

Minutes
Class Presidents Association
September 24, 2011
Room 008, Kemeny Hall
10:30 a.m.

Welcome and Introductory Remarks

Introductory remarks were given by **H. Randall Morgan '87, president of the Class Presidents Association**. He then introduced **Peter Frederick '65, chair of the Alumni Council Nominating and Alumni Trustee Search Committee**. Frederick described the work of the Nominating Committee, and noted that the committee is seeking nominations for three alumni trustee vacancies on the Board of Trustees. The committee casts a broad net, and winnows a list of 700 nominations down to a small number of individuals. The nomination period ends on November 1, and the committee depends on alumni to suggest names of alumni.

Innovations in Class Leadership

The meeting moved on to the topic of **Innovations in Class Leadership**. Two class presidents were invited to share their recent activities in this regard.

Brant Rose '92 re-energized a lackluster mini-reunion program by assigning 11 city captains in major metropolitan areas. Each captain is tasked with producing an event, piggy-backing on already existing club and college programs. The class has embraced Facebook and its events functionality to drive mini-reunion participation, including a "check box" that anyone who is invited could, in turn, invite other friends. This way, the invitation to an event "goes viral" and has much broader reach. Facebook also allows the guest list to be published (to the private class page), and following the event, photos are posted to the class web site, Facebook page and newsletter.

In addition to in-person mini-reunions, the '92s hosted a "virtual mini-reunion" on Facebook on the 92nd day of the year. Classmates around the globe were invited to post a message on the class Facebook page talking about what they were doing on that particular day. There was a range of responses, from mundane to poignant. It was by far the most popular "event" of the year, with 100 participants. The newsletter editor will be putting all the photos and comments into the class newsletter so that everyone in the class may see the results. It was a fun and easy way to foster engagement.

Jim Wasz '79 noted that classmates submitted a photo of themselves on the 79th day of the year—this was published on a private, secure web site.

Leo Caproni '42 described the details of "Dartmouth at War," a collection of essays by classmates, widows and children of the members of the class focused on their WWII experiences. A number of classes assisted with funding and support. The book will be

published on the anniversary of Pearl Harbor this year and all profits will go to Dartmouth. This project brought classmates together in a way that had not happened since the 50th reunion.

Best Practices from the Class Activity Reports

Rick Ranger '74, president-elect of the Class Presidents Association, led the discussion, noting that the best way to lead is to learn what other classes have done and done well.

1. Team Building:

- Pick “doers” not “talkers” from diverse elements of the class.
- Consider co-officers for some roles.
- Delegate.

2. Goals:

- Own your goals! Go beyond the metrics
- Create 1-year and Full-Term Goals.
- Plan for the Future; Visualize your future as a community.

3. Individual Accountability:

- Constantly prod, cajole, and coerce each officer to do his/her job.
- Replace those who don't.
- Annually evaluate Officers' performance against annual & 5-year goals.

4. Class Projects:

- Initiate and support innovative class projects behind which classmates can rally.
- Look for ideas from classmates.
- Expand the executive committee to help brainstorm project ideas.
- Use class projects to build relationships with today's Dartmouth students; that's what matters and it is rewarding to classmates.

5. Meetings:

- Meetings – are the rhythmic heartbeat for the Executive Committee.
- Meetings can foster fellowship; fellowship drives mutual accountability.
- FreeConferenceCall.com

6. Communications:

- Develop a Strategic Communications Plan using every medium available to communicate a consistent message to your classmates.
- Communicate with the entire class at least 4x per year.
- Broadcast the Goals and progress being made on all class activities.

Some great anecdotes from the Activity Reports:

- Class of '57 produces a necrology report
- Class of '79 uses a photo-sharing tool
- Class of '82 sends birthday emails to classmates
- Class of '86 has a compassion committee to help those experiencing illness or loss
- Class of '87 creates a master calendar for planning and gives it to everyone in the class

Topical Webinars

Patsy Fisher '81, secretary to the Presidents Association, introduced the idea of periodic webinars for class officers throughout the year, with the purpose of extending training opportunities beyond Class Officers Weekend. Open to all class officers, the webinars would be led by alumni volunteers and cover a range of topics, from communications to finances. The idea was well-received.

Open Forum

- Veree Hawkins Brown '93 spoke on behalf of the Honorary Degrees Committee of the Alumni Council, and invited class presidents to submit nominations of worthy alumni to the committee.
- Beth Krakower '93 spoke on behalf of the Young Alumni Awards Committee of the Alumni Council and invited class presidents to submit nominations of young alumni deserving of the Young Alumni Distinguished Service Award.
- Bob Ceplikas '78, deputy director of athletics, spoke about Dartmouth's commitment to athletics, with \$100 million invested in facilities and a targeted fundraising campaign. Recruiting good athletes is key to success, and there is a growing tradition of class membership in the Athletics Sponsors program. This program has a significant impact on the ability to bring prospective student athletes to campus, and it is a great way for alumni to connect with current undergraduate athletes.

Elections of Officers

Rick Ranger '74 was elected president of the Class Presidents Association. **Lou Spelios '95** was elected vice president of the association.

The meeting adjourned at 11:45 a.m.

Respectfully submitted,

Patricia Fisher '81
Secretary, Class Presidents Association