

Class of 1961 Communications Plan

Mission

The mission of our class' communications plan is three-fold:

- 1) To strengthen the brotherhood that binds us together as a unified and cohesive class throughout the decades.
- 2) To facilitate the functioning of our class so as to enable it to meet its goals and to perform in a way that contributes to Dartmouth and sets an outstanding example for other classes.
- 3) To fulfill our responsibility to leave an enduring legacy for other classes and the College to learn what we did as a class, why we did it and what we were able to accomplish.

Goals and Objectives

- Our communications plan shall consist of a two-way flow of continuous information to and from our classmates and to and from the College.
- Our communications plan shall support our class mission and advance both the short-term and long-term goals established by our class officers from time to time.
- Our communications plan shall be interactive and shall encompass multiple forms of communication. We want to keep classmates informed as to class objectives, class activities, updated information

on classmates lives (and the corollary to that) and what is going on at the College, as well as to solicit news from classmates about their lives, insights and general feedback of opinions.

- Our communications plan shall engage a broad spectrum of our class in an ongoing, meaningful “conversation”.
- Our communications plan shall adopt the most effective and efficient methods of communicating with our classmates.
- The end result should be a class strongly aligned to maximize class unity with respect to all classmates and with the College.

Communications Between Class Officers

- Class officer conference calls – monthly
- Class officer meetings – at annual Class Officers Weekend (COW), major reunions, mini-reunions on-campus and mini-reunions off-campus
- Class meetings – periodic
- Class of 1961 officer group:
(Note: Not all positions require fulfillment at any given time)
 - President
 - Vice-President(s)
 - Secretary
 - Treasurer
 - Webmaster
 - Newsletter Editor

- DCF Chair(s)
- Major Reunion Chair(s)
- Mini-Reunion Chair(s)
- Class Memorialist/Historian
- Communications Chair
- Planned Giving Chair(s)
- Arts & Legacy Committee Chair(s)
- Current Class Project Chair(s)
- Alumni Council Representative
- Women's Initiative Committee Chair(s)
- Selected at-large members

Communications with Classmates

- Periodic class meetings at reunions and mini-reunions
- Class Notes articles for Dartmouth Alumni Magazine - bi-monthly
- Class newsletters - publish 3 times/year
- Website postings - update frequently, as necessary
- Formal Minutes from monthly class officers' meetings/conference calls and from periodic class meetings
- Periodic letter and/or email updates on significant Dartmouth news items and decisions that may impact our class directly or indirectly, with links to the pertinent news items
- Periodic letters and/or email correspondence from the class president, vice-president and/or secretary

- Periodic letters and/or email solicitations from the class treasurer
- Periodic information on class reunions and mini-reunions, when applicable
- Periodic letters, email and telephone solicitations from DCF chairs and/or DCF committee members
- Detailed obituaries on deceased classmates, including an email notification to the spouse/family of the deceased informing them that \$100 was contributed by the Class to the '61 Performing Arts Legacy project in memory of the deceased
- Periodic letters/emails/calls from Women's Initiative Committee members to wives, significant others and widows of classmates
- Periodic meetings of the wives, significant others and widows of classmates -- at reunions and selected mini-reunions
- Periodic class reunion yearbooks (prepared for selective major reunions only)
- Periodic class surveys
- Periodic updates on the status of the ongoing '61 Performing Arts Legacy project and other current class projects
- Periodic email reminders and instructions regarding the Class of '61 Virtual Reunion, scheduled for the 61st day of the year

- Use of social media – primarily Facebook at this time (Class Facebook page), to bring up issues for comment and discussion by classmates and for the class/classmates to submit news items
- Alumni Council meeting report - prepared twice/year by class' representative on the Alumni Council

Conclusion

As a result of the implementation of the aforementioned communications plan, other classes and the College will more easily be able to comprehend why and how the Class of 1961 has been transformed into one of Dartmouth's premier classes of the 20th Century.

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