

Dartmouth Alumni

CLASS ACTIVITIES

Class of 1968 Class Activity Report

By the Numbers

Class Year: 1968

in Original Class (Matriculated): 821

Alive as of July 1: 739

Not Interested: 37

Lost or "No Good Mail Address": 17

Incapacitated: 1

Class Base: 689

of Surviving Spouses on record: 38

Dues Base #: 699

DCF Base #: 682

Current Class Mail Addressability: 689

Current Class E-mail Addressability: 545

Executive Committee

President(s): Peter M. Fahey

Vice President(s): John M. Isaacson

Secretary(s): David B. Peck

Treasurer: D. James Lawrie, M.D.

Mini-Reunion Chair(s): George E. Bell III

Newsletter Editor(s): David L. Gang, M.D.

Webmaster: D. James Lawrie, M.D.

DCF Head Agent(s): Joe Nathan Wright

Gift Planning Chair(s): Edward S. Heald

Reunion Chair(s): Gerry Bell, David Walden, Peter Wonson

Other Officers: john blair, hugh boss, john engelman, chris meigher, bill rich, bob ross, ron weiss, roger witten

Please use this space to outline mid-year changes to your Executive Committee (if applicable):

President/Vice President

Class Goals

Describe Goals:

Continue to support the College financially and our classmates emotionally, the former primarily through the DCF and the latter through a variety of means including newsletter, DAM column, numerous repeat and one-off mini-reunions. Our primary shortish term goal is to stage an outstanding 50th reunion in June 2018 with a leading DCF and other gifts performance along with a quality program enabling outstanding and hopefully record attendance.

Class Succession

Leadership Succession plan:

We have canvassed the executive committee to determine who would like to stay on and who would like to be replaced. We have solicited input from the class at large for volunteers and nominations. We will shortly convene a committee of past presidents to sort through candidates with the goal of having a complete roster by the time of our 50th reunion in June 2018.

Class Governing Documents

Have you reviewed your class constitution or made changes in the last year?

None

Constitution Upload (Please follow link to view in browser. Personal NetID login required):

Communications

What is your class communication plan/strategy?

We plan 4 newsletters for 2017-18, a DAM column in every issue, numerous communications about our 50th reunion program, subscriptions, and fundraising.

Special print, phone and email communications annually for class dues collection, 50th reunion endowment program and DCF campaign.

For our 50th reunion, we have invented and are executing an online resource, Who Are You? which allows classmates to express their feelings on various topics and share them with each other.

Describe your digital communications to classmates?

President/Vice President

We communicate frequently about upcoming executive committee meetings and mini-reunions.

Describe what print communications you send to classmates?

See above.

What tool do you primarily use to send email to your class?

iModules

If "Other" or "None", please describe:

Please share your most significant challenge(s) in communicating with your class? We lack a meaningful number of email addresses in spite of efforts to expand. We also find that too many of our emails are not opened.

Online Presence

Your Class Website: dartmouth68.org/

Which social networking sites do you have a presence on?

Facebook

If "Other" or "None", please describe:

What do you actively do on your social networking sites?

Surveys, Other

If "Other", please describe: Very few classmates are on social media so we do not find this a good use of our resources.

Other Information

What would you like to share with other class presidents as a best practice or highlight from this year?

We have an extremely active array of mini-reunions throughout the year and throughout the country and the world including a number of repeat performances and several one-offs. Repeats: 70th birthday Napa Valley, Bandon Dunes golf, western ski (Jackson Hole this year), eastern ski (Okemo). One-offs: Danube River cruise, Grand Canyon descent/ascent.

We have conducted a number of special programs within our annual DCF campaign including Set the Record Straight (allowed classmates to act to achieve Ripley Society), We Want You Back (incentive for participation from long lost classmates) as well as more standard challenge programs.

President/Vice President

Guidance from a peer officer or staff member would be welcome in regards to?

Class Meetings

There are two types of class meetings:

- 1) A meeting where the entire class is invited. This typically takes place during Major or Mini-Reunions.*
- 2) A meeting of the executive committee, which can take place in person, by telephone, via email or the internet (e.g., GoToMeeting).*

The Class Presidents Association recommends at least quarterly calls with the Executive Committee (including the DCF Head Agent and Gift Planning Chair) along with the Class Alumni Councilor.

How many class meetings? 3

How many executive committee meetings? 3

Please describe your meetings: All classmates are invited to our executive committee meetings which are typically in Hanover and accompanied by mini-reunion activities.

Treasurer

Financial Information

The Class Treasurers' Association recommends that classes send out at least three dues solicitations per year with at least one of these being a paper mailing via US Postal Service. The Association would like to see all classes have at least 50% dues participation from classmates. The Treasurers Association recommends that at least 25% of annual dues income be put toward a class project.

Has a financial report for last year been filed with Alumni Relations? Yes

Is your class current with its Form 990 filings with the IRS? Yes

Class Dues

Current reported year information only. Do not count pre-paid dues. NOTE: Total amounts and participation for dues will be loaded from Quick Base after mid-July.

Does your class collect dues? Yes

Describe your dues program:

of written/paper solicitations: 3

of electronic solicitations: 2

Solicited amount for Class Dues: 75

Option to add additional contribution toward projects? Yes

Total dues collected: \$24115

Total # of dues payers THIS year? 336

Total Dues Base: 699

Percent of participation? 0.47999999999999998

Balance of class treasury at end of Fiscal Year? \$217455

Comments about Class Finances/Dues:

What would you like to share with other class treasurers as a best practice or highlight from this year?

Treasurer

What are your goals as treasurer for the coming year?

Guidance from a peer officer or staff member would be welcome in regard to?

Secretary

The class secretary is responsible for submitting six bi-monthly class columns to the Dartmouth Alumni Magazine. These columns present opportunities to share classmate and class executive committee news with classmates and the alumni body at-large. Secretaries are encouraged to write informative, factual, entertaining columns that touch a broad cross-section of the class. The secretary is also responsible for preparing classmate obituaries for the Magazine, unless the class has designated a necrologist.

of Class Notes Columns Published in Dartmouth Alumni Magazine between July 1 and June 30? 6

Do you actively solicit class news/feedback for DAM columns? Yes

If so, how?

Email,Phone,Facebook,Class Newsletter,Other

Do you track how many unique classmates you include in columns annually? Yes

Class obituaries are provided by? Secretary

Do you have other duties within the class executive committee? If so, please describe: I prepare the notes for every Executive Committee meeting, whether attended in person or via conference call. In addition, I am participating in 50th Reunion planning and as a solicitor for the DCF.

What would you like to share with other class secretaries as a best practice or highlight from this year?

Respectful persistence is the best practice. In addition to emails and facebook communication, the DCF phone calls served as an opportunity to kill two birds with one stone: encouraging annual donations and soliciting classmate news.

What are your goals as secretary for the coming year?

Simple goals: 1) providing a full column for every Dartmouth Alumni Magazine (6 columns, not 4) 2) providing full, thoughtful obituaries for deceased classmates, which often includes additional internet research on the lives of classmates and 3) provi

Guidance from a peer officer or staff member would be welcome in regard to? Nothing particularly needed at this point. Thanks for the offer!

Newsletter Editor

of newsletters (paper and digital) created since July 1, 2016: 2

The Class Newsletter Editors Association encourages classes to publish a minimum of three, eight page newsletters per year

Did you include a Green Card or Take a Minute Card (TAM) with printed newsletters, or link to one in electronic newsletters? Yes

What would you like to share with other newsletter editors as a best practice or highlight from this year?

No.

What are your goals as newsletter editor for the coming year?

1. Three issues this year, August, December, and April.
2. To promote 50th reunion and maximize class attendance.
3. To encourage support for our 50th reunion gift endowing freshman trips.

Guidance from a peer officer or staff member would be welcome in regard to?

Webmaster

Web Site

Which of these "best practices" does your class and its website have?

Designated class webmaster, Links to latest class newsletter and a newsletter archive, Information about class project(s), Information about major and/or mini reunions, List of class officers with how-to-contact information, Obituaries, Classmate news (or links to social networks that contain classmate news), Photo Gallery (or links to third party photo galleries), On-line dues payment, Links to other Dartmouth resources such as DCF, Calendar of upcoming/past class-related events

How often is your site updated? Monthly

If authentication is used for some or all of your class website, what method do you use?

What would you like to share with other webmasters as a best practice or highlight from this year?

What are your goals as webmaster for the coming year?

Total rewrite/modernization of website using Adobe Muse. Rewrite will include optimization for use on smart phones and tablets as well as on computers. With the rewrite, the site will include a class news form in addition to all of the currently available

Guidance from a peer officer or staff member would be welcome in regard to?

Mini-Reunion Chair

The Class Mini-Reunion Chairs Association recommends that classes plan a minimum of three mini-reunions per year. A mini reunion is any non-reunion gathering of a class that:

- *is widely publicized to ALL classmates*
- *requires some effort to organize*
- *brings classmates together for the main purpose of reconnection/camaraderie*

Recognizing that mini-reunions take many shapes and sizes, please use the following guidelines to complete this section:

- *Mini-reunions taking place at multiple locations at the same time (e.g., class birthdays): Each separately organized event (location) counts as a separate mini-reunion, even if it is part of a multi-location event.*
- *Monthly, recurring class meeting-type gatherings are to be counted as one mini-reunion. If you have questions, please contact Nicole Losavio (nicole.b.losavio@dartmouth.edu).*
- *Classes are encouraged to try new events that will broaden the reach of the mini-reunion program. If any of the events held in the past 12 months were in either a new location or using a new format and not tried by the class in at least three years, please note as "New" below.*

Number of Mini-Reunions held: 7

Number of total Attendees: 177

How many unique cities hosted Mini-Reunions? 5

Of these cities hosting Mini-Reunions, how many were new hosts? 2

What would you like to share with other mini-reunion chairs as a best practice or highlight from this year?

Conduct a mix of traditional recurring mini-reunions and new experience mini-reunions. Both are very effective in reconnecting with classmates. And milestone birthday mini-reunions are most effective of all!

What are your goals as mini-reunion chair for next year?

Continue using mini-reunions not only as fun in and of themselves, but as a tool for reaching out to reconnect with classmates and generate momentum for our upcoming 50th reunion.

Guidance from a peer officer or staff member would be welcomed with regard to:

I think both I and our class secretary would appreciate some tips on how to generate a much greater number of classmates on our class Facebook page -- and then use that to help us create some virtual mini-reunions.

Major Reunion Chair

What reunion did you celebrate this year? 25th? 10th cluster etc. N/A

Number of classmates returned:

Number of total reunion guests returned:

What would you like to share with future reunion heads as a best practice or highlight from this year?

We started planning for our 50th over a year ago; we still have almost a year to go. That's the best best practice I can offer -- start early. Line up reunion venues with Alumni Relations early, and start recruiting for reunion attendance commitments early (a continually updated list of who's coming generates enthusiasm and momentum, and helps bring long-adrift classmates back into the fold; we are already, almost a year ahead of time, at 200+ committed attendees and counting.)

Ask all classmates for creative ideas for the reunion program, so that the reunion is more than rum and remembrance. For example, we have scheduled a play reading, a symposium on our collective Vietnam experience, and a discussion on diversity in perspectives within the Dartmouth community. Exactly none of these was my idea!

In summary -- be a chairman (sorry, chairperson), not a heroic exhausted reunion worker. Recruit great people -- you have a class full of them! -- and get out of their way.

If known, please enter the incoming slate of elected officers:

Not yet. A call has gone out for those interested to raise their hands, and a nominating committee of past class presidents (who know more classmates than anyone else) is being formed.

DCF Head Agents

DCF and other gift information in grey fields on this screen will be completed by the Development Office in mid-July. Please enter any comments you may wish to add at the bottom of this page and mark this section complete.

Total amount raised this year: 537531

of participants: 332

DCF Base: 682

**The DCF Base is calculated to include all living undergraduate alumni who have a preferred mailing address, excluding incapacitated, adopted, lost, and not interested.*

Percentage of participation (Participants/DCF Base): 0.4869999999999999

The 1769 Society recognizes donors who give \$2,500 or more to Dartmouth through the Dartmouth College Fund during the past year. Recognition levels for younger classes are graduated.

Comments about DCF / Other Giving:

In my opinion, the DCF would be best served if the Head Agents were given a courtesy copy of all mailings and emailings to their respective classmates to insure continuity, credibility and informed solicitation.

What would you like to share with other head agents as a best practice or highlight this year?

One unique aspect of this year's 1968 campaign was the Participation Challenge between April 3 and April 21. For every gift made during that window, a group of three classmates pledged to contribute \$68. Members of the Class of 1968 responded enthusiastically, as they typically do to such a challenge, ultimately making 49 gifts during the Participation Challenge window. Each of those gifts earned an additional \$68, thereby adding \$3,332 to our final dollar goal.

The Class of 1968 is fortunate to have 87 distinguished members of the Ripley Society. The Harold C. Ripley '29 Society was formed in 2009 to recognize alumni who have made a gift to the Dartmouth College Fund every year since graduation, and our Ripley Society members continue to set a standard of perfection and excellence in giving during each year's campaign. The names of our Ripley classmates are listed on our class web site – www.dartmouth68.org.

The Class of 1968 also has another distinguished group in our membership: classmates who, as of the 2017 campaign, have given 40 or more years to the Dartmouth College Fund. The names of these 88 Men of Dartmouth are listed on a page enclosed with a thank you email going out to classmates this Summer. We think it is important to recognize these dedicated classmates, without whom our DCF efforts would fall short each year.

What are your goals as head agent for next year?

We will be in our 50th Reunion Year. Consequently, we will be setting those goals in coordination with the Reunion Giving Committee. I expect, though I cannot say for certain, that

DCF Head Agents

our Reunion multiple will be in the 4/5 times range. The Reunion Giving Committee, headed by our Class President, will set those goals presently.

Guidance from a peer head agent or staff member would be welcome with regard to:

We do not require guidance.

Gift Planning Chair

The Bartlett Tower Society (or BTS) is Dartmouth's recognition society to honor those individuals who have named Dartmouth in their estate plans. Someone becomes a BTS member by informing the College that he/she has named Dartmouth as a beneficiary in a will, revocable trust, a life insurance policy, retirement plan, or a life income plan (e.g., an annuity or trust).

Gift Planning information in grey fields on this screen will be completed by the Development Office in mid-July. Please enter any comments you may wish to add at the bottom of this page and mark this section complete.

This class total includes living Dartmouth alumni who are Bartlett Tower Society members.

of active participants: 30

of deceased participants: 1

of new participants for fiscal year: 1

Percentage of participation (Active Participants/DCF Base): 4.399999999999997E-2

Which of these Gift Planning "best practices" did you engage in this fiscal year:
Published information in class newsletter, Class letter/email solicitation, Personal phone calls/emails/visits

If "Other", please explain: Published information in class newsletter, Class letter/email solicitation, Personal phone calls/emails/visits

What would you like to share with other gift planning chairs as a best practice or highlight this year?

The prospect of full credit for old farts like us is very exciting and will be a huge emphasis in our upcoming 50th reunion campaign.

What are your goals as gift planning chair for next year?

1. Three issues this year, August, December, and April.
2. To promote 50th reunion and maximize class attendance.
3. To encourage support for our 50th reunion gift endowing freshman trips.

Guidance from a peer head agent or staff member would be welcome with regard to:

Class Projects

For the purpose of the Class Activity Report, a class project is defined as a contribution made directly from the class treasury to Dartmouth College to support College activities.

Did you sponsor a class project this year? Yes

Did you choose your project from the wish list provided by Class Activities? No

What would you like to share with other project coordinators as a best practice or highlight this year?

We have an ongoing project to raise a fund to endow the freshman trips. Over the years, we have raised \$1.4 million for this purpose to be turned over at our 50th reunion in June 2018.

We also annually fund the athletic sponsors program and the entrepreneurial network.

What are your goals for projects for next year?

Complete the endowment.

Continue annual sponsorships.

Guidance from a peer officer or staff member would be welcome with regard to:

Class Self-Assessment

The Class Self-Assessment is a recipe for a successful class as developed by the Class Officers Association Executive Board and various other class leaders in response to numerous requests from class presidents who wanted to know if their class was doing enough. The self-assessments are meant to offer suggested best practices for each of the officer roles in a Class Executive Committee. Each class may decide if the suggested best practices are appropriate or not for their situation. The self-assessments are offered as just one of many possible routes for class successes.

FY2017 Cumulative Self-Assessment: 87.5 out of 100 (and 120 in Reunion Years)

Leadership: 19/20	Communications: 29.5/35	Community: 13/15(or 35)	Service: 26/30
EC Meetings: 3/4	Addressability: 6/6	Mini Reunions: 13/15	DCF: 16/18
Annual Report: 3/3	Newsletters: 8/12	(Major Reunions: /20)	Class Dues: 5/6
Financial Report: 2/2	Website/Digital: 5.5/6		Class Project: 5/6
Taxes: 2/2	DAM Notes: 3/3		
Class Goals: 3/3	Inbound: 2/3		
Self-Assessment: 3/3	Social Media: 2/2		
Succession Plan: 3/3	Dues Mailings: 3/3		

LEADERSHIP

EC Meetings – Each Executive Committee meeting held in a year receives 1 point up to a maximum of 4 points per year.

Annual Report – Did your Class submit a CAR on or before July 30, 2017? If yes, 3 points. If no, 0 points.

Financial Report – Did your Class treasurer submit an annual Financial Report to Alumni Relations by August 30 the year prior? If yes, 2 points. If no, 0 points.

Taxes – Did your Class treasurer file a tax return with the IRS for the fiscal year prior? If yes, 2 points. If no, 0 points.

Class Goals – Did your President provide any goals on the CAR? If yes, 3 points. If no, 0 points.

Self-Assessment – Did your Class describe items that worked well or not well? If yes, 3 points. If no, 0 points.

Succession Plan – Did your Class describe how officers are elected? If yes, 3 points. If no, 0 points.

COMMUNICATIONS

Class Self-Assessment

Addressability – What percentage of active, living classmates have valid mailing or email addresses in the College’s database? If more than 90%, 6 points; if 80-90%, 5 points; if 70-79%, 4 points; if 60-69%, 3 points; if 50-59%, 2 points, if less than 50%; 1 point.

Newsletters – The Newsletter Editors Association recommends that a Class create at a minimum 3 eight page newsletters in one year for a total of 24 pages of content. Each newsletter produced equals 4 points for a maximum of 12 points.

Website/Digital – From the CAR, you receive one point per item if your class web site offers any of the Webmaster best practices for a maximum of 6 points.

DAM Notes – You receive 3 points if your Class was in every issue of the DAM for the past year, 2 points if only five columns in the year and 0 points if four or less columns submitted by the secretary.

Traditional Inbound – You receive one point per the following for a total of 3 possible points: Green card included with paper newsletters, Web site green card or other electronic means for collecting class news, and secretary personally solicits classmate news for DAM.

Social Media – You receive 2 points if you promote/facilitate the use of Class-based social media and 0 points if you do not.

Dues Mailings – The Treasurers Association recommends that the Class solicits directly for class dues at least 3 times per year, using paper mailings or emails, not including mentions in class newsletters. From the CAR, 1 point for each solicitation in the last year for 3 points maximum.

COMMUNITY - NON REUNION YEAR

Mini Reunion Quantity – Based on the quantity of mini reunions reported in the CAR. 1 point for each stand-alone mini reunion, 2 points for each set of recurring mini reunions, 1 points for each multi-day event for a maximum of 9 points.

Mini Reunion Geographic Diversity – 1 point for each mini reunion a Class has in a different location (single city or area), up to a maximum of 4 points. The Hanover area counts as no more than 1 location.

Mini Reunion Innovation – 1 point for each “new location” up to 2 points maximum. A new location is one that has not been reported in the previous two CARs.

COMMUNITY – REUNION YEAR

From the Alumni Relations reunion attendance files, your Class’ maor reunion is compared against the 50year median for that reunion. Statistics can be found at:

<http://dartmouth.org/reunionplanning/attendancearchives.html>

A class will receive 11 points if they are more than 10 percentage points above the median; 9 points if they are 5-10 points above; 7 points if they are 0-5 points above; 5 points if they are 1-4

Class Self-Assessment

points below the median; 3 points if they are 5-10 points below; 1 point if they are 10 or more points below.

Break any records? 3 points for any of the following three records being broken: total guest attendance, total classmate attendance, and percentage of classmates in attendance for 9 points maximum.

SERVICE

DCF Participation

50% = 18 points

45-50% = 16

40-45% = 14

35-40% = 12

30-35% = 10

25-30% = 8

20-25% = 6

15-20% = 4

<15% = 2

Dues Participation

>50% = 6 points

40-50% = 5

30-40% = 4

20-30% = 3

10-20% = 2

<10% = 1

Class Projects (by percentage of dues revenue spent on Class Projects)

>25% = 6

25-20% = 5

20-15% = 4

15-10% = 3

10-5% = 2

5-1% = 1

0% = 0