

IN PURSUIT OF EXCELLENCE

*Dartmouth College
Recognizes with Deep Appreciation
The Extraordinary Achievements of*

The Class of 1981

*2011 Class of the Year
26 Years Out and Older*

“Things won are done; joy’s soul lies in the doing.” William Shakespeare

The Class of 1981 is full of joy these days, and it is no accident, because it spent the last year doing and doing and doing! For many years, it considered itself a class filled with great individual talent, without the strong core identity that many of its peers enjoyed. All of that changed after the 25th reunion, when the class lifted its spirit and its sights and came together in a way that can only be described as joyful. And through all of its impressive “doings,” the class has come to a place of strength in community and delightful fellowship.

Not to put too fine a point on it, but the '81s had an incredible year, the best ever across the board. A strong and committed team of class officers set performance goals and exceeded them, raising the bar for class involvement and engagement. Central to this success was an ambitious and well-coordinated communications plan, laying the foundation for the 30th reunion and beyond. The class embraced technology and used it to drive interest and participation in the reunion. With 90-percent email penetration, staying in touch was easy and efficient, and resulted in enhanced connections, caring, and contributions. Six newsletters were delivered electronically, in print, and posted on the class website, and included links to bonus features on the web. The newsletter editors created a compendium that offered five years of newsletter articles and alumni magazine editions in a single downloadable document that allowed classmates to search by name. A classmate finder on “Google Earth,” was not only fun for classmates but became an essential tool for the mini-reunion chair, allowing him to plan events in central locations. The class was also the first to create and adopt a reunion “app” for smartphones that linked to the reunion website and provided information about registration, housing, program details, weather, and attendance. The response was enormous, with more than 1,300 visits logged. The class website itself recorded close to 7,000 visits last year, 20 percent of those taking place in the month leading up to reunion via the 1981 Reunion App. The Class of 1981 Facebook page also got great response—a 50-percent increase in one year—and with 200 members and growing, it remains a place where '81s keep the connections going. An extensive and committed reunion team drove communications and participation, leading to a fantastic and fun-filled reunion, featuring a TEDx-style class panel and an artisanal food-and-wine tasting with local producers.

And what were the results of all these doings? Dartmouth College Fund participation rose to an all-time high of 61 percent, with the total dollars raised—\$3 million plus—exceeding any other reunion class. Four DCF awards rolled in: the largest reunion dollar total in 2011, the greatest reunion percent improvement, the greatest reunion number of donors, and the greatest class commitment to financial aid. Class dues participation also rose, and 30-percent more classmates made contributions to class projects, allowing for ongoing funding of three student fellowships, the Class of 1981 Scholarship and the Memorial Book Project. The 30th reunion brought back classmates who had not returned since graduation, and the warmth, love, and camaraderie just keep on going.

Well done, '81s, well done! We wish you much joy and continued success as we honor you with the 2011 Class of the Year Award.



Vice President, Alumni Relations

President, Class Presidents Association