Communication Tools

Ways to communicate with your officers

Keeping in touch with your fellow officers is key to successfully leading your class. One class president once compared her position to that of chief operating officer of a corporation. Fellow class officers act as board members, and the classmates are like stockholders. Keeping those “stockholders” informed is an important challenge.

How can you communicate with them?

- **Meetings** – Class officers should meet in person at least once each year
  - Cornell Alumni Leadership Conference
  - Homecoming: An opportunity to get together for a second meeting
  - Small groups can meet if several members live in the same regional area
  - Plan an officer retreat in the summer

- **Telecons** – A flexible and efficient way to maintain communication on regular basis
  - Calls are typically last 1-2 hours and follow an agenda that’s distributed in advance
  - Bring officers up to date on plans that are in the works
  - Recognize individuals for the work they have done
  - Reach officers who are geographically dispersed and busy with families and careers
  - Your Class and Reunion Programs contact can arrange a conference call bridge for you, you can use a classmate’s bridge from work, or you can obtain your own telecon bridge (for free) from [www.1800freeconferencecall.com](http://www.1800freeconferencecall.com)

- **E-Mail** – Email is an invaluable tool to distribute information across the officer group
  - Use email to discuss specific action items with subgroups of officers
  - Send regular emails to all officers as a way of keeping them abreast of progress instead of conducting telecons; this may prove to be effective during the early years of your Five Year cycle

- **Website** – Some classes have designed websites that have “officer only” sections
  - Share documents and collaborate online in a password-protected environment
  - Online groups and other tools to collaborate (Google Docs, groupme app, Box.com, etc.)
  - Calendars allow multi-user access via the web
  - Groups enable members to send email to the entire group without needing to know individuals email address
  - Check Yahoo or Google for these tools