

Dartmouth Class of 1968 Executive Committee

Minutes from Meeting of October 12, 2013

Zimmerman Lounge, Blunt Alumni Hall, Dartmouth College, Hanover, NH

In attendance: Peter Fahey, Dave Walden, John Everett, Gerry Bell, Bill Rich, Ed Heald, Jennifer Casey and David Peck in person; Joe Nathan Wright, Jim Lawrie, Ron Weiss, Peter Wonson and Bob Ross by conference call.

1. Peter Fahey called the meeting to order and welcomed everyone, in person and by conference call.
2. **Class Mission:** Peter proposes to reaffirm the class mission, but without spending significant time drafting a statement. In short, it is **“To serve classmates, the College and its students”**. Peter will include a brief statement of purpose in his message for the next newsletter. Executive committee members (or any classmate) should comment if any changes seem necessary.
3. **Possible New Class Initiatives:** Peter proposed a variety of potential new efforts by the class, some of which he learned of at the recent Class Officer’s Weekend:

Immediate Initiatives:

- **Birthday Greetings** from class to classmates:
 - Ed cautioned to be careful of creating “spam” or junk mail...let’s not be a nuisance. It will be very important to have an appropriate header (subject line) and salutation.
 - Concept generally supported. Peter to compose a sample letter and circulate to Exec Committee for comment.
- **“Set the record straight”** opportunity for classmates with near perfect record of giving to make up the missing few years and retroactively achieve perfect record.
 - Concept generally supported, but details important: how many missed years? This would need DCF approval. Peter to further develop idea.
 - Discussion followed on consolidating College letters of thanks to donors. Currently, individual gifts are individually acknowledged (for tax purposes) but there is no annual letter of thanks for all of the gifts that year, which might have gone to different designated funds or accounts.
- **Class survey:** As class ramps up to our 50th, it will be good to do online survey of classmates on what the class is doing well, is doing poorly, and could do better. Executive Committee unanimously approved. Peter asked all to forward to him ideas for questions.
- **Most Wanted Classmates:** Idea is to ask class to identify classmates they would most like to see or hear about, i.e., create a “Most Wanted” list. This could be included in the survey as well as ongoing communications (e.g. newsletter, DAM column). Concept supported.

- **Widow's Policies/Practices:** It was agreed class should do more to involve widows. Ed Heald noted that in the past, there was a plan to send letters of condolences to widows, but plan was never acted on. Jen Casey noted that other classes do send a condolence card upon hearing of a classmate death, and a second letter one year later. She noted that other experience was that some widows remain interested in Dartmouth and others move on with their lives. It was also suggested that a survey for widows be prepared.
- **Class Projects:** Separate from our 50th Reunion Gift (see below), Class Projects are funded from annual class budgets, for one or more smaller, focused initiatives. The College maintains a list of projects that assorted programs and departments, plus welcomes other suggestions. Jim noted that our annual income now develops an annual surplus since the budget no longer pays for the alumni magazine subscription. It was noted we already support the Athletic Fund, and in the past have supported Alcoholics Anonymous programs. The Committee unanimously supported the concept of supporting projects. Peter asked all Exec Committee members to send project ideas to him for future Committee consideration.
- **Class of 2018 Project:** Peter shared a new College initiative, whereby a class develops a close relationship with the incoming class of 2018, since we will be celebrating our 50th on the same weekend they graduate. Each class is to develop ideas on how best to foster that relationship. For example, 20 '67s went with the class of 2017 to the College Grant during freshman trips. Other ideas include hosting an on-campus picnic during their sophomore summer, receptions in their home towns, inviting 2018 class officers to our Executive Committee meetings.

Medium-Longer Term Initiatives:

- **Recruiting for 50th Reunion:** Peter noted that the Class of 1963 worked for a full 3 years before reunion to maximize attendance. Survey and Most Wanted (both noted above) were successful tools. Peter asked Executive Committee to forward ideas on how to boost attendance.
 - **50th Reunion Book:** It was noted that our 40th Book was so successful, and so well produced, that it would be hard to top. Better to come up with a new idea or format. Perhaps prepare a DVD of compiled interviews (say two minutes each) of each classmate. Committee was asked to think about it.
 - **Reunion Leadership:** This will be an ongoing subject for all of our future meetings.
4. **Class Metrics:** Peter shared the new Alumni Office Class Metrics program, much discussed (and sometimes reviled) at the recent Class Officers Weekend. Class of 1968 scored 82 out of 100, higher than the median 74 for all classes out 26 years or more. Class did well in Leadership and Communications, somewhat less well in Community and Service. However, Peter doesn't want Class to "teach to the test", i.e., restructure what we do to score higher. Better to continue

to do what we feel is best for our class and the College. The Executive Committee agreed.

5. Class Officer's Reports:

- **Treasurer's Report:** Jim Lawrie (by phone) presented an overview of Class finances: For first quarter of fiscal year (July through September 30), income of \$1,448.58 and expenses of \$2,305.81. Total balance in checking account: approximately \$21,500. On investments, we have \$91,218 in stock index funds, \$28,235 in bond index funds.

Given our current balance health, Jim recommends moving \$15,000 from checking into additional investments, with \$10,000 to stocks, \$5,000 to bonds. Executive Committee unanimously supported.

Discussion followed: Jim noted that he files a tax return, a short form on line, on November 15, using the College tax ID as a non-profit. Long form non-required for a non-profit unless the group has had \$50,000 in income for three years in a row.

- **Webmaster Report:** Jim reported our average daily visits are about 40/day. September dropped, for uncertain reasons, to 23/day, but October was already at 50/day. One future initiative: publishing the class directory on-line, with adequate protection. Jim will investigate using a log-in system through the College, and report to the Committee. He also noted that Harris Connect has been bought by iModules, and thus there will be future changes in the service.
- **Class Agent:** Joe Nathan Wright (by phone) thanked Dave Walden for his past services as Participation Co-Chair, and reported that for this year it will be Pete Wonson and Bob Ross serving as Participation Co-Chairs. This year is just ramping up; his team will be doing a conference call in January. It was noted that our 45th reunion gift of approximately \$1,200,000 was 3rd highest ever. Other noted facts: after our 40th reunion, the next DCF year lost 41 classmates, but the goal this year is to NOT lose classmates. **The proposed goal is 353 classmates, or 50% of our giving base of 605** (note: actual base, per College, is 705, but 100 are noted as "never givers".) After discussion, **DCF goal for FY 2014 is \$400,000.** The Executive Committee unanimously endorsed fund and participation goal. In addition, the Committee expressed best wishes to Joe's wife Lola, who has been dealing with some difficult medical issues.
- **50th Reunion Gift:** Bill Rich reported fund as of 8/31 was \$563,934 principal and \$218,379 of accumulated earnings, for total of \$772,145. October value is estimated at over \$800,000. A September mailing was sent to all classmates. Bill noted he has invited all DCF solicitors to make 5 to 10 calls on behalf of the 50th Gift.

Gerry will be blending in 50th Gift support into planned mini-reunions and events.

Overall goal had initially been \$6 million, but group feels \$2 million or more is more realistic.

David asked status of video to market the 50th Reunion Gift.

Undergraduates who had worked on it have moved on, and project remains partially complete. Bill will contact Janet Rosa to push ways to complete the attractive but incomplete video. It was suggested completion of the video could be a class project (see above).

- **Newsletter:** Peter announced that our Newsletter won best Class Newsletter of the Year at the recent Class Officer's Weekend.
- **Secretary:** David noted the challenge of sparsity of classmate news, and necessity of proactive efforts, usually successful, to deliver full columns. Facebook membership is light, but does provide occasional news for the column. Two recent classmate deaths were noted: Jonathan Doll and Michael Sprando, both of whom who left the College before graduating.
- **Mini-Reunions:** Gerry noted successful current efforts and ideas for future ones. Ongoing successful mini-reunions include golf at Bandon Dunes in Oregon (24 already signed up for this year), skiing at Park City, Utah in March 2014, and a second Virgin Islands cruise May 11 through 20, 2014, for which three boats are already chartered.

Other ideas in the works include Sunday River, Maine skiing the last week of January and Florida golf in March 2014 to coincide with one or more spring training Red Sox games.

In addition, other ideas floating around, with some interest, include rafting in the Grand Canyon; Monument Valley desert country; a 68's turn 68 birthday party in New York City to include attending a theater; a wine safari; and joining Bob Reich for a viewing of his new movie followed by a Q&A.

The bottom line for Gerry: let us all be entrepreneurial in our planning events that will appeal to a wide range of classmates...not just the same small group.

6. **Next Executive Committee Meeting:** Tentatively February 8, 2014 in Hanover, during Winter Carnival. Location TBD

Respectfully submitted,

David B. Peck
Secretary