

# VOLUNTEER OFFICER EXPERIENCE

**MARCH 18 – 24, 2023**

**VOX Conference**

Inspiring and sustaining volunteer leadership and community virtually

# VOLUNTEER OFFICER EXPERIENCE

**Can You Hear Me Now?**

**Best ways to communicate with your constituents**

# Agenda

- Welcome and Introductions
- Alumni Relations Communications Resources
  - Joe Piedrafite, Director, Alumni Engagement
  - Marisa Shariatdoust, Director, Alumni Engagement
  - Whit France-Kelly, Assistant Director, Alumni Engagement
- Alumni Liaison Committee
  - Cheryl Loeffler Shepard '90
- Advancement Marketing and Engagement Resources
  - Jon Hussey, Content Director, Advancement Marketing and Engagement
- Question and Answer
- Small Group Breakouts
- Final Thoughts and Wrap-Up

# Poll Questions

# Alumni Relations Communications Resources

## Integrated Communication Plans

Through thoughtful and intentional planning, organizations can build awareness, increase the strength of communications through multiple channels, provide clear and consistent messaging, and provide a better experience for classmates.

- *What is integrated communications?*

Integrated communications takes into account all of the channels an organizations can use to communicate with classmates. This may include newsletters, DAM notes columns, social media, emails, website, letters, postcards, etc.

- *Who should be involved in the development of integrated communications plans?*

All organization volunteers managing communications channels should be involved in this process. It is also recommended that presidents and vice presidents - especially vice presidents for communications - be included in the process.

- *What should be considered when developing an integrated communications plan?*

It is important to determine the methods of communication that are most relevant to your constituents before developing your integrated communications plan. For example, does your group utilize paper mailings instead of social media?

# Alumni Relations Communications Resources

## Most Common types of organization communication channels:

### Email

- iModules/Anthology
  - Email and website management tool
  - Each organization has access to an Anthology/iModules account.
  - Dartmouth Alumni Relations has pre-populated templates in each. This tool can be used for electronic newsletters, announcements, and event invitations just to name a few.

### Print Mailing

- Dartmouth College Printing and Mailing Services (DPMS) is a one stop shop for any physical mailing your group might need, including postcards, invitations and newsletters.
- To initiate a print mailing, visit the [Class Mailing](#) or [Club Mailing](#) page.

# Alumni Relations Communications Resources

## Most Common types of class communication channels:

### Instagram

- Instagram is a great way for your organization to share photos, videos, announcements and updates. Instagram stories and reels are also a fun and easy way to engage your constituents.
- Share content from the [Dartmouth Alumni Instagram](#)

### Facebook

- Many organizations have their own Facebook pages to post photos, organization updates, and announcements.
- Feel free to repost and share content from the [Dartmouth Alumni Facebook](#) page that is updated multiple times a week.

Questions? Contact the Volunteer Engagement team: [volunteer.engagement@dartmouth.edu](mailto:volunteer.engagement@dartmouth.edu)

# Alumni Relations Communications Resources

## Things to consider:

- Understand your audience
- Consider a more "private" platform
- Use social communications to allow group members to share experiences, get support, and share campus updates.
- Consistency is key
- Always include a call to action: "Register today..." "Comment below and share..."

# Alumni Relations Communications Resources

Looking for ideas? The [Volunteer Engagement website](#) is a great resource and offers [Ideas, Themes, and Hooks](#).

Event Planning Process
<b>Communication</b>
Digital Content 101
Newsletters 101
Secretaries 101
Integrated Communication
Gathering Content
Ideas, Themes, and Hooks
Dartmouth Visual Identity
Class Newsletter Submission Form
Club Newsletter Submission Form
Class & Reunion Mailing Submission Form
Club and Group Mailing Submission Form
Mini-Reunions 101
Event Ideas

## Communication

Home > Events, Communications & Initiatives > Communication

Use the left navigation menu to find communication tools for you classes, clubs and groups. Click on the links for [class and reunion mailing](#) and [class newsletters](#) to submit your request to the Volunteer Engagement team.

Other useful tips for newsletters, access to Dartmouth news sources, the visual identity guide, and more, can be found in the left navigation menu. If you have any questions, please email [volunteer.engagement@dartmouth.edu](mailto:volunteer.engagement@dartmouth.edu) and a member of our team will be in touch.

[Digital Content 101](#)

[Newsletters 101](#)

[Secretaries 101](#)

[Integrated Communication](#)

[Gathering Content](#)

[Ideas, Themes, and Hooks](#)

[Dartmouth Visual Identity](#)

# Alumni Liaison Committee (ALC)

Cheryl Loeffler Shepard '90

- Co-President, Class of 1990
- Presidents Association Rep, Alumni Council
- Member, Alumni Liaison Committee



## The ALC's Role

- Collect and synthesize alumni sentiment
- Share with multiple audiences
  - Board of Trustees
  - College Administration
  - Greater alumni community





Laurie Shapiro '95 -  
*Chair*



Missy Asbill Attridge  
'77 P'07



Alex Barnett '07



Terra Branson '10



Belinda Chiu '98



Latia Curry '98



Munir Haddad '93



Chitra Narasimhan '92



Cheryl Shepard '90



Soyeun Yang '16

## ALC Composition

- Leadership of Alumni Council
- Annually, a member of the Alumni Council is nominated and voted in from a slate of 3
- One ALC member is also selected from greater alumni community
- Serve three years



# Feedback Process

- Submit feedback **at any time**
- Prompted by AC Reps
  - Before the Fall and Spring Alumni Council Meetings
  - Multiple emails
  - Ensure Connection
- **All feedback**, regardless of timeframe or path submitted, is logged and reviewed by the ALC

[dartgo.org/alumnifeedback](https://dartgo.org/alumnifeedback)

# How Does Feedback Get Used?

- Annual Report
- Pulse Checks
- Snapshot Reports
- Shape agenda and speaker selection for Alumni Council Sessions
- Available to View Online:

[alumni.dartmouth.edu/committees/alumni-liaison](https://alumni.dartmouth.edu/committees/alumni-liaison)



Alumni Liaison Committee  
2020–2021 Annual Report to the  
Dartmouth College Board of Trustees

A positive spot came from the 3.6% of the respondents who mentioned the appointment of Interim AD Peter Ruby '73, all of whom were encouraging.

*"In his short interim tenure to date, Peter Ruby has demonstrated a welcome and much-needed fluency and authenticity around issues of equity and community participation. His engagement with different constituencies has been respectful and focuses on restorative language and practices that are taking important steps to reengage disenfranchised community members..."* Class of 1994, Tuck 2022

**Academics**  
In total, we received 226 individual communications related to academics from a wide variety of alumni. Of those, over 50% of the messages came from the Class of 2000 and younger, a demographic that doesn't typically contact the College in large numbers.

After review, every message was categorized as positive, negative, or neutral. Less than 5% (3-8) of messages were positive, and over 75% were negative (n=173). We recognize that our process in asking for messages from constituents may have a natural skew toward levelling criticism, but the overwhelming nature of this statistic was still very alarming.

**Percentage of Total (By Decade Class Year)**

Decade	Percentage
1950s	~2%
1960s	~3%
1970s	~4%
1980s	~5%
1990s	~6%
2000s	~8%
2010s	~12%
2020s	~22%

**Percentage of Total (By Topic)**

Topic	Percentage
Asian American Studies	~45%
Off-Campus Programs	~25%
BHE	~10%
Library Closure	~5%
Freedom of Expression	~15%

2020-2021 Alumni Liaison Committee Annual Report | 4



Alumni Liaison Committee  
2021–2022 Annual Report to the  
Dartmouth College Board of Trustees

The majority of responses (88%) were from undergraduate alumni, with class years spanning from 1956 through 2022. A small percentage of responses also came from professional school alumni, as well as one current staff member/graduate student.

**Responses by Undergraduate Class Decade**

Decade	Percentage
1950s	~1%
1960s	~3%
1970s	~6%
1980s	~13%
1990s	~13%
2000s	~4%
2010s	~3%
2020s	~1%

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**1. Support/Lack of Resources**  
Almost two-thirds (63%) of the emails addressed the need for more investment and support for mental health. Many alumni expressed deep frustration and for some, anger, about the College's handling of various situations. There also seem to be inconsistencies across the school's policies and approach.

*"I am our class [1974] president. We are preparing for our 50th reunion and have connected with the Class of 2024. They have shared with us their ongoing mental health concerns. Based on what has been told -- the concerns need more than casual attention. This is an area where Dartmouth could lead. What is being done?"* – Class of 1974

*"I am not at all surprised by the recent tragedies and they are consistent with my experience at Dartmouth which included very limited support and a focus on protecting the institution vs individuals... Since graduation I know of multiple other instances in which students at Dartmouth and Geisel more specifically have been attacked, pushed out of school, or left on their own with mental health challenges. Dartmouth as an institution was and apparently still is deeply uncaring."* – Geisel Class of 2017

**Distribution of Messages by Primary Topic**

Topic	Percentage
Administration	52%
Student Housing, Student Life, Mental Health	14%
Advancement, Alumni Council	14%
Campus, Sustainability, Hanover, Misc.	8%
Admissions, Academics	7%
Milestone Anniversaries	5%
Athletics	5%

**Comments within Administration category: Negative, Neutral and Positive**

Category	Negative	Neutral	Positive
General Direction	~65%	~30%	~5%
Freedom of Expression	~45%	~45%	~10%
Other	~35%	~45%	~20%
Campus Infrastructure	~30%	~45%	~25%
DE	~25%	~45%	~30%
Covid	~15%	~45%	~40%
Graduate Programs	~10%	~45%	~45%
Presidential Search	~5%	~45%	~50%
Accessibility	~5%	~45%	~50%

about the improvements led by Interim Dean of Students Scott Brown and a desire to see him in a permanent role. Also frequently mentioned was the conflict between "university" and "college", which seemed to be a reaction after the Chair of the Board of Trustees used the word "university" in the announcement of the Presidential Search committee on January 27, 2022.

"Freedom of Expression" was the second largest category. Most of the comments received were negative and from older alumni (early '50s to '70s) reflecting on reduced conservative viewpoints on college campuses. However, a few commenters did have a more moderate approach.

 **Alumni Council**

**Alumni Liaison Committee Snapshot Report: November 2022 Pulse Check**

**Background/ Survey Structure**  
Since March of 2021, the Alumni Liaison Committee (ALC) has fielded simple "pulse check" surveys 1-2 times per year to class and club presidents and vice-presidents, Women of Dartmouth leadership, affiliated and shared interest groups, head agents, and members of the Alumni Council. The survey was designed to assess the volume and tenor of alumni sentiment as represented by alumni leaders, who, given their broad networks and leadership roles in our organized alumni groups, are in an excellent position to articulate alumni questions, comments, concerns, and feedback.

This short survey has asked the same questions for each of the 3 deployment timeframes (March 2021, April 2022, and November 2022) to provide longitudinal results and perspective. For the most recent survey in November of 2022, the ALC added 1 fixed-response question and 1 open-ended opportunity to better capture what the committee believes may be a current pivot in sentiment.

The November 2022 pulse check was distributed to 657 alumni leaders and was open for two weeks. The response rate was lower than the Spring 2022 survey – 122 leaders, or 18.6%, responded versus 190 (28.7%) in April – but yielded a similar composition of respondents, and, with the addition of these few questions, is still rich in its information.

**Respondents: Alumni Organization Volunteer Role**

Role	Percentage
Alumni Councilor	40%
Class President or Vice-President	24%
Head Agent	23%
Club President or Vice-President	10%
Affiliated Group President or Vice-President	2%
Women of Dartmouth Chair or Co-Chair	1%

**Key Learnings**  
Not only did almost 91% of respondents state they have heard some form of feedback (+7% from the spring survey), but also the tenor of the responses was far more positive than previous survey results. When asked about the nature of the feedback received, almost 36% of alumni leaders stated the feedback was either significantly or somewhat more positive than usual, which was a 9-point

## Using ALC Feedback as a Communication Tool

- Link to and Share the ALC Reports with your constituents
  - [Alumni.Dartmouth.edu/committees/alumni-liaison](https://Alumni.Dartmouth.edu/committees/alumni-liaison)
  - Will create awareness of broader alumni sentiment
  - Affirms they are being heard
  - Can spark conversation and engagement
  - Can increase incoming feedback provided
- Communicate the dartgo link for feedback:  
[dartgo.org/alumnifeedback](https://dartgo.org/alumnifeedback)

# Advancement Marketing and Engagement Resources

- Jon Hussey, Content Director, Advancement Marketing and Engagement

# Ways to Get the Word Out

- Social Media: [Instagram](#), [Facebook](#), [Twitter](#), [LinkedIn](#)
- VOX ([How to submit](#))
- Dartmouth Calendar ([How to submit](#))
- Speaking of Dartmouth (monthly)
- Email
- Print

## Resources

- Social media
- Photo assets - [Flickr](#)
- Video assets - [Dartmouth Advancement on Vimeo](#)

# What Works

- Social Media
  - Instagram is great for young alumni engagement
  - Reels outperform everything else
  - Works for engagement, but less successful for registrations
- Email
  - Continues to perform best for registrations & conversions
  - Email fatigue and unsubscribes
  - Success in targeted email content
- Print
  - Expensive and more difficult to track ROI
  - Use QR codes to drive to web
  - Can serve as a “surprise and delight”

# Case Studies

- Coeducation

# 1963

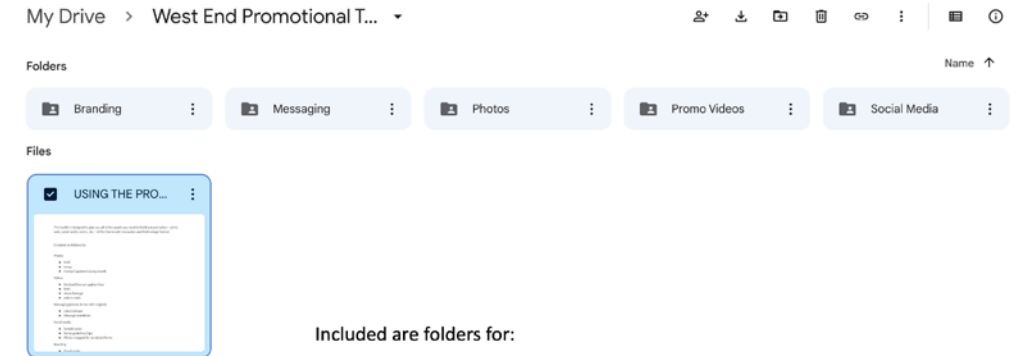
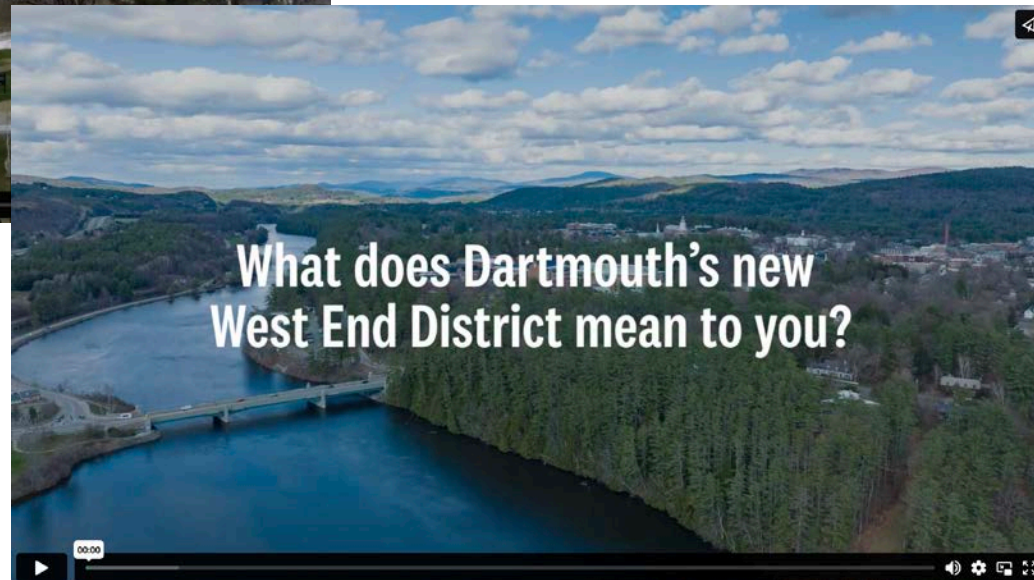
[View the Timeline](#)

COMMEMORATING THE 50TH ANNIVERSARY OF  
COEDUCATION AT DARTMOUTH  
50 Years of Dartmouth Women Changing the World



# Case Studies

- Dartmouth Innovation and Technology Festival



Included are folders for:

#### Photos

- ECSC
- Irving
- Festival (updated during event)

#### Videos

- finished films w/ caption files
- Broll
- drone footage
- selects reels

#### Messaging (please do not edit original)

- Latest release
- Message manifesto

#### Social media

- Sample posts
- Social guidelines/tips
- Photos cropped for social platforms

#### Branding

- Brand guide
- Lower thirds
- Other brand assets

## Breakout Discussion (15 Minutes)

- Discuss some of what has worked and what has not worked when communicating with your constituents.
- Is there a particular type of communication that your organization consistently see success with?
- What is something you wish your organization was better at?

## Wrap up and final thoughts

- What is one thing you will bring back to your organization from this session?
- Is there a new communication channel your organization will try within the next year?

# Contacts

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- Alumni Liaison Committee feedback
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**THANK YOU!**



Dartmouth Alumni