REGIONAL LEADERS HANDBOOK

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BARNARD CONTACTS

Barnard thanks you for your work on behalf of the Alumnae Association and the College. Your commitment and efforts are invaluable, and Barnard is deeply grateful for your work.

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Kathie Plourde ’73, Treasurer
Camille Kiely Kelleher ’70, Alumnae Trustee
Jyoti Menon ’01, Alumnae Trustee
Linda Sweet ’63, Alumnae Trustee and Annual Giving Committee Chair
Rosalind Marshack Gordon ’62, Bylaws Chair
Leila Rafizadeh Bassi ’94, Director-at-Large
Amy Blumberg Schrader ’92, Director-at-Large and Alma Maters Committee Chair
Anastasia Andrzejewski ’97, Director-at-Large and Alumnae Website Advisory Committee Chair
Melissa Nathanson ’78, Fellowship Committee Chair
Jennifer Feierman ’09, Leadership Assembly Committee Chair
Hannah Roth ’06, Nominating Committee Chair
Rochelle Cooper-Schneider ’84, Professional & Leadership Development Committee Chair
Doralynn Schlossman Pines ’69, Project Continuum Committee Chair
Patricia Tinto ’76, Regional Networks Committee Chair
Merri Rosenberg ’78, Reunion Committee Chair
Julie Malyn ’09, Young Alumnae Committee Chair
Shivani Vikuntam ’16, Student Government Association President
MISSION OF THE ALUMNAE ASSOCIATION AND REGIONAL CLUBS

ALUMNAE ASSOCIATION OF BARNARD COLLEGE MISSION STATEMENT

The purpose of the Alumnae Association shall be to further the interests of Barnard College and to promote a spirit of fellowship among its alumnae.

ALUMNAE ASSOCIATION OF BARNARD COLLEGE VISION STATEMENT

Each alumna will feel a connection to the college and a significant number of alumnae will want to serve the College by supporting its fundraising efforts, advocating for Barnard and/or participating in the programs of the Alumnae Association and the College.

REGIONAL CLUBS MISSION STATEMENT

Barnard Regional Clubs will serve the mission and vision of the Alumnae Association. Regional clubs should strive to connect Barnard alumnae to the college and to each other and to keep alumnae informed about the current life of the college by celebrating the accomplishments of its students, faculty, and alumnae.
STRUCTURE OF REGIONAL NETWORKS

Regional Advisory Committee
The Regional Advisory Committee (RAC) is a group of experienced alumnae volunteers from various geographic regions. The RAC convenes quarterly via conference call to help set the agenda and topics to cover at the broader Regional Networks Committee (RNC) webinars (see below). As experienced volunteers with varying backgrounds, the RAC is also available to mentor newer club leaders.

Regional Networks Committee
All regional club presidents are de facto members of the Regional Networks Committee. The Regional Networks Committee is invited to participate in quarterly interactive webinars to discuss regional volunteer best practices and any current issues affecting club leaders. The agenda for these webinars will be set by the RAC (see above.)

Club Leadership and Board Structure

Club Presidents
A club must have a president who is the main point of contact with the AABC and the Alumnae Relations Office. Club presidents provide overall direction for the club. They must have the time, energy, and enthusiasm to motivate others, bring new people into the group, and plan events that will be of interest to a wide range of Barnard alumnae. Club presidents are ambassadors of Barnard and work closely with Alumnae Relations, especially the Manager of Regional and International Engagement.

Club Boards
It is suggested that each club has at least three board members total: president, events chair, and communications chair. While broad-base planning should be done as a committee led by the president, the events chair should manage the logistics of each event, coordinating with vendors or hosts, and the communications chair should take the lead on outreach and invitations. Each club board will vary based on the needs of the specific region.

♦ Board Meetings: It is recommended that club boards/steering committees meet at least three times per year.
♦ Term Limits: It is recommended that clubs adopt a three year rotation for all board positions, especially president. After three years, presidents may step into other positions on the board, especially in regions with less than 500 alumnae. Ideally, new presidents should be chosen from pre-existing board members who have at least one year of Barnard volunteer service and who have a record of success in planning and executing alumnae events and/or communications.
Succession Planning
It is important for club presidents to think strategically about planning for the future of club leadership. Create a development plan for each potential leader to prepare her for the role that you would like her to assume and its responsibilities. This can be as simple as a timeline of responsibilities for each leadership role in regards to the events and programs that the club conducts.

Steering Committees
Many clubs begin with an informal steering committee before adopting a formal board structure.

Club Membership
Every alumna in a defined geographic area is automatically a member of that regional club.
STARTING OR REVITALIZING A CLUB

♦ Contact the Manager of Regional and International Engagement in Alumnae Relations to begin to plan for your new club. Alumnae Relations will be able to provide you with a list of alumnae in your area within two weeks. You will also be provided with training materials for becoming a regional club administrator on the Alumnae Network ( alum.barnard.edu. )

♦ Reach out to local alumnae either via mass email or individual outreach to invite them to an organizational meeting.

♦ Hold an organizational meeting and assemble a club board or steering committee.

♦ Plan a casual kick-off event for all local alumnae.

♦ Plan a season of events. (See Event Guidelines and Appendix A for event planning ideas.)
REGIONAL CLUB GUIDELINES

General Guidelines

Non-Profit Status
Regional clubs are granted a charter by the Alumnae Association of Barnard College (AABC). A club does not have an independent non-profit status apart from the AABC. All Barnard clubs should sign and file Articles of Association and bylaws with Alumnae Relations to confirm and protect their non-profit status. If your club has not done this, please contact the Manager of Regional and International Engagement of Alumnae Relations.

Bylaws
It is recommended that clubs adopt bylaws, which need not be complicated. Alumnae Relations can provide sample bylaws for your reference.

Dues
Clubs are encouraged to forgo membership dues.

Annual Reports
Each year, each club will submit an annual report (form provided by Alumnae Relations) to report on number and type of club events, communications, and club finances.

Event Guidelines

Number of Events
Regional clubs are granted a charter by the Alumnae Association of Barnard College (AABC). A club does not have an independent non-profit status apart from the AABC. All Barnard clubs should sign and file Articles of Association and bylaws with Alumnae Relations to confirm and protect their non-profit status. If your club has not done this, please contact the Manager of Regional and International Engagement of Alumnae Relations.

♦ For alumnae populations over 1000: 4
♦ For alumnae populations between 500-1000: 3
♦ For alumnae populations less than 100: 2

Type of Events
We encourage clubs to vary the type of events they plan in a given year in order to appeal to the largest number of alumnae in a region. See Appendix A for example event plans. We encourage clubs to hold at least one event per year that directly relates to the current life of the College, e.g. showcasing faculty or student accomplishments or college initiatives. Alumnae Relations can provide suggestions for this type of programming.

Finances
Club events are typically free-of-charge or paid for by event fees. Alumnae Relations can help with event expenses on a case-by-case basis. Please contact Alumnae Relations at
least four to six weeks before your event if you would like to discuss options for financial assistance.

**Event Audience**
It is advisable for club events to be open to all alumnae. Parents of current Barnard students can also be a great asset in helping to host gatherings or increase numbers and enthusiasm at events. Alumnae Relations can assist in connecting you with parents in your region. In larger regions, keep in mind that events can be planned for more specific audiences, e.g. young alumnae, alumnae mothers, alumnae of retirement age, or alumnae interested in professional development.

**Things to keep in mind when planning events**
- Don’t be afraid to start small. Set realistic goals and take time to build a self-sustaining and enthusiastic alumnae community.
- Conducting a survey, either informal or formal, of local alumnae is a good way to gauge what types of events alumnae in a given area might be interested in.

**Communications Guidelines**

**Club Communications**
We recommend handling most club outreach via email and also encourage phone calls to reach alumnae without email access.

**Mass E-mailing**
One volunteer per club can be granted access and given training to send mass emails through Alumnae Relations’ online system (iModules/alumn.barnard.edu).

**Social Media**
Facebook pages/groups, LinkedIn groups, and Twitter accounts can be effective ways to engage your regional communities, as long as they are updated consistently.

**Print Mailings**
Alumnae Relations will cover up to two print mailing per year; postcards are recommended. A minimum of one month lead time is required from submission of materials to drop date of the mailing. Please contact the Manager of Regional and International Engagement as soon as you begin to plan for a mailing.

**Online Event Posting**
Regional club events are posted on the Alumnae Network (alum.barnard.edu) and included in the monthly events email that goes out the first week of every month. To make sure club events are included in the monthly events newsletter, send the following details to Alumnae Relations by the final Wednesday of the preceding month:
- Event Name
- Date and Time
- Location and Directions
- RSVP info
- Invitation Text
APPENDIX A: PLANNING A SEASON OF EVENTS

Regional club events are posted on the Alumnae Network (alum.barnard.edu) and included in the monthly events email that goes out the first week of every month. To make sure club events are included in the monthly events newsletter, send the following details to Alumnae Relations by the final Wednesday of the preceding month:

Alumnae Populations Over 1,000: Four Events per Year

*Fall or Spring:* Signature Annual Event, e.g. Midnight Breakfast Fundraiser, Endowed Scholarship Reception, Faculty or Alumna Speaker

*Summer:* Summer Send-Off for Admitted Students, Young Alumnae Happy Hour, All-Alumnae Brunch, Potluck Picnic

*Winter:* Networking Evening, Panel Discussion of Alumnae in a Given Industry, or Cultural Outing (Museum Tour, Performance, Concert, Etc. These events are most successful when tied directly to Barnard by student or alumnae work, an alumnae docent or tour guide, etc.)

Alumnae Populations between 500 and 999: Three Events per Year

*Fall:* Dinner with Barnard Faculty Member or Administrator

*Winter:* Home for the Holidays event with current students

*Spring:* Viewing Party of film by alumna, or college program (e.g. recording of Global Symposium)

Alumnae Populations below 500: Two Events per Year

*Fall:* Dinner with Featured Local Speaker (Preferably an alumna!)

*Spring:* Family-Friendly Brunch

In addition to more formal events, many clubs run book clubs as a way to keep up consistent engagement within a Barnard community.
APPENDIX B: CLUB PARTICIPATION IN COLLEGE PROGRAMS

Creating a Scholarship
With a gift of $50,000 or more, a scholarship may be named in honor of the donor. Contributors receive annual reports about their scholarship recipients and have an opportunity to meet them personally at Barnard’s annual scholarship dinner.

Clubs who are interested in starting a scholarship for students from their region often open outside bank accounts in the club’s name to manage funds raised through events until that point in time when the club has met one of the thresholds listed below for starting a scholarship.

ENDOWED SCHOLARSHIPS:
Endowed Full Scholarship: $1,250,000
Yields approximately $60,000 per year, based on an endowment expenditure rate of 5 percent.
Endowed Partial Scholarship: $100,000
Yields approximately $5,000, based on a rate of 5 percent.

CURRENT-USE SCHOLARSHIPS:
Current-Use Four-Year Scholarship: $240,000
Annual donations of $60,000 over a four-year period provide the full tuition for one student.
Current-Use Partial Scholarship: $50,000
Annual donations of $10,000 over a five-year period will benefit one or more students.

For more information about starting a scholarship, call the Barnard Development Office at 212.870.2520 or email development@barnard.edu.

More details about endowed scholarships can be found at: barnard.edu/development/giving-opportunities/scholarships/name-a-scholarship

Barnard Alumnae Admissions Representative (BAAR) Program
BAARs play a crucial role in increasing Barnard’s visibility and spreading the word to exceptional women worldwide. This role will provide you with the unique opportunity to stay connected to the College as you help recruit the newest members of the Barnard family.

Most BAAR activity takes place between September and December, with minimal activity in the spring and summer months. Participation in the BAAR program requires a relatively small time commitment. During the fall, you may be called upon to participate in a nearby college fair and you will start to receive off-campus interview assignments, usually between one to five interviews in a season. In general, BAARs spend no more than one or two hours a month completing their duties.

For information about the BAAR program, visit alum.barnard.edu/baar or contact Barnard Admissions at admissions@barnard.edu.
**Barnard Book Award**

The Barnard Book Award is designed to recognize the academic and extra-curricular achievements of outstanding female students across the country and around the world. In addition to celebrating students’ many accomplishments, the award also serves to generate interest and increase visibility of Barnard in your local area. Alumnae can sponsor a book award at a local high school, where administrators will identify the student to be recognized. If you are interested in sponsoring a Barnard Book Award, please contact the Manager of Regional and International Engagement in Alumnae Relations by January 15, 2016.