Projects identified at Northfield Meeting

Class Survey:
Marcy has prepared a survey to help the work of the reunion planning committee. She is asking each of the three committees to submit 3-5 questions that pertain to their area (outreach, program, and gift) by Thanksgiving. It will be a two-part survey with the first section being anonymous. The second section with open-ended questions would not be anonymous. The survey will be sent to the class in January, but will sent to the committee first.

**Action items:**
- November 24—Committee conference call to work on survey questions **Done**
- November 26—Submit questions to Marcy (Gail)

Outreach calling:
Everyone on the outreach committee will make calls to classmates—283 classmates were assigned the day for the meeting. Tom Hinckley will prepare some “talking points” that will be distributed with the calling assignments. A two-step approach was suggested. First, send an email (or FaceBook or LinkedIn message) to the classmate letting them know you will be calling on behalf of the 50th reunion committee. Second, make the call. Encourage classmates to check out the web page and to think about creating their story for the Story Book. The volunteers will sign into the 50th reunion portal and enter a “note” or summary from each of their calls. They will also check one of three choices as to their intent to come to reunion: “Yes, coming,” “Hoping to come” or “Not able to attend.”

**Action items:**
- November—send summary of callers/assignments to outreach committee chairs (Mary N.) **Done**
- December—ask other committee members to take assignments from list of unassigned names (Gail, with help from Mary N.)
  - Question—Dorm assignments have been provided. Is the thinking that they will be used for making strategic calling assignments or will they be used in another way?
- Early January—send talking points to outreach callers with links to the assignment reports so callers are ready to begin calls in January (Tom with help from Mary N.)

Class Web page:
The committee suggested Bruce Hanna to work on the Web page, although Bruce was not in attendance at the meeting. Some suggestions for content on the class web page include:
Organizing the site navigation by the Reunion theme of Stories, Dreams and Legacy; Trivial
Pursuit type questions to be answered in future e-newsletters; a different photo to pop up on the front page of the site every few seconds (enlist photos from classmates during first outreach call), videos of classmates (similar to “Ted Talks”).

**Action items:**
- Call Bruce Hanna to ask if he would like to help with design and content for class website (Gail) **Done—he agreed!**
- Bring Bruce up-to-speed on web related ideas shared at meeting and connect him with other members of the larger reunion committee who will also be working on web content, i.e. gift and program

**Story Book:**
Clay Russell and Posie are heading up this project. Clay has talked with Dave Beckwith from the class of ’64 about the very successful participation in the class of ’64 bio book with over 82% of their class submitting a bio. Include examples on the website of different types of bios. The plan is to have committee members post their bio to the site before January. Paul Grawe has offered to help classmates who have writers block or are having difficulty figuring out what to write. Tom Hinckley has offered to work on the In Memoriam section.

**Action items:**
- Send Clay and Linda sample letters with electronic submission instructions (Mary N.) **Done**
- Give Clay, Linda and Posie access to ’64 Electronic Bio Book (Mary N.) **Done**
- Scan committee members’ student pictures to populate the Story Book template (Mary N.) **Done**
- Early December—Let committee know Story Book site is ready to receive committee submissions (Clay with help from Mary N.)
- December—Scan student pictures for the remainder of the class (Mary N.)
- December—Collect obituary information and Voice articles that reference deceased classmates (Tom H. with help from Mary N.)

**Postcards:**
Linda Blaisdell and Sharon Merritt will work together to create postcards. They will develop a timeline for the mailings before next April’s meeting. First card will be the “save-the-date magnet” scheduled for early spring of 2015. Linda and Sharon both took samples from previous 50th reunion classes. Ken and Mary (Hagen) Cornelius may also help with this project.

**Action items:**
- Send other samples to Linda and Sharon (Mary N.)
Birthday cards:
Tom Hinckley and Jon Watterson offered to work on this project.

Action items:
- Send Tom and Jon samples from previous 50th classes (Mary N.)
- Finalized design by Feb 15 (Tom and Jon)
  *This deadline will ensure cards will be printed and available at the April meeting.*
- Have printed cards organized for signing at the April meeting (Mary N.)
  *Have cards divided into men and women and then sorted alphabetically.*

Electronic newsletters:
Paul Grawe, Jon Watterson, and Tom Hinckley offered to work together to come up with topics for each newsletter. A schedule for the newsletter is yet to be determined.

Action items: Determine schedule

FaceBook
Bruce Hanna has offered to work with the College to develop a class FaceBook site.

Regional Gatherings
The committee would like to have some regional gatherings to help classmates reconnect prior to the reunion.
- Twin Cities—Mary
- Washington, D.C.—Gail
- Northern California
- Southern California

Attendance Participation:
The committee asked college staff what a reasonable participation goal could be. The previous 50th reunion record is 53% held by the class of ’61. After discussion, the committee decided on a 55% participation goal.

Timeline for the next three months:
- January 1—letter from Tom and Joan
- January—immediately after the class letter—outreach volunteers begin their calls
- Mid-January—class survey distributed through Survey Monkey