally get responses when we advertise for specific volunteer positions, so it's clear that this part is being read by at least some of the recipients.

--Our newsletter always includes membership info and details about the next board meeting so that potential volunteers can attend; and we do get attendees who specifically mention it, so it's clear that this too is being read and getting responses.

#### **DC of South Florida**

Most of FY '15 we sent out an eNewsletter once a month which is a digest of upcoming events, with club highlights and a brief letter from the President. During the last quarter, we switched to solely sharing individual event communications and found our attendance and interactions with our members increased, even though our email open rates didn't change significantly.

#### **HI-DC of Hawaii (Honolulu)**

We send out regular newsletter type emails informing our alumni, students and parents of upcoming events and news related to admissions and our local Dartmouth students.

**MA-Dartmouth Women's Club of Boston**

These newsletters are our primary mode of communications to our members. They include our upcoming events and information on how to register for each event.

**MA-DC of Greater Boston**

promoting last minute events, showcasing some of the other Dartmouth affiliated groups in the area, one stop shopping for all Dartmouth related events (that we know of) in the Greater Boston area.

**MA-DC of Pioneer Valley (Springfield)**

We send an email newsletter in January that mirrors the print newsletter. It contains links to the website for more info on upcoming events as well as to the membership form (folks can pay with PayPal or print and mail a dues form).

**MN-DC of the Midwest**

- Features Pictures, event recaps, and Upcoming Events
- Archived on our Website
- Short: 2-3 pages (easy read)

**MO-DAA of Heart of America (Kansas City)**

Easy to use iModules - able to quickly get information out to large group about events

**NC-DC of Piedmont**

This is our primary communication tool, and it seems adequate for the hardcore members. The information has an easy flow and it is easy to pull out the main points, details, and call to action that the audience might want to follow up on. It does draw readers to the payment page to sign up for events or to Reply to linked contact persons via email.

**NH-DC of the Upper Valley (Hanover)**

It is in color, very topical, and entirely free. We also greatly condense the file size without detriment to the images so as to not tax the patience or bandwidth of our members.

We also included elements of humor to keep the readers reading to the end.

**NY-DAA of New York City**

An attractive, absolutely inexpensive way to share pictures and text while announcing events. Turn around time is limited only by the requirement to send it out on the exact hour but not three minute it is ready.

**OH-DC of Central Ohio (Columbus)**

We are able to see who is opening what events and estimate demand for events. We will be develop events next year based on this year's demand and follow up events with a friends calling friends campaign to increase attendance and host a bit fewer events.

**RI-DAA of Rhode Island**

It gets the word out about events that come up during the year. It takes about 3-6 notices to drive attendance for events - much of which happens in the last week or so before the event.

**TX-DC of Dallas**

It updates members about upcoming events, and reminds everyone to turn in their dues.

**INT DC of Japan**

It reaches the broadest number of community members and we can time sending so that it hits e-mail boxes at times users are most likely to open and view the mail (usually 9:30 - 10:00 a.m. on a Monday or Thursday). We can also track opens and clicks.

## 21. What is most effective about your print newsletter? [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

The people who don't get our emails and are not on social media get at least one communication. Also we can showcase nice photos and present a professional looking document which is nice.

#### **DGALA/Dartmouth Gay and Lesbian Association**

Updates membership on DGALA activities; higher open rates than our electronic version; reach members less active via email, includes dues remittance envelope.

### Clubs

#### **CA-DC of Los Angeles**

1. Dues and donation solicitations
2. Informing alumni about DCLA activities and future events
3. Pictures of Board members, alumni, students and parents including event photos
4. Introduction of new Board
5. Board member/Club contact information

#### **CT-DAA of Fairfield County**

Not sure. Hopefully it at least reminds people we have a club and let's them know about our recent and upcoming events. Those new to the area or not familiar with regional club might not know that. We include save the date into and the like but do not expect most people note that--most seem to rely on event post cards and emails for event details.

#### **DC-DC of Washington DC**

The print newsletter reaches a wider age range of alumni, including many older alumni who do not have or do not comfortably use email and websites.

We also use it to solicit dues and scholarship fund donations, including a 'return envelope' in the mailing, which boosts response rates.

The photos that we include, such a group shot of attendees or candid shots of alums deep in conversation with each other, give a more immediate sense of 'things happening' in addition to the written description of previous major events.

We are fortunate to have at least two expert photographers in our volunteer corps (Robert Davidson '67 and Danielle Downing '90) who graciously attend many events and provide wonderful photos for us, in addition to those taken by alums and volunteers.

#### **FL-DC of Tampa**

Printed newsletters are an excellent way to reach out to the alums that might not be receiving or reading our emails; to remind them to update their email addresses, check their spam folders occasionally, or read club emails. It reminds them to stay in touch and informed.

#### **DC of South Florida**

We always include an interview with a local alum, a student on campus, or both and ongoingly receive praise for the inclusion. Well-written anecdotes about the prior year, and transparency around our Treasury and upcoming events.

#### **HI-DC of Hawaii (Honolulu)**

We are able to reach a wider group of alumni using the print newsletter. We include a list of current board members, news, pictures from recent events, a message from the president, and contact information.

#### **MA-Dartmouth Women's Club of Boston**

Our annual newsletter is sent in the early fall to all new Dartmouth mothers. This is the critical point at which we begin to solicit new members each year.

#### **MA-DC of Pioneer Valley (Springfield)**

We mailed an 8-page printed newsletter on the first of the year recapping last year's events and giving a brief overview of the events planned for the coming year. We encourage membership and send a dues "invoice" with the newsletter. We also urge our alums to keep their email address updated with the College so they can receive email updates about Club activities.

#### **MD-DC of Maryland (Baltimore)**

Helps reach members who do not provide an email address to the College, provides chance to thank dues paying members and is

[^Top](#)

an opportunity to collect member dues.

**MN-DC of the Midwest**

We reach a higher quantity of alums & specifically older alums who we may not reach via email.

- Request Dues Payments
- Features Pictures, event recaps, and Upcoming Events
- Short: 2-3 pages (easy read)
- Contact information for the Club

**NH-DC of the Upper Valley (Hanover)**

It highlights past events with many photos showing a high level of participation and enthusiasm and many upcoming events to entice new membership. We also found it very helpful to plan it much in advance so we could mail bulk rate and not incur expensive mailing fees. Such fiscal constrain though advance planning in this and other endeavors saved us many thousands of dollars per year!

**NJ-DC of Princeton**

Our Newsletter Editors produce very nice newsletters with event write-ups, photos, updates, and profiles.

**NJ-DC of Suburban New Jersey**

reaches alums who don't use or read emails  
has higher % of response for dues

**NY-DC of Eastern New York (Albany)**

Reaches all members of the club, including those without a registered email address on the club's roster. More likely to be read by older classes' alumni (pre-1970).

**OH-DC of Northeast Ohio (Cleveland)**

It is comprehensive - there is something there for everyone. It lists upcoming events, recaps past events, summarizes admissions efforts, and has plenty of photos showing a vibrant Club with members enjoying the events.

**PA-DC of W Pennsylvania (Pittsburgh)**

Note that we did send out a newsletter in Spring of 2014 that covered some events for Fall of 2014, but we did not actually send a newsletter during the 14/15 fiscal year.

**RI-DAA of Rhode Island**

The Paper newsletter is the one that drives most of the dues payments.

**TX-DC of Houston**

Received by all members. E-mail transmission is less reliable as e-mail addresses changed frequently.

## 22. How do you use the different Social Networking sites? [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association**

We formed a small communication committee in August of 2014 after being frustrated that we were not getting a lot of exposure with our members. They generally did not seem to know what we were doing despite our emails and our website.

We created a lot of private Facebook groups, one national one and several regional ones and that helped a lot. It keeps discussion going and seems to help people see our activity more. People did not really seem to want to interact on the publicly viewable facebook page so a group worked out better. However we would still like to up interaction but it will take time.

#### **DGALA/Dartmouth Gay and Lesbian Association**

Through Facebook, all DGALA members can post news, events, or questions to the community. We validate that all members of the group are Dartmouth connected (either members or allies) to ensure that the group can foster open dialogue among our constituents. This has been an integral component of keeping our members across the globe connected to one another and informed about DGALA activities.

Through Twitter, we share information that has been updated via our website as well as general LGBTQA news. On LinkedIn, we share career-related and job opportunities and have been successful several alums with positions and interviews through this platform. On Flickr, we are able to aggregate all our photographs from regional events and gatherings in Hanover.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media**

The Facebook group makes it really easy for individuals to post announcements about their success, ask for help, learn about events, etc.

Our Facebook group is quite active, seems like there is a new post or two in there every day, which is exciting.

Our newsletter client, MailChimp, is synced with our Twitter account and tweets a link to our newsletter whenever we publish one.

#### **DUSA/Dartmouth Uniformed Service Alumni**

Twitter for announcements. Facebook for engagement, notices of events, sharing relevant information, promoting the impact of projects. Website for definitive information about the club.

### Clubs

#### **AK-DC of Alaska**

Announcements and meeting notices and general information on Facebook. It is easy for me to use.

#### **CA-DAA of Silicon Valley**

We use our presence on several social networking sites to strategically communicate information about relevant activities, events, opportunities, and alumni life. We also use the sites to promote Dartmouth in general and initiatives of interest to the larger Dartmouth community. Members engage with other Dartmouth alumni organization's social networking sites (e.g., Tuck, Giesel, Thayer, etc.).

#### **CA-DC of Los Angeles**

For '15-'16, we have formed a Social Networking/Media Committee, Chaired by Marco Chu '11, that will improve our social media presence via Facebook (priority), Instagram, and Twitter.

#### **CT-DC of Eastern Fairfield County**

We use Facebook to post information on upcoming events, and pictures from recent events.

#### **CT-DC of Southeastern Connecticut**

Primarily we use Facebook to connect with other clubs such as the Hartford Club and to post items of interest such as local news and our book awards.

#### **DC-DC of Washington DC**

--On Facebook, we post announcements and reminders for events, especially when there are deadlines approaching. We also post photos and descriptions of the event itself from those who attended.

We also allow announcements from other alumni of non-commercial events that they are hosting or participating in. Alumni often post job openings, housing opportunities or requests for help with housing. This includes current students coming to DC for internships.

--Our LinkedIn group is used for job openings and discussion of topics tending toward professional development.

--Our Twitter account was set up by a previous Young Alumni Chair and has not had any new postings since February 2012. It is rather time consuming to keep posting fresh content on a regular basis and we don't have a volunteer willing to do it. Consequently we are evaluating whether we want to maintain the account and how best to use it if so.

#### **FL-DC of Tampa**

Facebook: Used primarily to announce upcoming events and to post photos of past events.

#### **DC of South Florida**

Facebook: It's now a public page rather than a group. We use it to promote our own events as well as cross-promote All Ivy+ Partner events. Twitter: Sharing news from campus, promote events, local news. LinkedIn: Practically not in use. We haven't figured out a purpose for it yet.

Plans for FY'16: Enlist a Social Media Chair to manage our channels and create a team around posting content during events as well as inviting contributions from our members. Several campaigns are being designed for implementation. Can't wait to share this year's mind-blowing results!

#### **HI-DC of Hawaii (Honolulu)**

We use Facebook to post Club contact information, upcoming events and pictures of past events.

#### **LA-DC of the Gulf Coast**

Social networking sites do not seem to be the preferred method of communication for Club members (see number of members for the Facebook site).

#### **MA-Dartmouth Women's Club of Boston**

We use Facebook to publicize are events and to post pictures from each of the events.

#### **MA-DC of Central Massachusetts (Worcester)**

Facebook group is used to promote events, share Dartmouth related news, and highlight efforts of current DCCM students.

#### **ME-DAA of Maine**

facebook primarily used by club for posting event information and reminders.

#### **MI-DC of Detroit**

Promotion and announcements of events and activities; publication of photos of events and activities; recognition of Club members.

#### **NC-DC of Piedmont**

We try to replicate information and events that we post on the website onto our Facebook page. We have not tried hard enough to gather "Likes" and thus participation on the Facebook page, though.

We have not implemented Twitter or Instagram accounts.

#### **NH-DC of the Upper Valley (Hanover)**

Our website is mobile device compatible, so we have not had to focus as much on other social media.

#### **NY-DAA of New York City**

1) Dartmouth Club of New York City Facebook Page

DCNY Facebook Pages are used to promote upcoming events and circulate reminders about events.

2) Facebook Group Page for DCNY

This group page offers a forum for sharing information about events more privately amongst alumni group "Members" as only Dartmouth alumni are allowed to join the Facebook Group Page. This past year we have been disappointed about new limitations imposed by Facebook on how many people can be invited to a given event directly via the Facebook Group Page.

3) Our 2+ Tweets a week are used to: share selected highlights from College news, quickly announce new DCNY events, and feature photographs to remind alums of their College years.

4) We have grand plans for growing and utilizing LinkedIn this year ending June 2016. In the past year we have used it to help promote DCNY events that offer obvious networking opportunities.

#### **OH-DC of Northeast Ohio (Cleveland)**

On Facebook, we post event photos, create FB events for Club activities, and post links to important content from College alumni

communications.

**OH-DC of Central Ohio (Columbus)**

We use them to boost our outreach about events and membership. We use Facebook to promote upcoming events and to post photos from past events. We use LinkedIn to build our network with local alums.

**PA-DC of W Pennsylvania (Pittsburgh)**

We typically post our event information on these sites, but are not otherwise active.

**RI-DAA of Rhode Island**

Facebook is used to post events (which cross link to the main website) and let us post pictures from events. There is some random communications by members, but generally its event centric.

**TX-DC of South Texas**

Facebook - We use facebook to advertise events. This is just one more marketing channel for our events. The main one is the website and email marketing.

**TX-DC of Dallas**

We use Facebook to update members about upcoming events and newsworthy comments regarding members of the DFW Club.

**WA-DC of Western Washington (Seattle)**

The Facebook page is used to inform members of all events organized by the club (e.g. dues collection, summer picnic etc.) We also email members. The College also makes special announcements, as you know.

**/INT DC of Hong Kong**

Mostly to post upcoming events for the clubs and update alums on news regarding the school.

**INT DC of Japan**

The FB page is a closed page, where Japan-based or Japan-related Dartmouth alumni, faculty and students post announcements of Dartmouth Club events and other news of interest. The Twitter and G+ accounts are used to announce not only Dartmouth Club events but those of other alumni clubs.

**INT DC of Singapore**

We use facebook to broadcast events and other club activities. More effective and immediate than a website.

# Finances

## 23. What methods have been effective in encouraging alumni to pay dues? [Summary](#)

### ASIGs

#### **BADA/Black Alumni of Dartmouth Association - FY2015**

Because BADA was so dormant for the time leading up to elections we did not do a dues push this spring because we did not think it would be well received. Our push to increase programming and communication over the spring and summer was done in part with the hope of engaging our members so that they want to pay dues. Interestingly dues payments do still continue to trickle in from our 2013/14 solicitation.

#### **DGALA/Dartmouth Gay and Lesbian Association - FY2015**

We usually make a solicitation (including contribution envelope) with the fall issue of the Green Light. Dues/contributions can also be made through the DGALA website. We advertise discounted rates for some events to encourage members to pay dues. We are in the process of reviewing our dues collecting strategy to regularize income and increase participation.

#### **DAEMA/Dartmouth Alumni in Entertainment & Media - FY2015**

After the initial surge of members that began with our first ever membership/dues drive, there was a big uptick at the beginning of the calendar year, following the letter from the President "2014 in Review" where we focused the membership on what DAEMA had been able to accomplish (why its a good thing to financially support DAEMA) - helping all members of the FSP get internships, supporting a career day in NYC, Mentorship Program, Jobs List, fun events, etc. At the end the of the letter, we let people know how they could get involved in the board and/or pay their dues... and it had a positive impact on membership (we got a \$500 lifetime member donation).

#### **DLA/Dartmouth Lawyers Association - FY2015**

Direct mail solicitation has historically generated the largest amount of dues. Personal contact from officers and board members has been effective in reminding and obtaining renewals from prior members and is targeted at only prior members whose membership has either elapsed or almost lapsed.

#### **DUSA/Dartmouth Uniformed Service Alumni - FY2015**

We have a strong web presence and share our Mission statement and program calendar with members, as well as electronic copies of Newsletters, enrollment forms,etc. Although we do not fund scholarships as yet, we have received many significant donations both to fund the operation of DUSA,and designated for specific programs like the "Dartmouth Dimensions Program" and the "James Wright Distinguished Service Award". This year \$19,100 was received in donations with \$15,000 restricted and \$4,100 for general purposes. \$500 came from non-members (family members).

### Clubs

#### **AK-DC of Alaska - FY2015**

Email solicitation with fundly link. Invite to annual meeting/ mixer and ask for dues in person with Square available.

#### **CA-DC of San Diego - FY2015**

Offering discounts to events for members. Offer sign-ups at all Dartmouth club events.

#### **CA-DAA of Silicon Valley - FY2015**

(1) Strength of membership experience & our value proposition: • high-quality and large # of events • strategic pricing of member vs. nonmember rates at events • exclusive events for premium members • continuously updated website showcasing events • focus on ongoing improvement & value to members. (2) Message clarity: • clear & compelling value proposition featured on website & in membership emails • word-of-mouth enthusiasm from board members, volunteers & current members. (3) Easy membership enrollment: • quick links on website & email invitations • option to pay via PayPal or check. (4) Timely & cross-vehicle presence of membership solicitation: • "Join" option prominently featured on DSV website & mobile apps • dues solicitation announcements • semi-annual membership sale communications • one-on-one engagement w/alumni at events & through other channels (5) Relevant marketing & promos tailored to demographics & consistent w/overall value proposition: • personalized individual email reminders to members who have not paid dues • "Membership Sale" rate whereby nonmembers join/renew at half price when year is half over • special promos & leveraging our corp sponsorships—drawings, giveaways, incentives

#### **CA-DC of Orange County - FY2015**

Emails with paypal link for events; events are free to current members

#### **CA-DC of Los Angeles - FY2015**

1. Providing discounts on events or free events for members.

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2. Sending out paper newsletters and dues reminders in e-newsletters.
3. Asking events participants at the event itself to join DCLA if they haven't already done so.
4. When alums RSVP for events, we give them the option to join DCLA and pay a lower event price before invoicing them for the event (new for '15-'16).

#### **CO-DA of Rocky Mountains (Denver) - FY2015**

We have been educating members about our FY period, because that has always been confusing to them. In addition, we have "top reasons to pay your dues" on both our newsletters and our website.

#### **CT-DAA of Fairfield County - FY2015**

we include a dues card and envelope in mailings, which we have done for years. Reduced event pricing did not help and would complicate deductibility. With no quid pro quo, I believe dues are fully deductible.

#### **CT-DC of Eastern Fairfield County - FY2015**

Newsletters with dues information.

#### **CT-DC of Southeastern Connecticut - FY2015**

We have been ineffective in collecting dues from inactive members. We are hopeful that by tapping into College resources this year (iModules, email lists for our region, etc.) we will be able to reach more alumni and encourage their overall participation - dues and otherwise.

#### **DC-DC of Washington DC - FY2015**

We offer a reduced-price members-only rate for most events, to give our alumni a direct incentive to pay dues. Starting in October each year, we offer '3 months free' for those who pay dues early for the following calendar year. At our Membership Happy Hour in the fall, we offer an additional \$5 discount that evening only to incentivize people to join on the spot. We offer door prizes at the Fall Membership Happy Hour and the Holiday Dinner to encourage paying dues and to increase attendance. At events, we include the word 'member' on the nametags, and attendees are often heard asking a person who has it. Lifetime Members get a special gold foil seal on their nametags. At events where there is a speaker, we make sure to thank members (from the podium) for supporting the club with their dues and thus making the event possible, and ask all members to stand for a moment and receive some applause.

#### **FL-DC of Tampa - FY2015**

Almost all communications to the general membership include a reminder and a link to a website so they can pay online.

Some events have a "pay station" where alums are reminded to pay and can deposit their checks.

#### **DC of South Florida - FY2015**

Bringing a Square to events and asking people directly to pay their dues when signing in for events or while in conversation with our club's 'ambassadors.'

#### **GA-DC of Georgia (Atlanta) - FY2015**

Emphasizing the events that their dues are being used for

#### **LA-DC of the Gulf Coast - FY2015**

The Club has sent a mailing and e-mail reminders with dues payment invoices. In addition, the Club normally provides opportunities at activities and events to pay dues.

#### **MA-Dartmouth Women's Club of Boston - FY2015**

We have a website and promote through email to our members upcoming events for members,

#### **MA-DC of Cape Cod - FY2015**

Dues card and reply envelope included with president's fall and spring newsletters.

Reminder emails to alumni who have paid in past two years but not this.

#### **MA-DC of Central Massachusetts (Worcester) - FY2015**

Asking for dues at an event. Making an event "free" for dues members.

#### **MA-DC of Greater Boston - FY2015**

Priority ticket sales for high-demand tickets (effective in years when the demand is there, e.g. the Aires several years ago, and the Red Sox when they are winning)

#### **MA-DC of Pioneer Valley (Springfield) - FY2015**

Many alumni still choose to send in a check when they receive their newsletter dues solicitation. Some alums will pay their dues when they are signing up for events.

**MD-DC of Maryland (Baltimore) - FY2015**

With the introduction of online dues payments, we have seen a strong increase in number of dues paying members. Additionally, the Dartmouth faculty speaker event with Jere Daniel '55 in September 2014 helped provide an added boost to membership because alums saw value in membership.

**ME-DAA of Maine - FY2015**

Usually, at major events, some folks will pay as they check-in. Otherwise, it is via mail, mostly, and some pay when registering for an event via Paypal, as they pay for the event itself. This last method seems to be the most effective.

**MI-DC of Detroit - FY2015**

Newsletter, email and Facebook communications; alumni involvement in Club activities, events and interviewing of high school applicants, and involvement in other area Ivy Club events

**MN-DC of the Midwest - FY2015**

We do a printed newsletter in December (tax planning time) as we have found it more effective with older alums and it also reduces our PayPal fees. In March, if needed, we will send a targeted mailing to alums that are frequent contributors but haven't given during the current fiscal year. The response rate to this mailing is very predictable and allows us to raise additional funds as needed.

**NC-DC of Piedmont - FY2015**

We have not been effective raising dues at all until we offered a \$5 bar chit at a reception to whoever paid their \$25 dues.

**NH-DAA of Southwest New Hampshire (Keene) - FY2015**

The dues request that accomanies the annual meeting registration form gets the best response

**NH-DC of the Upper Valley (Hanover) - FY2015**

By providing compelling programming.

We also station officers with membership rolls at our very popular and well-attended Holiday Party in December and many pay their dues then to be able to enter, as there is no other charge for that party.

**NJ-DC of Princeton - FY2015**

Paper mailings with dues cards and return envelopes, although the number of mailings is limited due to cost

**NJ-DC of Suburban New Jersey - FY2015**

solicitations and offering discounts to events for dues paying members

**NY-DAA of New York City - FY2015**

The benefits of Dartmouth-Yale clubhouse membership are what enable DCNY to collect dues/quarterly assessments. Of course alums pay the club dues mentioned above in order to be part of all the services offered by this NYC "club with walls."

**NY-DC of Eastern New York (Albany) - FY2015**

Mailed solicitations with pre-addressed return envelopes. Giving dues payers a \$5 to \$10 discount on event fees.

**OH-DC of Northeast Ohio (Cleveland) - FY2015**

Collecting dues at events. Offering Paypal as a method of paying dues.

**OH-DC of Central Ohio (Columbus) - FY2015**

Electronic membership outreach.  
Dues collection at annual events.  
Tiered levels of membership.

**OR-DCA of Oregon (Portland) - FY2015**

In past years we have sent out two Newsletters each fiscal year. This year we sent only one letter and the participation rate for dues was very low.

**PA-DC of Philadelphia - FY2015**

By offering discounts to events for dues payers

**PA-DC of W Pennsylvania (Pittsburgh) - FY2015**

Most effective has been to solicit dues at the Send Off Party in August. Unfortunately we were unable to do so this August so we'll see what our 2016 dues are like. Also, charging less for members encourages dues paying members.

**RI-DAA of Rhode Island - FY2015**

Lowering the rate! We reduced the "standard" rate from \$35 to \$15, with a "Contributing Member" rate of \$35. We're going to try a different strategy next year, keeping our lower rate but introducing a wider range of supporting members to see if we get some bites.

**SC-DC of the Lowcountry (Charleston) - FY2015**

collect at Annual Meeting

**TX-DC of South Texas - FY2015**

We just began our dues collection activities at the end of the year.

**TX-DC of Dallas - FY2015**

Because of change in leadership, we failed to send out newsletter solicitation. New leadership has come on board and we have improved in this area.

**TX-DC of Houston - FY2015**

Separate billing rather than just relying on newsletter.

**VA-DC of Hampton Roads - FY2015**

- Postal mailings
- Email solicitations
- Newsletter solicitations

**WI-DAA of Wisconsin - FY2015**

Newsletter solicitation has always generated enough dues to support the few activities we have done.

**INT DC of Japan - FY2015**

Given the very fluid membership, we have never had much success in charging ongoing dues. We have found it more effective to build a surplus into the amount we collect for each event we organize.

## 24. What methods did your organization use to raise scholarship funds? [Summary](#)

### ASIGs

#### **DGALA/Dartmouth Gay and Lesbian Association - FY2015**

For the Bourne Fund (emergency fund for LGBTQ students), we have transitioned to putting a call out to the membership when we become aware of a situation where the Fund will be activated. However, we also now allow donations to the fund online at any point during the calendar year.

### Clubs

#### **CA-DC of Los Angeles - FY2015**

We solicited on paper and electronic newsletters and emails. We also reminded events participants to donate at the event itself. This 2014/15 year the DCLA ran a successful campaign for the DCLA charity Coats from the Coast raising \$5909.00 in donations for Southern California first year students on full scholarship (see below "Other Awards")

#### **CO-DA of Rocky Mountains (Denver) - FY2015**

Because we solicit the additional funds in enhanced memberships, we are not actively soliciting additional scholarship funds (although members can contribute if they wish). We do allocate a certain amount annual for scholarship funds.

#### **CT-DAA of Fairfield County - FY2015**

We include a blurb/solicitation in newsletters and line item on any due card/screen.

#### **CT-DC of Eastern Fairfield County - FY2015**

We solicit for the scholarship fund in our two newsletters every year.

#### **DC-DC of Washington DC - FY2015**

We include the Scholarship Fund as an item on our two annual print newsletters' response form. We pay to include a pre-addressed envelope to make it easy for people to return a check.

We list the Scholarship Fund as an add-on optional item on virtually of our event registration forms on Eventbrite. For our two major annual events we make a special point of promoting the Scholarship Fund . Our annual Young Alum Pong Tournament is marketed as an event that supports the Scholarship Fund. We invite current scholarship recipients to speak at the Holiday Dinner and the Webster Award Dinner. Dartmouth Club of DC supports four scholarships, which are awarded strategically to one student in each class. We also administer a 5th scholarship provided by a family fund. We traditionally ask scholarship students to speak at our Holiday Dinner and Webster Dinner.

#### **DE-DC of Delaware - FY2015**

Newsletter solicitation.

#### **FL-DC of Central Florida (Orlando) - FY2015**

Email comment with dues bulletin

#### **MA-Dartmouth Women's Club of Boston - FY2015**

We primary correspond electronically except for a few older members who do not use email. We send a letter to all members to encourage donations as well as have a silent auction and raffle at our December meeting to raise scholarship money. In addition to the direct solicitor of \$5000 we raised \$4400 between the raffle and silent auction.

#### **MA-DC of Cape Cod - FY2015**

Scholarship fund request included on dues requests.

Funds also received this year for appraisals at our appraisal lunch meeting.

#### **MD-DC of Maryland (Baltimore) - FY2015**

We include an option for scholarship funds in the paper and electronic member dues collection process.

#### **ME-DAA of Maine - FY2015**

Same as the above - most effective method was including the option with the Paypal option for paying registration for events.

#### **MI-DC of Detroit - FY2015**

Newsletter, email and Facebook communications.

#### **MN-DC of the Midwest - FY2015**

A targeting mailing is sent to alumni that are frequent contributors. Donations are sent directly to the college. We will occasionally receive donations to the P.O. Box or PayPal account but they are minimal. We forward those to the college at the

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end of every fiscal year.

**NC-DC of Piedmont - FY2015**

Merely volunteer contributions on the dues payment solicitations and a convenient box on the website.

**NH-DAA of Southwest New Hampshire (Keene) - FY2015**

Combined request with annual meeting registration

**NH-DC of the Upper Valley (Hanover) - FY2015**

Every dues payment form on our website, brochures, etc has two lines for extra contributions to the Scholarship fund and the DOC Trips program for local students.

**NY-DAA of New York City - FY2015**

We had three good candidates for Chair of the Scholarship Committee in the past year. Unfortunately one dropped off the radar, the second alum went off to business school, and the third spends travels so much that this position has not been practical for him. Every eNewsletter to 5,500 alums--about 20 editions sent per year--has a \$scholarship pitch as part of a Big Green-Gram coupon at the bottom of the news. This same form solicits/surveys volunteer interests in various volunteer opportunities. While we get a feedback from 30 to 40 alums per year, maybe one person a year makes a scholarship contribution using this coupon

**NY-DC of Eastern New York (Albany) - FY2015**

Solicitation for scholarship funds is included in every event announcement and has a line on every event payment form.

**OH-DC of Northeast Ohio (Cleveland) - FY2015**

Including a line item for Scholarships on the dues notice. Scholarship funds are received each year by this method. The Market Value of the Club's Scholarship Fund at 12/31/2014 was \$1,141,152, and the Fund currently provides five undergraduate scholarships.

**RI-DAA of Rhode Island - FY2015**

The Ruggles Scholarship is advertised in the 2x paper newsletters and in all email communications. We're also leveraging the Eventbrite donation function to keep these funds fresh in people's minds. I'm hoping continued focus will help us out next year.

We mention the fund at our annual meeting and read a few words from the thank you notes from our scholars.

**SC-DC of the Lowcountry (Charleston) - FY2015**

Executive Committee decides on the method - This year donations for the scholarship fund were possible through the annual dues solicitation. Executive Committee also decides on recipients.

**TX-DC of South Texas - FY2015**

We just began our dues collection activities at the end of the year.

We currently have one form for fundraising activities. Members may specify to which activities their dues should be applied.

**VA-DC of Hampton Roads - FY2015**

- Postal mailings
- Email solicitations
- Newsletter solicitations