

**Class Secretaries
Association Manual**

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Section 1: Secretaries

Selection and Responsibilities

The class president appoints or elects a class secretary after consultation with the Class Executive Committee. Some classes change secretaries at their reunions, other retain the same secretary for years.

- The secretary plays a key role in the communications process among new class officers and all class members. The secretary can be a major source for class spirit, cohesion, and the continued strengthening of bonds. The secretary should always be aware of the positive effects that conscientious column efforts have on his or her class. The president and vice president of the Secretaries Association are available to assist new editors with information, advice, sample columns, and other help.
- In some classes, two or more secretaries share responsibilities. Assistant or guest secretaries can bolster column efforts. Any arrangement is encouraged as long as it results in prompt and informative columns and effective class communications.
- Secretaries are encouraged to work closely with the newsletter editors in sharing news and information. Ask the newsletter editors to occasionally to put your name and address on the green cards (Take-A-Minute) instead of their own, and in return send the newsletter editors longer letters and/or photos for use in the newsletters. The newsletter editor is an ally in the newsgathering pursuit.
- Secretaries are encouraged to attend the annual meeting of the Class Secretaries Association during Class Officers Weekend each fall in Hanover. Every other year a president and vice president are elected (see Appendix A for details), and every sixth year a representative is elected to the Alumni Council. The Secretaries also nominate one representative (three-year term) and three publishing professionals (three-year terms) to the editorial board of the *Dartmouth Alumni Magazine*.

General Information

• Secretaries must meet bimonthly deadlines for the *Dartmouth Alumni Magazine*. While class newsletters may come out only four times a year, the Secretary writes a class column six times a year. The Secretary and the newsletter editor need to work together to achieve a balance of published information on classmates. It is suggested that the Secretary focus on covering:

Highlights of classmate letters (the longer versions of which may then be passed on to the newsletter editor).

General class news, including

- Reunion or mini-reunion plans and arrangements
- Class Executive Committee meeting reports
- Class project update
- Status of class participation in the Alumni Fund
- Immediate notification to the class of a classmate's death, to supplement the *DAM* obituary
- Reports of Alumni Council and Board of Trustees meetings.

News from the class president or other class officers.

Information, opinions, and/or observations on current Dartmouth activities and events.

• *DAM* will forward to class secretaries any relevant alumni news that comes to the magazine. These items may include notes from alumni and press releases.

Section 2: Publication of the Magazine

Frequency of Publication

Dartmouth Alumni Magazine is published six times a year: Jan./Feb., March/April, May/June, July/Aug., Sept./Oct. and Nov./Dec.

News-gathering Techniques

The secretary is encouraged to maintain good communications with the various class officers, including but not limited to the class president, head agent, treasurer, Alumni Council representative, and mini-reunion chair and to invite regular contributions to Class Notes columns.

- Email or phone classmates. Current class lists—with contact information as well as birth dates—are distributed annually to secretaries in the fall. Feel free to use these to reach out to classmates for updates. Some classmates have had success in sending out a question—you can devote entire columns to your class's favorite retirement places, travels, hobbies, grandchildren, etc.
- Recruit a guest columnist once a year.
- Appoint “regional correspondents.”
- Try to put old roommates in touch with each other.
- Send a birthday card to each classmate, which will usually generate a return note with news.
- Volunteer at alumni telethons and ask classmates for news as well as contributions. (You may even get other telethon volunteers to fish for news.)
- List MIAs (Most Incommunicado Alumni) and request news about those people from any source.
- Report on classmates of related avocations or professions.
- Refer to the “Generating Content” document for more news-gathering techniques.

Obituaries

DAM publishes obituaries online at dartmouthalumnimagazine.com. To ensure accuracy, we have established an obituary process that covers three priorities: It makes sure the alumni records office learns of and properly records a death, that the secretary/necrologist receives the confirmed details of death, and that the secretary/necrologist receives any relevant information—most importantly any communications and obituaries sent by families/friends of the deceased—from the *DAM* office. The word limit for obituaries is 250; there is now the opportunity to post additional remembrances and memorial information on the website (click on the “Post a Remembrance” button). Secretaries may occasionally ask family or friends to write obituaries; in those cases secretaries have to play the role of editor: Make sure contributors knows they are writing the obituary at your request and that you will need to submit it to *DAM*. Refer to the “Obituaries: Procedures & Guidelines” document for more details on content.

There are three steps essential to the process:

1. Contact Michelle Brown in Alumni Records (603-646-2253 or michelle.l.brown@dartmouth.edu) when you hear of a death so that she can begin the process of creating the death notice and closing the alum file and getting those materials over to me.
2. Wait for receipt of alum file materials from the *DAM* office; this will come in an envelope with *DAM* as the return address. Use the enclosed death notice and any additional materials (clippings, obituaries, questionnaires, etc.) in writing or confirming details in any obituary.
3. Send the associate editor the obituary for publication at classnotes@dartmouth.edu. The deadlines for obituaries are two weeks *after* the column deadlines; we have a bit more breathing room here, as the obituaries do not need to be rushed into print.

College Phone Numbers and Email Addresses

DAM associate editor: (603) 646-3086; classnotes@dartmouth.edu or theresa.m.d'orsi@dartmouth.edu
DAM main desk (subscriptions, etc.): (603) 646-2256; alumni.magazine@dartmouth.edu
Alumni Records (to report a death, change address): (603) 646-2253; aro@dartmouth.edu
Alumni Relations (603) 646-2258, alumni.relations@dartmouth.edu

Section 3: Production Recommendations

Submitting Copy

- Email Word documents to classnotes@dartmouth.edu or theresa.m.d'orsi@dartmouth.edu.
- Delete/clear all embedded formatting. Copy comes in from a variety of sources (a website or friend's iPhone, for example), and although you and I might not know it's there because we cannot see it, embedded formatting can print in the end — as garbled text. To prevent costly changes on press, please make sure to clear all formatting. To do this on a Mac, select “Edit” on the bar across the top of the screen, select “Clear” and then “Clear Formatting.” Then go ahead and format those words that need to be boldfaced (classmate names on first reference) and italicized (book titles, TV shows, etc.).
- Refer to the *DAM* style guide for details on styles and formatting.

Deadlines

Due	Issue	In your mailbox
April 28	July/August	mid-June
June 28	Sept./Oct.	mid-August
August 28	Nov./Dec.	mid-October
October 28	Jan./Feb.	mid-December
December 28	March/April	mid-February
February 28	May/June	mid-April

Proofing Galleys

Secretaries should receive their column galley proofs by the 10th of the month after it was due (the Sept./Oct. column, due June 28, should be back to the Secretary for proofing by July 10). This is one of the most important parts of the process, and it is essential for Secretaries to double-check the spelling of classmates' names at this time. Corrections must be back to *DAM* no later than the 21st of that month. (Please note that at this point in the process we take only corrections to errors—typos, wrong dates, misspelled names, etc.—and are not tweaking text. Please give *DAM* corrections by email or phone (leave corrections on the answering machine at (603) 646-3086 if no one picks up).

Section 4: Secretary of the Year

Secretary of the Year Recipients

Each year a Secretary of the Year is recognized at Class Officers Weekend; in the last few years Secretaries of the Year have been chosen in the categories “Out More Than 25 Years” and “Out 25 Years or Less.” The Class Secretaries Association leadership selects the Secretaries of the Year based on his or her ability to write six interesting, informative and inclusive columns six times a year and the completion of service in that role of at least three years (see Appendix B for details).

1932	N.G. Burleigh '11	1980	Adrian A. Walser '32
1933	N.W. Emerson '00	1981	Robert W. Harvey '41
1934	W.D. Parkinson '78	1982	Lindsay Larrabee Greimann '77
1935	J.C. Davis '19	1983	Erwin Breck Paddock '27
1936	C.C. Merrill '94	1984	John Gillespie '54
1937	F.H. Horan '22	1985	Harry Richard Zlokower '63
1938	H.C. Pearson '93	1986	Fritz Hier '44
1939	Henry H. Piper '76	1987	Richard Frederick Gruen '34
	Myron W. Adams '81	1988	Thomas Dudley Bloomer '53
1940	Albert I. Dickerson '30	1989	A. William “Monk” Larson '41
1941-45	Not awarded during War Years	1990	Fred Louis III '58
1946	Osmun Skinner '28	1991	William Blake Winchell '75
1947	Andrew Marshall '22	1992	Proctor Hull Page Jr. '42
1948	Warde Wilkins '13	1993	N. Brooks Clark '78
1949	Harold P. Hinman '10	1994	Dick Jachens '41
1950	Frank E. Rowe '91	1995	Debbie Michel Rosch '83
1951	Leon B. Richardson '00	1996	Alex Fanelli '42
1952	George W. Rand '19	1997	Carl Erdman '37
1953	Richard M. Pearson '20	1998	No award; no C.O.W. that year
1954	F. William Andres '29	1999	Bob Conway '73
1955	Scott Olin '50	2000	Jack Kent '50
1956	Edward B. Redman '06	2001	Christen O'Connor '87
1957	Herbert Harwood '26	2002	Hal and Mary Ripley '29
1958	Russell Meredith '10	2003	Jack Faunce '40
1959	Philip Murdock '15	2004	Carol Willard '80, Wade Herring '80
1960	Carleton G. Broer '27	2005	Jim Bildner '75
1961	John Hurd '21	2006	Ken Reich '60
1962	Wesley H. Beattie '33	2007	Crawford “Bud” Elder '45
1963	John A. Van Raalte '48	2008	Kelly Heaps '00
1964	Stewart Sanders '56	2009	Leslie Dahl '85, John MacManus '85
1965	Roger M. Bury '27	2010	Lauren “Duff” Cummings '72
1966	Everett W. Goodhue '00	2011	Mike Mahoney '92
1967	Ernest L. Barcella '34	2012	Jean Francis '38
1968	Joseph D. Mathewson '55	2013	Larry Geiger '66 (25 or More Years Out); Garrett Gil De Rubio '96 (Less Than 25 Years)
1969	George W. Putnam '05	2014	Bill Montgomery '52 (25 or More Years Out); and Robert Crawford '90/Walter Palmer '90 (Less Than 25 Years)
1970	Leonard E. Morrissey '22	2015	Kenneth “Pete” Henderson '51 (25 or More Years Out); Jason Casell '97 (Less Than 25 Years Out)
1971	Stanley B. Weld '12	2016	David Eichman '82 and Robin Shaffert '82 (Out More Than 25 Years); Kelly Shriver Kolln '92 (Out 25 Years or Less)
1972	Russell C. Dilks '51		
1973	Paul R. Mahoney '65		
1974	Frederick H. Munkelt '08		
1975	Richard K. Montgomery '35		
1976	John D. Burke '72		
1977	Luman B. Howe '17		
1978	John S. Weatherley '31		
1979	Stephan Davis Severson '74		

Appendix A

Guidelines for Selecting Class Secretaries Association (CSA) Officers

- The CSA officers shall be a president and a vice president, both of whom shall be class secretaries elected to the positions for two years, and the Dartmouth Alumni Magazine (*DAM*) liaison. These officers also make up the CSA Nominating Committee.
- Typically, the CSA Nominating Committee will nominate the CSA vice president to become CSA president; otherwise, the CSA president and *DAM* liaison must agree to nominate someone else.
- If the CSA president or vice president must be replaced during the term, then a replacement officer may be appointed by the remaining CSA officers until an officer can be formally elected at the next Class Officers Weekend (COW).
- To select candidates for the position of CSA vice president, the CSA Nominating Committee shall seek out highly qualified class secretaries who have served at least two years and who have the ability, time and willingness to best represent the CSA and be active members of the Class Officers Association Executive Board (COAEB). The committee (preferably the vice president) shall send an email or letter to all class secretaries asking if they would like to be considered for the position.
- The CSA Nominating Committee shall then select the candidate it considers most qualified to present for election by the CSA members attending the next COW meeting.
- An affirmative vote for a CSA officer shall be by a majority of those class secretaries attending the CSA meeting at that COW, and the results shall be deemed final.

August 15, 2017

Appendix B

Selecting Class Secretary of the Year

Required Criteria

1. Must write six interesting, informative and inclusive Class Notes columns (with strict attention paid to *Dartmouth Alumni Magazine (DAM)* style guidelines and ideally utilizing full word counts) and submit them to the *DAM* liaison by each bimonthly deadline.
2. Must have served as class secretary for at least two consecutive years; for the “Out More Than 25 Years” award, preference is given to those with at least three years of service.

Above and Beyond Attributes (optional but highly noteworthy)

1. Should work with fellow class officers to ensure that a formal process is in place for memorializing deceased classmates, with individual responsibilities (such as writing obituaries for submission to the *DAM* liaison or for the class website) clearly defined.
2. Should be a leading class communicator, working closely with fellow officers to obtain and disseminate class news and classmate information.
3. Should endeavor to be actively involved in additional class leadership roles, with the primary objective of promoting a greater degree of classmate involvement with the class and the College. The overall body of work as class secretary—including quality and years of service—will be taken into consideration.
4. Should make best efforts to consistently attend and participate in class officer conference calls.
5. Should make best efforts to participate in additional activities when they are presented.
6. Should make best efforts to attend annual Class Officer Weekends.

August 15, 2017