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**Class of 1965**

**Communications Plan**

**Issued – August 21, 2017**

# Mission

The mission of our class’ communications plan is three-fold:

1. To strengthen the brotherhood that binds us together as a unified and cohesive class throughout the decades.
2. To facilitate the functioning of our class so as to enable it to meet its goals and to perform in a way that contributes to Dartmouth and sets an outstanding example for other classes.
3. To fulfill our responsibility to leave an enduring legacy for other classes and the College to learn what we did as a class, why we did it and what we were able to accomplish.

# Goals and Objectives

Our communications plan shall:

1. consist of a two-way flow of continuous information to and from our classmates and to and from the College.
2. support our class mission and advance both the short-term and long-term goals established by our class officers from time to time.
3. be interactive and include multiple forms of communication. We want to keep classmates informed as to class objectives, class activities, updated information on classmates lives, classmates who have passed and what is going on at the College, as well as to solicit news from classmates about their lives, insights and general feedback of opinions.
4. engage a broad spectrum of our class in an ongoing, meaningful "conversation".
5. adopt the most effective and efficient methods of communicating with our classmates.

The end result should be a class strongly aligned to maximize class unity with respect to all classmates and with the College.

# Communications Between Class Officers

The President or Communications chair shall organize:

1. Class officer conference calls – semi-annually
2. Class officer meetings - at annual Class Officers Weekend (COW), major reunions, mini-reunions on-campus and mini-reunions off­ campus
3. Class meetings – periodic

The Class of 1965 officer group includes the following (note - not all positions must be filled at any given time):

* 1. President
  2. Vice-President(s)
  3. Secretary
  4. Treasurer
  5. Webmaster
  6. Newsletter editor
  7. Communications Chair
  8. DCF Chair(s)
  9. Major Reunion Chair(s)
  10. Mini-Reunion Chair(s)
  11. Class Memorialist/Historian
  12. Planned Giving Chair(s)
  13. Current Class Project Chair(s)
  14. Alumni Council Representative
  15. Women's Initiative Committee Chair(s)
  16. Selected at-large members

# Communications with Classmates

We communicate with Classmates with:

1. Periodic class meetings at reunions and mini-reunions
2. Class Notes articles for Dartmouth Alumni Magazine - bi-monthly
3. Class Formatted Emails sent to the entire class a minimum of quarterly and on special occasions as warranted. These will take the place of the formerly mailed newsletters.
4. Website postings - update frequently, as necessary
5. Formal minutes from class officers' meetings/conference calls and from periodic class meetings
6. Periodic letters and/or email correspondence from the class president, vice-president and/or secretary
7. Periodic information on upcoming class reunions and mini-reunions, when applicable
8. Periodic letters, email and telephone solicitations from DCF chairs and/or DCF committee members
9. Obituaries published on deceased classmates on the Class website “In Memoriam” page. This will include a letter or email of condolence to the spouse/family of the deceased from an officer of the Class.
10. Periodic letters/emails/calls from Women's Initiative Committee members to wives, significant others and widows of classmates
11. Periodic meetings of the wives, significant others and widows of classmates -- at reunions and selected mini-reunions
12. Periodic updates on the status of the ongoing Class of 1965 Bunkhouse and Ravine Lodge Meeting Room Legacy projects and other current class projects
13. Alumni Council meeting report - prepared twice/year by class' representative on the Alumni Council

# Conclusion

As a result of the implementation of this communications plan, other classes and the College will better understand why

**We are the Great Class of 1965!**

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