

1968

1968 - FY2015 Report

Class Statistics						
# in Original Class:	821			Report Status:	Completed	
# Alive (as of July 1):	747	% of Original:	90.99%	Completion Date:	7/29/15	
# "Not Interested":	37	% of Alive:	4.95%			
# "Lost" or "Incapacitated":	18	% of Alive:	2.41%			
"Base" #:	692	% of Alive:	92.64%			
# Surviving Spouses:	33	"Dues Base" #:	705			
S.S. Count?:	Yes	"DCF Base" #:	692			
Executive Committee			Section Completed 7/22/15 by David B Peck			
President:	Peter Fahey					
Vice President:	John Isaacson					
Secretary:	David Peck					
Treasurer:	D. James Lawrie					
Mini-Reunion Chair(s):	Gerry Bell					
	John Everett					
	Ed Heald					
	John Engelman					
Newsletter Editor:	David Gang					
Webmaster:	Jim Lawrie					
DCF Head Agent(s):	Joe Nathan Wright					
	Peter Wonson					
	Bob Ross					
Gift Planning Chair(s):	Ed Heald					

Reunion Chair(s):	None at the moment	
Other Officer(s) <i>w/ Rol</i> es:	Class Connections Progam Chair: John Engelman	
	Vox8 Class Partnering Chair: David Walden	

COW Attendees: 3

Section Completed 7/22/15 by David R Pack

Class Goals

Section Completed 7/22/15 by David B Peck

Short term goals:

Continue to conduct an active series of mini-reunions both repeating and one-off.

Organize and execute annual fundraising campaigns for both the DCF and our 50th reunion gift as well as special programs such as STRS and prodigal son.

Conduct at least 3 face-to-face Executive Committee meetings per year.

Publish at least 3 high guality class newsletters per year.

Maintain a constantly updated class website.

Periodically review and approve, if merited, contributions to programs which advance the College and/or Class communities.

Long term goals:

Conceive, plan and execute the most meaningful possible 50th reunion in 2018. Pursue measures to maximize participation in Class activities by classmates, especially for the 50th reunion.

Officer succession plan? No

If so, please describe:

How implementing?

Class Governing Documents

Section Completed 7/22/15 by David B Peck

Class Governing Documents

Class constitution? No Reviewed Constitution in last 2 years? No Constitution changed? No Changes filed w/ A.R.? No

Describe changes:

If changes were made, did you submit No a revised constitution to the Alumni **Relations Office?**

Communications	Section Completed 7/22/15 by David B Peck
Is there a Comm. Plan?	Yes
Total # of Letters:	21
<u>Sent Via:</u>	
Electronic Mail:	18
Regular Mail:	3
Tool Used for Email:	IModules
Commonte - Lottore/Emaile:	

Comments - Letters/Emails:

Social Networking Sites:

☐ Facebook ☐ Linked In ☐ Twitter ☐ Other

Other S.N. Sites:

S.N. Site Group Name(s):

Dartmouth Class of 1968

Total members in S.N.: 125

Functions on S.N. Sites:

General announcements Event invitations Event registrations Discussion groups Photos Other

Other Functions:

Resource for news for Alumni Magazine class columns, and also for Class Newsletter

What is the role of your social media sites:

Modest. We are always trying to enlarge our class participation in the sites, but with only modest success.

Class Addressability, Mailing: 99.01%

Class Addressability, E-mail: 75.00%

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

We continue to conduct a rich schedule throughout the year of mini-reunions around the country and the world sponsored by classmate entrepreneurs.

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

How to increase involvement of long inactive classmates. We are formulating a program in this regard which we call the Prodigal Son Program but could use whatever help is available.

Financial Info		Section Completed 7/7/15 by D. James Lawrie	
	Mar		
Fin Report filed w/ A.R.?	Yes		
Current IRS Form 990?	Yes		
Form 990 filed w/ A.R.?	Yes		
Class Dues			
Collect Dues?	Yes		
# paper solicitations:	3		
# electronic solicitations:	0		
Online dues payments?	Yes		
Online service:	Pavoal		
Dues Amount:	\$75.00		
Total dues collected:	\$29,990.00		
Total # dues payers:	294		
Dues participation:	41.70%		
Balance of treasury:	\$181,523		
Dues plan:	Ledyard Plan		
Commonto on Einenceau			

Comments on Finances:

. . . .

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

What are your goals as treasurer for the coming year?

Use electronic solicitation for LYBUNTS (2014) at beginning of year and for LYBUNTS (2015) at end of year, i.e., get last year's dues payers to pay early this year.

Consider dropping Ledyard credit card payments and encourage Paypal use.

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

Secretary/Necrologist		Section Completed 7/13/15 by David B Peck
# of Notes in DAM:	6	
Actively solicit classmate DAM ?	Yes	
Track unique classmates	Yes	
Number of classmates included:	70	
Class obituaries are provided by:		
If Necrologist, Please give name:		

Do you have other duties within your class executive committee? If yes, please describe:

Maintain minutes of Class Executive Committee meetings, which I attend in person, in Hanover, or by conference call.

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

I use multiple strategies to solicit news from classmates. I routinely write 12 to 15 classmates, from whom we have not heard recently, to share my own family news and request news of their lives. Usually one or two respond, about themselves and other classmates...enough for preparation of future columns. I also will contact friends of deceased classmates, to obtain reflections and thoughts for inclusion in the obituary, and also to solicit their own news. And I do check Facebook and Linked In for classmate news.

What are your goals as secretary for next year?

To always have 6 full, interesting columns for the Alumni Magazine.

To prepare thoughtful reflective obituaries for classmates who pass during the next year.

To be an active and contributing member of the Class Executive Committee.

To assist in the publication of all planned mini-reunions and upcoming 50th Reunion, to maximize participation, and to include retrospective reports on past mini-reunion in future Alumni Magazine columns.

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

How to encourage more classmates to join Facebook or other social media, as a method to share more news among all of our classmates.

Newsletters		Section Completed 7/28/15 by david gang
Total # of Newsletters:	2	
Total # of Newsletter Pages:	52	
Include a Green Card?	Yes	
Sent Via:		
Regular Mail:	2	
Electronic Mail:		
# Posted on Web site:	2	

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

You must insist on getting large enough photo files (1MB) to use for print. When you first receive the file, if not large enough, contact your classmate immediately to correct. Most photos were taken large enough by i-phone but sent as small files. Resending as larger files corrected the problem in most cases.

What are your goals as editor for next year?

To try to get out 3 editions. To try to have some themed issues (e.g. Vietnam memories) To get pictures of all the class officers for each issue in addition to names, addresses, and e-mails To better photodocument the Class Connections program with the '18's

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

Ideas for interesting class surveys

Webmaster Section Completed 7/7/15 by D. James Lawrie Class web site URL: www.dartmouth68.org A designated class webmaster Which of these "best Links to latest class newsletter and a newsletter archive practices" does your \boxtimes Information about class project(s) class and its website Information about major and/or mini reunions have? ⊠ List of class officers, with how-to-contact information ⊠ Obituaries Classmate news (or links to social networks that contain classmate news) Photo Gallery (or links to third party photo galleries) \boxtimes On-line dues payment Links to other Dartmouth resoures, such as DCF Calendar of upcoming/past class-related events green card" submittal form How often is your web At least monthly site updated? On what platform is ☐ iModules ☐ WordPress ⊠ Other your class web site built? If "other" is checked. FrontPage enter platform here: Which of these choices None of the web site is password-protected; no authentication is requ best describes the access to your class web site? If authentication is used Dartmouth NetID/password for some or all of your Facebook UserID/password class web site, what Other method do you use? (Check all that apply) If "other" is checked. FrontPage

explain:

List any special features of your web site:

Seasonal Dartmouth slideshow changed 2 - 4 times a year. Home page section outlining newly posted material.

Enter additional comments about your class web site here

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

What are your goals as webmaster for next year?

Update the look of the website, probably using Adobe Muse

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

Major Reunion Chair

Section Completed 7/7/15 by D. James Lawrie

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

Number of classmates returning

Number of total reunion guest returning

What would you like to share with future reunion chairs as a best practice or a "brag" this year?

DCF Agents/Gift Planning Chairs

Section Completed 7/29/15 by peter fahey

Dartmouth College Fund

Total amount: \$615,536.08 Total participants: 333 DCF base: 692 DCF participation: Dartmouth Alumni Relations - Class Activity Report Detail

DCF participation:	48.12%				
1769 Society Membership					
Total participants:	36				
1769 participation:	5.20%				
Bartlett Tower Society Membe	ership				
Total participants:	28				
Deceased in participants:	1				
Inceased in participants:	2				
BTS participation:	4.05%				
Which of these "best	Published information in class newsletter				
practice" content pages 🗌 Updated class website					
does your class web site	Published information in Dartmouth Alumni Magazine				
have?	Class letter/email solicitation				
	Personal phone calls/emails/visits				
	Other				

If "Other" is checked, FrontPage please explain:

Comments about DCF / Other Giving:

1. Our Class dollar goal for the 2015 fiscal year was \$400,000. We raised \$615,536.08 / \$616,798.18 (including Peirce which is in process of retroactive crediting), more than 154% of our goal. Our Class participation goal was 50% (346 classmates). We had 333 classmates (48%) contribute to the DCF in FY2015.

2. During the 2015 campaign the Class of 1968 became the third Dartmouth class to participate in The College's "Setting the Record Straight" program. STRS allows Dartmouth alums to join the Harold Ripley '29 Society retroactively by making a gift to the DCF for every year missed (up to 6 years total for the Class of 1968). We had 110 classmates eligible for the program, and our expectations were that our campaign would be a success if we gained 30 new members and raised \$30,000 for the 2015 campaign as a result of STRS payments. By the end of the campaign, 49 classmates, or 45% of those eligible, had joined the Ripley Society, and added \$47,282.49 to the 2015 campaign.

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

STRS program (see above) was a huge success and should be tried by all classes.

We had a disappointing number of LYBUNTS and one year lapses this year in spite of heroic efforts. We sent each of these in July an email asking what we could do to return them to the fold (goal: show them that we noticed and we care).

What are your goals as head agent for next year?

We will set our final dollar goal for FY2016 in October 2015. We will definitely set a goal to achieve at leasi 50% participation.

Dartmouth Alumni Relations - Class Activity Report Detail

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

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

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

Guidance from a peer gift planning chair or staff member would be welcomed with regard to:

Class Meetings Section Completed 7/29/15 by peter fahey # of Meetings: 3 Date Held Via: Type: Purpose: 10/4/14 In Person Executive Committee Review Class business. Note: all classmates invited to attend; several attend by phone as well as those in person. Followed by mini-reunion. 2/7/15 In Person **Executive Committee** Review Class business. Note: all classmates invited to attend; several attend by phone as well as those in person. Followed by Class Connections event on history of Winter Carnival. 5/30/15 Review Class business. Note: all classmates invited to attend; several In Person **Executive Committee** attend by phone as well as those in person. Followed by cookout at Fahey's.

Comments about

Comments about Class Meetings:

Mini-Reunions			Section Completed 7/13/15 b	y Gerry Bell
# of Mini-Reunions: 15 # of Attendees: 202			# Alumni Other Classes:	10
Date:	# Attendees: Descr	iption:		
Tota	l #:			
# Classmat	es:			
New Event # Gues	ts:			
# Alumni Other Class	es:			
Туре:				
Location:				
Tota	l #:			
# Classmat	es:			
New Event # Gues	ts:			
# Alumni Other Class	es:			
Туре:				
Location:				
Tota	l #:			
# Classmat	es:			
New Event # Gues	its:			
# Alumni Other Class	es:			
Туре:				
Location:				

	Total #:		
	# Classmates:		
New Event	# Guests:		
# Alu	umni Other Classes:		
Туре:			
Location:			
8/27/14	Total #:	9	Camping, fishing, canoeing, kayaking, hiking in addtion to serving evening meals to First Year trip participants of Class of 2018.
	# Classmates:	9	
🛛 New Event	# Guests:		
# Alu	umni Other Classes:	0	
Туре:	Multiple day (destination	or Hanover)	
Location:	2nd College Gran	t, NH	
9/10/14	Total #:	10	Attend and hand out Class connection pins to members of Class of 2018 at Freshman Orientation Dinner.
	# Classmates:	10	
🛛 New Event	# Guests:		
# Alu	umni Other Classes:		
Type:	Single day/single	city	
Location:	Hanover, NH		
9/13/14	Total #:	17	End-of-summer getaway weekend on the ocean.
	# Classmates:	12	
New Event	# Guests:	4	
# Alu	umni Other Classes:		

# Alumni Other Classes: 1		1	
Type:	e: Multiple day (destination or Hanover)		
Location:	Block Island, RI		
9/18/14	Total #:	19	'68 turns 68 birthday celebration and theater/sightseeing weekend in NYC.
	# Classmates:	12	
X New Event	# Guests:	7	
# AI	umni Other Classes:		
Туре:	Multiple day (destination or	Hanover)	
Location:	New York, NY		
10/4/14	Total #:	16	Homecoming Dartmouth Night parade, pre-game tailgate, sports event, evening dinner.
	# Classmates:	12	
New Event	# Guests:	4	
# AI	umni Other Classes:		
Type:	Multiple day (destination or	Hanover)	
Location:	Hanover, NH		
1/2/14	Total #:	12	Annual '68 golf trip to Bandon Dunes, Oregon.
	# Classmates:	8	
New Event	# Guests:	3	
# AI	umni Other Classes:	1	
Type:	Multiple day (destination or	Hanover)	
	Bandon Dunes, Oregon		

L				
11/15/14	Total	#:	5	Home football game mini football game and dinner.
	# Classmate	es:	4	
New Event	# Gues	ts:	1	
# AI	umni Other Classo	es:		
Type:	Single da	y/single city	,	
Location:	Hanc	over, NH		
1/20/15	Total	#:	17	Big East annual ski trip Okemo Mountain Resort.
	# Classmate	es:	14	
New Event	# Gues	ts:	3	
# AI	umni Other Classe	es:		
Туре:	Multiple day (des	tination or ⊦	lanover)	
Location:	Ludi	ow, VT		
with other mi	you like to share ni reunion chairs actice or a "brag" from this year?	trip leaders everything	or event coo yourself bu	hairman, be a chairman. From the wealth of talent you have in your class, recruit ordinators to work with you. You can't do everything yourself, and you can't think of it your classmates can extend your reach exponentially. This applies not only to the o recruiting new mini-reunion attendees.
	ur goals as mini ir for next year?			new geographical areas and activities in order to generate even more participation nup to our 50-year reunion.
or staff m	om a peer officer ember would be d with regard to:		section of the	e CAR more user-friendly. It's very frustrating and extremely difficult to navigate e place.

Class Projects/Gifts

Section Completed 7/29/15 by peter fahey

of Projects: 4

Total C	Projects: 4 Collected: \$1,142,848 Awarded: \$5,050		
Project/\$Collected:	Coordinator/Awarded:	Description:	Comments:
Lifetime Class Partnering (Vox 8)	David Walden	Our class has participated actively in the first year of this project by appointing a class representative to the project and by being one of the first classes to utilize the project's resources to help organize our class's relationship with the surviving spouses of our deceased classmates.	
\$0.00	\$0.00		
50th Reunion Gift	Bill Rich	Our class has chosen to endow the Freshman Trips. We are seeking to raise \$2 million or more, with solicitations through our class newsletter, our class dues, and with calls and emails to members of the class. We also take the opportunity to celebrate the unique institution of Dartmouth Trips.	

The Class has begun devoting \$5,000 per

year to facilitate provision of crowdfunding

advice to student entrepreneurs through

the Dartmouth Entrepreneurial Network. Dartmouth Alumni Relations - Class Activity Report Detail

\$50.00

peter fahey

\$1,137,848.00

DEN crowdfunding

support

.

\$5,000.00	\$5,000.00		
Class Connections Programs		We sent approx. 15 classmates to the Grant to serve dinners to freshmen trips as they cycled through the grant. A dozen or so classmates distributed class connections pins to the '18s during a dinner in '53 Commons, and we then joined the '18s for dinner and conversation about our Dartmouth experiences and what they could look forward to. Over Winter Carnival we hosted a discussion at the Top of the Hop on the history of Winter Carnival. Prof. Jere Daniell gave a lecture on the founding and early days of Carnival and then classmates related stories and memories of our Carnival experiences. We had hot chocolate and hot cider and cookies as refreshments. Over First Year Parents weekend we co- sponsored a luncheon barbecue with the	

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

What are your class goals for projects for next year? Continue above-cited programs with particular emphasis on 50th reunion gift and Class Connections programs building toward our 50th reunion in 2018.

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

Class Self-Assessment

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

Leadership: 16/20	Communications: 33.5/35	Community : 15/15(or 35)	Service : 25/30
EC Meetings: 3/4	Addressability: 6/6	Mini Reunions: 15/15	DCF: 16/18
Annual Report: 3/3	Newsletters: 12/12	(Major Reunions: /20)	Class Dues: 5/6
Financial Report: 2/2	Website/Digital: 5.5/6		Class Project: 4/6
Taxes: 2/2	DAM Notes: 3/3		
Class Goals: 3/3	Inbound: 2/3		
Self-Assessment: 3/3	Social Media: 2/2		
Succession Plan: 0/3	Dues Mailings: 3/3		

FY2015 Cumulative Self-Assessment: 89.5 out of 100 (and 120 in reunion years).

LEADERSHIP

EC Meetings - Each Executive Committee meeting held in a year receives 1 point up to a maximum of 4 points per year. This data is collected on the Class Activity Report (CAR).

Annual Report – Did your Class submit a CAR on or before August 1, 2014?? If yes, 3 points. If no, 0 points.

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

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

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

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

Page: 1

Self-Assessment – Did your Class describe items that worked well or not well in the past year on the CAR? If yes, 3 points. If no, 0 points.

COMMUNICATIONS

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

Newsletters – The Newsletter Editors Association recommends that a Class create at a minimum 3 eight page newsletters in one year for a total of 24 pages of content. How many pages of newsletter content were created in the last year? Collected from the CAR. Every 2 pages produced equals 1 point for a maximum of 12 points.

Website/Digital – From the CAR, you receive one point per item if your class web site offers any of the following 7 things: Links to latest class newsletter and a newsletter archive; information about class projects; information about major and/or mini reunions; a roster of class' executive committee; a list of obituaries; links to any other Dartmouth resources; a way to pay class dues online – 6 points maximum.

DAM Notes – From the CAR, you receive 3 points if your Class was in every issue of the DAM for the past year, 2 points if only five columns in the year and 0 points if 4 or less columns submitted by the secretary.

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

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

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

COMMUNITY-NON REUNION YEAR: 15 Points Maximum

Mini Reunion Quantity – Based on the quantity of mini reunions reported in the CAR. 1 points for each stand-alone mini reunion, 2 points for each set of recurring mini reunions (e.g. monthly luncheons at the same location), 2 points for each multi-day event (e.g. a multi-city gathering on the same day) for a maximum of 9 points.

Mini Reunions Geographic Diversity – Based on the number of different locations a Class has mini reunions as reported in the CAR. 1 point for each mini reunion a Class has in a different location (single city or area). up to a maximum of 4 points. The Hanover area counts as no Dartmouth Alumni Relations - Class Activity Report Detail Page: 2 more than 1 location.

Mini Reunion Innovation – Based on new mini reunion ideas or mini reunion locations as reported in the CAR. 1 point for each "new" location or each "new" type of mini-reunion up to 2 points maximum. A new location or event type is one that has not been reported in the previous two CARs.

COMMUNITY REUNION YEAR: 20 Point Bonus*

*In addition to regular Community point totals, there is a bonus score added only during reunion years.

Major Reunion – From the Alumni Relations reunion attendance files, your Class' major reunion compared against the 5-year median for that reunion. We will look at the five-year median classmate attendance percentage for a given reunion. Statistics can be found at:

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

A Class will receive 11 points if they are more than 10 (percentage) points above the median; 9 points if they are 5-10 points above; 7 points if they are 0-5 points above; 5 points if they are 1-4 points below the median; 3 points if they are 5-10 points below; 1 point if they are 10 or more points below.

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

<u>SERVICE</u>

DCF Participation – Your Class' DCF participation percentage as of June 30 as reported by the Dartmouth College Fund staff. 18 points maximum. See below table for point allocation.

Dues Participation – Your Class' dues participation percentage as of June 30 as reported from QuickBase/Alumni Relations records. 6 points maximum. See below table for point allocation.

Class Projects – From the CAR, the percentage of your annual budget/amount collected in dues that year which was spent on class projects. Percentage multiplied by 6 and rounded to nearest whole number. 6 points maximum.

Dues Participation Rate	Points
Over 50%	6 points
	Enginte

Dartmouth Alumni Relations - Class Activity Report Detail

DCF Participation Rate	Points
Over 50%	18 points
	16 noints

40 - 50%	5 points
30 - 40%	4 points
20 - 30%	3 points
10 - 20%	2 points
Below 15%	1 points

45 - 50%	16 points
40 - 45%	14 points
35 - 40%	12 points
30 - 35%	10 points
25 - 30%	8 points
20 - 25%	6 points
15 - 20%	4 points
Below 15%	2 points

Class Projects Rate	Points
Over 25%	6 points
25 - 20%	5 points
20 - 15%	4 points
15 - 10%	3 points
10 - 5%	2 points
5% - 1%	1 points
0%	1 points

Class Projects – The Class Presidents and Class Treasurers Association recommend that a class spend 25% or more annually (of class dues revenue) on class projects. Assessment points are awarded as shown in the above chart.