REGIONAL CLUB LEADERS HANDBOOK
To serve the College, we:

- Communicate the mission, spirit and vitality of Barnard to all alumnae, current and prospective students and the larger community.

- Draw from alumnae the talent, knowledge, experience, time and financial resources that the College needs to maintain its excellence.

- Promote a spirit of fellowship among alumnae by offering a variety of programs and activities of interest to alumnae of different ages and backgrounds around the globe.

To serve the alumnae, we:

- Make connections with alumnae to promote their pride in Barnard so that they feel commitment to and personal meaning in giving back to the College.

- Work with the administration and faculty to provide alumnae with the resources they need as their lives take new directions.

- Foster a spirit of mutual support among all alumnae, through opportunities for personal, social and professional connections.

- Affirm the rights and responsibilities of Barnard women in the world.
# REGIONAL CLUB LEADERS HANDBOOK

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THE PURPOSE OF BARNARD REGIONAL CLUBS

The purpose of Barnard regional clubs is to connect alumnae to each other and to the College.

For many alumnae, the principal forum for staying connected to Barnard as they grow in their lives and careers is through involvement in a regional group. This is especially true as half of the more than 33,000 living alumnae reside outside of the tri-state area surrounding the Barnard campus.

Alumnae are vital to the life of the College. Through the talents and resources of its graduates, the College is able to further its mission of excellence in liberal arts education and leadership in the advancement of women.

Regional clubs should strive to make their programming relevant to an increasingly diverse alumnae body by appealing to a broad range of interests.

Objectives for regional clubs include:

- Fostering a spirit of mutual support among alumnae, through opportunities for personal, social, and professional growth and friendship.
- Keeping alumnae informed about the College by celebrating the accomplishments of its students, faculty and alumnae.
- Providing opportunities for each alumna to contribute to Barnard in ways that are meaningful to her. In addition to serving on a club board, opportunities include hosting events, fundraising, mentoring students, and using the Alumnae Network.
- Raising awareness of the ways in which Barnard can be a valuable resource to alumnae.

On behalf of the Alumnae Association of Barnard College, thank you for your work. Your commitment and efforts are invaluable to the College, and the Barnard community is deeply appreciative.
GENERAL GUIDELINES

I. Regional clubs are granted a charter by the Alumnae Association of Barnard College (AABC).

The AABC is a non-profit organization separate from Barnard College. For legal purposes, a Barnard club falls under the auspices of the AABC. A club does not have an independent non-profit status apart from the AABC. There are some exceptions to the independent non-profit rule, which are dealt with on a case by case basis.

All Barnard clubs should sign and file Articles of Association and bylaws with Alumnae Affairs to confirm and protect their non-profit status. If your club has not done this, please contact the Alumnae Affairs Manager for regional programs.

II. It is suggested that regional groups have:

- A minimum of four active Board members: President, Vice-President, Secretary and Treasurer. Some clubs have additional Board members such as Membership Coordinator, Book Club Chair, or Young Alumnae Coordinator. Many clubs also start with a steering committee so that individuals can adjust to roles before creating a formal board structure.
- A Board and/or steering committee that meets at least three times per year.
- At least three events per year. What is most important is maintaining a Barnard connection in your local community.

III. Set terms of office for Board members and have regular turnover in leadership.

A three-year rotation allows for both experience and novelty. After three years in one position a Board member may move to another position (Vice-President to President, for example) or become a general Board member. Many boards ask past presidents to serve as ex-officio members of the Board.

It is recommended that the current Board decide on a new slate of officers in May every three years. Every year in May the Board should also replace members who may have left before their term expired and also appoint new Board members who have shown an interest. It is very important that the President be chosen from among Board members who have already served for at least one year.

IV. Adopt bylaws, which need not be complicated or cumbersome.

Alumnae Affairs can provide sample bylaws for your reference.
V. **Regional Clubs are funded by a combination of support from the College and from fees paid for club events.**

The College will pay for up to two print mailings per calendar year for established clubs. Alumnae Affairs will work with groups on a case-by-case basis to determine other program and event needs and expenses.

VI. **Clubs are encouraged to forgo membership dues**

The AABC recommends that regional clubs pay for events by charging an adequate event charge rather than by requesting dues. Ultimately, this is the club’s choice, but clubs should encourage participation by all alumnae in the region whether or not they are dues paying members.

VII. **Who is a Club Member?**

Every alumna in the defined geographic area is automatically a member of that regional club whether or not she actively pays membership dues.

Regional clubs should include every alumna within that area in mailings and electronic communications. Alumnae Affairs will help support outreach to the full alumnae audience. While some groups send out additional mailings only to dues-paying members, we ask that every alumna in your region be invited to events.
STARTING AND REVITALIZING CLUBS

The following guidelines should be a good starting point when thinking about forming a new club or revitalizing an already existing one.

I. Contact Alumnae Affairs:

The Manager for regional programs is there to provide advice, encouragement and practical help, such as getting a list of local alumnae. If you know of other local alumnae who are interested in a Barnard club, gather their support. If you are not sure whether a club exists, she can also direct you on who the club contacts are in your area.

II. Reach Out:

A list of area alumnae will be provided for you to contact individually, either by phone or e-mail as you build your club. Alumnae Affairs can send an invitation for a first informal gathering to share ideas and get to know one another, and can also send out a survey or letter to the alumnae living in your area to assess local interest in a club and board membership.

III. Call An Organizational Meeting:

The next step is to call an organizational meeting where you can identify club leadership. In order to get others actively involved and continue to build the momentum, you should select club leaders at this first meeting. It is critical that you set a date for your next meeting or event during this meeting. Every alumna living in the region should have the opportunity to volunteer to be involved in the club. If you are able to select club leaders, it is also advisable to adopt “Articles of Association” and bylaws at this time. Alumnae Affairs can provide samples.

IV. Hold a Kick-Off Event:

Try to plan an event that will attract as many people as possible. This may be something simple such as a potluck at an alumna’s home or dinner at a local restaurant.

V. Plan a Season of Events:

After your first event, have a meeting to assess how things went and determine where you want to go in the future. It is important to plan additional events in order to continue to build momentum. Events that feature prominent Barnard alumnae or faculty are usually very popular, but tend to require more advanced and intricate planning. Individual outreach and follow-up by Board members can be very effective at building attendance at events and maintaining momentum.
Things to keep in mind:

- Don’t be afraid to start small.

- Think of your first event as an occasion for getting people enthusiastic about both the club and the College.

- Set realistic goals. In areas with fewer alumnae, having one or two enjoyable events per year may provide local alumnae with the Barnard connection they desire.

- Listen to other Barnard women and take their concerns seriously, even if every wish for the club cannot be fully accommodated.

- Think about what compels you to be involved and/or attend an event. Are you more inclined to attend if someone you know will be there or if you promised someone else you would go? Personal outreach can go a long way to “pulling” people in.
REGIONAL CLUB LEADERSHIP

Good leadership is essential. Leaders make sure the club is thriving, that events are diverse and well coordinated, and that alumnae are motivated to attend functions and support the club. Even if you are running with a steering committee as your leadership structure, you should try to identify individuals who can take on responsibilities as outlined in the board structure below.

**President:** Provides the overall direction for the club. She 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 women.

The President is an ambassador of Barnard. She works closely with Alumnae Affairs, communicating regularly, especially with the Manager for regional programs.

**Vice-President:** Supports the President, presides at meetings when the President is absent, and may take charge of one or more events each year. In many cases, she will succeed as the next President.

**Secretary:** Takes minutes at Board meetings and coordinates communication among club participants, which may include newsletters and electronic communications. After an event, she should make sure that Alumnae Affairs receives a brief write-up and a list of participants. In some clubs, she produces a newsletter that gets mailed and/or e-mailed to members.

**Treasurer:** Manages the group’s finances. She should present a brief report at each Board meeting and submit an annual report to Alumnae Affairs outlining income and expenditures, as well as the current state of the club’s finances.

**General Board:** These members are either new members or have already served in more demanding positions, but wish to remain involved in a supporting capacity. They provide new ideas for events as well as much of the initiative for the planning of events. Additionally, these new members provide a pool from which future club leaders can be recruited. Some of these members will be able to devote a lot of time and energy to the club, while others will wish to work on specific events. As a general rule, it is best to be flexible and accommodating.
Other Board positions might include:

Membership Coordinator:
Keeps track of current members and works to recruit more people to serve on the Board and attend events.

Book Club Chair:
Oversees one or more book club events sponsored by the club. Many groups have run successful book clubs. A good way to get started is to read Barnard authors, of which there is an impressive number. Alumnae Affairs can provide you with resources on alumnae authors.

Young Alumnae Coordinator:
Usually a recent graduate herself, she helps coordinate events for young alumnae (defined as alumnae who have graduated in the past ten years) and recruit young alumnae to participate in the club. This position can be especially important in keeping recent graduates in touch with the College and in encouraging them to make a habit of volunteering.

How do they work together to run a club?

The critical components to running a successful club, whether large or small, are annual planning, setting a budget, meeting regularly, and maintaining good communication between the club and Alumnae Affairs.

Cultivating new members is a top priority. The goals are engaging as many alumnae as possible in your region, keeping them connected to and enthusiastic about the College, and making sure everyone has a good time.
I. Identify the competencies of current key leaders.

Key areas:
- Leadership
- Initiative
- Judgment
- Planning & Organizing
- Teamwork
- Commitment

II. Analyze your active member roster for potential volunteer leaders.

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.

III. Assess willingness of potential leaders to volunteer.

Once you have a list of potential leaders and responsibilities for them. Ask them to take on a volunteer role at an event, for example managing the RSVP list and check-in or arranging for catering. Once they become more engaged in and accountable for the success of club programs, they will most likely want to take on further leadership with the club, and for example manage whole events or programs from beginning to end.

There should be roles and responsibilities for all club leaders similar to that of a professional job, and you can remind alumnae that this is a great leadership opportunity to list on resumes.

IV. Board/Steering committee participation.

After successful participation in a volunteer capacity, you can now ask your potential leaders if they are interested in joining your board or steering committee in a formal capacity. Their participation in your formal leadership structure should be a complementary combination of their strengths and desires in terms of participation and filling any current or future gaps in the predetermined list of leadership competencies for your club (as defined in Section I above).
All new members should start terms at the beginning of the new fiscal year. When bringing new individuals onto your board, they should be enthusiastic and have a strong sense of commitment to your club.

V. Post leadership engagement.

Most successful clubs set terms limits of two to three years for leadership positions. This allows leaders to move the club forward without getting burnt out and train future leaders along the way.

The most important part of the leadership spectrum though is making sure that there is a plan for engagement post leadership. You want to make sure that your former leaders don’t feel as though they are no longer part of the club once their term is up. You can even have them listed as ex-officio board members or create a Barnard ambassador role for them where they can assist new leaders in adjusting to their roles.
REGIONAL ADVISORY COMMITTEE

The Regional Advisory Committee is a group of alumnae volunteers who have served in various capacities over the years within Barnard regional clubs. They are a great resource for groups interested in getting started or looking to revitalize their current programming.

The committee oversees two important regional initiatives designed to connect our regional clubs all over the world.

I. Quarterly Regional Club Conference Calls:

Club leaders are invited to participate in club leader conference calls. These are arranged by the Regional Advisory Committee in conjunction with the Manager for regional programs and can be general calls, or topic specific such as engaging young alumnae or succession planning. At the beginning of each quarter the Manager for regional programs will send out the information about the call date and time to all club presidents.

Regional programming that takes place during Leadership Assembly each fall is also outlined by this committee in conjunction with members of the Leadership Assembly committee and the Manager for regional programs.

If you have suggestions for call topics or speakers, please contact the Manager for regional programs in the Alumnae Affairs office.

II. Regional Leader Mentorship:

The Regional Advisory Committee has a mentorship program where they match club leaders in all positions with leaders from other regions to share ideas and discuss the challenges of the role.

If you are interested in participating in this program as either a mentor or mentee, please contact the Manager for regional programs for an application.
COMMUNICATIONS

ALUMNAE AFFAIRS EMAILS

Events Email

On the first Wednesday of each month, Alumnae Affairs sends an events email to all alumnae, which is an online listing of all our upcoming events. The main section of the email is dedicated to Metro area and college sponsored events while the right hand column is dedicated to regional events.

*In order to ensure that your club’s upcoming events are listed in the email, you must submit them to Alumnae Affairs at alumnaeaffairs@barnard.edu by the first Monday of each month.*

Network Notes

On the second Wednesday of each month, Alumnae Affairs sends Network Notes to all alumnae, which is our online newsletter of events, programs, news, and alumnae highlights. Each month we highlight a selection of regional club programs and events.

*If you would like to have your club highlighted in a particular month, you must submit a write-up to Alumnae Affairs at alumnaeaffairs@barnard.edu by the second Monday of each month.*

PRINT COMMUNICATIONS

Two mailings per year will be paid for in full by the College. Since there is no longer an in house print shop on the Barnard campus, all mailings are completed by an outside print shop. Alumnae Affairs is committed to working with local print and mail shops for each region in order to have the quickest turnaround time possible.

Clubs often time their mailings so that one goes out each semester. It is a good idea to include two or more events on one mailing, or include this information in a club newsletter format so as not to use more than the allotted two mailings per year. Newsletters may not be more than four pages, including one half of the back page left blank for addressing. All mailings should be received by the Alumnae Affairs office ready for printing in Microsoft Word, Microsoft Publisher, or Adobe InDesign format in the event that edits need to be made. Clubs can request to see a proof before items are printed.

Also, if one of the mailings is an invitation for event, you want to make sure that it goes out approximately one month prior to the event date.

Below are the guidelines for processing mail requests.
For clubs using local vendors for the first time:

1. Please submit a completed first-time mail request form to Alumnae Affairs no later than 6 weeks before your desired mail date. Completion of mail request form includes emailing a copy of your mailing in PDF form to alumnaeaffairs@barnard.edu. Form can be obtained by emailing the Program Associate for regional programs.

2. Please obtain price quotes from three different local vendors. You must cc alumnaeaffairs@barnard.edu on all correspondence with vendors.

3. Once a vendor is selected by Alumnae Affairs, the order will be placed by Alumnae Affairs. Please alert the Manager and Program Associate for regional programs if you would like to see a hard-copy proof in person before the file goes to print.

For clubs with an established local vendor:

1. Please submit a completed mail request form to Alumnae Affairs no later than 4 weeks before your desired mail date. Completion of mail request form includes emailing a copy of your mailing in PDF form to alumnaeaffairs@barnard.edu. Form can be obtained by emailing the Program Associate for regional programs.

ELECTRONIC COMMUNICATIONS

The number of emails sent to alumnae through the group should be limited to ensure that alumnae do not perceive them as spam and unsubscribe from the group’s email list. Please do not send more than 2 emails per month.

Club Group Pages

Every club can have a group on the Alumnae Network. The following sections provide guidelines and best practices for using group tools on the Alumnae Network (alum.barnard.edu).

 Clubs should select one person to manage information on this page. Please notify Alumnae Affairs of the club contact, so she may be given permission to post items.

Groups are filled automatically based on the address you have on file with Barnard. If local alumnae spend time in different regions and would like information about your group’s events, they can request to be added to a specific group by the Manager for regional programs.

Group Posts

All group members may add group posts. Posts enable group members to make announcements to each other and allow ongoing discussions. Group posts are public discussions and/or announcements to the entire group.
Potential topics for group posts include:

- Soliciting suggestions for events
- Generating enthusiasm for upcoming activities
- Announcements of interest to the group
- Notifications of changes to an event’s details
- Discussion threads to foster connections and build momentum for the club or an event

To add a group post: click “add” under the group posts heading. Enter the desired text in the text box, and click “finish.” If you have a link to an article or website that you feel is of interest to the group, click the tab on top of text box for “link.” Copy and paste the url into the appropriate box, and make sure to add your thoughts in the “comments” section.

**Group Photos**

All group members may upload photographs to the group page. Photos posted to a group page should be of club events. Personal pictures should be uploaded to personal albums. Please do not post copyrighted images or it will be removed.

To add a group photo, click "add" under the group photo heading. Browse to select the correct file to upload from your computer. The photographs must be in Jpeg, Gif, or Pngs file format and less than 4 MB to upload successfully. Add captions to photographs that include information about when/where the picture was taken. You may also "tag" people in the picture. Tags on photos uploaded to the Alumnae Network are not linked to an individual's profile—the tags are only visible when looking at the specific photograph on the group page.

After you choose the file to upload, click on the dialogue bubble icon that appears beneath the image. You can then enter text for the caption in the box below and click on individuals in the picture to type in their names. Click to update the image with the captions and tags and then save.

**Broadcast Emails**

Broadcast emails are messages sent to the email address on file for all group members. Designated club leaders may send emails after completing training with Alumnae Affairs.

**Alumnae Affairs can also send the email on your behalf and requires one week notice to get the email out.**

Emails sent Monday through Thursday have demonstrated the best rate of readership. The most effective emails have a descriptive subject line and are clear and concise.

**Appropriate subjects for broadcast emails include:**

- Announcements of upcoming club meetings
- Event information for club events, including all pertinent details
Broadcast emails may NOT be used for:

- Personal events, movies, videos, or pictures or promotion of personal business
- Solicitations and charitable donation requests for other organizations
- Topics directed to a small subset of the group
- Political advocacy
- Chain Letters or Virus Warnings
- Sending attachments
- Non-Barnard business

Sending these materials will result in the revoking of administrator privileges.

You may send emails at the request of other group members, but please use your discretion in determining whether it is something that should be emailed to the entire group. Please consult the Manager for regional programs if you have questions regarding appropriate use.

To send a broadcast email, type your desired text in a word processing program. If you are using Word 2007, check to see that the document is formatted with "straight quotes"—the system will convert any “smart quotes” to different characters. Spell check and proof the text while it is in the word processing program.

After you have selected "Email Members," enter the subject for your message—this field cannot be formatted. To copy the text of your main message, right click in the body box and click "paste as plain text." Paste your text into the box that appears and click "ok."

You may now use the formatting tools to change fonts, size, color and other features. You may click on the image manager to add pictures to the email, but do not insert large files. The hyperlink manager allows you to add hyperlinks and email links to the message—highlight the word or address you would like to be clickable and then open the hyperlink manager and fill in the relevant information.

Click "Preview" to see how your message will look. You may "Edit" to make any additional changes before previewing again and then hitting "Send."

For emails pertaining to events, please include:

- Name of the event
- Day of the week, date and time
- Location (include address, city and state)
- Full description of the event, including any bios of speakers, etc.
- RSVP deadline and contact information
- Cost (if applicable)
- Event co-sponsors (if applicable)

Event Posts

Designated club leaders may add events, after completing a brief training. Appropriate events to be posted to the group include:
• Club-sponsored events
• Events featuring a club member deemed to be of interest to the group

Please do not post invitations to personal events.

To post an event to your group page, click “add” under Group Events. Enter the name and description for the event (using the criteria below). Please note that the event descriptions are formatted into one paragraph.

When posting an event to the group, please include the same information as listed above for event emails.

**Specialized Emails**

If you would like Alumnae Affairs to send a stylized email to your club members or email a specific segment of your club’s audience, for example, young alumnae, please provide the text to the Manager for regional programs at least two weeks in advance. Please note that your request cannot be processed until all event details are finalized.
REGIONAL EVENTS

Creating exciting and diverse events is a big part of running a successful club. Try to attract as many alumnae as possible. There may be room for specialized events that appeal to particular groups as well, such as young alumnae, "Alma Maters" (alumnae who are mothers), retirees, or professionals looking to network.

Try to include places of local excitement or interest, such as popular museum exhibits, athletic rivalries, local alumnae authors or people of note. If people in your area are talking about something, Barnard women are likely to be interested too.

Consider finding a Barnard connection, though the College itself need not necessarily be the topic. Alumnae Affairs encourages all clubs to remember the “Barnard” part of their mission. Cooking classes and wine tastings are great events, but ideally they should be balanced by other events that highlight a Barnard professor, a Barnard alumna, or a topic of particular interest to Barnard, such as women’s education or the advancement of women. For example, a local alumna might speak on a panel discussion, read from her recently published work, or speak about her travels to a region in the news.

Or you may wish to host a discussion on an important topic and ask an alumna in a specialized field to moderate the discussion. For example, you might invite a local alumna doctor to speak about a health issue or a psychologist to host a support group discussion.

Variety is the Spice of Life

Another thing to keep in mind is variety, especially if your club sponsors more than one or two events per year. Vary the neighborhood to attract participants from different parts of your region. Try not to get stuck using the same restaurant, club, or home for every get-together. Think adventurous and unusual: the kind of places people might be interested in trying out with a group. Local bookstores can host readings or lectures and galleries will often accommodate private groups. Other venues might include music clubs, museums, historical societies, parks, libraries, or the homes of area alumnae, especially if someone happens to live in a historic home or a particularly appealing area of town.

Hosting College Faculty and Administration

All invitations to speakers from the College must be issued through Alumnae Affairs. As much as we appreciate each club’s desire for a particular speaker, professors and administrators have their own time and schedule constraints and are not able to consider or accommodate individual requests. In addition, many members of the faculty are requested by multiple clubs and their schedules make it challenging to accept every invitation. Alumnae Affairs maintains a list of potential speakers and can strategize about who might be able to speak to your club.
Event Expenses

Cost is a factor in planning which events to host. You are encouraged to charge enough for each event to cover its cost.

When discussing an event, especially one that will include food and beverages, make sure you take into account all costs including taxes, gratuities, room charges, and audio-visual needs. Understand whether the charge will be per head or a set fee, and whether any bar costs will be open, cash, or per drink.

Deciding how much to charge and whether people will pay for a particular event is a tricky business. Sometimes events you think will be wildly popular only attract a few people while other will unaccountably fill to capacity. The best rule is never to go so far out on a limb with any one event that it could make or break you.

As a last resort, events that attract too few people can be cancelled. Balancing expensive events with ones that are cost-free except for the price of the mailing, such as potlucks, are a good way to budget the year. As a reminder, Alumnae Affairs provides two mailings per year.

Sponsorship

It should be noted that the bylaws of the Alumnae Association of Barnard College (AABC) dictate that club monies may only be used to support the mission of the club:

The purpose of each club shall be to promote the interests of Barnard College and to develop programs and events which strengthen ties between Barnard alumnae and Barnard College.

Club events also fall under this regulation and are prohibited from using club resources (funds, mailings, email, etc.) to support or raise money for any organization or cause.

ARTICLE XII. Section 2 of the AABC Bylaws defines "appropriate" use of club funds:

Barnard club funds shall be used exclusively to further the purposes of the club. No Barnard club funds, wherever held, shall be contributed to, or used to promote, organizations other than Barnard without the express written authorization of the Board of Directors of the Alumnae Association.

Please consult Alumnae Affairs should you have any questions about this policy when planning your events.
EVENT IDEAS

• Talk or performance by a local alumna

• Panel discussion on topics like balancing careers and parenthood, second or third careers, or issues related to aging

• Tour of local museum or business with alumna speaker

• Cultural event, wine tasting, or cooking class

• Career forum or panel discussion, such as negotiation skills

• Student panel or panel of recent graduates: discussing everything from Barnard Today, to women’s athletics, to their collaborations with Barnard faculty on cutting-edge scientific research (Alumnae Affairs can provide you with a list of current students and contact them for you.)

• Mentorship activities

• Dinner at the home of area alumnae

• Dinner at a local restaurant

• Book club

• Young alumnae happy hours or coffee breaks at popular bars and cafes

• Programming based on Barnard affinity groups such as Young Alumnae, Alma Maters, Professional Development and Leadership, or Project Continuum. Staff members working with these committees are available to strategize on how to adapt their programs to fit your club.
EVENT CHECKLIST

☐ Decide what the event should accomplish.
  ☐ How does it fit into the year’s offerings?
  ☐ Can this event be used to reach out to new groups?
  ☐ What is the goal?

☐ Create a budget for the event and finalize it with your Board. Determine whether it is appropriate to charge, and if so, how much must be charged to cover costs.

☐ Find and visit the event site.
  ☐ Consider cost, accessibility for disabled alumnae, parking, and proximity to public transportation.
  ☐ Also consider whether you want to encourage alumnae to carpool to the event.

☐ Plan registration details, including the collection of RSVPs.
  ☐ Decide how you will publicize this event.
  ☐ Schedule communications with Alumnae Affairs (see sections on Print and Electronic Communications for more information).

☐ Recruit volunteers from within the club to make follow-up calls to increase participation.

☐ Set the agenda for the event.
  ☐ Decide how much time should be allotted to each speaker, or part of the program.
  ☐ Communicate this agenda to all participants.

☐ Arrive early to make sure all of the details are in order before guests arrive.

☐ Have a check-in table with a sign-in sheet and a list of attendees indicating whether they have pre-paid (if applicable).

☐ Have several people who are familiar with the club greeting people when they arrive.
  ☐ When appropriate, introduce people to one another and make sure people feel connected to the group.
  ☐ On a case by case basis, Alumnae Affairs can provide name tags for events.

☐ Make sure anyone speaking at the event is formally introduced.

☐ After the event, write thank-you notes to the speaker(s) and host.

☐ Submit a brief-write up to Alumnae Affairs and a final attendee list.

☐ If you took pictures at the event, consider uploading them to your club page on the Alumnae Network, to Facebook, or submitting them to Alumnae Affairs for inclusion in future print or email communications.
INCLUSION OF PARENTS

Regional clubs are also encouraged to engage the parents of current students and allow them to remain connected to one another and their daughters as they embark on their lives in college.

Parents can also participate in a variety of ways on your club’s board.

For example:

- Serve as general board members
  - Please note: an alumna should always serve as the club President.
- Host an admitted student reception in April or send-off party in the late summer for incoming students
- Host a Home for the Holidays event for current students from your region
- Host or attend alumnae/parent events
- Lead a book club

Alumnae Affairs can contact current parents on your behalf to invite them to events and be included on any club mailings.
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 throughout the world. In addition to celebrating students’ many accomplishments, the award also serves to generate interest and increase visibility of Barnard in your local community.

Criteria for the Barnard Book Award

The nominated student must:

- Be a female member of the junior class.
- Be a high achieving student in either English or one of the STEM areas.
- Demonstrate exceptional leadership and outstanding academic promise.
- Be committed to fostering a community of diversity both within the classroom and beyond.
- Serve as a strong role model to others.

Process

1. **By February, select an appropriate school in your district.**

   The Office of Admissions maintains statistics on the number of inquiries and applications we receive from various high schools. If you would like a recommendation from Admissions, please contact the Manager for regional programs in Alumnae Affairs to get a list for your region.

2. **Designate an alumna to contact the high school’s guidance office.**

   Inform the guidance office that the Alumnae Association of Barnard College, or your particular regional club, would like to recognize a student who best meets the criteria for the Barnard Book Award. Provide the guidance office with the selection criteria.

3. **Complete and return the form.**

   Alumnae Affairs will provide you with the form to complete. You will need to mail or email it back to the office with payment for the book. The Office of Alumnae Affairs will mail the student a congratulatory letter with materials about Barnard after she receives the award, so be sure to complete the form in its entirety.

   Include the date of the school’s awards assembly and determine whether you, or another alumna, will be permitted to present the award at the assembly. If an alumna is not available to present the award, the following statement can be read at the assembly:
“The Alumnae Association of Barnard College presents this award to a student who has demonstrated exceptional leadership, outstanding academic promise, and who is committed to fostering a community of diversity both within the classroom and beyond.”

4. **Purchase your book.**

   Barnard is continuing the presentation of awards along two specific tracks: English and STEM. Your club can participate in one or both tracks.

   The selection for English is Elizabeth Benedict’s anthology *What My Mother Gave Me*, which contains short stories from Barnard alumnae Mary Gordon and Abigail Pogrebin, as well as Elizabeth. She will be signing all of the copies that we offer to students. Copies will be available through the Alumnae Affairs office for $12.

   The selection for STEM is Natalie Angier’s book, *The Canon: A Whirligig Tour of the Beautiful Basics of Science*. Natalie will be signing all of the copies that we offer to students. Copies will be available through the Alumnae Affairs office for $15.

5. **Obtain your book and bookplate from Alumnae Affairs.**

   This will be sent to you in the mail, once your form has been received.
Alumnae Association of Barnard College
Book Award Program

High School Information

High School Name: ____________________________
High School Address: ____________________________
City, State and Zip: ____________________________
Guidance Contact Name: ____________________________
Guidance Contact Title: ____________________________
Guidance Office Telephone: ____________________________
Which award would you like to present: English or STEM?

Recipient Information

Recipient Name: ____________________________
Recipient’s Home Address: ____________________________
City, State and Zip: ____________________________
Telephone: ____________________________
Email: ____________________________

Awards Assembly Information

Date of Assembly: ____________________________
Assembly Time: ____________________________
Will an Alumna Present the Award?

Name of Alumna Giving the Award: ____________________________

Please return this form to:
Vagelos Alumnae Center
Barnard College
3009 Broadway
New York, NY 10027
Phone: 212.854.2005 | Fax: 212.854.1699 | E-mail: alumnaeaffairs@barnard.edu
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 1 to 5 interviews in a season. In general, BAARs spend no more than one or two hours a month completing their duties.

**BAAR PROGRAM ACTIVITIES**

1. **Interviews: One on one conversations with prospective students.**
   a. Students outside of the NY Metro area can request an interview with a BAAR from late August-mid December. Interviews, both on campus and with BAARs, are an optional part of the application process.
   b. These conversations provide students who couldn’t get to campus with an opportunity to get a first-hand positive account of the Barnard experience.
   c. Interviews also provide students with a “personal touch” in the admissions process, which sets an example of the individualized attention that students get at Barnard.
   d. These interviews are summarized and submitted to the Admissions Office so that we can add them to the applicant’s file. They are used to provide the Admissions committee with a broader understanding of what the student is like in person. The interview is taken into consideration, along with the other pieces of the application, in order to help the committee make a well informed decision on each application.

2. **College Fairs: Alumnae represent Barnard at local high schools**
   a. College fairs heighten Barnard’s visibility in the local area and offer students more personal interaction with a member of the Barnard community.
3. Contacting and Congratulating Admitted Students (April)

a. At the end of each application season, BAARs are provided with a list of admitted students and are encouraged to reach out to the students in their area (especially the ones they interviewed) to help them make an informed decision about which college to attend by sharing their Barnard enthusiasm.

b. Receptions: In select cities, BAARs will host and attend receptions for admitted students so that the students can meet local Barnard alumnae and get excited about the prospect of attending Barnard.

The following are NOT BAAR responsibilities:

- Conducting high school visits in your area.
- Sponsoring an event for students during any phase of the admissions process without the knowledge and full support of the Admissions Office.

For more information about this program, contact the Office of Admission at 212-854-2014 or admissions@barnard.edu.
CREATING AN ENDOWED 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 grateful scholarship recipients and have an opportunity to meet them personally at Barnard’s annual Torchbearer’s reception.

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 clubs has met one of the thresholds listed below for starting a scholarship.

**Endowed Full Scholarship: $1,000,000**
Yields approximately $50,000 per year, based on an endowment expenditure rate of 5 percent.

**Expendable Four-Year Scholarship: $200,000**
Annual donations of $50,000 over a four-year period provide the full tuition for one student.

**Endowed Partial Scholarship: $100,000**
Yields approximately $5,000 per year, based on a rate of 5 percent.

**Expendable Partial Scholarship: $50,000**
Annual donations of $10,000 over a five-year period will benefit one or more students.

For more information on starting a scholarship, call the Barnard Development Office at (212) 854-2001, or email development@barnard.edu.

More details about endowed scholarships can be found at: http://barnard.edu/development/giving-opportunities/scholarships/name-a-scholarship.
ANNUAL REPORT FOR REGIONAL CLUBS

As a subsidiary of the Alumnae Association of Barnard College (AABC), each club is required to file a 990-N with the IRS. The College will file this on your behalf. The Annual Report for Regional Clubs and Annual Financial Report for Regional Clubs provide the critical information required to facilitate this process.
ANNUAL REPORT FOR REGIONAL CLUBS

Due to Alumnae Affairs by July 31

Name of club: ________________________________

Name of alumna filing this report: ________________________________

Title of alumna filing this report: ________________________________

Email address of alumna filing this report: ________________________________

Our club was established in: ________________________________

What description best defines your club at this time?

_______ Our club is active

_______ Our club was inactive this past fiscal year

_______ Our club is restarting after a period of inactivity

_______ Our club is new

1. BOARD MEMBERS FOR FISCAL YEAR ________________________________

When do you elect new officers? ________________________________

Please include the following list of officers, where applicable, or attach your own list to this form.

President (or Co-President)
Name: ________________________________
Email: ________________________________
Phone: ________________________________
Circle one: New Officer | Continuing Officer - Term: _____________ to _____________

Co-President
Name: ________________________________
Email: ________________________________
Phone: ______________________________________________________________________
Circle one: New Officer | Continuing Officer - Term: ______________ to _____________

Vice-President
Name: ______________________________________________________________________
Email: ______________________________________________________________________
Phone: ______________________________________________________________________
Circle one: New Officer | Continuing Officer - Term: ______________ to _____________

Treasurer
Name: ______________________________________________________________________
Email: ______________________________________________________________________
Phone: ______________________________________________________________________
Circle one: New Officer | Continuing Officer - Term: ______________ to _____________

Secretary
Name: ______________________________________________________________________
Email: ______________________________________________________________________
Phone: ______________________________________________________________________
Circle one: New Officer | Continuing Officer - Term: ______________ to _____________

General Board Member/Other Title ______________________________________________________________________
Name: ______________________________________________________________________
Email: ______________________________________________________________________
Phone: ______________________________________________________________________
Circle one: New Officer | Continuing Officer - Term: ______________ to _____________

General Board Member/Other Title ______________________________________________________________________
Name: ______________________________________________________________________
Email: ______________________________________________________________________
Phone: ______________________________________________________________________
Circle one: New Officer | Continuing Officer - Term: ______________ to _____________
2. CLUB INFORMATION

Clubs are defined by level of activity, demographics, and the number of alumnae living in an area. Which description best defines your club at this time?

_______ Annual or bi-annual activities

_______ Four or more activities during the year

_______ Eight or more activities during the year

Average attendance at events: ___________________________________________________

3. GROUP INFORMATION

Total # of active alumnae in your group: _________________________________________

Do you have bylaws? __________________________________________________________

Do you charge membership dues? ______________________________________________

If yes, what are your dues? ____________________________________________________

Number of dues-paying members: _____________________________________________

Do you have a process for election of officers? ___________________________________

If yes, please describe the process: _____________________________________________

____________________________________________________________________________

____________________________________________________________________________

4. PROGRAMS

Do you charge a fee for events to cover costs? _____________________________________

Please list your activities of this past year, and the cost associated with them (Attach additional sheets if necessary.):

Event & per person cost: _______________________________________________________

Event & per person cost: _______________________________________________________

Event & per person cost: _______________________________________________________

Does your club share information or co-sponsor events with other clubs nearby (either nearby Barnard clubs or other college/university clubs)? ______________________________
If yes, which one(s)? _____________________________________________________

Does your group have a book club? _________________________________________

If yes, how often does it meet? ____________________________________________

Does your group program for affinity groups, i.e. Alma Maters, Project Continuum, Professional Leadership and Development, and Young Alumnae?

______________________________________________________________

If yes, please describe: _________________________________________________

5. MISSION

Does your club have a mission statement or defined future goals? ______________

If yes, please state: ______________________________________________________

Please rank your club’s top four priorities for the upcoming year in order of importance:

Highest Priority: __________________________________________________________

Second Priority: __________________________________________________________

Third Priority: ____________________________________________________________

Fourth Priority: __________________________________________________________

6. CLUB NEEDS

What does your club need from the Alumnae Association?

_____ Leadership training
_____ Communication and/or information about the College
_____ Club Consulting, i.e. operational issues, tax and insurance issues
_____ Support with technology, i.e. managing electronic communications and group site
_____ Assistance by the Admissions Office

Other Needs: _____________________________________________________________

Date of Submission: _______________________________________________________
# Annual Financial Report

**For Regional Clubs**

*Due to Alumnae Affairs by July 31*

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**Name of Club:** 

**Fiscal Year July 1, 20____ to June 30, 20____**

**Name of alumna filing this report:** 

**Club EIN Number:** 

**Tax-Exempt Number (If applicable):** 

### I. Account Balances

<table>
<thead>
<tr>
<th>Description</th>
<th>July 1, 20____</th>
<th>June 30, 20____</th>
</tr>
</thead>
<tbody>
<tr>
<td>Checking Account</td>
<td>____________</td>
<td>____________</td>
</tr>
<tr>
<td>Savings Account</td>
<td>____________</td>
<td>____________</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>____________</td>
<td>____________</td>
</tr>
</tbody>
</table>

### II. Revenue for Fiscal Year 20____

<table>
<thead>
<tr>
<th>Description</th>
<th>____________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest from accounts</td>
<td></td>
</tr>
<tr>
<td>Event/Program Revenue</td>
<td></td>
</tr>
<tr>
<td>Scholarship Fundraising</td>
<td></td>
</tr>
<tr>
<td>Annual Dues</td>
<td></td>
</tr>
<tr>
<td>Other Revenue</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
</tr>
</tbody>
</table>
III. Expenses for Fiscal Year 20___

Programming:  
Printing/ Postage:   
Scholarship Fundraising: 
Scholarship Gift to the College: 
Miscellaneous: 
TOTAL:

I. TOTAL BALANCE FORWARD (+): 
II. TOTAL REVENUE (+): 
III. TOTAL EXPENSES (-): 
TOTAL BALANCE:

Submitted on behalf of the Barnard Club of: ____________________________

Submitted by:

Name: ____________________________
Signature: ____________________________
Date of Submission: ____________________________
The Alumnae Association of Barnard College ("AABC") hereby grants a Charter to [INSERT CLUB NAME] ("Club") subject to the following Articles of Association:

ARTICLE I: The purpose of the Club shall be to further the interests of Barnard College and to promote a spirit of fellowship among its alumnae.

ARTICLE II: The Club shall adopt bylaws for its governance not inconsistent with the bylaws of AABC, and shall file its bylaws and any amendments thereto with the Office of Alumnae Affairs or its successor ("Office").

ARTICLE III: The fiscal year of the Club shall be the same as the fiscal year of AABC.

ARTICLE IV: The Club shall annually file a report with the Office by September 1st describing its expenditures, receipts, and activities for the preceding fiscal year.

ARTICLE V: The Club is organized exclusively for charitable and educational purposes as defined in section 501(c) (3) of the Internal Revenue Code of 1986 (or the corresponding provision of any future United States Internal Revenue Law).

ARTICLE VI: On the dissolution or winding up of the Club, the assets remaining after payment, or provision for payment, of all debts and liabilities of the Club shall be distributed to AABC or to Barnard College or, if neither AABC nor Barnard College shall be in existence at such time, then to a non-profit fund, foundation, or corporation having the same general purposes as AABC and Barnard College, and that is organized and operated exclusively for charitable and educational purposes, and that has established its tax exempt status under Section 501(c)(3) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States Internal Revenue Law and applicable state laws.

ARTICLE VII: All the assets and earnings of the Club shall be used exclusively for the exempt purpose set forth in Article I above, including the payment of expenses incidental thereto. No Club funds, wherever held, shall be contributed to, or used to promote, organizations other than Barnard College without the express written authorization of the Board of AABC. No part of the net earnings of the Club shall inure to the benefit of, or be distributed to, members of the Board of Directors, officers, or other private persons, except that the Club shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the objects and purposes set forth herein.
ARTICLE VIII: No substantial part of the activities of the Club shall concern the carrying on of propaganda or otherwise attempting to influence legislation, and the Club shall not participate in, or intervene in (including the publishing or distribution of statements concerning) any political campaign on behalf of any candidate for public office.

Article IX: The Club shall have no capital stock, pay no dividends, and distribute no part of its income to its members, directors, or officers. The private property of the members, directors, and officers shall not be liable for the debts of the Club, except as such member, director or officer may be liable by reason of her own conduct or acts.

ARTICLE X: The Club shall keep a minute book containing a copy of its Charter and Articles of Association, bylaws, amendments, annual reports, and minutes of meetings.

ARTICLE XI: The Club shall adopt these Articles of Association and file a copy with the Director.

Charter Affirmed by AABC on this _____ day of __________, 20__

Date Charter Originally Granted: ______________________

Print Name:_______________________

Articles of Association Adopted by [INSERT NAME] Club on this ____ day of _________, 20___.

Acknowledged by: ______________________

Print Name: ______________________

Title: _____________________________
SAMPLE BYLAWS FOR REGIONAL CLUBS

Article I. Name
This organization shall be known as the ________________________________.

Article II. Membership
Any Barnard alumna is eligible for membership. Any member of the faculty or administration of Barnard College may become a member.

Article III. Officers
Section 1. The elected officers shall be a President, Vice President, Secretary, and Treasurer. These officers together with others deemed necessary shall constitute the Board of Directors.

Section 2. The officers shall be elected at the annual meeting by a majority of the members present and shall serve for ___ year terms. The President and Vice President shall be elected at the same time and the following year, the Secretary and Treasurer shall be elected. Half of the slate of officers shall be elected each year. Any vacancy occurring in an office shall be filled for the remainder of the terms by appointment of the Board of Directors. Any other vacancy in the Board may be appointed by the President. No officer shall serve more than two consecutive terms in a given office.

Section 3. Officers shall be elected by members.

Section 4. The duties of the officers shall be such as usually appertain to the offices as well as specific duties which may be assigned by the Board of Directors.

Section 5. Nominations for officers shall be presented at the annual meeting by the Nominating Committee. The Nominating Committee shall consist of _________ members elected by the membership at the annual meeting. Any vacancy on the nominating committee shall be filled by the chairperson with the approval of the Board of Directors.

Article IV. Committees
The Standing Committees shall be Program, Membership, Communications, and Nominating.

Article V. Finances
Events should be financed by the per person event cost charged to participants.

Article VI. Meetings
Section 1. There shall be at least one meeting every year.

Section 2. The annual meeting shall be held in _______ following notification of the membership at least two weeks prior to the event.

Section 3. ________________ shall constitute a quorum.
Section 4. The Board of Directors shall meet at least once every year to plan the program for the year.

Article VII. Parliamentary Authority
All parliamentary questions shall be settled by Robert's Rules of Order.

Article VIII. Club Assets
Upon Dissolution, club assets will revert to the AABC.

Article IX. Amendments
These bylaws may be amended by a majority vote of the membership at any annual meeting provided that members have been notified of pending changes.
NOTES