



Dear Class Liaison,

Thank you for being a Class Liaison. CMC and the alumni community appreciate your volunteering for this important communication, class, and leadership role.

Attached is the Class Liaison Handbook which describes the Class Liaison position and its activities. The handbook also identifies information and suggestions about Class Notes, perhaps the most important responsibility of this job.

The list of all current [Class Liaisons](#) is on the CMC website, as is a [copy of this handbook](#).

As an alum, and especially as a Class Liaison, you have a standing invitation to attend on-campus events, notably [Alumni Weekend](#) in April and [ImpactCMC](#) weekend in October. We hope you are also able to participate in other on-campus activities and in chapter events in your local area.

We also encourage you to connect with CMC and the CMC Alumni Association on our [Facebook](#), [LinkedIn](#), [Instagram](#), [Twitter](#), [YouTube](#), and [Flickr](#) pages to keep in touch with the College and the CMC Alumni Association.

We look forward to working with you in this role in the ongoing life of CMC.

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CMC CLASS LIAISON HANDBOOK SUMMARY

CMC Alumni Association Communications Committee

Updated April 26, 2019

Class Liaison Definition and Roles

- The Class Liaison is the alumni representative from each class who acts as a contact point and communication intermediary between the College and the class year's alumni.
- The primary responsibility of the Class Liaison is to gather updates from classmates about their activities two or three times a year, write Class Notes that are interesting and entertaining, and submit them for the *CMC Magazine*. The Class Liaison also shares information from the College with classmates and helps plan their class reunions.
- The Class Liaison works with the Alumni Office and Class Liaison Chair on engaging alumni in the ongoing life of the College.

Class Notes

- Updates from classmates are compiled by the Class Liaison into Class Notes for the *CMC Magazine* per its publication schedule as advised by the Alumni Office.
- Class Notes are to focus on personal information and accomplishments of alumni and on CMC-related activities.
- Information solicitation ideas, writing guidelines, and "best practice" suggestions about Class Notes are included in this handbook.

Selection

- Any interested alumni can volunteer to be a Class Liaison by oneself or a Co-Class Liaison with another classmate.
- The tenure of a Class Liaison is expected to be two years, longer if interested.

Activities

- Class Liaisons are encouraged to participate in their local chapter events and to attend on-campus activities to stay in direct contact with the College.
- A conference call with all Class Liaisons is held annually.

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Updated April 26, 2019

I. Introduction

- A. On behalf of the CMC Alumni Association and all alumni, thank you for being a Class Liaison.
- B. We appreciate your volunteering for this important role as a contact person for your class and as a communications intermediary between your class and the College. This position is a key role in contributing to the ongoing life of the College.
- C. We hope you will find this position to be fulfilling, both in your relationship with the College and as a way to enable and encourage meaningful engagement for your classmates both with the College and with each other.

II. Class Liaison Definition

- A. The Class Liaison is the alumni representative from each class year who acts as a contact point and communications intermediary between the College and the class year's alumni. This position plays a leadership role for the class in its engagement with the College and with the alumni community.
- B. The primary responsibilities of the Class Liaison are to gather updates from classmates about their activities and then share that information with the College, especially through Class Notes, and to share updates from the College with their classmates. Information should flow in both directions between the College and the Class Liaison and between the Class Liaison and classmates.
- C. The Class Liaison should "own" the role within the class by being proactive, engaging, and communicative, and by providing an outreach to a broad spectrum of classmates.
- D. Through their knowledge of their classmates' activities, Class Liaisons are asked to provide information and leads to the Alumni Office and *CMC Magazine* staff about notable alumni accomplishments and potentially newsworthy items about alumni.

III. Roles and Expectations of the Class Liaison

- A. Class Liaisons are asked to “push” information about the College to classmates.
 - i. Class Liaisons communicate campus updates and current college information relevant to the alumni community that come from the Alumni Office to their classmates on a periodic basis.
 - ii. Most of these communiques take place when the Class Liaisons contact their classmates for information to include in their Class Notes.
 - iii. Class Liaisons also assist their class reunion committees in planning their reunions, helping to provide communications and information to classmates, and in reinforcing messages from both the committee and the College as needed.
- B. Class Liaisons are asked to “pull” information about classmates and share that information with the College.
 - i. Class Liaisons regularly solicit information about classmates, write Class Notes, and submit these Notes for inclusion in the *CMC Magazine*, generally three times each year, per the magazine’s publication schedule.
 - ii. Class Liaisons help keep the College’s email contact lists up to date by informing the Alumni Office of returned or changed email and / or postal mailing addresses and contact information.
 - iii. Class Liaisons may be asked to help locate missing alumni classmates.
- C. Class Liaisons are requested to reach out to classmates to promote maximum connectivity and engagement among alumni and between alumni and the College.
 - i. This role includes engaging with classmates and working with the local alumni chapter to support the College and its activities.
 - ii. The Class Liaison acts as a go-to person for classmates who want information or need direction about the College and its activities.
- D. Class Liaisons are also asked to help locate and groom their successor whenever that time may come.

IV. Class Liaison Selection

- A. Any interested alumni can volunteer to be a Class Liaison, and recommendations for Class Liaisons or Co-Class Liaisons are welcome from classmates at any time.
- B. The Senior Class President is to be the initial Class Liaison for the class or is responsible for identifying a Class Liaison or Co-Class Liaisons.
- C. Co-Class Liaisons are encouraged since more than one individual in this role helps share the workload. More than one person also enables reaching a broader spectrum of the

class and provides coverage and continuity if one of the Class Liaisons is unavailable or leaves the position.

- D. Similarly, multiple classes may be covered by one Class Liaison, as with the Pacesetter classes, based on class needs and interest by the Class Liaison for those class years.
- E. The Office of Alumni and Parent Engagement will work with those classes as needed to ensure proper coverage.

V. Term and Rotation

- A. The tenure of a Class Liaison is at least two years. The Class Liaison can continue as long as the person is interested in doing the job and is meeting the needs of the position.
- B. Class Liaisons who wish to leave the position are requested to help identify a successor.
- C. Depending on the circumstances, the successor Class Liaison may also be identified by fellow classmates, the CMCAA President, the Class Liaison Chair, or the Alumni Office.
- D. Rationale: After the expected two-year tenure of a Class Liaison, another classmate is welcome to assume this role, if the current Class Liaison is no longer interested in doing the job. The hope is that rotating this position will create a broader sense of participation and inclusion between the College and the alumni class. However, the interest level in this role may vary by class and over time. Long-standing Class Liaisons who want to continue to do this job are welcome to remain in place. Having Co-Class Liaisons is another way to involve classmates, enabling multiple members of the class in this role and enabling time overlap among Class Liaisons for their terms.

VI. Orientation and Information

- A. Every effort is made to welcome new Class Liaisons with information and an orientation about the Class Liaison position at the beginning of their terms.
- B. Information provided to Class Liaisons from the Alumni Office includes:
 - i. CMC Class Liaison Handbook.
 - ii. Lists of contact information for classmates (e.g., email addresses, mailing addresses, phone numbers, etc.).
 - iii. A telephone call or meeting with the Class Liaison Chair and / or Alumni Office staff, if desired.
 - iv. Any other documents or information that may be helpful.
- C. This information is normally emailed to Class Liaisons. A hard copy of these documents can be sent upon request.

- D. In addition to an initial class contact list, the Alumni Office will provide updated class lists yearly and upon request.
- E. This Class Liaison Handbook and the list of current Class Liaisons are available for review in the alumni section of the CMC website.

VII. Class Liaison Program Organization

A. Class Liaison Chair

- i. A member of the CMCAA Communications Committee serves as Class Liaison Chair and acts as the “Liaison-to-the-Class-Liaisons.”
 - 1. The Class Liaison Chair is selected by the CMCAA Communications Committee.
 - 2. Similar to Co-Class Liaisons within each class, Co-Class Liaison Chairs are welcome.
- ii. The key role of the Class Liaison Chair is to work with the Alumni Office to ensure consistency, quality, organization, and continuity of the Class Liaison program.
- iii. The Class Liaison Chair acts as the contact person between Class Liaisons and the CMC Alumni Association.
- iv. The Class Liaison Chair disseminates information to Class Liaisons (such as updates from the Alumni Office or CMCAA Board meetings), encourages alumni activity participation (both locally and on campus), assists in identifying the Class Liaison of the Year award recipient, and facilitates a College-wide Class Liaison conference call once a year (with support from the Alumni Office).
- v. The Class Liaison Chair is available to help new Class Liaisons and to be an ongoing resource for all Class Liaisons.

B. Class Liaison Conference Call

- i. A conference call is to be held among all Class Liaisons once a year. Additional calls may be scheduled as needed.
- ii. The conference call is to include updates from College staff that Class Liaisons can relay to their classmates. This information can be incorporated into the Class Liaison’s solicitation for Class Notes. The call is also for Class Liaisons to share operating tips and best practices and to help identify replacement Class Liaisons to fill vacant positions.
- iii. The call allows for feedback, brainstorming, problem-solving of common challenges, camaraderie, and information sharing among the Class Liaisons. It can help Class Liaisons who need assistance in doing this job, either in general or with a particular issue. Since Class Liaisons cover multiple years and most likely do not know each other nor interact in a formalized way, the call enables communication amongst this group.

C. Class Liaison Activities

- i. Class Liaisons are encouraged to attend their local chapter events, both for their own personal connection with the College and as a leadership example of engagement.
- ii. Class Liaisons are invited to attend Alumni Weekend and ImpactCMC weekend to stay in direct, on campus contact with the College, the CMC Alumni Association Board of Directors, and each other.

D. Alumni Office Responsibilities and Expectations

- i. The Alumni Office facilitates the Class Liaison program and provides support to the Class Liaisons in their activities.
- ii. The Alumni Office works with all classes to ensure a Class Liaison is in place or to provide proper class coverage.
- iii. The Alumni Office shares information with Class Liaisons on an ongoing and routine basis, especially regarding submission dates for Class Notes.
- iv. It works with the Class Liaison Chair to schedule the Class Liaison Conference Call once a year.
- v. It responds to specific requests from alumni, Class Liaisons, and the Class Liaison Chair as needed.

VIII. Office of Alumni and Parent Engagement Confidentiality Policy

- A. In this role, Class Liaisons receive data about CMC alumni from the College.
- B. This data is considered to be valuable property which Class Liaisons need to safeguard.
- C. The sole authorized use of this data is to promote and enhance the activities of CMC and the CMC Alumni Association. The data may not be used for any sales or marketing purposes, or for charitable fundraising. The data may not be transferred to any commercial or non-commercial third party.
- D. This policy covers all alumni volunteers in their roles as Class Liaisons and / or as representatives of a chapter, class, committee, board, or other CMC entity.

IX. Class Notes Content Policies and Guidelines

- A. Perhaps the most important responsibility of a Class Liaison is the gathering, writing, and submitting of Class Notes for its class year, per the *CMC Magazine* publication schedule as provided by the Alumni Office.
- B. To provide Class Notes for each magazine issue, Class Liaisons are asked to solicit their classmates for relevant information and then compile this feedback into an interesting

and meaningful write-up. This write-up is then submitted to the Alumni Office for review and then to the magazine staff.

- C. In general, Class Notes to be published in the *CMC Magazine* should consist of and focus on:
 - i. Personal information and accomplishments of alumni – family news, marriages, births, children, graduations, college acceptances, graduate school, travel, hobbies, and the like.
 - ii. Professional information and accomplishments – new job, promotion, etc.
 - iii. CMC gatherings, get-togethers, and recollections.
 - iv. Other CMC-related information – with creativity encouraged.
- D. Only first-person information should be used, not unsubstantiated items. Classmates identified in the Class Notes should agree in advance to having their name and the item published. Coordinating this prior concurrence is the responsibility of the Class Liaison.
- E. The magazine does not publish political views, “inside” references, or items or phraseology that might reflect poorly on the College. Nor does the magazine accept engagement, pre-birth, or legacy application announcements; fundraising or solicitation notices; obscenities, libelous, defamatory, or harassing statements. Random information unrelated to CMC will not be published. The magazine does not print views or items the editorial staff deems inappropriate.
- F. All Class Note submissions are subject to editing for style, clarity, length, and adherence to these publication guidelines. Should a Class Note submission need substantial editing, the magazine staff will make every effort to contact the Class Liaison in advance regarding any changes. The staff will work to maintain the original Class Note from the Class Liaison in order to maintain that person’s style and connection with classmates.
- G. Positive comments and editorial asides by the Class Liaison, especially to make the Class Notes more interesting, are encouraged.
- H. Class Notes should be appropriate in length for the person or activity being described. Excessively long Class Notes may need to be shortened due to magazine space constraints. A reasonability guideline is approximately 150 words per person in each Class Note. Special CMC or class updates, key class events, class reunion summaries, and the like may require longer write-ups. Such Class Notes are welcome, especially if the Class Liaison needs to explain an activity in greater detail.
- I. Class Notes should be entertaining to read.
- J. To provide a consistent quality of Class Notes, writing style guidelines are attached as an appendix to this Handbook for use by Class Liaisons.

X. Class Notes “Best Practice” Suggestions

- A. Over the years, Class Liaisons have tried various ways to solicit information from classmates for their Class Notes. These techniques have varied based on class and on the personality of the Class Liaison. There is no “one size fits all” way to maximize classmate participation in providing Class Notes or in engaging with the College.
- B. Class Liaisons are welcome and encouraged to try different techniques in order to get information from classmates for the *CMC Magazine*.
- C. The Class Notes solicitation to classmates should be personal, both in style and substance. For example, by identifying what the Class Liaison is currently doing, classmates may be more likely to respond in kind.
- D. The use of social media platforms may also help promote Class Note submissions, especially if a class has a Facebook group page.
- E. Class Liaisons may find Mail Chimp, Constant Contact, or similar programs helpful in reaching and staying in touch with their classmates. The College cannot financially or administratively support Class Liaisons using outside vendors.
- F. Including photos about CMC and / or the class in the solicitation to classmates may be a good way to update readers and make the solicitation interesting to read.
- G. Photos, college logos, and CMC identities are available for use by Class Liaisons and can be found at
<https://www.flickr.com/photos/claremontmckenna/>
<https://www.cmc.edu/news/identity-guidelines>

Their use is encouraged.

- H. Emails to classmates may be sent by using the Bcc field (instead of the To field) in order to hide the Class Liaison distribution list (if desired) and to avoid multiple “Reply All” emails. Using Bcc will likely reduce annoyance responses and “opt outs” from classmates.
- I. How best to contact classmates about College news and updates and how best to get that information varies by class, Class Liaison, age, and personal preference. Accordingly, Class Liaisons should feel free to use the communications means that is most comfortable and most effective for them.

XI. Conclusion

- A. If there is anything the Alumni Office or Class Liaisons Chair can do to help Class Liaisons do their jobs, please let them know.
- B. Again, our thanks very much for being a Class Liaison.

Appendix

Class Notes Writing Style Guidelines

- Introduction

- The *CMC Magazine* has identified a few CMC-specific writing protocols for clear and consistent Class Notes.
- In addition, the magazine follows journalistic rules as outlined by the Associated Press as below.
- Class Liaisons are asked to follow the guidelines below to provide a high-quality level of Class Notes.

- CMC-Specific Items

A. Names of alumni

Names are to be bolded, with only the first letter capitalized. As an example: **John Smith**

B. Class Year

- i. A CMC class year is identified with an apostrophe and the last two digits of the year. As an example: '79
- ii. A class year is not added after an alumni's name if the person is in the Class Liaison's own class.
- iii. A class year is added if the person is in a different class.
- iv. Class years are not listed for people from other colleges.

C. Claremont Colleges

When referencing people from the other Claremont Colleges, please note their college in parentheses after their name. Do not include the student's class year. As examples: *(CGS), (HMC), (PIT), (POM), and (SCR). Our daughter, Jane Smith (SCR), is working in London, and our son, John (POM), is in medical school.*

D. Commas

CMC prefers the Oxford comma in a series before the word *and* or *or*. As an example: *The students brought their notebooks, textbooks, and pens.*

E. If the word "I" is used, be clear who "I" is. As an example: *I (Susan Smith) ...*

F. If direct quotes are used in a Class Note, use quotation marks – and put punctuation inside the quote. As an example: *Steve replied, "Even I enjoyed the party!"*

- **Associated Press-Specific Items**

A. Academic degrees

Use *bachelor's degree*, *master's degree*, or *doctorate* in place of degree abbreviations. Do not use these terms alone, since they are adjectives. It is preferable to use *a degree*, not *his degree* or *her degree*.

Abbreviations for two-word degrees include periods and no spaces. Three-letter or more abbreviations do not include periods. As examples: *Bachelor of Science B.S.* and *Master of Business Administration MBA*.

B. Academic department and administrative offices

Use lowercase except for words that are proper nouns or adjectives. As examples: *the history department* and *the Office of Alumni and Parent Engagement*.

C. Ages

Use figures for people and animals. Use hyphens for ages expressed as nouns or as substitutes for nouns. As examples: *We have three kids – Talia, 15, Jack, 13, and Dana, 8 – and a 4-year-old cat, Cheryl.*

D. Alumnus, alumni, alumna, alumnae

Use *alumnus* (*alumni* in the plural) when referring to a man or a group of men. Use *alumna* (*alumnae* in the plural) when referring to a woman or group of women. Use *alumni* when referring to mixed groups of men and women. *Alumnus* can be used for a single person, gender neutral.

E. Chair

A person in charge of a department or committee is a *chair*, not a chairman, chairwoman, or chairperson.

F. Dates and months

Abbreviate months with specific dates, except for March, April, May, June, and July, within text. Place a comma after the date and after the year. No comma is used with only a month and year. As examples: *He was employed from Sept. 1, 2015, through the end of April 2017.*

G. Majors

Do not capitalize majors or programs of study unless they are part of an official name or title or are languages. As examples: *She received a bachelor's degree in history* and *He is a French major*.

H. Numerals

Spell out whole numbers below 10. Use figures for 10 and above.

I. Titles

Formal titles should be lowercase when following a name. They should be uppercase when preceding a name. As examples: *Sharon Basso, vice president for student affairs*, and *Vice President for Academic Affairs and Dean of the Faculty Peter Uvin*.

End