

THE SCARLET BANNER

THE ENEWSLETTER OF WABASH'S REGIONAL ASSOCIATIONS
NOVEMBER 2005 EDITION

From the hills of Maine to the western plain...

This is the second in a series of quarterly newsletters to our regional association leaders. Our goal is to provide you with some information specific to the “care and feeding” of Wabash’s regional associations. This isn’t intended to be a “how to” manual from the Alumni and Parent Relations Office, but more of an information sharing forum for you, our regional association leaders.

In this issue you’ll find snippets on the following:

- Report on the success of W.A.B.A.S.H. Day – John Pactor ’71
- Important information from the Schroeder Center for Career Development – Brian Flanigan ’96
- Monon Bell telecast – Mike Warren ’93
- Invitation Notes and Tips including the “A” List – Tom Runge ’71

W.A.B.A.S.H. Day Report

Jon Pactor ’71

NAWM Chairman, WABASH Day

Alumni around the country organized and provided community service to make the inaugural Wabash Day: **Wabash Alumni Benefiting And Serving Humanity** a success, October 29 and 30, 2005.

Alumni from Minnesota to Texas and from Washington, D.C. to Colorado provided community service. All reports were: Let’s do it again. **So next year’s Wabash Day will be October 14-15, 2006.**

Here are some examples to give a flavor of what occurred and to spark thinking for what can occur in 2006. In **Evansville**, the Little Giants planned, financed, and installed a play ground at a refuge. Before they left, kids were on the swings. Men in **Washington, D.C.** helped Special Olympics. **Parke County, Indiana**, alumni restored an old grave site. Alumni in **St. Louis** and **Chicago** undertook environmental projects. **Grand Rapids** alumni worked at a camp for kids sponsored by the local police. **Dallas-Ft. Worth** alumni improved a parking lot for intercity facility. **Crawfordsville** and **Indianapolis** alumni had several locations.



Wabash Day was born in May 2005 when the National Association of Wabash Men adopted a resolution to have a national day of community service. We wanted to help communities and to strengthen Wabash bonds. We wanted to put our Wabash values in action to inspire students and to demonstrate the importance of the liberal arts.

We were and will continue to be motivated in accordance with the Gentleman's Rule which requires us to be responsible citizens and to act in accordance with the College's mission statement to think critically, act responsibly, lead effectively, and live humanely. "If there is one thing I would like to define the essence of a Wabash Man, it would be that they are leaders in their communities in every sense of the definition including being a leader who gives back to the community to make it a better place," reflected John Panozzo '89 who spearheaded the alumni effort in Denver along with Harry Phillips '65.

Our goal for 2006 is to achieve our objectives with more associations, more volunteers, and more projects. A year's experience will be a big advantage. Wabash Day was revolutionary because the NAWM had never asked alumni in regional associations to participate in any national, united project. Our associations and alumni were true volunteers. We did not have the implicit or express pressure to volunteer that comes from an employer who wants to participate in a community service project.

NAWM thanks the College for its moral and logistical support for the first Wabash Day. The College created an exciting logo, gave expansive coverage on the website, and sent reporters to various sites on Wabash Day. Special thanks go to Jim Amidon '87, Tom Runge '71, Howard Hewitt, and Steve Charles, all on the College staff.

I thank all of the Wabash Day Leaders around the country. I encourage them and others to join us to make Wabash Day a bigger success in 2006. We cannot live in a more humane world. if we do not try—and trying starts with thinking critically, then acting responsibly, and finally by leading effectively. We have gotten Wabash Day off the ground, and the sky is the limit.

Resolution

Wabash Day:

Wabash Alumni Benefiting And Serving Humanity

WHEREAS, the National Association of Wabash Men comprises alumni of Wabash College throughout the world;

WHEREAS, Wabash College teaches each student to conduct himself as a gentleman and a responsible citizen;

WHEREAS, Wabash College exists to educate men to think critically, act responsibly, lead effectively, and live humanely;

WHEREAS, the alumni of Wabash serve their communities in a variety of ways throughout the world;

WHEREAS, the alumni of Wabash College should serve as leaders of distinction to students of Wabash College and to citizens in their communities; and

NOW, THEREFORE:

The Board of Directors of the National Association Of Wabash Men proclaims October 29 and October 30, 2005, as **Wabash Day: Wabash Alumni Benefiting And Serving Humanity**, a day for Wabash men to serve their communities in the spirit of the mission of Wabash College.

Schroeder Center for Career Development – More Changes
Brian Flanigan '96 and Scott Crawford, director of the SCC

Dear Fellow Alumni,

Bolstering the College's career services capability is a key component to Wabash's recently updated Strategic Plan. The Schroeder Center for Career Development has created an exciting new on-line tool called *The Exchange* that is designed to link students with alums to promote career networking. On behalf of the NAWM, I ask that you utilize this tool to network with your Wabash brethren - both students and alumni - to generate career opportunities and knowledge sharing.

Wabash is in a great competitive position today. Improving our career services will only heighten the stature of our beloved College. Thanks in advance for your interest and support of this critical initiative. Please see the complete announcement from Scott Crawford, our new SCC director.

Yours in Wabash,

Brian E. Flanigan
Chair
Career Services Committee
National Association of Wabash Men

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A Brand New Alumni/Student Career Networking System!

It is with great pleasure that I announce the creation of a structured, protected Online Alumni Career Network, *The Exchange*. Your participation in *The Exchange* will allow current students to network with you for career-related reasons. Alumni who would like to network with other alumni for the same purpose have the option of opening an additional 'user' (student) account, which will allow them to access the networking capability, our job listings and other resources we've connected with our system.

Why This Is So Great

The beauty of this system is that you can choose to participate as much or as little as you like; you select the reasons you may be contacted, how often, and by what method. *The Exchange* is housed in our Wabash Works (E-Recruiting) system (formerly known as WallyPower) so your information is password protected as well. It is important to note that *The Exchange* completely replaces all previous such systems through our office. We are starting from scratch to make sure all the information in the system is new and fresh. In addition, those alumni who would like to take advantage of the networking services and our other online resources will have the ability to do so.

How To Sign Up/Sign In

To participate as a networking resource, first you'll need to sign into the Wabash Works system – <http://wabash.erecruiting.com>. If you were in our previous Alumni Career Network, you probably have an account in the system already. Your username is either the same as your Alumni eServices system username, or "first name.last name, two-digit grad year" (ex: scott.crawford93). Your password is wabash. Once you enter the system you can change the password if you like.

If you do not have an account, contact Toni McKinney at 765-361-6414 or mckinnet@wabash.edu and she'll set up an account for you.

To also participate as a user (access the other alumni in the system, seek and apply for jobs, etc), you will need to set up an additional 'user' account which will allow you to access the job seeker or 'student' side of the system. To set up this type of account, contact Toni as listed above. Alumni are welcome to create both types of accounts simultaneously. Toni will email you instructions on using this side of the system as well.

Getting Started as a Networking Resource

Once you sign in to your Exchange account, click on Mentor Network (top middle of the page), then complete the short Profile. The Profile consists of information on your degree(s), Wabash involvement/memberships, work history, geographic area, and the ways you are willing to assist other Wabash alumni and students. You will choose how many times per month you can be contacted and whether contact should be made via email or phone.

Note that once the 'per-month' limit you select is reached, your information will 'disappear' from the system for the rest of the calendar month. Wabash students may only access contact info for 10 alumni per month via the system.

Once your Profile is complete, you can begin searching the system to connect with other Wabash men, or sit back and wait for them to connect with you.

An Example - How This Works:

Student Wally is looking for a contact at General Electric in Finance in Poughkeepsie, New York who was a Phi Delta Theta and Swim Team member at Wabash. Student Wally is seeking information on GE. He selects GE, Finance, Poughkeepsie, Phi Delt and Swim Team and comes up with 1 match. He does NOT see contact information at this point, only the alum's work history, Wabash info, and how the alum is willing to assist. If the alum has selected Information On My Company in the How I Will Assist area, the student may choose to access the information. By clicking on "Accept" and using one of his 10 monthly 'tokens' the student will receive the contact info the alum has selected (email or phone). He may then contact the alum.

Our Responsibility

Career Services will help ensure that the system is used properly and for the reasons intended. Students will receive instructions on the appropriate reasons/methods/approach for contacting alumni. Any alumnus who is contacted for inappropriate reasons (by either a student or another alumnus) should report such to Scott Crawford, Director of Career Services (crawfors@wabash.edu). We reserve the right to delete accounts/block system access to students or alumni misusing the system.

If you have any questions, please feel free to contact Toni McKinney at 765-361-6414 or Scott Crawford at crawfors@wabash.edu.

2005 Monon Bell Telecast Parties

Mike Warren '93, Associate Director of Alumni and Parent Relations

Wabash alumni, parents, and friends gathered in 51 venues (50 cities) across the United States to watch the Little Giant victory over DePauw (17-14) in the 112th Monon Bell Classic at Greencastle. The telecast parties, held jointly with DePauw fans, were organized at sports bars and restaurants by alumni volunteers from both schools and were held in cities across the nation including first time parties in **Peoria, IL** and **Honolulu, HI**. Also watching in **Perugia, Italy** via internet video stream were an alumnus from each school plus two Wabash students studying there this semester.

Reports have been returned from several of the hosts and all have indicated successful events with many reporting record attendance for their city. The parties welcomed more than just alumni as attendance reports show several parents of current students, parents of alumni, sons and daughters of alumni, former faculty members, high school coaches, and prospective students taking part in the festivities.

Special thanks to those alumni who volunteered their time and energy to make these parties an overwhelming success. See photos from some of the parties here:

http://www.wabash.edu/photo_album/home.cfm?photo_album_id=234.

Invitation Notes and Tips

Tom Runge '71, Alumni and Parent Relations staff member

The single most important element to a good Wabash event is attendance. Everything else is secondary. If you get a good crowd, the event is a success.

For any regional event, the Alumni and Parent Relations office sends out the invitations. As a regional leader, you don't need to do anything more than get the event information to us. Invitations are developed, printed, and mailed right from our office. The typical mailing list includes all alumni, current parents (parents who have a son currently at Wabash) and any other people in the area we know would like to be invited. Our office then handles RSVPs, collects the \$\$\$, and makes name tags for the event. In most cases, a member of our staff will travel to the event, take pictures, and write a short web story for the Wabash web site (www.wabash.edu).

To generate good attendance, we often take steps beyond just mailing the invitation. Our office will send a "blanket" email to all alumni in the area reminding them of the upcoming event. We have email addresses for approximately 53% of our alumni so you can figure about one half of the alumni in your area will receive a reminder.

Ok – that was the easy part. The next part is the icing on the event cake. As my good friend Jon Pactor '71 says: "If you don't

If you don't phone, you'll be alone.

Jon Pactor '71

phone, you'll be alone." You can really build a good group if your regional association leadership group picks up the phone and calls people to attend. At first, that seems a daunting task, especially in an area like Washington, DC, New York City, or Chicago. We do have a way to indicate to you those most likely to attend an event. Some areas call this the "A" list. Here's how it works.

For every invitation list, which we put in *Microsoft Excel* format, we annotate those alumni who have made a gift in the last five years and those alumni who have attended a Wabash event, on or off-campus, in the same timeframe. We don't segregate them by size of gift or number of events. Obviously, if you can only call a small portion of the invitation list, it would make sense to call those who have attended an event **and** made a gift – they are probably the most closely connected to the College. Someone who doesn't attend events or give to the College is probably not likely to attend your next event and only should be called if there's a compelling reason. Make sense? So, next time you are having an event and need to do some follow-up calling, make sure to ask for the "A" list.