

Class of '70 Officers' Meeting

January 29, 2011

In attendance (at CALC): Connie Ferris Meyer, Kathy Cornell, Gail Post Wallis, Bill Wallis

By phone: Murem Sakas Sharpe, Sally Ann Levine and Carol Peck Fishman

Connie opened the meeting by welcoming everyone and thanking them for participating.

Class Finances

Bill reviewed the class finances for the 2nd half of 2010 with a summary Connie and he prepared. A copy is attached. One item noted as being missing was a report on our reunion's finances. Gail has contacted the University for those Numbers.

40th Reunion

Gail gave a summary of last summer's the 40th reunion:

- We had a much higher participation, increasing from 103 classmates at our 35th to 155 at our 40th
- About 50% of the people filled in the questionnaires at the end of the weekend; 28% of these were first time reunion attendees
- Why they came -
 - to connect with old friends
 - to reminisce with old friends
 - to see the campus today
- What they liked: '70 activities (meals, affinity events, class forum & lectures) and university activities (Cornelliana night [which conflicted with our class meeting], the Arts Quad tents, the Barton Hall lunch, and the State of the University Address)
- Things to work on for our 45th:
 - Affinity groups were successful in encouraging attendance
 - Price is an issue, and much is out of our control – the class may want to subsidize the cost of the next reunion from the its treasury
 - Souvenirs – there's a preference for something that makes them identifiable to classmates on campus
 - Assure there are sufficient facilities for the handicapped

Class Constitution

Bill reviewed the draft constitution circulated to all the officers two weeks before the meeting. Carol had already provided extensive comments and suggestions on the draft, which Bill plans to incorporate. The need for term limits was questioned at this point in our history. Another class has added a position

of VP of Communications in recognition of the many avenues to keep in contact with classmates (website, FaceBook, email blasts, regular mail, other social media, etc.). Bill will draft a job description for this office. A revised draft will be circulated to the officers before our next meeting.

Class Objectives

Connie presented a proposed set of class objectives next. This is attached. It was noted that in most areas our class' results are similar to those classes around us. Murem pointed out that while we may not be that different, we're still the "Legendary Class of '70"! It was suggested that to increase the number of mailable addresses we have a link to provide updates in the lost classmates section of the class website.

Non-solicitation Communication Plan

The next item of business was discussion of a non-solicitation communication plan. The first focus is to assure that the class website is effective and in harmony with other class social media, which need to be defined and implemented. There was discussion of the university promoting the use of CornellConnect as the platform for all class websites, but none present had enough information to recommend whether we should convert our website. Murem, Bill and Jeff Haber were asked to prepare a plan for presentation at the next meeting.

Regional Representatives and Activities

Sally discussed ideas on identifying regional class leaders and having class events such as a mass 65th birthday party. Cornell Clubs are a source of leaders as well as other alumni groups (e. g. the Glee Club Alumni). Activities at a classmate's home are more personal and more successful in drawing attendance than a public venue. A possible event would be a pre-reunion activity to encourage attendance at reunion (keeping in mind the cost sensitivity). We could also partner with classes before and after ours for an event. The regional leaders should be members of the Class Council, which will be included in the revised draft of the constitution. Sally will get a distribution of our classmates by region, and then contact the regional clubs to identify active members from our class as possible regional leaders.

Class Legacy

Connie raised the question of what our class legacy should be. Some classes have given benches, which don't seem very exciting. Sally suggested that the class create a permanent endowment for the Big Red Bear outfits, having given a set once in honor of our classmate Jeff Baer, who wore the suit while we were on the Hill. Connie will brainstorm some ideas and survey the class.

Next Meeting

The next class officers' meeting will be a conference call on May 21 at 10 AM. Connie thanked all for their participation and closed the meeting.