

IN PURSUIT OF EXCELLENCE

Dartmouth College
Recognizes with Deep Appreciation
the Extraordinary Achievements of

Class of 1984 2009 Class of the Year

"Isn't everyone a part of everyone else?" —
The Late, Great Budd Schulberg '36

The Class of 1984 would answer Mr. Schulberg's question with an emphatic YES, especially when it comes to Dartmouth fellowship.

Heading into its 25th reunion year, the Class of 1984 came up with an ambitious plan: it wanted to reach *all* classmates—even those long disaffected—and bring them back to campus for a riotous good time. The class leadership believed that this near-term effort would have long-term impact, reinvigorating and unifying the class, reconnecting classmates, and increasing participation at all levels.

To attain these short- and long-term objectives, the class organized a grassroots campaign, with a corps of volunteers working hard to enlist others in the effort. The Reunion brought back fully one-third of the class, and there was 50 percent participation in the \$2.5 million gift to the Dartmouth College Fund, outstanding results from this fine class.

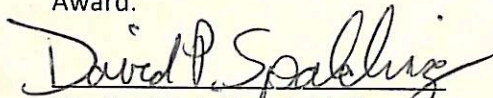
Class leadership employed both traditional and innovative means in its work. The class project, to fund important and much needed renovations at the Moosilauke Ravine site, raised \$60,000 over six years, and built upon nostalgia for this iconic Dartmouth treasure. To keep the level of enthusiasm and participation going, class members working on this project hope to train classmates to work as renovation volunteers at Moosilauke.

The team also made good use of all available technologies to enhance class unity and reach out to every segment of the class. This included personal phone calls, an interactive Web site, social networking, and affinity group technology, all aimed at the broadest outreach possible.

Expanding on the theme of engagement and community, class leaders decided to send a beautiful reunion book—aptly named "1984"—to all members of the class, regardless of whether they attended Reunion, submitted a profile to the book, or paid class dues. This, class leaders believe, "sent the message that all our classmates are important to us and that we're committed to that idea for the long term."

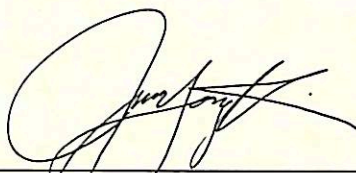
The '84s enjoyed a healthy dues campaign, with 44 percent participation and produced three newsletters, all of which were posted to a password-protected area of their class Web site, so that classmates' privacy was safeguarded within their community. In addition to the newsletters and a vibrant reunion section, the class Web site offers a geographic locator for classmates, online dues payment, updates on the class project, links to the Dartmouth College Fund, a class photo album, and an '84 Tunes page, where classmates can download music performed by other '84s.

The '84 class leaders say that, in looking to the future, they're "committed to John Sloan Dickey's concept of 'Making the World's Problems our Problems.'" Clearly, for this group of Dartmouth alumni, who've done so much for their class, the future is now. It is with conviction and pride that we honor the great Class of 1984 with the 2009 Class of the Year Award.


Vice President, Alumni Relations


President, Class Presidents Association




President of the College