

Augustana University Class Agent Handbook

(Revised 11/22/2022)

Augustana Office of Alumni Engagement

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Role of the Class Agent

Building informed, unified and motivated classes for a stronger Augustana.

I. Class Letter

More than anything, your classmates want to know what's going on with their friends and fellow Vikings. You will help them stay connected by writing, at minimum, one letter per calendar year, which will be sent in March and/or September. Writing the class letter is important, especially as Viking Days information is announced.

Some of your classmates will communicate with you directly and others will contact the Office of Alumni Engagement. Any information we receive will be sent to you, along with the Class Agent Bulletin. The Class Agent Bulletin is sent from the Director of Alumni Engagement and Event Services more than a month before your letter is due. Included will be an Augustana update, with news of recent accomplishments and milestones, which you may choose to include in your class letter.

NOTES:

1. Please send your letter to the Office of Alumni Engagement by the identified deadline. If you opt for a winter letter, March 1 is when your letter will be due. If you opt for a fall letter, September 1 is when your letter will be due.
2. Do NOT include classmate addresses or phone numbers in your letters. You may list towns, cities and states, but not specific addresses for privacy purposes. If a classmate inquires about an address, please direct them to the alumni office.
3. We do not print class letters on Augustana letterhead, so please place your class year in large font at the top of your letter (ex: Class of 1997).
4. The length of your letter is up to you. We recommend it be no longer than four pages.
5. When you email your letter to the alumni office for distribution please include a copy of your signature in black ink. ('46-'66 receive a printed and mailed letter; '67-present receive an emailed letter)
6. Photos are welcome in JPEG or PNG format.
7. Please let us know of updates you receive! We want to stay informed regarding your classmates.

II. Class Reunions

Every five years, your class will have a reunion celebration during Viking Days weekend. Class reunion planning can begin at any time — earlier is better. Historically, January is the time of year that most class agents begin planning. Your role is to help plan and promote the reunion event.

Year	Reunions for Class Years Ending In	Year	Reunions for Class Years Ending In
2022	2's & 7's	2027	7's & 2's
2023	3's & 8's	2028	8's & 3's
2024	4's & 9's	2029	9's & 4's
2025	5's & 0's	2030	0's & 5's
2026	6's & 1's	2031	1's & 6's

Planning Your Reunion

Class agents typically host their gatherings on the Friday or Saturday evening of Viking Days weekend. Please work with the alumni office and keep us informed regarding the specifics of your event. Some classes have dinners and others have cocktail socials; it's up to you.

Keep in mind the schedule of events for Viking Days (parade, football game, Vikings Reunite – All Alumni Gathering, Alumni Achievement Awards, Viking Days worship) as you plan. The alumni office will assist with logistics and is here to help you have a great reunion.

Promoting Your Reunion

The alumni office can help establish a reunion committee — a group of classmates who will assist in planning the event and reaching out to members of your class to encourage participation. Committee members will meet, in person or virtually, from January to September before your reunion.

The alumni office will create a web page which will provide specific details regarding your reunion. The class letter is perfect for promoting the class reunion, encouraging classmates to RSVP and sharing who is planning to attend.

III. Support Augustana and Encourage Others

Thank you for accepting the role of class agent. You are essential in keeping your class connected to each other and Augustana.

Alumni share their time with Augustana as Class Agents, Alumni Council members, Board of Trustee members, mentors, guest speakers, etc. Alumni also encourage prospective students to consider Augustana as well as host special events and music tours.

Financial support is critical to Augustana's success. We are continually working to increase our alumni participation. In Fall 2022, the Class of 1972 shattered the record for a class gift by establishing an endowed scholarship in the amount of \$75,672 in honor of their 50th reunion. Your class can begin establishing an endowed scholarship or impact scholarship at any time.

Alumni support of Augustana's annual commitments and/or areas close to your hearts are always appreciated.

As the class agent, we ask that you also invite your classmates to join you in making a direct and annual contribution to Augustana. A letter to invite your classmates to give an annual gift will be sent for you to sign and then sent by the Office of Alumni Engagement on your behalf to your classmates. Together, you and your classmates can establish a Class AU Annual Impact Scholarship to support future Vikings on their journey to earning an Augustana degree.

IV. Share Good News

If you know of classmates who are making significant contributions in their professions and communities, nominate them for alumni awards — presented annually during Viking Days. A full description of the awards can be found [online](#).

V. Length of Service

Class Agents do not have term limits. Some prefer to serve for a five-year period — from one reunion to the next. Others serve for many, many years. If you decide you would like to conclude your service at any point, please contact the alumni office and we will work together to find a replacement.

Our goal is to have an active class agent for every class. We want to maintain excellent communication with our alumni and engaged class agents are essential in helping us do so!