Alumnae Relations Assistance Request Guidelines

Please read completely for the information that you need to know when requesting assistance from Alumnae Relations.

Procedures
For assistance with your student event from the office of Alumnae Relations, you must submit a request via email to Shelli Luchs at sluchs@barnard.edu at least six (6) weeks before your event. After Alumnae Relations has received your request, we will set up a meeting time to discuss any questions, details, and next steps.

If you submit a request six weeks out, but we are not able to get ahold of you after that, we will not be able to help you, even though you contacted us by the requested time.

Planning Timeline
Alumnae Relations will request a planning timeline from your group/club for the event. This does not need to be submitted with the request, but needs to be presented at the meeting or shared ahead of time.

Event Checklist
Please see the attached event checklist to be reviewed with Alumnae Relations.

Event Timeline
You will be required to create an Event Timeline to be shared with Alumnae Relations (samples attached). This is integral for the event, as we need to be able to tell the speaker when to arrive, when they will be speaking, and the structure of the program.

Speaker Request
Alumnae Relations will not give out alumnae contact information. This means that speaker outreach will occur through Alumnae Relations. Alumnae Relations will request that you draft invitation text to be sent to your speaker, which Alumnae Relations will then forward to the alumna.

Speaker Thank You Cards and Gifts
Groups/clubs will write a thank you note to all alumnae speakers, panelists, or moderators. Alumnae Relations will provide a gift to go with the thank you note. The gift will come from what Alumnae Relations has on hand, but there are some options that may be discussed with the group/club to determine an appropriate thank you gift.

Event Logistics
All event logistics will be arranged by the group/club through Events Management and Aramark, in the event that catering is needed. Alumnae Relations may ask to see confirmation, but will not provide assistance with logistics.
Communications
The timing of your event will determine what forms of outreach we can offer. Barnard Electronic Communications sets strict rules about how and when we contact alumnae to which we must adhere. Paper mailings are discouraged due to time and cost. There are two main options for outreach:

- **Bi-Monthly Events Email** is appropriate for a one-time event to which you would like to invite all alumnae. In order for your event to be included in the email (if Alumnae Relations has approved this as an appropriate form of outreach), you must have all of the event information and an event description to Alumnae Relations at least four weeks in advance of the event. If the Events Email goes out and your event information is not submitted in time, there is nothing that can be done.

- **Event-Specific Email** is appropriate if you are looking to target a specific section of the alumnae population (a region, a major, a class, etc.). These events may also be able to be included in the Bi-Monthly Events Email for additional marketing (please reference Bi-Monthly Events Email timing and guidelines above). An event-specific email should be sent at least three weeks in advance of the event. You must have all event details and event description text to Alumnae Relations at least five weeks in advance so that we can build and schedule the email as per the Electronic Communications guidelines.

RSVP
Alumnae Relations will handle all RSVPs from alumnae. Alumnae Relations will keep student groups apprised of alumnae registration. If students are planning to take RSVPs for students as well, they are responsible for doing so.

*If you have any questions or concerns, please contact Shelli Luchs at sluchs@barnard.edu.*
## Event Checklist

### Student

- Secure space by submitting required request to Events Management via VEMS at [https://ems.barnard.edu/virtualems/](https://ems.barnard.edu/virtualems/)
- If alumnae are being invited, be sure that the space set up includes a six foot table with a blue cloth and two chairs for registration
- Plan and order catering, if applicable
- Share Event Timeline with Alumnae Relations

### Logistics

- Communicate needs for speaker request to Alumnae Relations
- Once AR research is complete, draft text to invite speaker to the event and send to AR
- Once AR has confirmed presentation needs (handouts, projector, etc.), make sure any pertinent needs are relayed to Events Management and IMATS

### Speakers

- Research and select speaker
- Reach out to speaker using text from student group
- Collect bio(s)
- Confirm any special guests and/or speakers
- Share Event Timeline with speaker(s)

### Communications (if inviting alumnae)

- Draft text for event posting and/or event email to alumnae
- Create online event with online registration using text from students
- Request email list for outreach, if applicable
- Update students on alumnae registration

### Materials

- Event Timeline (to be shared with AR)
- Write thank you card(s) to speaker(s)
- Nametags for students (if desired)
- Speaker bios (to be shared with student)
- Nametags for alumnae
- Supply thank you gift(s)

### Day Of

- Event set up - centerpieces/decorations if applicable
- Present speaker(s) with gift(s)
- Assist with setup (room layout, nametags, promotional items, etc.)

### Post Event

- Send event feedback to Alumnae Relations
- Update students on alumnae attendance, if applicable
Sample Event Timelines

Class of 1960 Dinner
Reunion 2010
Friday, June 4
Location: Event Oval

Total seated: 140
Kosher meals requested: 5
Vegetarian meals requested: 12
Kosher/Vegetarian meals requested: 1

6:30 PM   Cocktails on Lehman Lawn (rain location: LeFrak Gymnasium)

7:30 PM   Guests arrive
    APPETIZER IS PRE-PLATED
    Slideshow plays

7:45 PM   Program begins: Berl Hartman, Reunion Chair serves as MC
    Berl introduces Emily Edelman & Hallie Levie, who will speak for 1 minute
    APPETIZER IS CLEARED

7:50 PM   Berl introduces Emily Omura & Linda Kerber
    Emily speaks

8:00 PM   Linda Kerber speaks
    DINNER IS SERVED

8:15 PM   Berl thanks Linda & Emily
    Announces new slate of officers, thanks outgoing & committee

8:20 PM   Diana Bowstead announces fundraising progress

8:30 PM   Berl will announce that President Spar will be stopping by shortly and we will
    enjoy dessert, until then please feel free to roam around and visit with friends
    DINNER IS CLEARED

8:50 PM   Debora Spar gives brief remarks and visits with alumnae
    DESSERT & COFFEE SERVED

9:00 PM   Classmates chat with each other until end of the evening

9:30 PM   Classmates proceed to the Chocolate and Champagne Bar in Quad Tent
Young Alumnae Reception
Green Roof, Diana Center
Thursday, June 28
6:30-8:30pm

6:30 PM  Guests begin to arrive

7:10 PM  Emily Hathaway ’10 welcomes guests and introduces President Spar
          President Spar speaks to guests

7:30 PM  Emily thanks Debora and introduces Dorothy Denburg
          Dorothy greats guests and reminds alumnae that Career Development is a
          resource even after they graduate, and Alumnae Relations is their home on
          campus

7:40 PM  Emily thanks Dorothy and attendees and encourages them to mingle for the rest
          of the evening.

8:30 PM  Event concludes

FRIDAY, NOVEMBER 11
LEADERSHIP ASSEMBLY 2011
JAMES ROOM, BARNARD HALL

FACULTY LECTURE 10:15-11:15 AM
“The U.S. Immigration Debate in International Perspective,” Professor Jose C. Moya

10:15 AM  Rhoda Berley introduces Jose Moya

10:17 AM  Professor Moya speaks

10:47 AM  Q & A
          Development staff person assigned to this session should walk the wireless mic to
          speakers

11:15 AM  Program ends

           Rhoda thanks Professor Moya
           Guests break
           Greg and Bret get set up, test mics and load presentation