

CLASS OFFICER GUIDE





Dear Gustie Class Officers,

We know that one of the hallmarks of the Gustavus experience is the strong sense of community and common purpose we all share. That “Gustie spirit” was woven into our time spent on the Hill and continues to impact our lives today. As a Class Officer, we hope that your ultimate goal is to keep that Gustie fire burning among your classmates. By celebrating accomplishments, both personal and professional, and providing opportunities to actively engage with one another and the mission of the College, our Class Officer program ensures that the Gustie spirit thrives among members of the Gustavus Alumni Association.

Meanwhile, the goal of the Office of Alumni and Parent Engagement is to make serving as a Class Officer straightforward, enjoyable, and unique to the personality of your class. We know how precious your time is and how valuable your contributions are to the mission of the Alumni Association. As such, your success hinges on our ability to educate, equip, and empower you to do your best volunteer work.

With that in mind, we have developed this Class Officer Guide. Inside, you’ll find tips and advice for each of the Class Officer roles to support you and your fellow class volunteers. Please take some time to review this guide and remember that we are here every step of the way. We’re so grateful for your dedication to Gustavus and your class, serving as an ambassador for our message: “Once a Gustie, always a Gustie. Gusties for life.”

Go Gusties!

A handwritten signature in black ink that reads "Angela Erickson".

Angela Erickson '01
Director of Alumni and Parent Engagement

TABLE OF CONTENTS

GAC REP Review	4
Quick Guide to Class Officer Roles	5
President	6
Vice President/Event Chair	7-9
Communication Chair	9-10
Gustavus Fund Chair	10-11

CONTACT INFORMATION

Alumni and Parent Engagement

1-800-487-8437 | 507-933-7511 | alumni@gustavus.edu

Angela Erickson '01

Director of Alumni and Parent Engagement
507-933-7595 | aerickson@gustavus.edu

Katie Ackert Schroeder '03

Director of the Gustavus Fund
507-933-7539 | kschroe7@gustavus.edu

Zachary Dilger '15

Assistant Director of Alumni and Parent Engagement
507-933-6520 | zrdilger@gustavus.edu

Logan Campa

Assistant Director of the Gustavus Fund
507-933-6519 | logancampa@gustavus.edu

Philly Kauffmann H'15

Administrative Assistant, Alumni and Parent Engagement
507-933-7511 | pkauffma@gustavus.edu

Terrie Mirable-Dettmer

Administrative Assistant, Gustavus Fund
507-933-6664 | tmirabil@gustavus.edu



GAC REP

Expectations for every Class Officer

- 1 Giving
- 2 Appreciation
- 3 Communication
- 4 Recruitment
- 5 Events & Reunions
- 6 Participation

What do Class Officers do?	Activities
Giving	<ul style="list-style-type: none"> • Help class reach giving participation goals by encouraging classmates to give to Gustavus • Give to the Gustavus Fund to help reach 100% participation goal among volunteer leadership groups
Appreciation	<ul style="list-style-type: none"> • Write thank-you notes or otherwise reach out to classmates who have donated money • Reach out to thank classmates who volunteer their time or attend events
Communication	<ul style="list-style-type: none"> • Submit two class letters per year • Share Facebook posts in designated class Facebook group
Recruitment	<ul style="list-style-type: none"> • Encourage other Gusties you know to serve the Alumni Association and the College • Help recruit Class Officers, Chapter Officers, student mentors, admission ambassadors, and other volunteer leaders
Events and Reunions	<ul style="list-style-type: none"> • Take the lead on planning class-specific events for your reunion • Help form the committee to plan your class reunion every five years • Plan and attend other events in non-reunion years to help keep your class connected
Participation	<ul style="list-style-type: none"> • Engage regularly with Class Officers • Attend annual Class Officer meetings, Reunions and/or Homecoming, plus one additional Gustavus event each year • Attend signature events or local gatherings as you are able • Participate in virtual programming to serve as an example to others



Overview of CLASS OFFICER ROLES AND RESPONSIBILITIES

President

- Recruit Class Officers and lead succession planning as needed (ongoing)
- Support and communicate with fellow Class Officers and reunion committee members (ongoing)
- Stay connected with the College and its major initiatives by consistently reading e-newsletters and the *Quarterly* and by visiting the College's website (ongoing)
- Connect with classmates each month to share College updates, catch up, and gather news for class letters (ongoing)
- Maintain consistent communication with the Office of Alumni and Parent Engagement to report on the activities of your class (minimum twice annually)
- Complete a summary highlighting the work of your Class Officers and progress toward achievement of goals (annually in summer)

Vice President/Event Chair

- Lead the coordination of reunion planning committee and communication with the College (planning begins one year prior to reunion, meetings will vary)
- Lead the planning of class events in non-reunion years with the help of the College (ongoing)
- Assume responsibilities of president if he/she is unable to fulfill duties

Communication Chair

- Develop, write, and submit letters of class news and College highlights (minimum twice annually)
- Actively promote class/College news on social media to keep classmates connected (ongoing)
- Reach out to classmates to encourage news submissions and contact information updates to keep database current and maximize impact of class letters and other communications (ongoing)

Gustavus Fund Chair

- Lead class participation outreach efforts for Give to Gustavus Day (fall) and throughout the year (ongoing)
- Reach out to classmates by email, mail, or phone when they make a donation (monthly)
- Stay abreast of participation goals and progress; communicate to fellow Class Officers (ongoing)

WHAT IS THE ROLE OF THE PRESIDENT?

The President coordinates the Class Officers and class activities in collaboration with the Office of Alumni and Parent Engagement, and is the first point of contact for the class. The President should operate as a key connector to other Class Officers, the Office of Alumni and Parent Engagement, and other departments and offices as needed. Responsibilities include acting as a primary leader, coordinator, recruiter, and motivator for the class and Class Officers, and serving as the lead for setting the goals for the class each year. In the event of a vacancy of another Class Officer role, the president is responsible for fulfilling those duties, either personally or by appointment.

CLASS OFFICER ANNUAL ACTIVITY REPORT TEMPLATE

Giving

Participation of Class Officers _____%

Participation of Class _____%

Additional Activity/Comments: _____

Appreciation

Donor Thank You Notes Sent (circle all that apply):

Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May

Additional Activity/Comments: _____

Communication

Class Letter Date(s): _____

Social Media Activity: _____

Additional Activity/Comments: _____

Recruitment

Active Recruitment (quantity): Class Officers _____ Chapter officers _____ Student Mentors _____

Additional Activity/Comments: _____

Events

Class-Specific Events Planned and/or Promoted by Class Officers: _____

Additional Activity/Comments: _____

Participation

Total Number of Events Attended by all of your Class Officers (Jun 1–May 31): _____

Additional Activity/Comments: _____

Final Comments on Class Officer Activity



WHAT IS THE ROLE OF THE VICE PRESIDENT/EVENTS CHAIR?

As VP/Events Chair, your role primarily lies in facilitating connections and providing opportunities for your classmates to gather and reminisce. You should incorporate things unique to your class and offer an inclusive environment for all of your classmates to reconnect with mission of the College.

In a reunion year, you will have multiple goals: lead the planning of a great reunion, distribute information to the other committee members so they can communicate with the class, encourage attendance, and invite gifts. We know this work is done best when spread among members of a committee, so please form a committee and do what you can to divide and conquer!

In a non-reunion year, your goals are slightly different, though your classmates will still look to you to facilitate events or activities to help keep them connected. Again, our office is happy to help facilitate these activities by providing some tools and resources needed to make them successful.

It is important to maintain consistent communication with your President and fellow Class Officers. In some circumstances, Vice Presidents are asked to step into the presidential role, so keeping your finger on the pulse of what's happening in your class is key to success.

What should I be doing in a non-reunion year?

We know that reunion years require a lot of planning leading up to the event, and that those events are attended by a large segment of your graduating class. **However, it's important to keep the momentum going in non-reunion years, as there's plenty to celebrate and lots of fun ways to connect.** We recommend that you help your class plan at least one event per year in non-reunion years.

Here are some other ideas:

- Happy Hour
- Potluck picnic in a park
- Group outing to a sporting event or fine arts performance (bonus points if it's a Gustavus event!)
- Celebration of a milestone birthday (most of your classmates turn 30, 40, 50, 60, etc. in the same year)
- Brewery/winery visit and tour
- Recreational sporting event or tournament
- Coordinated attendance at a larger event (State Fair, Christmas in Christ Chapel, Basilica Block Party)
- Workshop or seminar for information relevant for classmates in a particular life stage (home ownership, retirement, financial planning, parenting, etc.)
- Virtual gatherings as "check-ins" or with activities including trivia, storytelling, and more

The Office of Alumni and Parent Engagement can assist you with registration forms, mailers, electronic communications, Facebook groups, and other ways to make your event a success, so please don't hesitate to ask. In addition, we're happy to supply some swag for your guests and reimburse up to \$100 for food and beverages—just give us enough time (6-8 weeks) to follow process with marketing and other offices to ensure a great event.

continued on page 8

Planning a Reunion

Overall, there are aspects of Reunion Weekend that will be planned by each class's reunion committee, and others that are coordinated by campus staff members that all classes are encouraged to participate in and enjoy. **Our goal is to give you the tools needed to incorporate elements unique to your class and which reflect your class' shared experiences and stage in life into your reunion, while also providing opportunities to engage with other reunion classes and the Gustavus community to get the most out of your reunion.** This structure will result in robust and meaningful programming, while not representing an onerous task for the reunion planning committee.

Planning can be done in person, over the phone, or via email, so encourage participation by anyone interested. The time commitment made by a committee member will vary depending on the committee size, stage of the planning process, and group efficiency. On average, a member will spend 2-5 hours a month working on reunion planning, with the majority of time spent communicating with peers via email or social networks.

Knowing that a large-scale event such as a reunion requires thought, planning, feedback, and preparation means that keeping a timeline is crucial. This general timeline is meant to guide your work in the year leading up to your reunion so that you and your committee members find the work manageable and enjoyable and are able to take great pride in the finished result!

Spring/Summer Prior to Reunion	Connect with class members to develop your reunion committee.
September Prior to Reunion	First meeting for reunion planning committee. Schedule future meetings and discuss overall goals and priorities.
Fall Prior to Reunion	Discuss plans for class specific activities and meals, divide labor, and solidify timelines for action items. Invite Alumni and Parent Engagement staff as appropriate. Begin outreach to classmates to encourage updating contact information and offer opportunities for input.
Winter Prior to Reunion	Give updates on progress and continue to refine plans. Invite Alumni and Parent Engagement staff as appropriate, and share details for inclusion in invitations, calling scripts, and incorporation of class-specific activities into general events schedule.
Spring Prior to Reunion	Finalize plans and discuss details, inviting Alumni and Parent Engagement staff as needed.
One Month Prior to Reunion	Make sure all details have been attended to and all plans are set. Communicate back to class officers and Alumni and Parent Engagement staff so everyone knows things are on track!
Late May/Early June	Reunion Weekend—come and enjoy the fruits of your labor!
Late June	After Reunion Weekend, meet and/or communicate with committee members to help shape language for reunion recap class letter. Include Reunion Weekend activities, highlights and memorable moments, thank-yous for those who helped in planning, etc.

Organizing a Committee

Reunion planning committees who have enjoyed success in the past say that it is essential to include others in the planning of the event and not to “go it alone.” These peers will help share in decision-making, planning, and information dissemination. Forming a committee is easy! You may have friends or classmates in mind to ask to help, and that’s great! If you don’t have ideas on who to ask to join you, the Office of Alumni and Parent Engagement can be of assistance. Our office can help identify members of your class who have been engaged and involved with Gustavus. We can also assist in locating people with diverse interests, backgrounds, and skill sets, so that you’re able to plan activities and events that are inclusive of classmates’ varied experiences as students and alumni. Again, experience has told us that a robust committee leads to success, so don’t underestimate the value of reaching out to as many people as possible as you develop your committee.

WHAT IS THE ROLE OF THE COMMUNICATION CHAIR?

The Communication Chair is a critical role within the Class Officer structure, as classmates rely on information from class letters and updates in the *Gustavus Quarterly* to maintain a connection to the College. On the flip side, those communications are not as effective as they could be if the College’s database is not kept as up-to-date as possible.

To improve efficiency and minimize cost, class letters are sent via email to all members of a class with an active email address, and by postal mail to those whose record only includes a physical address. Class letters should be developed, written, and submitted twice a year (August and January at a minimum, more frequently in a reunion year). They should concisely include professional, volunteer, family (weddings/births), and all other news submitted by classmates, plus an introductory piece authored by the Communication Chair or designee. News received by the Office of Alumni and Parent Engagement will be emailed to all Class Officers approximately two weeks before a class letter is due, or will be incorporated into class letters as they are received by the office. All letters will be edited/proofed and relevant campus news will be added before publication.

Here are some tips for class letter writing:

- Include as many different classmates as possible in each letter
- Stay informed and involved in events of the College and write about them
- We encourage more frequent letters during a reunion year
- Incorporate a few pictures in your letter to help create interest and bring back memories (they can be found in the College’s electronic archives if needed)
- If you’re running short on ideas for your introduction, just write about a memory from your college days
- Invite a classmate to be a guest letter writer – you don’t always have to be the author!
- Try “calling out” classmates that you’d like to see updates from; classmates will usually come through with an update if they’ve been identified in a letter
- Be certain your news is accurate (watch for stories heard through the grapevine) and stay positive
- If you invite others to write content for the letter, please compile it and submit one document for review and publication

Class Letter Content Suggestions Per Role

President

- Communicate class accomplishments and goals
- Introduce Class Officers and invite classmates to serve
- Highlight *Quarterly* submissions and promote class news updates
- Encourage classmates to attend events

Vice President/Event Chair

- After reunion, thank reunion committee members for their work and classmates in attendance
- Provide summary of reunion activity and encourage feedback and ideas
- Communicate dates of next reunion and reunion planning timeline
- Recruit reunion committee members
- Announce non-reunion year annual class gathering

Gustavus Fund Chair

- Communicate previous year's Gustavus Fund dollars, donors and percentage
- Current class Gustavus Fund goals, dollars, donors, percentage, and plan for current fund year
- Inform class members about the importance, need and outcomes of the Gustavus Fund

Communication Chair

- Include more extensive and detailed class news not printed in *Quarterly*
- Recruit classmates to help with communication team (class web page, Facebook)
- Ask classmates to update email addresses
- Promote web-based Gribly to connect with classmates

In addition to serving as the lead on producing class letters, Communication Chairs are encouraged to maintain a presence on social media by posting within the class Facebook group and sharing campus news on their personal feeds. We encourage creative thinking on how to engage online in ways that involve classmates. Posting Facebook polls, posing questions, and tagging people in throwback photos or posts are all great ways to encourage others to chime in! Finally, realize that all of the work of the Communication Chair will be for not in the absence of good information in the College's database. Reaching out via email, postal mail, phone, and other means is of paramount importance for the work of all Class Officers. Throughout the year, you are encouraged to help fill in gaps in our database with updated contact information for your classmates. The Office of Alumni and Parent Engagement is happy to provide lists of current contact information, including inaccurate entries, so that you might help us update our records.

WHAT IS THE ROLE OF THE GUSTAVUS FUND CHAIR?

The Gustavus Fund supports everything we love about Gustavus. It brings to life our values of excellence, community, justice, service, and faith. **As the Gustavus Fund chair, you directly influence your peers and their decision to support Gustavus.** The Gustavus Fund is the engine that makes the College go, the circuit board that keeps the lights on, and the boiler that heats the showers. At a time when the cost of tuition does not fully cover the amount need to operation the College, the Gustavus Fund helps fill that gap to make a Gustavus education accessible to more students.



Participation

Participation in giving to Gustavus is the number one goal of the Gustavus Fund Chair. It's not about *how much* our alumni give, but *that* our alumni give. While we strongly encourage alumni to consider the Gustavus Fund in their philanthropy, all gifts made to the College are counted in alumni giving participation.

With your help, we can harness the Gustie spirit of giving to accomplish something great for current and future Gusties. Giving participation is highlighted and celebrated specifically during reunion years and on Give to Gustavus Day.

Popular rankings, such as the *U.S. News & World Report*, heavily weigh alumni giving into their calculations. These rankings are often used by prospective students when making their college decision.

ACTIVITY	Description	Role
General Outreach	Work to increase class participation in giving by 1-3% annually by supporting stewardship and inviting participation.	<ul style="list-style-type: none">• Invite your classmates to give to Gustavus. You can ask via email, letter, phone, social media, personal ask, etc. This can be done in collaboration with the Communication Chair• Track and monitor class participation and the involvement of fellow Class Officers in philanthropic asks
Give to Gustavus Day	Our annual November giving day full of incentives, challenges and matching gifts encouraging the entire community to Give to Gustavus!	<ul style="list-style-type: none">• Email your classmates letting them know about Give to Gustavus Day• Send text, email, or Facebook messages promoting the day and encouraging your classmates to join you in giving
Reunion Giving	Every five years, work with the Director of the Gustavus Fund and Class Officer president to recruit a reunion giving committee to encourage giving in honor of reunion celebrations.	<ul style="list-style-type: none">• Recruit a reunion giving committee• Reach out to classmates encouraging gifts in honor of reunion• Strive for a participation goal in reunion years that is higher than in non-reunion years

Stewardship

Showing our gratitude for alumni who make a donation is the other essential role of the Gustavus Fund Chair. You play an integral role in showing appreciation of your fellow classmates who give to Gustavus. As Gustavus Fund Chair, you will receive a class giving report monthly, showing which classmates gave in that month (without actual donation amounts). We ask that you reach out to those classmates and thank them for their donation.

You can connect with donors via phone, email, or hand-written card with a short note of thanks. Gustavus will provide cards for you to use. This personal touch lets alumni know that their gift matters and helps us retain our alumni donors year after year by providing them a meaningful giving experience.



MAKE YOUR LIFE **COUNT**®

Alumni and Parent Engagement
800 West College Avenue
Saint Peter, MN 56082
800-487-8437
alumni@gustavus.edu
gustavus.edu/alumni

