

Tufts Alumni Volunteer Handbook

To Our Valued Alumni Volunteers:

Over the past several years, in collaboration with the leaders of the Tufts Alumni Council, and with support from the University Advancement division's Senior Management Team, our staff has been expanding and developing tools and resources in support of a very important goal:

We want all Tufts alumni who choose to give their valuable time to any type of volunteer service – to feel that their efforts were meaningful, productive and had a positive impact on the University's culture, work or mission.

I am delighted therefore, to announce the completion of this wonderful new Online Volunteer Handbook! Now, all Tufts volunteers can easily access a wealth of helpful and detailed information to assist in any number of volunteer activities or projects!

Since 1860, the Tufts University Alumni Association has been an important conduit for promoting lifelong relationships between our graduates and their alma mater. Whether organizing class reunions, starting the Annual Fund, growing a network of regional chapters, or creating new shared-interest groups - Tufts volunteers are always out in front, leading the efforts that result in better and stronger connections between alumni and their alma mater.

This handbook has been compiled, edited and designed to prepare and help all volunteers do their jobs well, and to feel good about their accomplishments with each job done and project completed! Because this handbook resides online, it will be easy to add to it and edit it as those needs arise, so please let us know how and when we can keep making it better – for you! Our staff is privileged to work with such talented and dedicated alumni – and look forward to another great year working together!

Sincerely,

Tim

Timothy D. Brooks
Executive Director, Alumni Relations

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Program Overview

Pathways of Engagement

Thank you for your interest in becoming more involved with Tufts Alumni! We are thrilled to have you on board. There are a variety of ways to get involved. This section describes the four key volunteer roles that the Office of Alumni Relations supports: regional chapter or shared interest group steering committee member; reunion committee volunteer; and, Alumni Council member.



Alumni Chapter Committees: Roles & Structures

Key Alumni Programs

The Office of Alumni Relations offers a variety of ways to become more involved in alumni activity, depending on your area of interest. All of these opportunities provide a tangible way for Tufts to identify and engage alumni in the life of the university and its alumni population through events, communications, and shared networks. No special skills or experience are needed – just a love for Tufts and an interest in connecting people to each other and back to your alma mater! Other helpful, but not mandatory, skills include: strategic planning, event planning, logistics and organizational skills, marketing/communications/social media skills, and creativity.

Your staff contact in the Office of Alumni Relations will provide ongoing support and guidance for all chapter events and communications. He or she is also available to provide training on chapter-related topics as needed. This handbook serves as a depository of some the information and resources OAR staff frequently provide.

Please notify your Alumni Relations staff liaison immediately if you are no longer able to participate as a volunteer or if you need to take a leave of absence from your volunteer duties.

Job descriptions for each role follow.

Regional Chapters

The Tufts Alumni Regional Chapters Program has been growing in strength and numbers throughout the past few decades. Today there are more than 70 chapters worldwide. The overall mission of the program is to provide a regional community for Tufts alumni, parents and friends in major cities and countries around the world.

These regional chapters, part of the Tufts University Alumni Association, plan and organize activities for alumni from all schools within their geographic area. Activities include, but are not limited to, networking, cultural, educational, community service and sporting events, as well as outings to local attractions and programs featuring distinguished Tufts faculty members and alumni.

A full list of all regional chapters can be found at: <http://www.tuftsalumni.org/connect-with-alumni/chapters/>.

Shared Interest Groups

Tufts Alumni Shared Interest Groups (SIGs) are domestic and international communities of

alumni that share a common affinity based on shared experience, identity and background, organizational or academic affiliation, profession, or other Tufts-related interest. Membership in these groups is based on shared culture, identity, and profession, and is open to any member of the Tufts community.

For more information about Tufts Shared Interest Groups, visit <http://tuftsalumni.org/connect-with-alumni/shared-interest-groups/>.

Reunion Committees

Alumni Weekend is the place to reconnect, rediscover, and renew your ties to friends and Tufts. A vibrant and large reunion committee will ensure that all the members of your class will be drawn back together for your reunion. Every five years, committees convene in the months prior to Alumni Weekend to determine details of their class-specific reunion.

Alumni Council

The Tufts University Alumni Council serves as the governing body for the Tufts University Alumni Association (also known as Tufts Alumni). Tufts Alumni is responsible for alumni programming, both on and off campus, with support from the university. The Alumni Council consists of approximately 220 members including Term, Associate, Transitional and Emeritus members.

There are 14 standing committees of the Tufts University Alumni Council, plus the Executive Committee and one or two ad hoc committees at any given time. Members serve on one or two of these committee each year, helping to develop and execute a variety of alumni programs. Unlike other volunteer opportunities, volunteers on the Alumni Council are elected by their peers or serve as a representative of another volunteer organization, such as a regional chapter or shared interest group.

Chapter Structures

In many cases, chapters have already been formed. In other instances, however, you may have the opportunity to start or restructure a chapter or group. There are a few different ways to organize an alumni chapter. Each approach has its benefits, and is dependent on the needs and preferences of individual alumni communities. Two of the most common are a traditional structure and a dispersed structure.

- Traditional: President/VPs/Committee Chairs
 - Best for larger, established chapters with a large pool of volunteers from which to draw.
 - Succession strategy is built-in.
- Dispersed: Leader + Several Volunteers
 - Best for smaller and/or newer groups.
 - Provides a helpful technique for limiting work load.
 - An established succession strategy is recommended to avoid losing momentum with the departure of a key volunteer.

(Re)Starting a Chapter

Occasionally, chapters may need reviving. In other instances, a chapter may not currently exist to serve a particular constituency! In both cases, the Office of Alumni Relations has tips for recruiting volunteers, launching programs and growing chapters.

Steering Committees

Steering committees are comprised of at least 5 chapter leaders, and their main task is to conduct business relevant to the successful implementation of chapter events. Members who serve on these committees come from an array of different backgrounds and offer new and different perspectives. One of the most effective ways to grow a steering committee is through personal contact, whether that be a phone call, in person meeting, or e-mail. Another key way to encourage steering committee participation is to recognize members who have shown great leadership.

Identifying New Volunteers

New members of a steering committee are often recommended by other members of the current steering committee. Nominees are asked to speak with at least one professional staff member in the Office of Alumni Relations to ensure a positive and productive working relationship.

Regional Chapter Volunteer Job Description

Volunteer Responsibilities & Expectations:

The primary role of a regional chapter volunteer is to plan events, which most often consists of selecting a format for the program, identifying a venue, preparing promotional communications, and managing logistics at the event itself. Volunteers are also responsible for articulating a vision for the chapter, determining the chapter's structure and any operating procedures, recruiting volunteers, and communicating with other chapter members and alumni regarding programming and engagement opportunities.

Most regional chapters have steering committees that range in size from 2 – 12 volunteers. Steering committee volunteers generally spend 3-4 hours per month planning & organizing activities and events and participating in committee meetings. The volunteer serving as the primary contact for planning an event will have an increased time commitment during the 2-3 weeks leading up to the implementation of the program. Volunteers are encouraged to:

- Make every effort to attend events that have been planned by their respective group, chapter, committee, etc.
- Make an annual gift--of any size--to Tufts.
- Take part in and contribute to the development of succession plans for their respective group, chapter, committee, etc.
- Work with other steering committee members to create strategic vision of the group, keeping in mind both short- and long-term goals and opportunities;
- Plan at least one alumni engagement event per year;
- Leverage personal and other Tufts networks to continually grow membership base of group;
- Maintain ongoing communication (via email is fine) with staff in Office of Alumni Relations to ensure common understanding of goals, plans, and needs;
- Rely on Office of Alumni Relations and Tufts Alumni for guidance, support, advice, and resources;
- Evaluate one-time and ongoing events to assess their impact and purpose;

- Serve as an ambassador for your group, Tufts University, and Tufts Alumni at events and outside of formal Tufts functions.
- Recruit potential successors and other members of the group's leadership.
- Submit an annual report and strategic plan to OAR each year.

Term of Service:

No term limit is in effect as most steering committees are not elected positions.

OAR Staff Will:

- Serve as an advocate for the success and well-being of individual Regional Chapters, their volunteers, and members.
- Encourage strategic thinking and planning to maximize the impact of individual groups.
- Recognize volunteers and their work through formal Tufts Alumni awards programs and through additional volunteer and other recognition opportunities.
- Provide training materials or one-on-one training, as needed.
- Schedule meetings/conference calls according to your group's availability and make certain that agendas/minutes are distributed in a timely manner.
- Oversee any and all logistics for mailings, blast emails, event calendar postings, event registration sites, etc. as it relates to the events or activities of your volunteer program.
- Provide support to your group when planning events which may include assistance with venue selection, catering, AV needs, guest speaker(s) confirmation, registration, etc.

Contacts:

For more information, please contact regionalprograms@tufts.edu.

Shared Interest Group Volunteer Job Description

Volunteer Responsibilities and Expectations:

Volunteers manage Shared Interest Groups by creating the mission and goals for the organization, recruiting steering committee members for the group, launching marketing and outreach efforts (including social media), developing the organization's structure and operating procedure, and identifying opportunities for events and outreach. Volunteers also initiate methods of ongoing communication with alumni members, non-members, and current students to ensure the vitality of the group. Steering committee members are encouraged to create special projects and opportunities that benefit their group and Tufts Alumni.

The time commitment is approximately two to four hours per month, depending on group's proposed plans for the year. Most work is done via email, with occasional conference calls. In-person meetings are rare. Volunteers are encouraged to:

- Make every effort to attend events that have been planned by their respective group, chapter, committee, etc., particularly if the event is in their region.
- Make an annual gift--of any size--to Tufts.
- Take part in and contribute to the development of succession plans for their respective group, chapter, committee, etc.
- Work with other steering committee members to create strategic vision of the group, keeping in mind both short- and long-term goals and opportunities;
- Plan at least one alumni engagement event per year anywhere in the world;
- Leverage personal and other Tufts networks to continually grow membership base of group;
- Maintain ongoing communication (via email is fine) with staff in Office of Alumni Relations to ensure common understanding of goals, plans, and needs;
- Rely on Office of Alumni Relations and Tufts Alumni for guidance, support, advice, and resources;
- Evaluate one-time and ongoing events to assess their impact and purpose;

- Wisely manage financial resources allocated by Tufts Alumni throughout the year;
- Serve as an ambassador for your group, Tufts University, and Tufts Alumni at events and outside of formal Tufts functions.
- Recruit potential successors and other members of the group's leadership.
- Submit an annual report on your group's activity to OAR and the Shared Interest Group Committee of the Alumni Council.

Term of Service:

Steering committee members typically serve a two-year term, however, most serve for two to four years.

OAR Staff Will:

- Serve as an advocate for the success and well-being of individual Shared Interest Groups, their volunteers, and members.
- Encourage strategic thinking and planning to maximize the impact of individual groups.
- Recognize volunteers and their work through formal Tufts Alumni awards programs and through additional volunteer and other recognition opportunities.
- Provide training materials or one-on-one training, as needed.
- Schedule meetings/conference calls according to your group's availability and make certain that agendas/minutes are distributed in a timely manner.
- Oversee any and all logistics for mailings, blast emails, event calendar postings, event registration sites, etc. as it relates to the events or activities of your volunteer program.
- Provide support to your group when planning events which may include assistance with venue selection, catering, AV needs, guest speaker(s) confirmation, registration, etc.

Contacts:

For more information, please contact sharedinterestgroups@tufts.edu.

Reunion Committee Volunteer Job Description

Volunteer Responsibilities & Expectations:

Plan reunion celebration and other class related-events(s) to be held every five years at Alumni Weekend (held in May). Activities include planning the menu, arranging for musical entertainment, give-a-way items and/or the class book at their reunion. Volunteers are encouraged to:

- Contact classmates to encourage their attendance at reunion.
- Work with staff liaisons to develop and create class-specific content for reunion communications, both electronic and print.
- From September to May, volunteers spend approximately 2 – 3 hours every 6 – 10 weeks planning their reunion event(s) and participating in committee meetings (in person or via conference call). More hours per month may be required for those volunteers who are working with a subcommittee and for those who serve as host/hostess at their reunion event(s).
- Make every effort to attend events that have been planned by their class reunion committee.
- Make an annual gift--of any size--to Tufts.

Term of Service:

Volunteers serve a one year term during their reunion year (from approx. early Fall to late Spring). Many volunteers choose to participate on their reunion committees for several reunion cycles (every five years).

OAR Staff Will:

- Schedule meetings/conference calls according to your group's availability and make certain that agendas/minutes are distributed in a timely manner.
- Oversee any and all logistics for mailings, blast emails, calendar postings, event registration sites, etc. as it relates to your reunion event and activities.
- Provide support to your class reunion committee when planning your reunion event and

activities which may include assistance with venue selection, catering, musical entertainment, give-a-way items, lay-out/printing of class reunion books, etc.

A complete Reunion Volunteer Guide is available upon request by contacting one of the staff members listed below.

Contacts:

For more information, please contact Julie O'Connor (Julie.O_Connor@tufts.edu) or Tom Williams, A92 (Thomas.williams@tufts.edu) in the Office of Alumni Relations.

Alumni Council Committee Volunteer Job Description

Volunteer Responsibilities & Expectations:

There are three primary types of Alumni Council volunteers.

Term Members are elected by their fellow alumni. They are expected to meet the following basic requirements of membership: (a) Financial support to the University and to the Alumni Council during each year of membership; and (b) Active annual service to the University through an Alumni Council committee and/or active service to a recognized alumni organization including, but not limited to, a regional Tufts Alumni chapter, a fundraising campaign, a class reunion committee, or the Tufts Alumni Admissions Program (TAAP).¹ In addition, Term Members are expected to attend (in person or via teleconferencing equipment) at least one Alumni Council meeting each year.

Associate Members: Alumni constituencies may appoint individuals to serve as Associate Members of the Alumni Council for a period of one year commencing on July 1. During their term of office, Associate Members shall have the same voting rights and duties as Term Members.

Transitional Members: Beginning in 2000 and annually thereafter, four members from the most recent graduating class will be elected by their class to a five-year term on the Alumni Council with the designation of Transitional Members. They have the same voting rights and duties as Term Members.

Executive committee members spend approximately two hours per month participating in meetings, plus 2-3 hours per month outside of meetings depending on assignments. Members of standing committees generally spend 2-3 hours every other month participating in meetings, plus they may also spend 1-2 hours per month outside of meetings depending on assignments.

- Volunteers are expected to make every effort to attend meetings and events that have been planned by their respective group, chapter, committee, etc.
- As alumni leaders, volunteers set an example and are expected to make an annual gift--of any size--to Tufts and to the Alumni Council Fund (formerly known as the Loyalty Fund).
- Appointed leaders within the Council (such as committee chairs) are expected to take part in and contribute to the development of succession plans for their respective groups, chapters, committees, etc.

¹ For a full listing of Alumni Council committees, please see page 54.

Term of Service:

Executive committee members serve one year terms, except for the President and Treasurer who serve two year terms each. Standing committee members serve one year terms. Chairs and vice chairs of the standing committees are appointed by the President and terms may vary.

OAR Staff Will:

- Provide training materials or one-on-one training, as needed.
- Schedule meetings/conference calls according to your group's availability and the will make certain that agendas/minutes are distributed in a timely manner.
- Oversee any and all logistics for mailings, blast emails, event calendar postings, event registration sites, etc. as it relates to the events or activities of your volunteer program.
- Provide support to your group when planning events which may include assistance with venue selection, catering, AV needs, guest speaker(s) confirmation, registration, etc.

Contacts:

For more information, please contact Mini Jaikumar, AG97 (Mini.Jaikumar@tufts.edu) or Julie O'Connor (Julie.O_Connor@tufts.edu) in the Office of Alumni Relations.

Event Planning 101

Event Types

There are many different types of alumni events that volunteers can help organize. Often the type of event will vary depending on factors such as general group interests or the number of expected attendees. Below are a few examples of the kind of events that have had success in the past.

Alumni Social:

After work socials and receptions are extremely popular with our alumni, whether or not the volunteer represents a regional chapter or a shared interest group. Socials provide an opportunity for alums to reconnect and reminisce about their experiences at Tufts, as well as meet new people, either in the same region or with similar interests.

Example: Western Massachusetts Tufts at Tanglewood

Networking:

Networking receptions provide an opportunity for alumni to receive career advice from seasoned professionals in a diverse array of fields. Events where alumni can network with and mentor current students are also popular.

Example: San Diego Admitted Students Reception

Lecture/Academic:

Alums welcome the opportunity to hear from current Tufts faculty members about their research and contributions to the academic community. Tufts senior administrators are also popular guests, as they can update alumni on the happenings on the Hill.

Example: New York Back to the Future (featuring prominent Tufts academics)

Active Citizenship:

Giving back to our communities is part of Tufts' culture. Alumni frequently enjoy community service events. These types of programs can often bring together a wide variety of alumni with different interests.

Example: Seattle Coastal Cleanup

Event Planning At a Glance

Pre-Event

First Things First: An Idea!

No idea is too big or too small when it comes to hosting an event. Call or email your OAR representative and we can begin the planning process. Ask yourself questions regarding the event: What type of event is it? Family friendly, young alumni social, etc. What is my region like? How active are alums in the surrounding area? What type of crowd am I looking to attract? What kind of crowd could I realistically expect? If you are unsure of the participation rates for events in your region, contact OAR for more detailed information!

Selecting a Date

Alumni chapters have great flexibility in selecting a date and time for their event. Be sure to consider potential barriers your target audience may have. Networking event? Allow people time to travel from work. Family-focused event? Avoid late nights when children might be in bed!

If your event involves networking with students or features a faculty member, you should also consult the Tufts academic calendar to avoid any conflicts, such as reading period or finals. You may also want to consider if there are annual or “hallmark” events that are important to your constituents around which you may want to organize an event (Mardi Gras, Yom Kippur). You will want to avoid cultural and religious holidays, if they are important to your constituent base.

Selecting a Venue

There are many aspects to consider when choosing a venue, including the following: capacity, availability, cost, audio visual needs, parking, central location, and the availability of private rooms. Use resources like Yelp to check site reviews if you are not knowledgeable on a particular location. Consider any free or low-cost event space that may be available to you through your employer. Reaching out to friends and colleagues is also a great way to learn of new venues! Don't forget to access the alumni network through OAR!

Determining Cost

Whether you charge a fee for an event depends on the scale and cost of the event itself. Keep in mind that free events can result in greater attrition. Whether or not your event is free, an OAR representative can help you create a budget for the event, ensuring that all associated costs are included, and determine an appropriate price point for your audience.

Contact Person

The contact person serves as the point person for the event. He/she will answer questions from alumni and track all event RSVPs. Jumbos often prefer talking with other Jumbos, so it's a great way to reconnect and encourage event attendance.

RSVP Methods

Use our online tool, which will allow you to collect money, view the attendee list, and request additional information like meal choice. The system also allows OAR staff to collect names to track attendance and alumni engagement.

Additional Event Details

In order to avoid getting inundated with emails, be as informative as possible on the front side. Consider including tips on how to get to the event, parking options, and public transportation information.

Ticketed Events

If your event requires tickets, you need to determine how best to distribute them. Tickets are often mailed or handed out at a pre-event social. When distributing tickets, be sure that attendees are seated with their guests.

Communications

In order to push out communications regarding any type of event, we will need to be provided with the following information:

- Date and Time
- Location
- Cost
- RSVP Method
- Contact Person
- Event Description

Timing is definitely important when planning events, especially during busy times of the year. Promote your event at least 4 weeks in advance of the RSVP dates. The sooner the communications go out, the more attendees you will have!

Print invitation: We will need to have finalized event information 7-9 weeks prior to the RSVP date in order to mail out a print invitation.

Communications request: The event description is your chance to tell everyone why they should attend your program. Be sure to include anything that will generate excitement and enthusiasm! If you need assistance with language or messaging, contact your OAR representative.

Regional Digests: Regions that have more than one event in a short period of time will be put on a digest, which will be sent out on a weekly basis. The digest will also include shared interest group and career services events happening during that period in your area.

Email Blasts: OAR will send out an email blast to all alumni of all schools in your region. Your event will be listed on the calendar of events on the Tufts Alumni website.

Given the importance of communications to successful programming, this handbook contains greater detail about communications procedures as well as a communications job request template on page 32.

Event Space Details

Once the communication plan is in place, you should now start planning a menu for the event. Typically you will work with a catering manager or someone similar who can provide information about menu options. Be sure to provide reasonable vegetarian options. If you are unsure whether to serve one item vs. another, let us know!

Key questions to ask a catering manager include:

- How will setup and clean-up be taken care of?
- How early can you arrive at the venue? How late can you stay?
- Are there particular rules or restrictions regarding decorations?

Be sure to confirm any insurance requirements; OAR can work with you and the venue to be sure all parties' needs are met.

In addition to planning the menu, you will also want to request any audio visual needs from the vendor.

Ensuring Attendance

If you are having trouble generating interest and RSVPs for your event, consider using one of the following techniques: email a list of attendees from past events, make individual phone calls to encourage attendance, and utilize Facebook and other social media sites. If attendance has been an issue in the past, consider partnering with local alumni groups from other schools.

Event Day

Set up

On the day of the event, be sure to arrive early to set up registration. Check in with all necessary staff at the venue and run through any AV. If you plan on passing out any gifts, make sure these are at the registration table and will have adequate space. OAR staff will send you nametags, giveaways, and Tufts literature if appropriate for the event. If possible, work with the venue to provide eco-friendly options for the event. Check out our Go Green! guide on page 39.

Photography

Take photos! More than anything else, alumni photo galleries on tuftsalumni.org receive the most traffic, so be sure to make your photos pop! Alumni love to see photos of them reconnecting, and you do not have to be a professional photographer to take a good photo. Try to shoot early and in the sun if you can, and don't be afraid to take candid shots.

Enjoy!

Don't forget to sit back and enjoy the event with all other attendees – you certainly deserve it after your hard work organizing the event.

Post-Event

OAR Follow-up

After the event, it's important to us to promote all your hard work! Please complete the Volunteer Coordinator Form. Email the form and photos to your OAR representative and the story with photos will be posted to tuftsalumni.org, Facebook, and Twitter. The story may even be featured in *Tufts Alumni News*, which is sent to more than 66,000 alumni each month.

Committee Follow-up

Regroup with your planning or steering committee. What went well? What didn't? Would you change anything if you did the event again? Be sure to document your observations for future planning.

Attendee Follow-up

In some cases, it is nice to send a thank-you note to event attendees. This gives you the opportunity to express your gratitude for their involvement as well as promote upcoming events or a chapter website!

If you would like to do a post-event survey, OAR can help you draft and distribute one to

attendees. Think carefully about what you are interested in knowing. Some event features may never change (such as the venue), and are therefore not worth including. OAR has sample event surveys for you to review.

Blueprints for Successful Programming

Now that we've discussed the basics of event planning, here are some examples of past events that may shed light on what works, what doesn't, and details that are important to consider. Remember, each region or chapter has its own character that is important to consider. What works for one group may not work for another.

Tufts Alumni New York & Tufts Active Citizens of New York **Non-Profit Networking Happy Hour • August 8, 2006**

How many people attended? How did this match your expectations?

>50; about right

Did you collect RSVPs? If so, how?

Email

What type of facility was this held in?

The particular bar we chose, TG Whitneys, was extremely helpful and thrilled to host us. The event was from 6:30-8PM, a time of day during which they were not normally busy during the summer. There was no fee for use of the facilities, and they provided us with some hot appetizers at a very low cost. The bar was not closed off to the public, but we basically had the entire venue to ourselves.

Was it a convenient space?

Near public transportation; Easy to find; Handicap accessible

Did you have a speaker at the event? If so, who?

A few members of the alumni chapter welcomed participants and talked about the goals of the evening

What type of event was it?

Casual / social; Professional/ networking

Did your event have an active citizenship component?

The goal of the evening was for Tufts alumni that work in the non-profit sector, or would like to work in the non-profit sector, to be able to meet each other and make valuable connections. We also invited Tufts students who were in NY over the summer so that they could make connections for their future job searches.

What costs were incurred by your chapter in arranging the event?

Catering

Event charge for participants:

None

What was your planning time/timeline for this event? How was this in terms of the needed time?

0-2 months; about right

How many committee members were involved in planning the event? How was this in terms of what was needed?

3-5; about right

Who, if anyone, did you work with outside of your chapter?

People from the Office of Alumni Relations: Gretchen Dobson from OAR and Melissa Russell at Tisch

What do you believe that your chapter did right when planning this event?

We invited all alumni in the NY Metro area, not just individuals who have indicated they work in the non-profit sector, which allowed us to reach and find many alums that were not previously involved. I also think doing it during the summer was nice so that current Tufts students were able to attend. We kept the event VERY casual, which I think worked well and facilitated a lot of conversation.

What would you change about planning this event if you were to do it again?

I think we need to do a better job on nametags, which list people's organizations or employers! This would make it easier to make connections. I think also it would have been nice to have had different nametags according to which part of the non-profit sector people work in, such as education, int'l, etc.

What feedback did you get from event attendees?

Many people expressed that this event really tapped an unmet need. We heard from a couple of people who felt that there were not enough different organizations represented, but this is very difficult to remedy. Again, I think if we did a better job on nametags or distributed a list of people who attended with their contact info, it may have made it easier to identify the various people in the room. I think we did a fairly good job on class year diversity, but as is normal, there was a large presence of young alumni.

Would you plan this type of event again in your chapter?

Absolutely. I think the more we do this, the more and stronger connection will be made. I think this is the type of event that people will remember and look forward to each year.

Tufts Alumni Seattle

Reception with Dean Sternberg • April 19, 2007

How many people attended? How did this match your expectations?

31-50; about right

Did you collect RSVPs? If so, how?

Phone; Email

What type of facility was this held in?

Office / meeting room

Was it a convenient space?

Handicap accessible; Easy to find; Good parking

Did you have a speaker at the event? If so, who?

Dean Robert Sternberg

What type of event was it?

Professional/ networking; Casual / social

Did your event have an active citizenship component?

No

What costs were incurred by your chapter in arranging the event?

Catering; Facility charge

If there was an event charge for participants:

What was the cost per person?

\$15 (\$10 for graduates of past 10 yrs.)

How did you collect the fees?

Cash/checks at door; Checks mailed to event planner

What was your planning time / timeline for this event? How was this in terms of the needed time?

5-6 months; about right

How many committee members were involved in planning the event? How was this in terms of what was needed?

1-2; about right

Who, if anyone, did you work with outside of your chapter?

Calicia Mullings

What do you believe that your chapter did right when planning this event?

Kept the cost low (\$15 including food); combined recently-admitted students reception with alumni event

What would you change about planning this event if you were to do it again?

No Response

What feedback did you get from event attendees?

Great speaker.

Would you plan this type of event again in your chapter? Why or why not?

Yes. University speakers have been our most successful events (Bacow, Gittleman, and Bharucha visited here in previous years). Also, I like the idea of an April event where we invite newly-admitted students.

Boston Tufts Alumni Boston

Emmanuel's Gift & Bicycle Recycling Collection • March 30-31, 2007

How many people attended? How did this match your expectations?

>50; Greater than

Did you collect RSVPs? If so, how?

Web registration. Registration was only required for the film; there were also a select number of tickets available at the door.

What type of facility was this held in?

Movie Theatre for screening and Tufts gym/parking lot of bike collection. Renting a theatre at Somerville Theatre was way more affordable than we thought it would be. We were able to cover costs by selling the movie tickets. The gym/parking lot was also a good facility for the bike collection as we needed a good deal of space to disassemble the bikes.

Was it a convenient space?

Good parking; Near public transportation; Easy to find

Did you have a speaker at the event? If so, who?

University-sent speaker: Professor Julie Dobrow was the emcee.

Other speaker: Tufts alumni producers Lisa Lax and Nancy Stern did the Q&A at the end of the film

What type of event was it?

Casual / social; Family-friendly; Cultural / performance; Educational; Fundraising

Did your event have an active citizenship component?

The entire event had this focus. The screening was an educational component while the bike collection provided an opportunity to act.

What costs were incurred by your chapter in arranging the event?

Facility charge; specific supplies; mailing costs; printing flyers; rent the theatre and microphones, etc.

If there was an event charge for participants:

What was the cost per person?

\$7 for adults, \$5 for students, \$5 for children, free for bike collection volunteers

How did you collect the fees?

Other online fee system; Cash/checks at door

What was your planning time / timeline for this event? How was this in terms of the needed time?
5-6 months; more than enough

How many committee members were involved in planning? How was this in terms of what was needed?

6+; More than enough

Who, if anyone, did you work with outside of your chapter?

Jonathan Burton, Michele Gouveia, Julie Dobrow, Melissa Russell, Bikes Not Bombs, Student Groups

What do you believe that your chapter did right when planning this event?

We did a ton of promotion! We had flyers all around town and had a website up and sent out emails to alumni far in advance. We also advertised to local schools and businesses. Because so many people were involved in the planning process the work for each person was relatively light.

What would you change about planning this event if you were to do it again?

Condense the planning period - only thing that needed to be done far in advance was booking the theatre.

What feedback did you get from event attendees?

Folks really enjoyed it. We completely oversold the movie - a sign that it was quite popular. We also collected over 150 bikes in 3 hours that will be shipped overseas. One person followed-up with an email saying she wanted to get more involved with Tufts because of it and she has now helped plan other events.

Would you plan this type of event again in your chapter? Why or why not?

Yes. The combination of “education” and “action” provides folks with a greater understanding of an issue while also providing them with an opportunity to do something about it. We think it is a great formula.

Is there anything else you'd like to tell us about this event?

Overall it was highly successful and easy to replicate in other chapters. If you charge enough for the movie tickets you can probably find a way to virtually cover all of your costs.

Communications Job Request Procedures & Template

Requesting Invitations (Print and/or Email)

- Use the Event Information Checklist (on page 30) to make sure that your document contains all necessary details as applicable.
- Proof your final copy and fact-check. Double-check/test all URLs. Follow our style sheet for guidance on punctuation, style, etc.
- Generate one comprehensive document for submission.
- Please note: “copy” means plain text content; no images or additional formatting.

Note what publicity is needed: print invitation (*if applicable*), calendar page, blast email.

- Copy for the calendar listing*
- Copy for the broadcast email*
- Suggested subject line
- Preferred delivery date or range (e.g., 5/14, week of April 5)

* Please ensure that if you need an online registration organized by Tufts, you have noted this in each of these formats.

Submit your job request to the appropriate Alumni Relations staff member.

Timing is Everything...

Q: How far in advance do I need to submit a request for a print invitation project?

A: Requests for print invitations are submitted to the Alumni Relations staff liaison at least nine (9) weeks before the date of the event.

To ensure that invitations are received five weeks before an event, count backwards 35 days from the event date (do not include the date of the event but *do* include weekends). This is the date on which the invitation should be received.

Count backwards another 10 working days from this date to accommodate the necessary print production tasks (receiving proof, setting up template, print layout, etc).

Count backwards another 10 working days for the Tufts communication staff to best respond to your job, including management of editorial and design needs (proofreading by Tufts staff, submission to Tufts Communications office and further proofing, etc).

Example

Event date: March 7

Invitation to be received: February 1

Invitation handed off to printer: January 21

Job request submitted online: January 7

Q: How far in advance do I need to submit a request for an email-only invitation project?

A: Many regional chapter invitation job requests require only broadcast emails and web calendar listings. These must be submitted at least five (5) weeks before the RSVP date for the event, or the event date itself if there is no RSVP.

This ensures that requests are received at least two weeks in advance of the scheduled email delivery date so that communications staff has adequate time to work on your project. In addition to basic editing and proofreading, each email requires two versions to be created--a plain text version and an HTML version, as well as the production of calendar pages in the alumni calendar website (and any additional required pages).

In addition, we are working to accommodate a delivery date within the university-wide master broadcast email calendar. Our communications team is responsible for preparing and sending emails for offices from across the entire university, including Tufts Alumni, all seven schools, the department of Athletics, Development Offices (e.g., Gift Planning), and other offices in the university (e.g., university libraries, the president's office). In addition to the sheer workload for all these different offices, it is the communications team's responsibility to schedule these emails to avoid over-emailing, since excessive and/or poorly coordinated emails risk alienating alumni.

Specific Tips for Creating Great Content for Invitations

Follow the provided branding guide. Double-check all details such as a.m. and p.m., cost, event time, location, etc. Be sure to verify all emails, URLs, and phone numbers before submitting. For print projects, it's costly to have to make these adjustments after the piece has gone to the printer. For print and email projects, it's embarrassing to the university for these to be incorrect.

It is not particularly helpful or attractive to include very detailed directions on an invitation. If you have to be very specific, indicate that more specific directions can be found on the web or by going to Google Maps.

Event Information Checklist

Please include the following details in communications requests.

	Name of Chapter
	Name of Event
	Event Description
	Speaker/Panelists – names, school/class year if applicable
	Bios
	Date of event (month, day, year)
	Time
	Location (venue, street address, city)
	Maximum amount of attendees (needed for Online Registration)
	Parking Information
	Cost
	Discount pricing? (young alumni, chapter membership)
	Payment Options
	To whom checks are made out
	Payable at door?
	Appropriate alternative, such as canned goods, etc.
	RSVP information
	Is RSVP required? Or requested/nice to have for planning purposes?
	An RSVP deadline
	Name, address, and/or email of person who will receive the RSVP
	Space for Online Registration link, if needed (see sample)
	Directions (succinct directions and/or a URL link if appropriate)
	Related website URLs (restaurants, museums, directions, etc.)
	Event contact person (name, school/class year, email, phone)

Branding Materials for Communications

Tufts Alumni

The Tufts Alumni Name and Logo

Our name is our simplest, most powerful brand asset. A thorough system for marking Alumni Association communications, and labeling its programs and activities, is a critical component of the communication program.

Guidelines for Logo Use

As the symbol of our organization, the logo should have a prominent place on all communications.

This position is fixed in the upper left corner of the composition—unless in rare circumstances the format of a piece does not support the position. This consistent position reinforces the Tufts Alumni brand and balances focus between our name and the message of the communication.

“Tufts Alumni” is the new street name or shorthand for the Tufts University Alumni Association. This shorter name, already informally used by alumni everywhere, will help us to quickly connect with our members in a friendly, familiar voice. It’s important to note that this does not change our full, legal name. “Tufts University Alumni Association” will mark many communications as the “return address.”

Our research showed that alumni identify very closely with the university: participation in the Alumni Association is a way to stay close not only to other alumni, but the institution they have in common. To the extent that the Alumni Association exists to support the university and its extended community of graduates, a close visual relationship will create reciprocal benefits. The Tufts Alumni logo represents a special interpretation of the Tufts University logo and visual identity system. The close “lock-up” between the Tufts logo and the word Alumni, which earned a special exception from Tufts leadership from the strict guidelines around the logo’s use, creates an elegant, unified word mark that reflects the tightly-connected nature of our community.

Communications Request Template

Web calendar page

Chapter name:

Event title:

Description:

Date/time:

Location:

Parking/directions:

Cost:

RSVP/registration info:

Any additional information:

Contact info:

Broadcast Emails

Audience/Parameters	OAR staff liaison will provide distribution list
Preferred delivery date	
Suggested subject line	

In your content, please provide the following details in the order below. Do not include these items as headers in your text.

Event description, Chapter name-Event name, When, Where, Cost, RSVP/registration Info, Contact information

Print Jobs

SPECIFICATIONS (as applicable)	
<i>See previous project</i>	
<i>Format/size</i>	
<i>Reply device</i>	
<i>Color</i>	
<i>Quantity</i>	
<i>Overs needed</i>	

Cover text:

Internal text:

When:

Where:

Cost:

RSVP/registration info:

Contact info:

Reply card if necessary:

Back panel:

Sample Web Calendar Page

Chapter name: Tufts Alumni Montana

Event title: Holiday Party

Description:

Tufts Alumni Montana invites you to our annual holiday party! This is one of our favorite traditions, and we hope you'll be our guest at this celebration.

Date/time:

December 20, 2011

6:00 pm to 9:00 pm

Location:

Home of Kate Kulukski, J98

854 West Story Street

Bozeman, MT

Parking/directions :

Just off 8th or 9th Avenue, in Bozeman, MT.

Cost:

\$20. You can either register online or at the door, or bring a donation of a canned good to the Gallatin Valley Food Bank.

RSVP/registration info:

Register online [PLEASE ADD LINK].

Any additional information:

This is our last event of the year, so be sure to wear your Tufts Alumni Santa Hats!

Contact info:

For more information about this event or about Tufts Alumni Montana, please contact Kate Kulukski, J98, at kate.kulukski@alumni.tufts.edu.

Sample Blast Email Template

Audience/Parameters	Bozeman, Montana (staff liaison will provide distribution list)
Preferred delivery date	Week of December 7-11
Suggested subject line	Tufts Alumni Montana – Holiday Party

Greetings, Tufts Alumni of Montana!!

Join us for our annual holiday party! This is one of our favorite traditions, and we hope you'll be our guest at this celebration.

Tufts Alumni Montana – Holiday Party
December 20, 2011
6:00 pm to 9:00 pm

Home of Kate Kulukski, J98
854 West Story Street
Bozeman, MT
Just off 8th or 9th Avenue, in Bozeman, MT.

The cost for this event is \$20. You can either register online [PLEASE ADD LINK] or at the door, or bring a donation of a canned good to the Gallatin Valley Food Bank.

Since this is our last event of the year, so be sure to wear your Tufts Alumni Santa Hats!

For more information about this event or about Tufts Alumni Montana, please contact Kate Kulukski, J98, at kate.kulukski@alumni.tufts.edu.

Tufts Reimbursement Policy

When possible, it is always easiest for your OAR liaison to pay for event costs in advance with a university credit card. Remember that it takes time for us to receive and process your reimbursements; between our office, our administrative team, and accounts payable, there are a number of steps to the process. Please note that we require receipts to be submitted within 30 days of the purchase. We appreciate your patience.

If you do pay for event expenses out of pocket, please remember that you must provide **ORIGINAL, ITEMIZED** receipts. We cannot accept scanned copies of receipts over email or faxed receipts.

Please note that our fiscal year ends on June 30. Please make every effort to submit receipts by June 1 so that they are processed in the correct fiscal year.

In addition, Tufts reserves the right to refuse reimbursement if we do not have the appropriate documentation, so please follow these policies. If you have any questions about a purchase or reimbursement, contact your OAR staff liaison.

Tufts Volunteer Coordinator Form

As the coordinator of a Tufts Alumni event, we want to share your unique perspective on what makes these events so special—and why more fellow alumni should attend! When you've finished answering all applicable questions, please return the form to your alumni relations officer with any event photos. A story will then be written, returned to you for approval, posted to www.tuftsalumni.org, and possibly featured in the monthly Tufts Alumni E-Newsletter. Thanks very much for all that you do to keep our community connected!

Event Name

Date

Venue Name, City and State

Number of Attendees

Special Guests (if applicable)

Please describe the event (schedule of activities, etc.).

What was your favorite part of the event?

Did other attendees comment on the event? If so, who? And what did they say?

How was the venue?

How did this event compare to other Tufts events you've attended?

Why was this event rewarding?

What make a Tufts event worthwhile for you (reconnecting with fellow alumni, feeling connected to your alma mater, etc.)?

Why do you volunteer for Tufts?

If you could plan any Tufts event, regardless of budget, what would you plan?

Are there upcoming events you're looking forward to? If so, what are they?

GO GREEN!

Tufts events range from small get-togethers to large functions. Regardless of their size or length though, the choices you make regarding location, food, supplies and transport can all impact the environment. Yet events can also be a great opportunity to showcase sustainability in action! Here are some tips on how to plan an event that even an Eco-Ambassador would be proud of.

Plan to be Green

Email Invitations

It saves paper and money. Web applications such as E-vite and Facebook also help to manage invites and RSVPs.

If a printed invitation is an absolute must for your event, use a high percentage post-consumer recycled-content paper (e.g. 100% recycled content) and give a phone number for RSVPs instead of reply cards. Vegetable-based ink, lower-weight paper, FSC-certified paper, the message “please recycle me” and designs that minimize waste, do not contain metallic or other non-recyclable features make for invitations that send a clear message that you’re serious about impact.

Choose a Smart Location

If possible, try to pick a location that is accessible to public transit. Provide information on green travel options, suggest carpooling or even offer bike valet service.

Green the Menu

To lower the event’s impact, try to choose vegetarian options and locally sourced/in-season ingredients. Avoid using individual servings of items such as condiments and beverages. Ensure ahead of time that items used are recyclable.

Get Creative on Speaker Gifts/Participant Favors

If you must provide gifts, aim for useful items that can be used during the event, such as mugs. Consider investing in clean energy credits through Tufts’ Get Clean program!

Commit to Future Parties!

Prepare for the next party by investing in reusable plates, cups, utensils, napkins and tablecloths. Avoid purchasing new items by asking people in your office to bring in some items from home. If you can’t buy reusable items, look for ones with post-consumer recycled content or are biodegradable and/or compostable. Yard sales and second hand stores are also sources for good deals on event items.

Deal with Waste

- Make sure recycling bins are set out near trash bins and the food table and are clearly labeled before the event begins. Make the recycling bins pre-eminent, and the trash bins small.
- If you want to use compostable plates or recycle food scraps, recruit compost monitors and have them be easily identifiable in the crowd.
- Collect name tag holders for reuse.
- Donate surplus food.
- Serve drinks in pitchers instead of single-serving cans and bottles.
- Provide a marker so people can label and reuse their cups during the event
- Use napkins instead of small plates if you are serving finger food.
- If you already have a plethora of tongs and serving utensils from caterers ask that they not provide them.

Spread the Word

Almost as important as creating a green event is letting people know what you did and why. Advertise your function as a green event. Call attention to eco-friendly items with signs and announcements. Brief all volunteers and staff about the green features of the event so they can help monitor and inform your participants. Share information on how to run a green event and ask for feedback on your efforts.

Learn More!

Consult Earthwatch's list of green event resources:

<http://www.earthwatch2.org/sustainability/GreenEventResources.html>

Check out their eco-labels on food:

<http://www.earthwatch2.org/sustainability/decoding%20labels.htm>

Utilizing Social Media

Registering for the Online Community

The bulk of event and program publicity comes through email blasts sent from Tufts, as well as the Tufts Alumni calendar page online. To guarantee that you receive all event emails and other Tufts news items, be sure to update your profile in the Online Community.

- Log into tuftsalumni.org
- Click "My Personal Profile" along the top – this brings you to a page where you should check that your personal information is up to date. Emails and print mailings are often regionally targeted; don't miss out on what's happening in our area.
- If you don't have one already, click "Alumni Email" in the left navigation bar to activate your @alumni.tufts.edu email forwarding account. It's easy!
- Click "Activate or Update your alumni email forwarding address now." On the next page, confirm the email address to which messages should be sent.
- Now tell us what you would like to hear about. Click "Account Services," then select "Email Preferences." Make sure that the "Events" box is checked. We only send messages out through this method up to a handful of times per month, and if you don't have it checked, you might be missing out on something fun! Of course, click any other boxes that look interesting; you can always log back in to make changes. But the "Events" box is key. Don't forget to hit "Submit" at the bottom.

Social Media Management Best Practices

Aside from Tufts emails, some chapters have found it effective to utilize various social media platforms to spread the word about events and programs. We've reviewed three of these platforms in the following pages.

Top 5 Things Groups Should Do

1. Understand your audience

To have effective communication you need to understand the people you are trying to reach. If your group is personally connected, this becomes an easier task. However, for groups that are not, leaders need to identify preferences for information discovery, consumption, and sharing.

Considerations:

- Needs: What information are your members seeking?
- Preferred channels: Identifying where your members most comfortably engage and where the majority spend their time is a great way to identify which social media channels you should pursue.
- Preferred media types: Knowing what types of media encourage members' participation is vital. Do they respond more to videos, photos, or text?

2. Define your group's engagement objectives

Group leaders should discuss their groups' goals for engagement so that the administrators of these accounts have a clear picture of what is expected as online communities grow. Determining which social medial network(s) is/are best for your group is fundamental to this discussion.

3. Identify appropriate post content

Be thoughtful about what and when you are posting. Having a plan can help you attract and engage your audience. Remember to proof twice and post once.

4. Formulate a monitoring plan and measure success

Developing a strategy for how to effectively manage group participation on your social networks is a pivotal first step. This checklist should consist of goals and tasks (i.e. inviting new members; updating status; posting an article, responding to previous comments).

Considerations:

- Content and time: Decide how much content you can commit to distribute.
- Commitment and sustainability: Identify the individuals who possess the greatest

availability to commit to social media monitoring and delineate responsibilities.

Identifying measurement tools and tracking your group's progress is essential for successful monitoring. Measuring success using metrics can supply valuable information on your performance and members' responses. Some social media monitoring software is available at no cost. Many social media outlets offer analytic data to group or page administrators. Read the "Measuring Success" guidelines in each social media network section for more information on specific monitoring you can conduct. Choose wisely, be open to testing, and understand that not all tools may be practical solutions to measure your group's success.

5. Engage, Engage, Engage

Contributing and sharing is key to optimized use of social media networks for group establishment and engagement. Responding to comments is important. As representatives of the group, managers need to be ready to address concerns and participate in discussion with members, not just post.

Considerations:

- **Space:** Give room for your members to engage through likes, comments, and posts. A group is composed of many members, and your social networks should be focused on engaging and merging.
- **Software:** Social media dashboard management tools (TweetDeck/HootSuite) can trend high level data and provide priceless feedback. Coordination between social channels amplifies engagement and message circulation.

Facebook Summary & Tools

What is Facebook?

Facebook is a social networking tool, and its mission is to connect people to share and make the world more open and connected. Currently over 1 billion people actively use Facebook each month. They not only foster personal relationships, but they also upload an unlimited number of photos, share links and videos, refer businesses and services, and ultimately meet new people. How is Facebook a good social media platform?

- The amount of people connected on Facebook makes it the largest social media networking site.
- Facebook fosters a two-way communication mode: people can acquire information and instantly convey their own comments and ideas. This makes it a very successful platform because it facilitates exchanges and interactions among people. People today are not interested in just absorbing information. They prefer to interact and relay their views.
- Facebook draws people in. The majority of Facebook users are active on the site every day, and many check it frequently throughout the day. Today, 48% of Americans with Facebook accounts check updates when they wake up and 28% do so from their smart phones before getting out of bed.

Is Facebook right for my group?

If your group's goal is to keep an open line of communication between your members, Facebook can help. It enables members to engage and become more familiar with each other, which in turn increases group participation.

Facebook allows groups to create open or closed events and “invite” members and non-members, which is a great feature in marketing your group's activities. With its content sharing attitude, Facebook encourages people to engage in discussion instead of the face-to-face marketing used in the past. This helps organizations engage their members and create hype about their next event or initiative.

Finally, Facebook gives room for groups to not only share information but also create information. Members are given the opportunity to engage in new discussion (or, perhaps, continue a topic from last meeting's agenda). It gives busy people in a busy world flexibility to meet and engage with others. This in turn, has the potential to create a sense of community within your chapter, and even if members are unable to attend events, they continue to feel part of the group and are up-to-date on the group's activities and discussions.

What is the difference between a fan page and a group?

Many people make the mistake of creating fan pages and groups and not appropriately maintaining their platforms. This leads your page to be seen as unreliable, leading your contacts to disconnect after some time. This is why it is important to understand the basic difference between the pages and groups and focus your efforts on creating and updating one platform.

- *Fan pages:* These were created in order to highlight your favorite organizations, artists, and businesses and show your friends what you are interested in and recommend by adding these on your personal profile. When you become a fan of something, that information is posted on your wall. You can also see the pages your friends are fans of via the “Info” tab on their profile. As a creator of a fan page, you can add pictures and engage in discussion on the wall. New communication will be seen by your fans as updates. Like a normal Facebook profile, fan pages have tabs that uncover more information.
- *Group pages:* Group pages are different because they are meant to serve formalized groups and connect members. You can set join permissions on groups so that they are either open to anyone, closed (where users must get administrator approval to join), or secret (invite only). Groups have administrators that manage the group, approve applicants, or invite others to join. Administrators can also appoint “officers” who are nominally in charge – however, being an officer doesn’t mean the person has the ability to administer the group. Administrators can invite members to join via Facebook messages and public groups can be found via Facebook search.

Which one is right for me?

Due to their security features and size limitations, Facebook Groups are set up for more personal interaction. As long as a group is under 5,000 members, group administrators can send messages to the group members that will appear in their inboxes. Fan page administrators can send updates to fans through the Page, and these updates will appear in the “Updates” section of fans’ inboxes. There is no limit on how many fans you may send an update to or how many total fans a Page can have.

Twitter Summary & Tools

What is Twitter?

If Facebook is seen as the current telephone global network, Twitter can be described as the current texting global network. Currently, 140+ million people are connected via Twitter. As their homepage describes their mission: “Find out what is happening, right now, with the people and organizations you care about.”

How is Twitter a good social media platform?

Twitter is a short-messaging tool that gives people a platform to communicate with friends, family, and co-workers and to “follow” their favorite organizations, businesses, etc. As a combination of e-mail, instant messenger, and RSS feeds, Twitter becomes a daily virtual miniblog. As a Twitter user you can post updates, follow and view updates from other users, and send public reply or private direct message to connect with another Twitterer.

Today, tweets have evolved to reflect more than your everyday experiences, and now take the shape of shared links to interesting content on the web, conversations around hot topics (using hashtags), photos, videos, music, and, most importantly, real-time accounts from people who are in the midst of a newsworthy event, crisis, or natural disaster.

Tweets, however, are restricted to 140 characters or less, demanding you communicate efficiently and to the point, which reflects the fast-paced world we live in, where time is precious and information is key!

Is Twitter right for my group?

Twitter allows you to connect with people you know, but most importantly, you connect with people you do not know. This is a great way for new members of your chapter to become more acquainted with the group and for the administrators of the group to learn more about the members.

You can generally learn much more about the person/organization/group through reading their tweets (personality, interests) than through what is shown on their Facebook page (especially if that person has a private profile and requires a friend request).

Integrating your group on Twitter

Through the use of Twitter tools and features it becomes easy to integrate your group in no time!

- Retweeting (RT): The ability to retweet posts or to discuss the subject with the entire community, as Twitter allows through use of the hashtag, can further increase participation of your group's members. Retweeting is how Twitter users share interesting tweets. They copy and paste the original tweet and send it out.

Here's an example: *Tufts Sustainability (@TuftsOOS) tweets: Today at 4:30 - TIE Talk on Water and Agriculture: Tools and Techniques of Regional Food System Planning*
<http://ow.ly/echzh>

- Hashtag (#): The hashtag is a favorite tool of conferences and event organizers. If everyone agrees to append a certain hashtag to tweets about a topic, it becomes easier to find that topic in search, and more likely the topic will appear in Twitter's Trending. Tweets with hashtags receive two times more engagement than those without, but don't overdo it; tweets with more than two hashtags show a 17% drop in engagement.

Here's an example: *Tufts Alumni Boston (@TuftsAlumBoston) tweets: Who is participating in Trek2Talloires? What exercise did you do today?*
<http://trek2talloires.org/#tufts #fitness>

- Tweetup: A tweetup is an event where people who Twitter come together to meet in person. Normally we connect with our friends online after we have met them. At a tweetup you meet the people you might only otherwise know virtually. Like finally putting a face to a name, a tweet up is a great opportunity to really connect with the people in your network and share just a little more than 140 characters at a time.

Strategies for optimal Twitter use:

Active participation on the Twitter social networking platform is a time management black hole if you don't have a well-defined strategy and the discipline to execute it. Twitter is a great tool for sharing content and increasing website traffic.

- Give people a place to go: Sharing links of your Facebook/LinkedIn group or Alumni Relations website would be a great way to combine platforms.
- Engage with others to increase the number of followers. Responding to people that invest their time in mentioning you and expanding your reach is more than common courtesy. It is an opportunity to connect with others.
- Provide quality content on a regular basis.
- A great way to engage your followers in regular discussion is sharing pictures of social

gatherings and events hosted by your chapter.

Measuring Success on Twitter

Measuring success on Twitter may require the assistance of other analytical tools. The following tools are free, user friendly, and efficient ways to gather the data you need in no time!

Twitalyzer (twitalyzer.com)

One of the most popular analytic tools available is *Twitalyzer*. This tool looks at your overall effectiveness as a user. This is a great tool to gauge your effectiveness in the Twitter community. You can determine what you need to focus on to improve your account.

It uses five different benchmarks:

- How popular you are on Twitter
- How much of your information is helpful compared to how much is noise
- How likely you are to retweet other people's content
- How often you update your account
- How often you are mentioned by other users

Tweetstats (tweetstats.com)

This tool is useful for identifying how often you or another Twitter user is tweeting. It breaks your tweets down by month. You can use Tweetstats to see how frequently you tweet compared to other users. You may realize that your group is not as active as you thought and can try to engage more regularly.

Tweeteffect (tweeteffect.com)

Tweeteffect compares when you lost or gained followers and approximates how those changes were affected by tweets you made. It takes a look at the last couple hundred tweets and how many followers you lost within five minutes of each. This can give you an idea of what content your followers are looking for.

Tweetmeme (tweetmeme.com)

This tool helps you identify your more popular tweets. You can see how many retweets virtually any of your tweets received.

LinkedIn Summary & Tools

What is LinkedIn?

LinkedIn is the world's largest professional network platform, highlighting professionals, businesses, and groups. Currently, 175+ million members are connected via LinkedIn. LinkedIn connects you with trusted professional contacts and gives you a space to exchange knowledge, ideas, and opportunities with a broader network of professionals.

How is LinkedIn a good social media platform?

LinkedIn is a great social media platform because of its professionally-oriented structure that allows you to connect with individuals that share a passion for their occupation. It allows you not only to connect but also to market your skills and background in difficult economic times and socialize with employers. The advantage of LinkedIn is the simplicity and straightforwardness of the platform, which prioritizes your time.

Is LinkedIn right for my group?

Since many chapter members tend to focus on expanding professional links through networking events throughout the year, LinkedIn would be a great platform for those members that may not be able to attend these networking sessions to connect with the group. It is also a vehicle for group members to stay connected and network in between events.

LinkedIn Groups allow you to have an active role in top discussions by liking and commenting. Unlike Facebook, discussions on LinkedIn tend to incorporate both business and fun. LinkedIn Groups also allow members to follow the most influential people in the group by checking the Top Influencers board. This is a great feature if your group possesses a leadership core. Finally, LinkedIn groups keep you updated on other news while seeing group member-generated discussions all in one setting.

Open or Members-only LinkedIn group?

By creating a LinkedIn group you establish a reserved area for productive discussions within your chapter and allow membership to be highlighted on individuals' LinkedIn profile. This is a great addition to members' professional descriptions and sets your group on the LinkedIn map for other individuals to be able to access and connect. There are two types of LinkedIn groups. Similar to Facebook, LinkedIn provides the options of Open and Members-only (by invitation) groups.

Integrating your Group on LinkedIn:

As the manager or moderator of your LinkedIn group, you should implement moderation tools to better integrate your group. These will help you keep high quality discussions rolling and optimize your chapter's experience on LinkedIn.

A great way to integrate your members in quality discussions is the "Manager's Choice" featured discussions:

- Original user discussions, user-submitted articles, and RSS items can all be featured by clicking "Add to Manager's Choice" from the top of any item's detail page.
- The top Manager's Choice will be visible in a module on the right side of the most visited page within groups: the discussion detail page.
- The top Manager's Choice, rather than the top five, appears on the group homepage in a module on the right side of the page.
- Managers can re-order up to 10 Manager's Choice discussions from the "See All" link in the Manager's Choice module.

LinkedIn Groups also offer several tools through which managers can moderate and insure the quality of group discussions.

- Managers and moderators can now delete inappropriate posts right from their email box using the new option "Send me an email for each new discussion" in More > My Settings.
- Managers and moderators can now delete inappropriate comments right from their email box by clicking "Delete" within any followed-discussion email alert.
- Members can flag items as inappropriate in the moderation queue and, if you choose, you can delete the content outright after an adjustable number of flags.
- The moderation queue will allow group managers to decide how many member flags can delete a thread or a comment.
- Very-low-connection users will now be flagged as such in groups' request-to-join queues and no longer admitted directly to open-access groups.

Additional Materials and Resources

TUAA History

Mission

The Tufts University Alumni Association works to secure for the University the strong and united support of its alumni through the dedicated efforts of its committed volunteer Council, regional chapters, and committees. The Association seeks to develop and foster lifelong connections between and among alumni, students and faculty of Tufts University. The organization strengthens these ties, beginning with students, by instilling a sense of belonging that will extend beyond graduation and continues with alumni by inviting them to actively support the future of the University.

History

Tufts University Alumni Association (TUAA) has been an integral part of the fabric of Tufts almost since the university's founding. In fact the "Association of the Alumni of Tufts College" was formed in July of 1860, just four years after the college held its first commencement.

The idea of organizing alumni for the support of Tufts originated with William A. Johnson, class of 1860, one of the four graduates representing the four classes that had so far received degrees. The group drafted a constitution and by-laws. When the second meeting was held a year later, the new association boasted 18 members. Their constitution stated that anyone who had received an A.B., M.A., D.D., or LL.D. was eligible for membership upon payment of \$1. In 1887, membership was made available to all holders of Tufts degrees. One of the two vice presidents of the Alumni Association was Elmer Hewitt Capen who graduated in 1860 along with Johnson; Capen later became President of Tufts College, serving from 1875-1905.

By an amendment to the Tufts charter in 1934, the Alumni Council was formed "to take active control of alumni affairs and to organize the Tufts alumni of all departments into a more closely welded and more aggressive body." The primary responsibility of the Council was to facilitate the election of Alumni Trustees, after the University's Board of Trustees had decided that alumni could elect 10 trustees to the board. The then 21-member council, representing all divisions of the college, became the first integrated and truly coordinated body to administer alumni affairs. Since that time, with biennial and now annual elections, the Tufts Alumni Council has grown to more than 300 members.

Today, with more than 100,000 graduates, the Tufts University Alumni Association continues to secure for Tufts University the strong and united support of its alumni. Through the Alumni Council and its volunteer committees, the organization has broad influence on programs and services for all Tufts graduates. All graduates of Tufts University (and most former students with at least one year of study) are automatically considered TUAA members.

Tufts University Alumni Council

The Tufts Alumni Council serves as the governing body of the Tufts University Alumni Association, which includes all persons who have received a degree from any school or program of Tufts University, as well as those former students who pursued an approved course of study for at least one year. There is no membership fee.

The council has more than 300 term, transitional, and emeritus members representing all the schools of the university. Nine new members are elected each year to a 10-year term. Upon conclusion of their initial term, members may be offered additional terms. Each year the senior class elects four transitional members to a five-year term. This ensures that young graduates are represented. Alumni who have served at least two 10-year terms may be offered emeritus membership on the council. Through the Alumni Council and its volunteer committees, TUAA has broad influence on programs and services for all Tufts graduates.

Alumni elected to the council are expected to provide significant leadership and support to the university and the alumni body. They make contributions to Tufts by directing programs, services, and benefits for all graduates.

The Alumni Council's work is accomplished through its committees and worldwide network of regional alumni chapters. Council members research and implement important initiatives through the following standing committees: Executive, Alumni Resources, Alumni Weekend, Awards, Career Services, Communications, Continuing Education, Development, Financial Resources, Homecoming, Nominating, Regional Programs, Shared Interest Groups, Student Issues and Young Alumni, and Traditions.

Members of the Alumni Council are elected by alumni ballot for an initial 10-year term, and the candidates nominated are alumni who have demonstrated support of the university through participation in university or alumni-related activities. Each year, the Nominating Committee strives to offer a slate which will maintain a council that is as balanced as possible in terms of respective schools within the university, age, gender, geographical location, and ethnicity.

Committees

The Tufts Alumni Council, the elected leadership of the Tufts University Alumni Association, accomplishes its work through several committees beginning with the Executive Committee. All alumni are eligible to participate on most of the committees; membership on some is restricted to members of the Alumni Council as noted under individual committee descriptions.

Executive Committee

The Executive Committee is composed of 14 alumni elected by the Alumni Council from its membership at its annual meeting. The Executive Committee includes the president,

first vice president, treasurer, two administrative vice presidents, three regional vice presidents, five directors and the immediate past vice president, who serves in an ex officio capacity for two years following the expiration of his or her term. The alumni secretary and the director of alumni relations are also members ex officios.

The Executive Committee functions on behalf of the Alumni Council in the intervals between the meetings of the Alumni Council. The Executive Committee makes decisions on programming and services for alumni, and alumni association finances and operations with a focus on continually improving the council's performance in support of the mission and purpose of the Tufts University Alumni Association. Membership is restricted to Alumni Council members.

Alumni Resources Committee

This committee develops and maintains biographical information on Council members and other alumni who are capable of providing significant leadership and service to the University, as overseers, trustees, reunion leaders and regional leaders, and is a resource to the Nominating Committee and the Executive Committee in their decision-making. It also provides training for new TAC members, and helps them become integrated into the organization.

Alumni Weekend Committee

This committee functions as a steering committee in cooperation with the Office of Alumni Relations and University Administration to plan and coordinate the events of Alumni Weekend and to assist individual classes in their reunion planning.

Audit Committee

This committee reviews and audits the financial affairs of the Association at least once a year, or on such basis as otherwise determined by the Committee or the President of the Alumni Association, using good accounting practices. A written report will be submitted to the Council Secretary upon completion of the review and audit. (Membership restricted to Alumni Council members.)

Awards Committee

This committee selects the recipients of awards for meritorious service, such as Senior Awards, Distinguished Service Awards and Service Citations, and plans appropriate presentations. The committee also has purview over the design and organization of all awards ceremonies held under the Tufts University Alumni Association banner. (Membership restricted to Alumni Council members.)

Career Services Committee

This committee works closely with the Associate Director of Alumni Career Services to

support and develop career programs and services for students and for alumni, including career networking initiatives for both students and alumni. This year there will be a special focus on developing and marketing the new Tufts Career Advisory Network, which will be a module of the Online Community.

Citizenship and Public Service

This committee collaborates with other committees to infuse Active Citizenship programs into existing program structures. This committee also assists regional chapters in planning and implementing active citizenship components into their events and activities.

Communications Committee

This committee monitors and makes recommendations on communications (including the use of new technologies) between the University and its alumni, the Council and the general alumni body and the Council and its members.

Development/Campaign Committee

The Development Committee assists the University in increasing both giving and campaign participation among Alumni Council members and other alumni. It also works with the Alumni Weekend Committee to coordinate reunion-giving initiatives. (Membership currently restricted to Alumni Council members.)

Homecoming Committee

This committee works in cooperation with the Office of Alumni Relations to plan and coordinate the events of Homecoming Weekend.

Nominating Committee

This committee seeks the sentiment and recommendations of members of the Alumni Council, recognized alumni groups, and alumni in general and to make nominations for Alumni Trustees, members of the Alumni Council, officers and directors of the Alumni Association for election in the spring of each year. (Membership restricted to Alumni Council members)

Regional Programs Committee

This committee serves as a liaison to Alumni Chapters, organizations and individuals serving regional alumni. In conjunction with the regional programming efforts of the Office of Alumni Relations, this committee appraises the Alumni Council and the administration of the achievements, opportunities and needs of regional alumni and recommends ways to strengthen and enhance their participation in support of the purpose and mission of the Association. The Regional Programs Committee also collaborates with the Alumni Council, University administration, and alumni to provide regularly-scheduled leadership training for regional alumni chapters and organizations.

Shared Interest Groups Committee

This committee develops and maintains guidelines for recognition of new Tufts alumni chapters based on shared interest of profession, cultural group, major, or student activity. The committee reviews applications and recommends Alumni Council approval for provisional status or chartered status for these new Shared Interest Groups (SIG). The committee continuously evaluates the activity of existing SIG chapters, with committee members assigned as advisors to each of these organizations. SIG committee also engages in outreach to potential alumni affinity groups and considers the overall SIG strategy for Tufts Alumni. It works with the alumni associations of Tufts graduate schools to foster inclusiveness and coordination among all the alumni organizations and a closer working relationship with TUAA.

Student Issues/Young Alumni Committee

This committee interacts with students, organizes student/alumni events, and engages in dialogue with students, young alumni and the Tufts community about student life and life after graduation. It seeks to enhance the awareness among students and young alumni of their lifelong connection to Tufts and of the role of the Alumni Association. Programmatic efforts of this committee include career-networking seminars for seniors, young alumni regional events, building and/or enhancing campus-wide and class specific traditions for all undergraduate classes, and arranging for graduating seniors to elect members to the Alumni Council.

Traditions Committee

This committee seeks to develop among students, alumni and friends of Tufts an appreciation of the University's history and traditions. The committee's projects include the Tufts Sesquicentennial Time Capsule and the new publication, *Then & Now*, which offers a historical tour of the Medford/Somerville campus showcasing its rich past and the growth and change of the campus over time.

Tufts Alumni Career Services

Brief History

Leslie Warner was hired with TUAA funding in July 2003 to launch expanded career services and programs for Tufts alumni. As Associate Director of Alumni Career Services, she has offered new services and programs to meet the growing demand for career assistance from Tufts graduates. In addition to providing one-on-one-coaching, Leslie's work focus includes the ongoing expansion of the Tufts Career Network, developing Alumni Career Workshops and increasing the number of chapter sponsored networking events.

Highlighting Growth and Demand

Individual alumni counseling appointments more than doubled in the last few years, from 380 appointments in the 2002-2003 academic year to 909 alumni appointments in 2010-2011. Ongoing increases in alumni counseling requests during this fiscal year resulted in the temporary addition of a part-time alumni counselor who can now offer additional appointment hours during weekday evenings.

Tufts Career Network membership increased from 3,775 active members in June of 2003 to 9,102 in May of 2009 – an increase of over 100%. An additional 1,900 alumni are “search only” members of the Network using the resource for their own professional growth.

Frequent collaborations between the Office of Alumni Relations, Tufts Career Services, TUAA's Career Services Committee, and Tisch College of Citizenship and Public Service, brought forth new formats for alumni career events, including seminars on Personal Branding and Alumni/Student Networking Night Washington, D.C.

Alumni Career Tele-seminars are offered regularly on a variety of career topics; Alumni Career Programs can now be accessed from any location with a phone and a computer. These tele-seminars were attended by over 400 alumni this year, expanding Tufts ability to deliver services to alumni in all locations.

Tufts Career Network: consists of over 9,000 active members who are available to provide career advice to students and alumni. In addition to sharing their expertise with others interested in their fields, the network enables alumni to expand their personal and professional networks and exchange information and ideas with fellow alumni.

TUAA's Career Services Committee: has spearheaded several marketing campaigns which have increased the number of network members from 3,775 to over 9,000 over the last several years. These marketing campaigns have targeted underrepresented populations and classes. The

Committee has also acted as a resource for input for new ideas for programming and web-based services.

How Alumni Chapter Leaders Can Connect with Alumni Career Services:

- Join the Tufts Career Network. <http://careers.tufts.edu/network>
- Encourage members of your alliance to join the Tufts Career Network. (Career Services can provide you with a “template” of a marketing email for you to edit and send to your email distribution list.)
- Advertise the availability of **Alumni Career Services**. Tufts Office of Alumni Relations can supply marketing materials for your events.
- Plan your next career networking event by contacting the Office of Alumni Relations. Then coordinate with Alumni Career Services to provide a career management/job search workshop in your area.
- Provide **Internships** for students at your company. Identify alumni in your organization who might be able to make these opportunities available. Contact internships@ase.tufts.edu or robin.kahan@tufts.edu.
- Post jobs for graduating seniors and alumni; see <http://career.tufts.edu/employer/> or contact Rebecca.Rider@tufts.edu.

TAAP: Tufts Alumni Admissions Program

Statement of Purpose

The Tufts Alumni Admissions Program (TAAP) supports the recruitment efforts of the Office of Undergraduate Admissions and extends the University's outreach into local communities across the country and around the world. Through representing Tufts at college fairs, fall programs, and as interviewers, TAAP volunteers are a face and voice for the University. TAAP exists to enhance both the human connection between Tufts and its applicants and to provide meaningful records of applicant interviews that add depth to their consideration for admission to Tufts. The personal contact between applicants to Tufts and University alumni is a powerful public relations tool. TAAP is an essential component of Tufts' admissions effort, and accordingly the admissions staff is committed to increasing the size and range of the program, and supporting it as effectively as possible.

Program Structure

Each admissions officer is responsible for a geographic territory where he or she will potentially travel and ultimately from where he or she will review and evaluate applications. TAAP members are organized into regional committees which are directed by a local alumni chairperson. This regional organization of the admissions office fosters high-quality communication and superior working relationships with TAAP chairpersons and local high school counselors. Admissions officer territory assignments can be found on our website at: <http://admissions.tufts.edu/contact-tufts-admissions/admission-officers-by-state-an/>

The chairperson and members of the committee work with the territory manager from the admissions staff to develop effective ways to recruit compelling candidates from their area. Soliciting college fair volunteers and alumni interviewer activities are directed by the chairperson of the TAAP committee in close consultation with the admissions staff.

Member Responsibilities

TAAP members provide an avenue for prospective students and applicants to learn more about Tufts and make a personal connection with a member of the Tufts community. TAAP members are recognized as representatives of Tufts and its admissions office. Be mindful of the fact that TAAP members may be the sole representative of Tufts to a prospective student; therefore we hold our volunteers to a high standard.

TAAP members are expected to:

- Maintain up-to-date knowledge about Tufts and its application process. Key

information is available through the *TAAP Member Handbook*, the admissions website, <http://admissions.tufts.edu>, the monthly *TAAP Tuesdays*, and on the TAAP website.

- Be helpful and interested; exhibit good judgment.
- Keep communications professional, personable, and appropriate in person, over the phone, and via email when communicating with prospective students. Be mindful that communications should remain in the scope of your role as a representative of Tufts University.
- Represent Tufts at local college fairs when available.
- Participate in local TAAP committee meetings or training events.
- Communicate time constraints, extended travel away from the area, and existing relationship to any applicant to the committee chairperson to allow the chairperson to act accordingly.
- Recuse him or herself from interviewing during an application cycle when they have a child in the applicant pool at Tufts.
- Promptly communicate with applicants to reduce frustration and anxiety.
- Conduct 4-6 interviews during the interview season (October through February).
- Conduct interviews in a public setting in accordance with University policy.

For more information about the TAAP program, please contact Emily.Roper_Doten@tufts.edu.

University Fast Facts 2012-2013

Fall 2012 Enrollment

Total Undergraduate: 5,167

Total Graduate: 2,918

Total International Population: 1,348

Top 3 Countries: China, India, Republic of Korea

Endowment

Endowment Value: \$1,386,696.96

% Change from 2011-2012: -4.1%

Sponsored Research

Federal-sponsored: \$134,699

Non-federal sponsored: \$33,017

Total research dollars for FY12: \$167,716

Undergraduate Financial Aid FY12

Number of students aided: 2,550 (50% of total class)

Average aid award per student: \$35,502

Total aid awarded: \$90,531,023

% of all Tuition and Fees paid: 41%

Tufts Resources Quick Reference Guide

Office of Alumni Relations

Tufts Alumni Online Community	<p>http://www.alumniconnections.com/tufts/ A suite of free internet services offered to alumni to help foster connections among friends old and new, as well as between alumni and Tufts.</p>
Getting Involved at TUAA	<p>http://www.tuftsalumni.org/give-back/ A collection of online resources for getting involved with TuftsAlumni, through one-time volunteering opportunities through leadership positions.</p>
Alumni Career Services	<p>http://www.tuftsalumni.org/career-services/ Links to career services resources, tips and services tailored specifically to the alumni community.</p>
Events and Reunions Calendar	<p>http://www.tuftsalumni.org/events-reunions/calendar/ All TUAA events, all in one place! Filter events by regional chapters, shared interest, travel, reunions and other categories to find events related to your interests and location.</p>
Regional Chapters	<p>http://tuftsalumni.org/connect-with-alumni/chapters/ A comprehensive list (and related links) of TUAA regional chapters.</p>
Shared Interest Groups	<p>http://www.tuftsalumni.org/connect-with-alumni/shared-interest-groups/ Links to websites that house each of TUAA's diverse range of Shared Interest Groups.</p>
Alumni Networks on the Web	<p>http://tuftsalumni.org/connect-with-alumni/alumni-on-facebook-linked-in/ Connect with TUAA on Facebook, Twitter, LinkedIn and Youtube. Links to groups on each of these social networking sites are listed here.</p>

Tufts University News Resources

Tufts E-News	<p>http://enews.tufts.edu Looking for the most up-to-date news about Tufts? Whether you're a student, professor, parent or alum, Tufts E-News is here to keep you in the know! E-News stories cover faculty research, student activities on campus and beyond, unique alumni and other Tufts newsmakers and events.</p>
Tufts Magazine	<p>http://www.tufts.edu/alumni/magazine All graduates receive a complimentary subscription to Tufts Magazine. Upon graduation, you'll receive three free issues a year packed with updates on your fellow classmates in Class Notes, news on Tufts' happenings on and off campus, as well as developments throughout the University, including the professional schools.</p>
Tufts Alumni News	<p>http://www.tufts alumni.org/news/ Online news specific to Tufts Alumni (events and announcements).</p>
Tufts Journal	<p>http://tuftsjournal.tufts.edu The online journal of Tufts University.</p>
Tufts Daily	<p>http://www.tuftsdaily.com The online independent student newspaper of Tufts University.</p>
TuftsLife	<p>http://www.tuftslife.com TuftsLife.com is a non-profit, student-operated organization which develops innovative information delivery solutions for the Tufts community.</p>

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