Class Editor Guidelines

Class Editor Role Description

The Class Editor collects news–career updates, life milestones, continuing education, and volunteer work–from classmates to publish in the “Class Notes” section of Arcadia Magazine. The Editor maintains the vital connection between classmates and the University.

The Class Editor:
- Maintains contact through postcards, phone calls, emails, personal notes, etc.
- Submits information about classmates, two times per year, for publication in the Arcadia Magazine
- Relays important information to classmates about reunion events

As part of the Class Officer Team, the Class Editor should:
- Ask their Class President for news that would be of interest to their class
- Contact their Fund Agent to write a few words about the importance of class participation to The Fund for Arcadia or for an update
- Get in touch with their Reunion Chair to include plans that are in the works for their reunion

Alumni Office Support

The Alumni Office supports Class Editors by:
- Sending deadline schedules and Arcadia Magazine reminders
- Providing Editors with policy guidelines and class lists
- Collecting news received by the University from alumni from various sources including general mail, notes sent with contributions, online submissions, press releases, as well as the news the Editor sends
- Editing notes as necessary in accordance with Arcadia style editorial guidelines

Suggestions for Class Editors

- **Please send news by email, fax. or mail to:**
  Andrea Walls, Communications Coordinator
  Arcadia University Office of Alumni Relations, 450 S. Easton Road, Glenside, PA 19038
  Phone: 215-572-8520, Email: wallsa@arcadia.edu; Fax: 215-881-8776.

- **Sending “Class Notes” and Style Information**
  When possible, please submit your text in Times New Roman, 12-point, with one space between sentences. Alumni names should include first, former, and last names and be in bold type. Please do not underline alumni names or spell them with all caps, as it is time consuming to undo.

- **Deadlines**
  Contact classmates with plenty of time to respond so that you can meet your deadline to the
Alumni Office. If deadlines are not met, news doesn’t get in until the next issue. Remember that the Arcadia Magazine is published two times per year, and some news will seem “old” by the time it is published and in the hands of the readers.

• **Communicating with Classmates**
  Most Class Editors email classmates requesting news. This personal outreach is more effective than waiting for classmates to contact the Editor. Some have had success in creating and sharing a Google spreadsheet/document for classmates to personally enter their news.

• **Newsletters**
  If classmates send you holiday greetings with a newsletter, ask them if you can use portions of it in your column. Please do not send the entire newsletter! Space is always an issue and newsletters must be edited down to pertinent information.

• **Accuracy and Permission**
  Please be sure that all the information you submit is accurate and approved by the person involved. Avoid “secondhand” news. Reunion questionnaire information (found in your Memory Books) is not intended for the magazine. It is important to check with classmates about using this information in “Class Notes.”

• **Photo Opportunities**
  Yes, a picture is worth 1,000 words. Send us a picture and, as space allows, we will include it. Photos should be no larger than 50% at 300 dpi.

• **Lauding Your Classmates**
  Personal and professional achievements reflect proudly on your alma mater. If a classmate accomplishes something noteworthy, such as publishing a book, receiving an award, promotion, or special recognition, please share it with your readers. Wedding and birth announcements are always welcome.