



**Southwestern University**  
ALUMNI ASSOCIATION

# **Class Reunions 2019 Committee Guide**

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## **Exciting Changes for Class Reunions**

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Based on Homecoming 2018 survey feedback, Friday and Saturday night activities at Homecoming 2019 will revolve around the Academic Mall. On Saturday evening, all reunions (with exception of 50<sup>th</sup> Reunion) will take place in tents on the Academic Mall. The timing of the reunions will coincide with the Homecoming Picnic. Each reunion will have a dedicated reunion tent, seating, space to mingle, and access to the Picnic barbecue and three complimentary drink tickets. You will find more detail about the logistics of the reunion parties in this Reunion Guide.

The University is instituting a new activity for reunion classes. Immediately prior to the reunion parties on the Academic Mall, class members are invited to participate in a Class Reunion Walk. Each reunion class will hold a banner and walk together from the Roy and Lillie Cullen Building to the entrance of the Homecoming Picnic. Everyone will know the party has arrived when they see all your smiling faces entering the Academic Mall!

### **REUNION SCHEDULE: SATURDAY, OCT. 5**

5 p.m. – Gather outside the Roy and Lillie Cullen Building to line up for the Class Reunion Walk.

5:30 p.m. – Class Reunion Walk to the Academic Mall.

6 p.m. – Reunions begin on the Academic Mall.

## **The Role of the Reunion Committee**

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Involving as many people as possible in the reunion committee is beneficial to building enthusiasm for Homecoming. It is highly recommended that committees represent all major social/organization groups from your time on campus, which might include each Greek letter organization, fine arts, athletics, independents, etc.

Committee members will be asked to review reunion training materials, participate in one conference call, respond to committee discussion via email in a timely manner, and contact assigned classmates via a variety of channels (email, phone, social media).

It is strongly encouraged that each committee member attends the reunion unless an impossible conflict exists. We also hope that each member of the committee will make a reunion gift of any size.

### **Reunion Gift**

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As you recruit classmates to attend your reunion, all members of the Reunion Planning Committee can encourage classmates to make a gift of any amount to Southwestern in celebration of your class reunion.

- Class Giving Officers should take the lead on ensuring that your committee is reaching out to classmates with messages about giving and includes the reunion gift in reunion planning. However, everyone can make simple reminders to give.

- The easiest way to encourage giving is to remind classmates to make an online gift through the same registration form they use to register for Homecoming.
- A staff person from the Development Office will be assigned to reunion committees wishing to establish an endowed scholarship in the name of the class.
- Standard language for encouraging classmates to make a gift in honor the reunion year will be shared with all reunion committees.

## **The Role of Southwestern Staff**

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The Office of Alumni and Parent Relations works year-round to plan Homecoming. Specifically, the staff is responsible for:

**Reunion Mailings:** In addition to the Homecoming invitation, the Office of Alumni and Parent Relations will send one postcard to members of your class. The cost for the mailing is underwritten by the University.

**Email Messages:** The Office of Alumni and Parent Relations will send targeted email messages to your class as a part of the Homecoming communications plan.

**Reunion Website:** The Office of Alumni and Parent Relations will create a website for each class reunion. It will include detailed information regarding the reunion party and any other activities pertaining to your celebration.

**Making facility and meal arrangements:** Xan Koonce with University Events coordinates with facilities staff, catering and other University staff to prepare for reunions.

**Providing classmate contact information:** The Office of Alumni and Parent Relations will provide class lists with the names, addresses and phone numbers of your reunion classmates. You may request updated lists as needed.

**Monitoring reservations:** As alumni register online for Homecoming, they may choose to have their names shown on the Look Who's Coming list. The Alumni and Parent Relations staff will monitor all reservations and keep you updated. Four or five days before Homecoming, the Alumni and Parent Relations staff and the University Events staff will meet to determine guarantee numbers for the caterers. Those decisions are made based on actual reservations and past experience. A staff person will contact the reunion committee and confirm final guarantee numbers.

**Name Tags:** University staff will provide name tags for everyone who registers for Homecoming.

**Support:** The Office of Alumni and Parent Relations is here to support your efforts. Call or email us with your questions, concerns or ideas at (800) 960-6363 or [alumni@southwestern.edu](mailto:alumni@southwestern.edu).

**During the Party:** Staff will be assigned to help your committee during the party to manage the registration table, hand-out name tags, collect registration fees and provide on-site support.

## **Reunion Budget**

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The University provides three sources of financial support for class reunions: 1) mailing costs; 2) beer and wine for your reunion party; and 3) supplemental funding for tents, rentals, and other reunion expenses.

- One caterer will be servicing all campus reunion parties at the Homecoming Picnic. Regardless of anticipated attendance, all reunion parties will have the same ticket price (\$20 adults, \$8 children). The general Homecoming Picnic ticket will also be priced at the same rate.
- All costs associated with the rental of the tents, tables, chairs and linens will be covered through ticket sales and University funds.
- All Homecoming attendees receive one complimentary drink ticket per night. Those who register for the reunion will receive two extra complimentary drink tickets for Saturday evening. A cash bar (beer and wine) will be available in addition.

# **Class Reunion Timetable**

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## **January-February**

Reunion Committee Recruitment

## **March-June**

Review reunion training materials  
Committee conference calls  
Committee calls and contacts classmates

## **June**

Reunion web pages updated with party details  
Committee calls and contacts classmates

## **July**

Reunion postcard mails  
Committee calls and contacts classmates

## **August**

Southwestern mails Homecoming invitation  
Committee calls to encourage classmates to register

## **September**

Committee calls and contacts to encourage classmates to register  
Monitor reservations  
Pre-registration closes  
Guarantee numbers with caterers

## **October**

Homecoming (Oct. 4-6)

# **Sites for Reunion Parties**

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All reunions will be held on the Roy H. Cullen Academic Mall. Tents will surround a central seating area and be designated with large reunion banners. Each reunion tent will be provided:

Tables and chairs  
Cocktail tables  
Table linens  
Reunion banner

## **Reunion Party Menu**

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Smoked brisket, turkey, potato salad, coleslaw, vegetarian pinto beans, condiments, peach cobbler, iced tea, lemonade, water and disposable plate ware. Vegetarian entrée option: veggie skewers.

# **Reunion Giving Campaign**

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During reunions, alumni commemorate their place in Southwestern's history and renew their ties to the University. Reunion celebrations are also a time when classes are encouraged to make a special gift to support Southwestern's undergraduate education to honor the event. Alumni often use this as a way to commemorate reunion milestones by surpassing their ordinary annual levels of support in order to make a special recognition gift.

Reunion gift campaigns have the potential to spark and renew class spirit, and concentrated efforts by volunteers during class reunions can spur classes on reach higher levels of giving participation. Most importantly, reunion gifts provide an opportunity for classes to have a direct impact on Southwestern by making gifts that continue the legacy of philanthropy and support the overall mission of the University.

Any gift made to Southwestern during the reunion gift campaign is a reunion gift, no matter the gift designation. Gifts to The Southwestern Fund, endowment or capital projects all count toward the reunion gift total. Reunion giving is one more way that classmates can bond as a class as they return for Homecoming and help support the school that brought them together.

## **Goal of the Reunion Gift Campaign**

During reunions, your class has a unique opportunity to celebrate your *Southwestern Experience*. Gifts to the University are an excellent way to show that the transformative experience you and your classmates shared lives on in current students. All gifts made to the institution, regardless of size, during your reunion giving campaign will greatly impact the lives of students.

## **The Reunion Gift Class Officer Job Description**

The Class Giving Officer (formerly known as Class Agent), with support from a member of the Annual Giving staff, and the Reunion Planning Committee sets the Reunion Gift goal and decides on the best strategy to solicit reunion gifts from classmates. Customarily, the Officer is asked to represent his or her class by announcing the Reunion Gifts during reunions at Homecoming, but everyone can help encourage giving while promoting reunion registration.

## **How does the staff support the volunteer effort?**

Annual Giving staff provides fundraising materials, recommendations, suggested content and other information to prepare volunteers to successfully solicit classmates and achieve Reunion Gift goals. We want to provide administrative support so volunteer efforts are focused on building participation and meeting campaign goals.

## **Will I receive credit for my employer's matching contributions?**

Yes. Corporate matching dollars will be credited to you and the class. Contact your human resources office for details on your company's program.

## **What types of gifts qualify?**

You can participate in reunion giving through:

*The Southwestern Fund:* Whether \$25 or \$25,000, the unrestricted gifts alumni provide year to year help to fuel University operations. Gifts to the Southwestern Fund may also be assigned to one of its designated areas (scholarships, faculty development, library collections, classroom technology and campus organizations).

*Capital or Endowment Pledges and Gifts:* These are usually large commitments for specific projects or programs. Some classes create class endowed scholarship funds as a group that all classmates can continue to support year after year. Alumni often fulfill such commitments over several years. All pledge payments received during your reunion year are credited to the class for alumni participation and class giving totals.

*Planned Giving:* Gifts for the future benefit of the University, such as charitable trusts, may be eligible for inclusion in the class giving totals.

**What is the last day I can make a reunion gift this year?**

Any gift made between January 1, 2019 and Dec. 31, 2019 will be counted in reunion giving totals for your class.

**What methods of payment can I use?**

Checks (payable to “Southwestern University”), credit cards (Visa, Mastercard or American Express), electronic gift transfers and appreciated securities are all accepted. Gifts may be made online via our secure server at: [www.southwestern.edu/makeagift](http://www.southwestern.edu/makeagift) or on the Homecoming registration form.

For more information about reunion giving, please contact Lauren Light, associate director for annual giving, by calling 800-960-6363, ext. 7902 or emailing [lightl@southwestern.edu](mailto:lightl@southwestern.edu).

# **Southwestern University Alcohol Policy**

## **Alcohol: Policy on Possession and Consumption of Alcoholic Beverages**

### **Introductory Statement:**

1. Consistent with its commitment to the health and well-being of the University community, the University complies with and upholds all federal, state, and local laws and regulations that regulate or prohibit the possession, use, and/or distribution of alcoholic beverages.
2. Consistent with the University's heritage as an institution affiliated with the United Methodist Church, the University supports abstinence from alcoholic beverage use. Like the United Methodist Church, the University recognizes the freedom of persons to make decisions in this regard and, in the event members of the University community consider alcoholic beverage use, the University urges responsibility, prudence, and moderation.
3. Consistent with its mission as an educational institution, the University encourages the free exchange of information so that members of the University community can make informed choices relating to alcohol.
4. Consistent with its civic and social responsibilities, the University expects members of the University community to engage in responsible social behavior, including behavior relating to the possession and consumption of alcoholic beverages.

Accordingly, all members of the Southwestern University community—including faculty, staff, students, and campus visitors—are required to comply with the following policy regarding alcoholic beverages.

### **Statement of Policy**

1. The University expects that each individual and group within the Southwestern University community will comply with all applicable laws and regulations pertaining to the possession, use, and distribution of alcoholic beverages. All persons are expected to know and comply with such laws and regulations. The following summary lists some of the prohibitions:
  1. No person under the age of 21 may possess, use, purchase, or consume alcoholic beverages.
  2. No person may use or possess any form of false identification.
  3. No person may serve, provide, or make alcoholic beverages available to a minor or any person who is intoxicated.
  4. Public intoxication is prohibited.
  5. No person may sell alcoholic beverages without an appropriate license.
2. The consumption, possession, or distribution of alcoholic beverages on University grounds is prohibited except as otherwise provided in this policy.

3. When the use of alcoholic beverages is permitted, prudence, temperance, and moderation are required. Intoxication and the abuse of alcohol are expressly prohibited and will subject offending parties to appropriate disciplinary action.

### **University Regulations**

1. The University complies with all applicable laws and regulations pertaining to alcoholic beverages. Violation of any law or regulation relating to alcoholic beverages constitutes a violation of University policy and will subject the offender to University disciplinary action irrespective of whether the offender is subjected to criminal penalties.
2. The University generally prohibits the possession and consumption of alcoholic beverages on campus, with the exception of the limited circumstances below:
  1. The private, temperate consumption of alcoholic beverages is permitted for persons of legal drinking age in the individual University residential rooms of persons 21 years of age and older.
  2. Alcoholic beverages may be served and consumed on designated University grounds at student special events specifically approved in advance by the Associate Vice President and Dean of Students, subject to all applicable University guidelines and state and local laws and regulations. Such special events shall be for limited social and other special campus events.
  3. Alcoholic beverages may be served and consumed on University grounds at special University events specifically approved in advance by the chief University Relations officer, subject to all applicable University guidelines and state and local laws and regulations. Such special events shall be for the purpose of hosting alumni, parents, other visitors to campus, faculty, staff, and students 21 years of age or older at receptions related to special campus or organizational events.

### **Guidelines for Permitted Possession & Consumption of Alcoholic Beverages**

1. Restrictions on Possession and Consumption of Alcoholic Beverages in Individual University Residential Rooms:
  1. Kegs and other common containers of alcohol (including 1/2 kegs, party balls, pony kegs, "trash can punch," frozen alcoholic beverage service machines or any similar container) are prohibited.
  2. The resident of the particular residential room is responsible for complying with all applicable laws and University policy.
  3. There shall be no public display of alcohol or alcoholic beverage containers.
  4. There shall be no alcohol containers--empty, filled with colored water, etc. in individual student rooms in first-year halls.
  5. Measures must be in place to prevent use or consumption by underage persons.

6. Nonalcoholic beverages must be available when alcoholic beverages are served or consumed.
  7. No person may sell alcoholic beverages. This includes charging an admission fee or otherwise imposing costs or expenses on other persons for the purposes of providing alcoholic beverages.
2. Restrictions on Possession and Consumption of Alcoholic Beverages at Student Special Events
    1. Any special event in which alcohol may be served or consumed requires prior registration with the Office of Residence Life and approval of the Associate Vice President and Dean of Students. Information regarding the procedure for registration and approval of such special events can be obtained through the Office of Residence Life. Such approval shall only be granted on a single-event basis.
    2. Approval may only be granted for events at the Sharon Lord Caskey Community Center, the Julie Puett Howry Center, or the fraternity houses. The Associate Vice President and Dean of Students also may approve student-organization sponsored events where alcohol is served in the Red and Charline McCombs Ballrooms, on the Roy H. Cullen Academic Mall, or the J.N.R. Score Quadrangle, where such events are expected to draw a larger group or a wider audience than can be accommodated in the aforementioned locations.
    3. Any organization or group seeking to obtain approval for a special event where alcohol is present must designate a responsible individual or individuals who will ensure compliance with all applicable laws, regulations, and University policy, and prevent consumption of alcoholic beverages by or distribution of alcoholic beverages to intoxicated persons or persons under 21 years of age.
    4. Open Parties, with unrestricted access to the event, are prohibited. Only Closed Parties, those events with guests invited by invitation only, will be allowed. The sponsoring organization is responsible for the action(s) of its guests at all times. An invitation is defined as a personally addressed request. Voice mail is allowed only if the voice mail is addressed personally and originates from the sponsoring organization (i.e., no campus wide voice mail).
    5. There may be only one accessible entrance to the event. The organization hosting the function must have door monitors present at this entrance at all times. The monitors shall ensure that all guests are identified, registered, and marked as 21 and over or under 21 and shall inspect the property to ensure that the event is secured against unwanted entry and that one entrance is maintained. All other entrances must be secured from entry, but available for exit.
    6. A guest list must be kept of all guests invited and in attendance. All persons wishing to consume alcoholic beverages must be identified as 21 or older and must present identification at the time of checking in to the function.

7. The presence of alcoholic beverages must be in compliance with applicable law, University policy, and the particular rules for the special event as provided by the Associate Vice President and Dean of Students. The sponsoring organization is responsible for ensuring compliance with such rules and legal restrictions and for obtaining any necessary licenses or permits.
8. Hard liquor is prohibited. Kegs and other common containers of alcohol (including 1/2 kegs, party balls, pony kegs, "trash can punch," frozen alcoholic beverage service machines or any similar container) are prohibited.
9. Consumption of alcoholic beverages is permitted only in the public area designated for the special event. The number of persons attending the event may not exceed the space available for the event.
10. No person or organization may sell alcoholic beverages. This includes charging an admission fee or otherwise imposing costs or expenses on other persons for the purposes of providing alcoholic beverages. Alcoholic beverages may not be provided by the sponsoring organization or purchased with student organization or University funds. The University expects each national organization to uphold its national policy.
11. Nonalcoholic beverages and food must be provided and available.
12. No promotion or invitation to the events may publicize the availability of alcoholic beverages.
13. The presence of University-approved security personnel is required at any special event where alcoholic beverages are present.
14. Public intoxication is prohibited.

### **Commitment to Alcohol Education**

1. The University is concerned that students be fully informed about the consequences of alcohol and drug consumption. An important aspect of policy implementation is that students who sponsor or attend events where alcohol is served participate in programs of alcohol education. These programs will describe the risks involved in alcohol consumption and encourage students to make informed choices about consumption or abstinence. Representatives of sponsoring organizations must attend a program on alcohol education before an event will be approved.
2. The Residence Life Staff is charged with maintaining an atmosphere conducive to students' successful academic pursuit, and as such, will address both social and individual situations that contribute to the deterioration of the hall environment or to the impairment of an individual's health and welfare. In accordance with this responsibility, the Residence Life Staff shall enforce the restrictions and terms of this policy on possession and consumption of alcoholic beverages.
3. Students are encouraged to talk with the counselors in Counseling Services or with off-

campus professionals if they think that they might have an alcohol problem. Conversations with these professionals are confidential.

4. Student Life deans, and the directors and counselors in Counseling Services, Health Services, Religious Life, and Residence Life stand ready to assist students, as individuals or in groups, with problems or discussions regarding choices about alcohol consumption or abstinence



