

## **Who Does What? Alumnae Weekend 2023 (AW23)**

### **Reunion Class**

- See Class Party Planning Guide for either on-campus or off-campus parties.
- Familiarize yourself with the Reunion and Giving Chair Position Descriptions, and Reunion and Giving Chair Communications Calendar.
- Plan Class Reunion Party (or Parties) -
- If on-campus, work with AR liaison from November 1-December 1 on budget and menu, assigned venue set-up, decorations, party favor or class gift, spirit wear, any other engagement, and overall reunion year budget.
- If off-campus, make all arrangements and communicate final budget to AR liaison by December 1. (Make sure to read your contract carefully!)
- Plan for spirit wear for convocation & parade.
- Class President appoints nominating committee, develops slate of officers and notifies alumnae office of new officers.
- Communicate with classmates to generate year-long participation (Fall and Winter engagement, Class News submissions, updating contact info, reunion giving) and Alumnae Weekend registrations.
- Class President to write message to class for AW website; Reunion Chair to write letter with detailed plans to go out with the Alumnae Weekend brochure.
- Order wine and beer for class parties (Classes of 1978 and younger).
- Pick up, store and transport chilled wine and beer to campus no more than one hour prior to party.

### **Alumnae Relations Staff**

- Reserve and assign Class Reunion Party spaces on campus.
- Conduit between with campus (facilities management, media services, campus events, college catering, etc.) and reunion chair (or one other designated class point of contact).
- Create and produce AW23 Marketing - “Hello Summer” branding, print, digital and social media pieces, supportive marketing in *The Onyx* and *Agnes Scott The Magazine* ads, Atlanta Metro Flyer
  - Print and mail Save the Date postcard.
  - Print and mail AW23 Registration Brochure and Reunion Chair letter.
  - Produce AW23 website including reunion class pages, and maintains all updates: President’s message, Who’s Coming, Who’s Given, Reunion Resources page, Online Registration.
  - Weekend of Event Program and Event Posters
- Handle AW23 registrations, class party ticketing, payments and reimbursements of out-of-pocket expenses for reunion chair (and committee).
- Support class party planning with menu selection and budget guidance.

- Provide both reunion chair/giving chair training and resources, and class officer handbook and on-boarding/training sessions for all officers.
- Provide materials for AW23 Saturday morning class meeting.
- Plans and executes all AW23 events, meals, signage, etc., as well as Outstanding Alumnae Awards process and weekend accommodations, to include on-campus residence halls and reserving room blocks at local hotels.