

## **Healthy Class Metrics Guidelines for Assessing Class Vitality**

The overarching goal of this document is to help our officers build healthy, strong and active alumni class organizations. The following are some characteristics of healthy class organizations:

- ❖ Healthy classes are up to date on their administrative responsibilities, both with the College and with the IRS
- ❖ The executive committees and officers of healthy classes are in frequent communication with each other
- ❖ Healthy executive committees communicate with the class on a regular basis through newsletters, website updates, class notes, etc.
- ❖ Healthy classes have regular reunions, mini-reunions and other events
- ❖ Healthy classes have strong financial footing
- ❖ Healthy classes contribute to the College through class projects and class gifts

What are the class metrics?

Class metrics are quantifiable evaluations of the characteristics of healthy classes.

- ❖ A series of measurements helps the class president set class goals, clarify expectations for officers and assess performance

Who established these metrics?

- ❖ The Class Officers Association Executive committee—comprised of the presidents and vice presidents of each class officer associations—created these benchmarks in 2008, based on an analysis of the annual Class Activity Report.

What is the value of class metrics to class volunteers?

- ❖ Metrics enable the class to gauge the accomplishments of the officer team based on a set of standards and best practices identified by peer alumni volunteers.
- ❖ Class metrics are not intended to rank or grade classes, but rather to identify successful traits and development areas for the classes, allowing us to better understand the strengths and needs of each class
- ❖ Alumni Relations can identify and aid a class that may need help in certain areas.
- ❖ We can use this information to target additional resources or leverage best practices to enhance the effectiveness of the alumni class organization

Class presidents are encouraged to use the metrics detailed on the following page to set and manage goals. This process is not aimed at reward or punitive measures, but can be a helpful guide for class progress and officer accountability to classmates. These metrics have been divided into four categories:

- ❖ **Administrative:** tracks the timely filing of annual reports and financial filings so that the class can meet its obligations as a Section 501(c)(3) organization.
- ❖ **Finance/Philanthropy:** determines the health of the class treasury and of class fundraising efforts, which in turn allow the class to fund its activities and engage in philanthropy for the benefit of Dartmouth College and its students.
- ❖ **Officer participation:** tracks the extent to which the class officers are engaged with one another in pursuit of common class goals.
- ❖ **Engagement:** gauges communications and connections among classmates and between the class and Dartmouth

## Healthy Class Metrics

| <u>Metric</u>   | <u>Standard</u>   |
|---|-------------------|
| Administrative  |                   |
| Class Activity Report Filed   | Yes               |
| Financial Report Filed  | Yes               |
| Finance/Philanthropy  |                   |
| Class dues participation  | 40%+              |
| Dartmouth College Fund participation                                      | 40%+              |
| Class Project   | Yes               |
| Officer Participation   |                   |
| Class Officers Weekend Participation                                      | 3                 |
| Class Officer engagement (meetings: in-person, telephonic or<br>By Email) | 6                 |
| Engagement  |                   |
| Class Columns in the <i>Dartmouth Alumni Magazine</i>                     | 6                 |
| Class newsletters   | 3                 |
| Website updates   | 4                 |
| Mini-reunions   | 3(10+ classmates) |