

Carleton College Reunion 2012

PLANNING GUIDE



Reunion 2012 Planning Guide

	Page
Part I: Introduction	
Welcome Back to Carleton	4
Reunion Testimonials	5
Part II: Carleton Reunions at a Glance	
Attendance	6
Giving	7
Participation	8
Part III: Planning Your Reunion	
Committee Communication	9
Program Ideas	10
Space: The Final Frontier	10
Class Social Hours, Budgets, and Alcohol	11
Things to keep in mind	12
Faculty	12
Alumni Association Awards	13-14
Lounge Decorations/Supplies	14
Identification of Planners for Next Reunion	14
Planning and Class Outreach	15
AAF FY '12 Timeline	16
Reunion Schedule	17-18
Part IV: Communication	
Class Communication	19
E-mail	19
Biographical Questionnaires	20
Personal Contact Plan	20
Class Web Site	20-21
Part V: Reunion Weekend Start to Finish	
Check the Carleton Web Site	22
Registration	22
Getting to Campus	22-23
Reunion Weekend Housing	23
Tentative Plan for 2012 Housing Assignments	24
Class Lounges	24
Reunion Weekend Meals	24
Special Dietary Needs	24
Teen Program	25
Camp Carleton	25
Babysitters	25

Reunion Weekend A-Z	
Housing and Children	25
Towards a Greener Carleton Reunion	25
Special Assistance	26
Highlights of Carleton Reunions	
Faculty and Alumni Presentations	27
Alumni Art Exhibit	27
KRLX D.J.s	27
Intergenerational Table Talks	27
Parade of Classes/Convocation	27
Interfaith Service of Remembrance and Celebration	28
Book/CD Signing	29
Class Photos	29
Alumni Choir	29
Religious Services	29
What the Alumni Relations Office Provides	
Planning Support	30
Mailings	30
E-mail	30
Directories	30
Student Workers	30
Ice/Cups/Party Supplies	30
Balloons	30
Alumni Office Staff Contact Information	31

Welcome Back to Carleton!

Thank you for volunteering to plan your next reunion. Carleton College, the Alumni Council, and the Alumni Annual Fund Board are grateful for your dedication of time and energy to this weekend.

The Alumni Relations Office and the Alumni Annual Fund staff look forward to joining you in creating a reunion that strengthens your classmates' ties to the College and to each other, reawakens that part of you and your classmates that remains forever 19, and helps assure the future of Carleton.



Reunion Testimonials

We had the freedom to enjoy people and great evenings in such a great setting—it was easy to relax and enjoy things because details were taken care of.

It was great to see how many students are into public service and how articulate they are about values and commitments.

Recalling positive memories helped put negative ones in perspective.

My family loved seeing the beautiful campus, and they had a great time!

Enjoyed class hosts—very hard-working, polite, good-spirited.

Booksigning opportunity with Carleton alumni was great.

My family had a great time exploring the campus, and my kids loved the Camp Carleton program.

Renewing friendships and making new ones was a powerful and wonderful experience.

This weekend was the highlight of my year.

I feel extreme pride in Carleton.

Overall, this was a PERFECT reunion.

Loved being in a stimulating intellectual environment for the weekend.

Good balance of a lot going on, time to socialize and wander around.

Thanks for providing special programs for teens!

This is where the feeling of College comes back.

Carleton Reunions at a Glance

Carleton alumni enjoy reconnecting with each other and the College, and the strength of the College reunion program has increased with time. Alumni from the 5th to 75th reunions come back in percentages that are among the highest in the country. Reunion volunteers create class-specific outreach and program plans, in addition to the general College programs planned by the Alumni Relations Office.

The focus of Carleton's reunion program is to encourage as many class members as possible to connect during the reunion year, to return to campus, and to raise an increased Alumni Annual Fund class gift. The following charts show the records for reunion attendance, gifts, and gift participation over time.

Attendance Records

One of the most important roles of the committee is to make a concerted effort to contact everyone in the class personally to encourage them to attend reunion.

Reunion	Class	Year Record Set	Percent Attending	Number Attending	Class Size
5 th	2003	2008	53.75%	258	480
10 th	1989	1999	43.50%	214	492
15 th	1987	2002	26.68%	131	491
20 th	1987	2007	30.78%	153	497
25 th	1967	1992	39.40%	137	348
30 th	1973	2003	20.11%	74	368
35 th	1961	1996	33.50%	77	230
40 th	1954	1994	34.19%	79	231
45 th	1961	2006	38.36%	84	218
50 th	1961	2011	53.40%	110	206
55 th	1950	2005	24.54%	66	269
60 th	1941	2001	25.55%	35	137
65 th	1932	1997	15.79%	12	76

Strong attendance levels strengthen class ties and friendships, and alumni who attend reunion are much more likely to support Carleton and attend Carleton events in the future. "Supporting Carleton" means connecting with other alumni and with the College in myriad ways: attending events, volunteering, supporting the College financially, and keeping up with College news and priorities.

Reunion Giving

Reunion giving is a critical component of the College's annual budget. Alumni support of Carleton, through donations to the Alumni Annual Fund, provides a meaningful portion of the annual operating budget and supports things like faculty research and student financial aid.

As President Steve Poskanzer noted, "openness, mutual concern—and personal warmth to counter frigid Minnesota winters!—combine to forge the tight bonds between Carls. Such bonds cross departmental, class year, demographic, and geographic lines, and extend chronologically decades past graduation in our legendarily loyal alumni."

Reunion Giving Records

Reunion	Class	Giving Total	Year
5 th	2006	\$45,909	2011
10 th	1991	\$101,295	2001
15 th	1991	\$219,702	2006
20 th	1991	\$305,335	2011
25 th	1962	\$1,428,635 ^a	1987
30 th	1976	\$396,978	2006
35 th	1962	\$529,249	1997
40 th	1962	\$766,292	2002
45 th	1962	\$804,617	2007
50 th	1952	\$262,657 ^b	2002
55 th	1952	\$190,939	2007
60 th	1950	\$101,473	2010
65 th	1935	\$73,084	2000

^a Originally unrestricted. Eventually designated \$78,880 to Alumni Annual Fund: \$1,349,755 to restricted Reunion Fund.

^b For their 50th Reunion Gift, a restricted fund, the Class of 1952 raised \$28 million.

Participation

Carleton is judged by many standards. One of them is participation, measured not only by the size of gifts, but by the number of alumni who give. National publications, such as the *US News & World Report*, as well as corporations and foundations, consider alumni participation rates an important indicator of loyalty and satisfaction with the College.

As you can see from the reunion records below, this effort has yielded terrific results. Over the past eight years, reunion classes have increased total giving from just over \$1 million to an average of \$2 million and have increased total participation from 48% to 60%.

Reunion	Class	Participation	Year
5 th	1997	67%	2002
10 th	1994	69%	2004
15 th	1993	66%	2008
20 th	1991	63%	2011
25 th	1962	86%	1987
30 th	1978	64%	2008
35 th	1972	72%	2007
40 th	1964	93%	2009
45 th	1964	93%	2009
50 th	1961	88%	2011
55 th	1941	70%	1996
	1954		2009
60 th	1949	68%	2009
65 th	1941	53%	2006

*Based on the number of actual donors in a class divided by the number of solicitable alumni in the class. Includes non-graduates.

Planning Your Reunion

Reunion is a once-every-five-years opportunity to reconnect with your classmates on campus. Creating and executing an outreach plan that utilizes mail, e-mail, phone, and personal contacts is the secret to a successful reunion.

In any given year, fewer than half of your class will be able to come back to campus for reunion. A well-thought-out outreach strategy that focuses not just on attendance but on reconnecting can help keep everyone connected over time and build momentum for future reunions.

The major responsibilities include:

Planning and executing an **attendance strategy** – regional phone or email “trees,” contacts by floor/interest group/teams/major/etc., or regional mini-reunions – to encourage classmates to return for Reunion.

Composing three inspirational and informative communications to be sent to the class in fall, winter and spring (Alumni Relations will handle logistics of distribution). Identify opportunities for use of e-mail and social networking sites like Facebook.

Designing a questionnaire/survey for a biographical book, if desired, to accompany the fall mailing.

Creating a **class web presence** and maintaining it through reunion.

Identifying and organizing **class-specific programs** for the reunion schedule.

Committee Communication

The Alumni Relations and Alumni Annual Fund staff can assist you with keeping in touch during the coming months.

- **Conference calls:** recommended at least every other month between September and June, to keep momentum going, discuss important decisions before deadlines, and check in on how outreach is going. **We recommend identifying during CAVE a day/time that will likely work for the group to make scheduling these easier.**
- **Email listserv:** staff can set up a listserv called, for example, 71reunion@lists.carleton.edu and, add all committee members to it. This way, you only need to send a note to one address to reach the entire committee.
- **Google docs or CarlWiki** are great ways to share documents and edit collaboratively. Ask your staff liaison if you'd like to pursue this or want more information.



Planning Your Reunion

The best reunion plans, based on years of feedback from alumni, provide the following:

- Informal, but scheduled, time for socializing: a time when everyone in the class knows that they'll be in the same place at the same time.
- One or two programs highlighting class members and/or a topic of general interest – classmates as individual speakers, as panel participants, or performers
- Time with favorite faculty
- Programming for family and children
- Brief remarks at each class dinner, perhaps recognizing class volunteers or providing a simple welcome to the reunion from the committee.
- Special effort to engage Twin Cities-area alumni in the weekend.

Program Ideas

The program includes any events you would like to include in the reunion schedule. For instance, would your class like to challenge another reunion class to a game of Ultimate or reserve the tennis courts for a round-robin? Some classes organize a class panel to discuss a topic of timely interest to your class, such as raising children in a two-career family or preparing for retirement. Is someone in your class a renowned professor, politician, musician, athlete, artist, magician, dancer, etc., whom you would like to have speak or perform?



Carleton's reunion weekend has traditionally highlighted the talents of Carleton faculty, students and alumni; we do not have funds available for non-Carleton speakers or

performers, beyond the Saturday evening bands. (See the "Highlights" section for what is already planned by the Alumni Relations Office and for an outline of what the reunion weekend schedule will look like to assist in your planning.)

All program ideas should be in final draft form by **January 15** in order to be included in the preliminary schedule - which is part of the March registration information. Staff will need the titles of panels or talks, as well as names of any participants.

The final deadline for all program information is **April 1**. By this date we need to know about any technical needs for your events and other special requests.

Space: The Final Frontier

As you plan your reunion program, think about the kind of space you'd like to have for your class events. For example, should your class panel be a formal presentation, or informal with breakout space for small group discussion? Will you have technical needs? Are there people in your class with limited mobility?

One of Carleton's strengths is its small class sizes. Once staff has a chance to review the overall reunion program with all the class activities, they will assign locations. However, given the high reunion attendance, there are few venues on campus that are large enough for most reunion classes to utilize. The Alumni Relations Office staff appreciates volunteers remaining flexible as they work to balance the needs for 12 reunion classes and around 2,200 total attendees. Assignments are based on approximate numbers expected, seniority and accessibility factors, and the specific program needs.

Class Social Hours

The College provides a quantity of snacks, soda, water, cups, and ice for informal class social gatherings throughout the weekend. For classes with many children, we can substitute juice and milk for some of the soda. The reunion committee volunteers (or designated classmates) are responsible for deciding what kinds of other refreshments you would like to have available in your class lounge and available during any class social hours occurring in your lounge.

Alcohol Policies for Reunion

Social Hours: If your pre-dinner social hour will happen in the same location as your dinner, any alcoholic beverages will be served by the College's licensed caterer, per Minnesota liquor law.

For social hours occurring in your lounge or other non-dinner venue, alcoholic beverages can be purchased through the Northfield Municipal Liquor Store or Firehouse Liquors (they do not deliver), or you can choose to have a licensed vendor supply the bar. Classmates can donate funds for this as they check in to the dorm, to help cover costs, and/or pay on a per-drink basis. Alumni Relations staff can help you navigate these decisions.

Organized events: For organized events such as an inter-class Rotblatt or Ultimate challenge, staff can work with the College's licensed vendor to make beer available for that particular event.

Scheduled large reunion events may need to have a trained bartender assigned to help manage the event and eliminate the risk of underage drinking. Unfortunately, Carleton's reunion has become something of a

magnet for local teens, and there are also underage Carleton students on campus during the summer.

Glass containers should not be brought onto athletic fields—help keep our student athletes safe.

The College is not able to purchase, store, or deliver kegs of beer or other alcoholic beverages per changes to Minnesota liquor laws and a recently enacted Northfield Social Host Ordinance.

The Alumni Relations Office plans to have a centrally located venue with beer/wine/alternate beverage service and live entertainment on Friday and Saturday nights.

Class Dinners: Reunion catering is provided by Carleton's Dining Services, Bon Appetit, which has a Minnesota liquor license. They will provide and serve wine at most of the class dinners. MN state law prohibits people bringing their own alcoholic beverages to our dinner venues. (It would be the equivalent of bringing your own beer to the Rueb.)

The Cave: The Cave has a license for 3.2 alcohol—outside alcohol cannot be brought into the CAVE. (See Rueb note, above.) During reunion 2012, the CAVE will serve as a wi-fi/coffeehouse spot for hanging out.

Please note that student workers are not permitted to purchase alcohol on your behalf during reunion weekend.

Things to keep in mind as you plan your reunion schedule

- Does the plan reflect the broader interests and makeup of the class? Are there specific groups who have not come back in the past? If so, is there a way to engage them through involving them in the program?
- Does your plan balance social and intellectual content?
- Does the plan balance scheduled time and free time? In addition to class-specific programs, reunion weekend features many general programs, from Arb tours to faculty talks to intergenerational panel discussions on major topics of interest.
- If you contact class members to participate in reunion programs, confirm their titles and obtain a bio, if applicable. Think about whether your program will require any audio/visual support and discuss with staff as plans develop to see what's possible.
- Your Alumni Relations staff contact is happy to provide advice and direction throughout the year on best practices and will set up an email listserv and regular conference calls to help committee members to work remotely.



Faculty

The Alumni Relations Office invites faculty to offer talks and presentations throughout the weekend. If you or your classmates have a favorite professor you would like to hear speak or have a particular topic which you would like to see addressed, please list them on your worksheet.

Remember the special professors who really made a difference in your life? Would you like to have them join you for social hour and dinner? Faculty may be available Friday or Saturday evening. Indicate on your worksheet which faculty members your class would like to invite to dinner. Final lists are due by January 15. Contacts with faculty should be initiated through the Alumni Office, to be sure faculty members don't receive competing invitations.

The Alumni Relations Office coordinates invitations so faculty won't receive multiple invitations for the same evening and so that senior classes have the first option to invite retired faculty. (Staff makes sure each class has the opportunity to see at least a few of their "top ten.") It's important to identify someone on the committee who will welcome the faculty at the reunion dinner, publicly introduce them to others in the class, and make certain they are entertained throughout the event.



Alumni Association Awards

Each year, the Alumni Association awards Distinguished Achievement, Exceptional Service, and In the Spirit of Carleton Awards.

The best source of nominations for these awards is fellow classmates.

Nomination forms are available online. Completed nomination packets must be returned to the Alumni Relations Office by **November 15**. The Alumni Council selects from those nominated, and recipients receive their awards during the reunion weekend convocation on Saturday morning. We recommend keeping nominations confidential as not all nominees will receive awards.

Distinguished Achievement Awards

These awards honor outstanding achievement by Carleton College alumni within a particular field or fields, including community service.

Exceptional Service Awards

These awards are presented to Carleton alumni and friends honoring exceptional service that contributes substantially to the well-being of the College.

In the Spirit of Carleton Award

This award is presented to an alum from one of the most recent 15 classes who has made a significant contribution to civic or professional organizations, who demonstrates the attributes of Carleton's liberal arts education, and who has exhibited creativity, purposefulness, and a commitment to quality and improving their community.

Past Award Recipients from the 2s & 7s Reunion Classes

DA= Distinguished Achievement
ES= Exceptional Service

Class of 1952

Colwell, Thomas (ES - 2007)
Downs, Anthony (DA - 1971)
Johnson, Lloyd P. (DA - 2002)
Lyke, Audrey Reichert (DA - 1997)
Nicholson, Eleanor (DA - 2007)
Schulze, Arthur (ES - 2007)
Slocum, Clyde (DA - 1992)

Class of 1957

Comer, William T. (DA - 1997)
Lies, Betty Bonham (DA - 2007)
Mack, Thomas M. (DA - 1992)
McAuliffe, Richard (ES -1992)
Neil, Earl A. (DA - 1971)
Sheagren, John N. (DA - 1997)
Waterbury, Ruth Harkison (ES - 1988)
Youngblood, Katherine W. (ES - 1982)

Class of 1962

Alvarez, Walter (DA - 1992)
Arnold, Ardith Propst (ES - 1997)
Arnold, L. Clark (ES - 1997)
Chesebro, James H. (DA- 1997)
Cooper, Donald R. (ES - 2002)
Frame, Michael (DA - 2007)
Rice, Mary Hulings (DA - 2002)
Somero, George (DA - 1992)
Stout, John H. (DA - 1992)

Class of 1967

Alsdorf, Robert H. (DA - 2002)
Dean, Thomas M. (DA - 1992)
Hunt, Lynn A. (DA - 1992)
Iverson, Peter (DA - 1992)
King, Mary-Claire (DA - 1982)
Lutz, Theodore C. (DA - 1987)
Rennebohm, W. Craig (DA - 1997)
Ringwald, Brenda E. (ES - 1992)
Simms, Margaret C. (DA - 1987)
Sundem, Gary L. (DA - 2002)
Vikan, Gary (DA - 2007)

Class of 1972

Hart, John A. (DA - 1997)
Iijima, Ann (ES - 2007)
Sive, Rebecca Anne (DA - 1997)
Zuraw, Bruce (DA - 2007)

Class of 1977

Ahumada, Martiyn Miguel (DA - 1997)
Banks, Lyle (ES - 1997)
Gonzales, Carlos Rene (DA - 2002)
Manegold, Catherine S. (DA - 2002)
Simonson, Eric R. (DA - 2002)

Class of 1982

Bent, Brian (DA - 2007)
Daily, Bob (DA - 2007)
Hudson, Kathy (DA - 2007)
Kirschner, Kristi (DA - 2007)
Silber, Laura (DA - 2007)

Class of 1987

Cattani, Ruth J. (In the Spirit of Carleton - 1997)

Class of 1992

Kratt, Christopher F. (In the Spirit of Carleton - 2002)
Grumdahl, Dara Moskowitz (In the Spirit of Carleton - 2007)

Lounge Decorations/Supplies

The Alumni Relations Office provides:

- Yearbooks
- Zoobooks
- Message Boards
- Postcards
- Napkins
- Markers
- Crepe Paper
- Poster Board and Foam
Core board (if requested)
- Construction Paper
- Balloons

If there are specific items, either from Carleton or from the era of your college years that are of nostalgic value to your class, please consider rounding them up from your classmates to be used either as decoration or to place in your lounge for review and reminiscing. You may wish to encourage classmates to bring iPods/CDs and a stereo/boom box for the lounge. The Alumni Relations Office has a limited number of sound systems available.

Identification of Planners for the Next Reunion

As you are preparing for and ultimately enjoying your upcoming reunion, think about whether you want to commit yourself to working on your next reunion. Whether you do or not, look for other classmates who could serve as volunteers for your next class reunion.

You can approach classmates individually, announce the opportunity at one of your class dinners, or recruit volunteers in any other way that you think will work.

Most importantly, remember to contact the Alumni Relations Office soon after the reunion to tell us the names of the new volunteers—we need to know whom to contact five years from now!

Carleton Reunion Planning and Class Outreach

August & September	<p><i>First reunion communication:</i> text drafted by committee, sent to Alumni Office, and mailed/emailed in September.</p> <p><i>Inserts for 25th-60th classes:</i> class address directory and class biography surveys (if applicable). <i>Links for 5th-20th classes:</i> online bio survey (if applicable), online alumni directory</p> <p>Committee email listserv created as needed</p>
October	<p><i>Bio book reminder</i> sent by email with class web site address</p> <p><i>Class web page:</i> ready by October 1</p> <p>Prepare Alumni Council award nominations: due Nov. 15</p> <p>Committee conference call: CAVE followup</p>
November	<p>Completed bio book surveys due Nov. 1; Alumni Council award nominations due Nov. 15</p> <p><i>Text for second reunion communication</i> due to Alumni Relations Nov. 15</p> <p><i>Send in reunion-related text</i> for the spring Voice to classnotes@carleton.edu —due Dec. 1</p>
December	<p><i>Second reunion communication mailed/emailed</i>, with bio books as applicable.</p> <p>Add classmates to your holiday card/email lists!</p>
January	<p>Attendance outreach emails/calls</p> <p>Preliminary program details due Jan. 15; finalize faculty invitation list</p>
February	<p>Outreach emails/calls continue</p> <p>Alumni Council Awardees announced</p> <p>Faculty save-the-date invitations sent</p> <p>Committee conference call: attendance push, final program details decided</p>
March	<p><i>Reunion registration opens:</i> information mailed/emailed to all reunion alumni</p> <p>Online attendance lists go live</p> <p><i>Text for third reunion communication</i> due to Alumni Relations March 1.</p>
April	<p><i>Third reunion communication</i> mailed/emailed. Final program details due April 1</p>
May	<p>Early-bird registration deadline (5%): May 1. Final push for attendance</p>
June	<p>Final registration deadline: June 1. Reunion! June 14-17, 2012</p>

Alumni Annual Fund 2012 Timeline

August	<ul style="list-style-type: none"> • Carleton Alumni Volunteer Experience (CAVE) • AAF Board of Directors Summer Meeting
September	<ul style="list-style-type: none"> • <i>Class Solicitation Letter</i> mailed to all classmates • <i>Annual Report on Giving</i> available online. Notification sent to all classmates
October & November	<ul style="list-style-type: none"> • AAF-wide campaign to encourage early gifts and installment giving • <i>This is My Carleton</i> solicitation brochure mailed/emailed to non-donors
December	<ul style="list-style-type: none"> • Calendar-year-end solicitation postcard sent to non-donors
January	<ul style="list-style-type: none"> • Volunteer for Carleton (one week long; student and alumni volunteer stewardship and solicitation event—formerly the Student Phone-a-thon)
February & March	<ul style="list-style-type: none"> • <i>Preliminary Report on Giving</i> letter mailed to non-donors; emailed to donors • AAF Board of Directors Winter Meeting • Pre-Reunion Gift Chairs for 3's and 8's begin initial planning and recruitment
April & May	<ul style="list-style-type: none"> • <i>This is My Carleton</i> solicitation brochure mailed/emailed to non-donors
June	<ul style="list-style-type: none"> • Fiscal-year-end solicitation postcard sent to non-donors • Pledge reminder mailed on June 1 • Reunion for classes ending in 2's and 7's (June 14-16) • Fiscal year ends on June 30, 2012
Ongoing	<ul style="list-style-type: none"> • Monthly solicitation email sent to lybunts for month prior (ex. April 1 for March lybunts) • Student workers write thank you note cards to all donors • Student Calling Program: students call and solicit alumni in the evenings from mid-September to mid-December and from January to June

Carleton Reunion Schedule 2012 (GENERAL/preliminary)

This is a general outline to assist reunion committees with planning.

Thursday, June 14

1 p.m.	Golf outing (Carleton Open)
3-10 pm	Registration open; residence halls open at 3 p.m.
6:30 am-7 pm	Recreation Center open
3-5 pm	Reunion committee and student staff decorate class lounge
5-11 p.m.	Taste of Northfield—Sample foods from local restaurants in Northfield’s Bridge Square.
7:15 p.m.	Re-enactment of the James-Younger Gang Bank Raid
7:30-9 p.m.	On-campus Reunion Pizza Party with Basil’s (Bill’s Original) pizza (\$10)
Post-dinner	Available time for informal class gathering, for early arrivals* *Student and/or staff assistance (setup, catering, van support, etc.) is not available on Thursday evening.

Recommendation from past reunion attendees: take some time to explore campus and downtown Northfield before reunion activities get underway on Friday. Scheduled time on campus for classmates to gather is recommended. You might want to set a specific time—e.g., 8 or 9 pm—to meet.

Friday, June 15

All day	Recreation Center, Gould Library & Bookstore open
8 am-9 pm	Registration open, Sayles-Hill
9-10:30 am	Alumni College: presentations by Carleton faculty
11:30 am-1 pm	Heywood Society Luncheon
11:30 am-1 pm	All-Class Lunch
1:15-2:15 pm	Faculty/alumni presentations; available for class programs
2-3 p.m.	Reception for post-50 th (Class of '57 and senior) alumni with President Poskanzer
2:30-3:30 p.m.	Faculty/alumni presentations; available for class programs
3:45 pm	'57 Class Picture
3:45-4:45 pm	Faculty/alumni presentations; available for class programs
4-5:30 pm	Academic Department Receptions; Bald Spot Carnival
4:30 pm	'67 Class Picture
5 pm	'87 Class Picture
5:30-6:30 pm	'87 Reception with President Poskanzer
5:30-6:30 pm	Class Social Hours
6:30 pm (varies)	Class Dinners
Evening	Various events; all-class ice cream social; live music
10:15 p.m.	Reunion Fireworks

Saturday, June 16

All day	Gould Library and Bookstore open
7 am-8 pm	Recreation Center open
7-9 am	Arb Walking Tour
8:30 am-10 pm	Alumni Art Exhibit open for viewing
8:30-9:30 am	Intergenerational Reunion Conversations at Breakfast
8-9:30 am	Available time for class program
10 am	Parade of Classes
10:30 am	Alumni Convocation
12-1 pm	All-Class Lunch; 'C' Club Hall of Fame Luncheon; '62 Luncheon
12:30-2:30 p.m.	Alumni and Faculty Booksigning
1-3 p.m.	Arb Walking Tour
1:15 p.m.	'77 Class Picture; '82 Class Picture
1:30-4:30 pm	Open for class programs and other activities
1:30 pm	'07 Class Picture
2 pm	'92 Class Picture
2:30 pm	'02 Class Picture
3 pm	'97 Class Picture
3:20 pm	'72 Class Picture
4-5 pm	Alumni Choir Rehearsal
5:15 pm	'62 Class Picture
5:30 pm (varies)	Class Receptions/Social Hours
5:45-6:45 pm	'62 Reception with President Poskanzer
6:30 pm (varies)	Class Dinners
8:30-11:30 pm	All-Reunion Entertainment

**Class Picture times subject to change based on class program schedules, class years of 'C' Club Hall of Fame inductees, etc.*

Sunday, June 17

8:30-10:30 am	'02 and '07 Breakfast with the President
8:30 am	Alumni Choir rehearsal
9:30 am	Alumni Interfaith Service of Remembrance and Celebration
10:30 am	Sweet Farewells reception
Noon	Check-out - see you in 2017!

Communication

Class Communication

Generating enthusiasm through personal and all-class communication throughout the year is the cornerstone of a successful reunion.

Recommended Strategy:

The first letter, to be composed at the workshop, is sent out in September. It is mailed with a class address directory produced by the college and a biographical questionnaire for the class bio book (if desired; see next page). Suggestions: emphasize dates, include some preliminary ideas about the reunion program, ask for classmate input, and include basic text about the Alumni Association award nominations, ask for help finding “lost” classmates, encourage classmates to use the directory to re-connect with their classmates and to send their email to Carleton if it’s not already in the directory. Many class communications about reunion will likely be through email.

The second letter is mailed in December with the bio book. A draft of the letter is due in the Alumni Relations Office by **Nov. 15**. Suggestions: re-emphasize dates, mention bio book if applicable, alert people that registration materials will be sent in March, include class web address if applicable, and any program updates. Good time for nostalgic prose as well to get people thinking about reconnecting.

The final letter is mailed in April with final details about class-specific reunion programming. A draft is due **March 1**. Suggestions: final program details, urge to register by May 1 to receive early registration discount, remind people to check the web for attendance lists.

The Alumni Relations Office will send **registration materials** by mail to 25th and senior classes, with email to all others, in March; online registration opens in March. The majority of reunion attendees register online, for all classes.

E-mail

Broadcast e-mail is a terrific way to catch your classmates’ attention. The Alumni Relations Office can send text that you create to everyone in your class for whom we have an e-mail address. Text should be short, time-sensitive (e-mail is great for reminders), and coordinated with other publicity from the planning and gift committees.

Class	Alumni	Emails	% with email
1957	222	134	60%
1962	315	209	66%
1967	327	228	69%
1972	407	281	69%
1977	474	312	65%
1982	503	351	69%
1987	494	361	73%
1992	469	392	77%
1997	497	392	78%
2002	536	480	89%
2007	484	434	89%

Alumni Relations has a broadcast email system that avoids most spam filters, tracks whether email is opened, and can easily resend the message to those who haven’t opened it. Because the office also has access to the most updated email addresses, they will send email text that you compose through this system.

Staff can make it appear that the message is coming from a specific person or from a class reunion committee, rather than the College.

Remember: *Personal contact is the most effective strategy to build enthusiasm for reunion.*

Biographical Questionnaire

Would your class enjoy the chance to read about what others have been doing during the past five years? If so, a biographical questionnaire can be included in the September mailing.

The Alumni Relations Office will collect the questionnaires and put them together in a booklet that will be mailed to all alumni in the class in December. Why December? Alumni tell us that many of them make plans for the summer when they are with their families over the holidays, and reinforcing the reunion dates before then is important.

Interested in an online bio book in lieu of a paper booklet? Talk to your Alumni office staff contact. Aim to have these completed in December as well, and encourage classmates to submit entries early.

Personal Contact Plan

Based on past reunion committee experiences, we strongly recommend developing a phone tree or e-mail tree, based on geographic regions, majors, or freshman or senior dorms. Contact the Alumni Relations Office if you need specialized lists for this purpose. We can also provide lists based on team or other student activity affiliation.

Evidence is *overwhelming* that personal contact from a classmate can make all the difference in their interest in attending reunion. Committees are encouraged to schedule attendance phoneathons to encourage reunion attendance.

We encourage you to utilize the online alumni directory to create targeted lists – for example, you can pull Class of '06 biology majors who live in Chicago. The directory can be found at www.carleton.edu/alumni/directory.

You may wish to develop a separate, additional strategy for alumni in the Twin Cities area. These alumni are more likely to show up without pre-registering, or drop in for a few hours. Alumni from out of state have been vocal about their disappointment that more “locals” aren't around all weekend. Some classes have successfully hosted informal Twin Cities-area pre-reunion gatherings to strengthen connections and talk about reunion.

Class Web Site

Reunion classes find that a good way to communicate about reunion is through a class web site. Class pages generally include reunion program details, pictures of classmates, comments from reunion attendees, link to lists of attendees, progress on the class gift, zoo-book photos, and many other things, limited only to your imagination.

To obtain the maximum benefit from having a class web page, it is helpful to get it up as soon as possible, and by mid-November at the latest so that it can be advertised in the second class mailing.

The person(s) in charge of the class pages will provide design and content. It is important to respect individual privacy. **Personal information about your classmates, such as contact information and biographies, cannot be included without asking permission.**

Pages that are simple in design, yet provide the necessary reunion information, have worked the best. Visit <http://www.carleton.edu/alumni/classpages.html> for examples.

Carleton can provide space on its own server for class web pages, and volunteers have access to update the pages themselves—basics schedule, links to letters and bio forms, attendance list, etc.

It's important to include links to the general reunion site from your class-specific site.

If you have any questions about web pages for your class, please contact the Alumni Relations Office.

The Alumni Relations Office has a **general reunion web site**: go.carleton.edu/reunion. Links should be made between this site and the class pages.

Lists of those who have registered to attend (automatically updated daily, beginning in March), comprehensive information about reunion weekend and a "photo album" from the most recent reunion are available on the general Carleton reunion web site.

Please **register early!** This is especially important for committee members—we do not make assumptions about your attendance or registration preferences. Housing is assigned on a first-come, first-served basis; **some residence halls are full by mid-April.**

Reunion Weekend A to Z

Check the Carleton Web site

Complete information about reunion will be available on the Reunion Web site, go.carleton.edu/reunion

Registration

Registration forms, including a preliminary schedule of the weekend's events, are sent to all alumni in reunion-year classes in March (by email to 20th and younger classes, mail to everyone else). Online registration is also available at go.carleton.edu/reunion beginning in March, and we will email all reunion alumni when it's ready.

The final registration deadline is June 1, with a special "Early Bird" discount rate available for those who register before May 1. **Typically, many dorms fill up prior to May 1.** Register as early as possible for the best chance to be housed near classmates.

The weekend package rate, including housing and all meals, was \$215 per adult for Reunion 2011. It is possible to register for rooms and meals separately. Not everyone will stay for the entire weekend, and some may choose to stay in a local hotel or at friends' homes rather than on campus. The "a la carte" cost of the weekend in 2011: \$75 registration fee per adult; \$40 per bed (for entire weekend); meals range from \$10 - \$20. Children's fees (5-12) are approximately half the cost of adult fees depending on housing choices (bed vs. floor).

Airport Shuttle Service

Chartered motorcoach shuttle service is available for approximately \$50 round trip, between the Minneapolis/St. Paul International Airport and Carleton on Thursday at 2 p.m., 3 p.m., and 5:30 p.m. and on Sunday, 7 a.m., 9:30 a.m., and 12 p.m. (We no longer offer shuttles on Friday due to lack of signups.) Preregistration is necessary; if no one has registered in advance for a particular shuttle time, a shuttle will not be provided. Unfortunately, children's car seats are not available.

IMPORTANT NOTE: for those arriving at Terminal 2 (Humphrey Terminal), special pickups are possible if arranged two weeks in advance. (Airlines that fly into Terminal 2 include Sun Country, Southwest, Midwest, Air Tran, Champion, and Iceland Air.)

On arrival at the main terminal (Terminal 1/Lindbergh), proceed to the lower baggage claim level and check in at the Carleton information booth (look for signs). Carleton students will assist you. Remember to allow one hour for travel time between Carleton and the airport.

Coming by Train or Bus?

EcoTrans and First Choice Shuttle provide transportation from and to the St. Paul AmTrak and bus stations, and the Red Wing AmTrak station, in addition to the Mpls./St. Paul airport. Check www.goecotrans.com or www.youarriveontime.com for complete information and prices. Northfield Metro Express also offers a lower cost option for transportation. Visit www.northfieldlines.com.



Missed your Shuttle?

If you miss your shuttle, the airport shuttle coordinators will assign you to the next one. If you miss the last shuttle of the day, your options are limited to taking a taxi (approximately \$75 one way) or renting a car. As you make your flight and shuttle plans, please allow for possible delays. Thunderstorms are common in June.

Parking

Parking on campus is limited. Cars may be parked overnight on Northfield streets. Free on-campus shuttle service will be provided all weekend between Watson Hall and Sayles-Hill, and for special events for the 50th and senior reunion classes.

Reunion Weekend Housing

Various housing options are available for alumni attending Reunion. For those who wish to stay on campus, reunion classes will be housed together in residence halls whenever possible; alumni — including committee members! — should **register before May 1 for the best chance to be housed near classmates. Some residence halls fill by mid-April.** If your registration form and payment are postmarked by May 1, we will confirm your residence hall assignment in advance.

Check-in begins Thursday, June 14, at 3 p.m. Residence halls will not be open before that time. (Students move out of the dorms on June 9 and the custodial staff needs as much time as possible to complete cleaning the dorms.) Check-out is noon on Sunday, June 17.

While we encourage people to stay on campus, we want to be sure that they know what to expect. We explain the following in the reunion registration materials:

- Residence hall accommodations are clean and spare. They feature bathrooms down the hall from your room (except Davis, Severance, and Evans, which have private/semi-private baths). Showers normally do not have grab bars.
- A linen packet, including sheets, blanket, pillow, and towels, is provided for each bed. Soap is provided.
- Children who do not have a reserved bed do not receive a linen packet and should pack towels, pillow, etc.
- Residence halls are not air-conditioned (except Davis, Nourse, Watson, and the townhouses); all beds are twin-sized and have mattress pads.
- You may wish to bring the following items which are not available in the rooms: reading lamp, hangers, small fan, alarm clock, earplugs, something in which to carry your toiletries, and extra blankets or pillows if needed.
- Cribs, irons, and ironing boards are not available.
- A limited number of fans are available at registration for use during the weekend.

If you would like a list of hotels and campgrounds in the greater Northfield area, call the Alumni Relations Office at 800-729-2586 and we will mail or fax a list to you, or check www.carleton.edu/alumni/hotels.html.

If you are staying off campus, please note on your registration form where you will be staying in case we or your classmates need to contact you.

Tentative Plan for 2012

Housing Assignments

Residence halls are assigned to classes by the Alumni Relations Office, based on seniority and number of expected registrants. The Alumni Relations Office staff assigns rooms as registration forms are received. When the “class dorm” is full, alums are assigned to other available rooms on campus, nearby, if possible. We make every effort to accommodate special needs and ask that alumni notify staff in advance.

Class of 1952	Davis
Class of 1957	Nourse
Class of 1962	Watson
Class of 1967	Townhouses
Class of 1972	Cassat
Class of 1977	Faculty Club
Class of 1982	Myers
Class of 1987	Burton/Sevy
Class of 1992	Memorial
Class of 1997	Parish/Rice/Hill
Class of 2002	Evans
Class of 2007	Goodhue

Musser: Student staff housing and overflow reunion housing

Class Lounges

Each class is assigned a gathering space, usually the main lounge in its residence hall. Student staff members decorate the gathering spaces with generic items, but you are also invited to decorate with class memorabilia (college-days photos, past reunion photos, items sent by a classmate who could not attend, etc.) See page 14 for more details.

Reunion Weekend Meals

Reunion weekend meals are prepared by Bon Appetit, Carleton’s catering service. All costs reflect actual charges which includes the cost of hiring well over a hundred temporary staff for the weekend and renting additional equipment.

We hope to offer lower-priced dinners for the 5- and 10-year reunion classes, based on requests we’ve received from past reunion attendees.

Since a limited number of meal tickets will be available for purchase during reunion weekend, we strongly recommend everyone reserve meals in advance.

All meals include beverages and dessert. Vegetarian meals are always available. For classes with many children, we are looking into child-friendly options and will have additional beverages like milk and soy milk available.

Special Dietary Needs

Alumni with special dietary needs, including severe food allergies and requests for vegan, kosher, or gluten-free meals are asked to indicate this on their registration form. Carleton’s executive chef contacts people with allergies personally to make sure we can meet their needs.

Dining Services also has a number of special meals available at each class dinner, in case people forgot to notify us in advance—alums need only ask the catering staff.

Teen Program

Kids ages 12–17 who are registered for Reunion are welcome to participate in any of the scheduled reunion activities. In addition, there will be a program of events specifically planned for this age group on Friday and Saturday. Activities usually include time at the computer center to play games, a Frisbee golf/Ultimate Frisbee session, an arts and crafts event, pizza and movie evenings, and events around Northfield.

A Teen Center will serve as a central location to find other teens, meet with current Carleton students—who will be available all weekend to give directions, and suggest and share in activities—or just hang out. The Teen Center is close to an area with cable TV, pool table, and ping-pong.



Camp Carleton

The reunion children's program provides interesting and fun age-appropriate activities for children ages 5 to 11 (5-year-olds

must have completed kindergarten). Kids' meals are included in the cost of the program. Please see the special section on the registration form to register your child in advance.

Activities usually include a mix of art, music, and computer activities and games, swimming, movies, a visit to a local farm, and a walk in the Arb led by student naturalists.

For a complete schedule, visit: go.carleton.edu/reunion or contact the Alumni Relations Office. Parents must sign an emergency medical authorization slip at registration for each child attending. Space is limited and advance registration is strongly recommended.

Babysitters

A list of local babysitters is available upon request from the Alumni Relations Office. This list is compiled by Barb Howe, long-time director of the children's program. We encourage you to make reservations well in advance, as the sitters are usually booked prior to reunion weekend. You are responsible for making arrangements for payment (approximately \$9/hour) and for transporting the sitter to and from campus.

Housing and Children

Parents can reserve/pay for beds for their children when registering, or opt to bring sleeping bags/pillows/towels for a no-cost housing option.

Remember: most rooms at Carleton are doubles. Depending on your class housing assignment, triples, quads or quints may be available. Early registrants with children are more likely to be housed away from lounges in quieter areas.



Towards A Greener Carleton Reunion

The College implemented new efforts in 2007 to drastically reduce the amount of waste generated during reunion weekend, as part of Carleton's overall commitment to sustainability.

- All meals held in tents feature compostable bioware – biodegradable utensils, plates, cups, packaging and napkins that will be taken to a nearby compost site after reunion. Our student "compostables crew" will help you dispose of your bioware appropriately.
- We've saved nearly 14,000 pieces of paper each year by eliminating reunion folders containing multiple pages of information. **Please pay attention** to all posted signs in your residence halls and in Sayles-Hill with important information about weekend programs.
- At registration you will receive a **water bottle**. Water coolers are located in each residence hall and in Sayles-Hill. We hope to eliminate as much plastic waste as possible by limiting quantities of bottled water.
- We encourage everyone to participate in the College's recycling program during reunion by putting glass, paper, newspaper, plastic bottles and aluminum into the blue recycling containers you'll see around campus.

Thank you to those of you who have shared your email address with Carleton! Using email for reunion mailings saves

significant quantities of paper as well as reducing costs for printing and postage.

A new practice we've begun is for the 25th and younger reunion classes: we usually send emails first and send mail to classmates for whom we do not have email addresses.

Special Assistance

Carleton College is committed to providing reasonable accommodations for individuals with disabilities. If you or a classmate have special needs, please contact the Alumni Relations Office as far in advance as possible.

Highlights of Carleton Reunions

Faculty and Alumni Presenters

We invite a number of Carleton faculty and alumni to speak or perform during reunion weekend, a “reunion alumni college” that is included in



everyone’s registration fee. If you have faculty or alumni to request or recommend, please notify the Alumni Relations Office.

Alumni Art Exhibit

We encourage alumni artists to bring a sample of their work to Reunion for the alumni art exhibit. Prior to Reunion, we ask that alums send information about the art medium, size of the work, and any special display requirements to the Alumni Relations Office.

Exhibitors are asked to bring their work to the designated location on Friday before 5 p.m. Art professionals will be on hand to help display the works, monitor the exhibit on Saturday, and then to help exhibitors take down their displays Sunday morning (all displays need to be taken down by 12 p.m.). If you know alums who are thinking about participating, please notify the Alumni Relations Office.



KRLX D.J.s

Did you have a radio show when you were at Carleton? Have you been yearning to play those records/CDs/MP3s once again? During reunion weekend the KRLX radio station will be open for any alum who would like to participate. No experience is necessary; our student experts will help you get acquainted with the station and will help if needed during the show. Check the box on the registration form (mailed in March) if you’d like to sign up.



Intergenerational Table Talks

Get up early Saturday morning to participate in lively, intergenerational discussions on a variety of topics. Please encourage classmates to suggest a topic or volunteer to facilitate. Call the Alumni Relations Office before **April 1** at 800-729-2586 to volunteer.

Parade of Classes/Convocation

The Parade of Classes is a Reunion tradition and a highlight of Reunion for all classes and families.

On Saturday at 9:45 a.m., alums (guests and families welcome!) line up in order of



class year around the Bald Spot with the senior classes near Sayles-Hill and the younger classes stretching toward the Chapel. The parade begins as the most senior

alumni, riding in golf carts, parade past all the younger classes on their way to the Alumni Convocation in the Chapel. The next youngest class then falls in behind. This allows all alumni to be both spectators and participants, and emphasizes the bond present among all Carleton alumni.

During the Saturday morning Alumni Convocation in Skinner Memorial Chapel, the Alumni Association President will present the Alumni Association Exceptional Service, Distinguished Achievement, and In the Spirit of Carleton awards. Nominations for these awards come from classmates, Carleton faculty and staff members, or professional colleagues; nomination deadline is Nov. 15.

The convocation will feature remarks by Carleton's president, Steven Poskanzer, and the presentation of the 25th and 50th reunion gifts to Carleton.

Alumni Interfaith Service of Remembrance and Celebration

This non-denominational program features alumni speakers and Musicians and celebrates and remembers departed classmates. Alumni, family, and friends are invited to participate in the Alumni Choir which performs in this program.



Book/CD Signing

Alumni authors/performers are invited to autograph their books/CDs on Saturday. The Carleton Bookstore will work with you and your publisher to acquire the books or CDs and make them available for sale during the event. For more information, please contact the Bookstore by **April 1st** at 800-799-4148 or write to the Carleton Bookstore, One North College Street, Northfield, MN 55057.

Class Photos

Class photos are taken at scheduled times during reunion. To ensure that people will be properly identified, numbered cards are used. Class members are asked to write their names on the back of the cards. For the first shot, the cards are held near one's face. Between shots, student workers collect the cards. Then, final shots (without the cards) are taken. To make the job easier, we ask that *only* class members appear in the photo.

Following the photo session, alumni can order and pay for an 8x10 print of the class photo which will be mailed with an identification key after reunion. Class photos will also be available for downloading from the Reunion website.

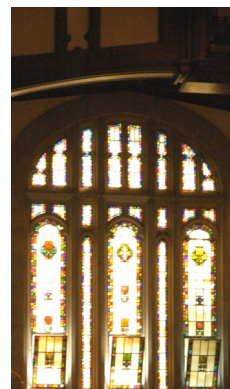


Alumni Choir

Everyone 16 and older is welcome to join the Alumni Choir, which performs at the chapel service and is directed by Lawrence Henry '76. Rehearsals are held Saturday afternoon and Sunday morning before the service. We have had at least one alum from every reunion class ('30s-'00s) participate each year in this wonderful collection of voices.

Religious Services

An Oneg Shabbat (Shabbat reception) is held in Reynolds House on Friday. On Sunday, an alumni-led service is held in the Chapel. Ministers from several reunion classes participate along with the Carleton Chaplain and the alumni choir.



If you are aware of any ministers in your class who might be interested in participating in the service, please notify the Alumni Relations Office. A schedule of other religious services in the Northfield area is available at the reunion registration desk.

What the Alumni Relations Office Provides

Planning Support

The Alumni Relations staff are here to support you through the planning process. We can answer questions, provide input based on our experience with other class reunions, and help troubleshoot. We can also organize email listservs, conference calls, or other ways to keep committee members in touch and energized about reunion.

Mailings

We can prepare, print, and send three to four printed mailings per class. All mailings are sent first class; please allow 7-10 working days for production of the letter or postcard. All you need to do is write the text, send us the text and signatures to be included, and we'll take care of the rest. For classes 25th and younger, we usually send emails first and send mail to classmates for whom we do not have email addresses.

E-mail

Broadcast e-mail can be a terrific way to catch your classmates' attention. The Alumni Relations Office can send text that you create to everyone in your class for whom we have an e-mail address. Text should be short, time-sensitive (e-mail is great for reminders) and coordinated with other publicity.

Directories

For 25th through 60th reunions, we compile class address directories and mail them out with your first letter to the class. They consist of the most recent information in the college records (including e-mail addresses when available). Letters were mailed to reunion classes in the spring requesting updated information for this directory. Your class may also decide to foster connections through the online Carleton Alumni network.

Student Workers

All student workers are dressed in reunion staff shirts so they are easily identifiable. We provide at least two student hosts per class, who are available to help with luggage, locate rooms, and assist (within reason) with other needs your class may have. Other students work as drivers, ice-delivery staff, airport greeters, children's program staff, and event logistic coordinators.



Ice/Cups/Party Supplies

Pop/soda, chips and pretzels, cups and ice are provided for class social hours. Students will be making periodic deliveries of cups and ice; we do not have an unlimited supply. Additional snacks and alcoholic beverages are the responsibility of the class. The social coordinator can arrange to collect extra money if needed from classmates.

Balloons

Helium-filled balloons are available for use during the parade and for decorating class lounges.

Answers To Questions

The Alumni Relations Office staff is available to answer questions and help you figure out anything needed to make your class reunion a success.

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