



# CLASS AGENT MANUAL



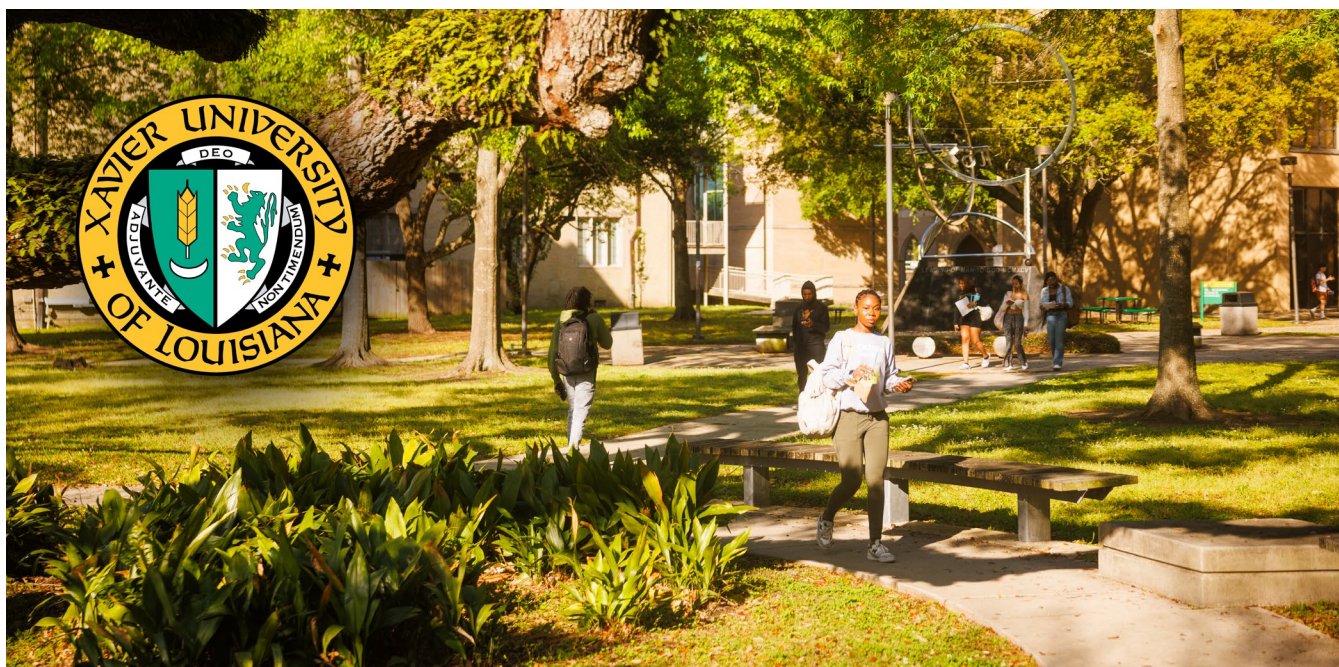
# XAVIER UNIVERSITY OF LOUISIANA

## Mission Statement

Xavier University of Louisiana, founded by Saint Katharine Drexel and the Sisters of the Blessed Sacrament, is Catholic and historically Black. The ultimate purpose of the University is to contribute to the promotion of a more just and humane society by preparing its students to assume roles of leadership and service in a global society. This preparation takes place in a diverse learning and teaching environment that incorporates all relevant educational means, including research and community service.

## Campus Description

Xavier University of Louisiana's campus is 65.8 acres. There are 220 student instruction spaces, which include 69 traditional classrooms, 14 auditorium-style classrooms, 120 laboratory-style classrooms, and 17 computer labs. There are four dormitories, a convocation center, a chapel, a fitness center, and media centers which include a television station, a radio station, and recording studios.





# CLASS AGENT RESPONSIBILITIES

Class Agents are a vital component of class reunions and Homecoming. Thank you for stepping forward to serve—your leadership helps shape an unforgettable reunion experience for your classmates and strengthens Xavier's legacy.

As a Class Agent, you serve as the primary point of contact between the University and your classmates. You partner closely with classmates and the Office of Alumni Relations to help design and deliver a reunion experience that reflects the spirit, pride, and shared history of your class. Class Agents play a central role in sharing timely information, building momentum, and fostering connection, excitement, and class pride throughout the reunion year.

Successful reunions don't happen by accident—they are built through intentional leadership. Class Agents are expected to motivate and encourage classmates to participate in reunion activities, support class giving efforts, and contribute their time, talent, and treasure to the University. A personal commitment to annual giving demonstrates leadership by example and inspires others to follow.

## Primary Responsibilities

1. Serve as a liaison between the University and your classmates.
2. Set an example by making a personal commitment to support the University through a reunion gift.
3. Contact all members of your class and encourage participation in reunion giving, Homecoming, reunion activities, and other campus events.
4. Create and coordinate reunion communications based on the timeline provided by the Office of Alumni Relations.
5. Cultivate and steward relationships with classmates to encourage giving and volunteer service. Plan and implement class-specific activities during Homecoming weekend that promote class spirit and fellowship.



# COMMUNICATION SCHEDULE FOR LETTERS AND CALLS

## February – Kick-Off

### March – April

In preparation for Give.Love.Xavier Day and early reunion giving, class agents should create an introductory letter and email that spark excitement and drive participation. These messages should rally classmates around Give.Love.Xavier Day while building momentum for the reunion year and Homecoming. Give.Love.Xavier Day is a spirited competition, and early participation makes a big difference—classmates are encouraged to make their best gift as soon as possible to help boost class engagement and standing. Gift officers are ready to partner with class agents and donors to help structure class gifts for maximum impact, participation, and reunion-year success.

### May–June

Communication emphasizing the importance of 100% participation in class giving, announce the reunion giving goal, and provide website and hotel information. Encourage classmates to begin planning their return to campus in November.



### July–August

The Office of Alumni Relations will create and distribute a letter with updated Homecoming information and reminders to make gifts in order to be listed in the Reunion Honor Roll of Donors.

### September–October

Make a final push to meet reunion class giving goals and provide up-to-date information regarding Homecoming registration, class gift presentations, and special reunion activities.

### “Are You Listed?” Campaign

At least three emails are sent by the Office of Alumni Relations to all alumni listing current class reunion donors and encouraging all reunion alumni to be recognized in the Homecoming Banquet Program by making a class gift by the designated date.

### Text Messages

Periodic text messages may be used to encourage registration and giving.



## ACCESSING CLASS LISTINGS

- A class contact list will be provided by the Office of Alumni Relations via email once the confidentiality form has been completed. Please refer to the confidentiality form for the dos and don'ts of handling data.
- This list should be used to contact classmates and encourage participation in reunion giving and Homecoming.
- The list may also be used for fundraising efforts and to help locate missing graduates.
- Any updated contact information should be forwarded to the Office of Alumni Relations.



## SUCCESSFUL COMMUNICATION METHODS



In recent years, Class Agents have found success using a variety of communication platforms. Many alumni, particularly those from earlier classes, respond well to letters, phone calls, and emails. The Office of Alumni Relations is available to assist with setup as needed.

### Effective tools include:

- Facebook groups
- Instagram pages
- GroupMe
- Email groups

When communicating with classmates, evoke nostalgia by sharing memories and experiences from your time at Xavier. Remind alumni that while times change, the values and excellence that define a Xavier education remain constant.

*Beginning in May, Class Agents will receive monthly updates on funds raised and class giving standings. Class Agents are encouraged to use this information to spark excitement and fuel friendly competition, to continue giving as the class works toward its giving goal.*

## TIPS FOR A SUCCESSFUL LETTER

- Evoke nostalgia and make the message personal
- Avoid passive voice whenever possible
- Suggest a specific gift amount and/or class goal. For example if you're celebrating your 25<sup>th</sup> reunion, suggest gifts of \$25, \$250, \$2,500, \$25,000 etc.
- Close with a clear call to action (e.g., "Register by..." "Make your gift by...")

## A LITTLE LAGNIAPPE

Traditionally, Class Agents serve as the liaison between the Office of Alumni Relations and their respective classes, coordinating communication and Homecoming preparations while encouraging alumni to meet class giving goals. Over time, the role has evolved.

Depending on class interest, Class Agents may also organize tailgate tents, class paraphernalia, and other activities that enhance the reunion experience. The Office of Alumni Relations is available to assist with collecting funds and to provide guidance, resources, and contacts for organizing class events.





# JUBILARIANS AND SILVERLARIANS

## Jubilarians

Jubilarians are alumni celebrating their 50th class reunion. They are invited to participate in a special University-hosted reception in May, as well as commencement activities (commencement traditionally takes place on the Saturday before Mother's Day). During Homecoming, Jubilarians participate in the latest Xavier tradition, a procession during the Homecoming Banquet carrying a commemorative flag. Participants are presented with 50th-year reunion medallions.

## Silverlarans

Silverlarans are alumni celebrating their 25th class reunion. During Homecoming, Silverlarans participate in the latest Xavier tradition, a procession during the Homecoming Banquet carrying a commemorative flag. Participants are presented with 25th-year reunion medallions.



# CHARTING A PATH TO SUCCESS

- **Attend Class Agent meetings**

Meetings provide timely updates and valuable information to support your role.

- **Participate in Give.Love.Xavier Day**

Classes that engage early often build momentum and come closer to achieving their reunion goals.

- **Solicit volunteers**

Classmates who did not formally sign up as Class Agents may still be eager to help. Many classes form committees (e.g., event planning, social media, class gear) to share responsibilities.

- **Set up a text group**

Text messaging is an effective way to share quick updates with reunion classes.

# XAVIER UNIVERSITY OF LOUISIANA RECORD UPDATE FORM

To help us stay connected and keep our records current, please take a moment to complete this form. Additionally, please notify the Alumni Office of any future address changes to ensure you continue receiving university updates.

Name: ☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr. ☐ Atty. ☐ Rev. \_\_\_\_\_

Home Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Major \_\_\_\_\_ Degree \_\_\_\_\_ Class of \_\_\_\_\_

Other Degree(s) earned \_\_\_\_\_

Employer \_\_\_\_\_

Employer Phone # \_\_\_\_\_

Employer Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Fraternity/Sorority \_\_\_\_\_

*Please return the completed form to:*  
XAVIER UNIVERSITY OF LOUISIANA  
Office of Institutional Advancement  
1 Drexel Drive • Box 66 • New Orleans, Louisiana 70125

*If you would like to make your class gift, click the link  
below or scan the QR code*

<https://giving.xula.edu/g/class-reunion-giving-page>





# OFFICE OF INSTITUTIONAL ADVANCEMENT VOLUNTEER CONFIDENTIALITY AGREEMENT

Xavier University of Louisiana, is grateful for your volunteer service. Institutional Advancement considers the records it maintains on alumni, donors, and friends of the University to be highly confidential. As a result, any infraction of this policy may result in investigative measures to determine the source of the violation and solution to resolve the matter.

This conduct and confidentiality agreement is intended to assist our volunteers by clarifying University expectations.

- All constituent information is confidential and may be used only for approved and agreed-upon purposes.
- Volunteers are prohibited from sharing confidential information with individuals outside their fellow volunteer cohort(s) and are required to exercise reasonable care to safeguard such information from unauthorized disclosure.
- Volunteers may not seek personal benefit, nor knowingly permit others to benefit personally, from the use of constituent information.
- Information or materials may not be shared with anyone without prior authorization.
- Constituent records may not be reproduced, stored in any retrieval system not approved by the University, or transmitted in any form or by any means—including electronic, mechanical, photocopying, recording, or otherwise—without authorization.
- Volunteers may access constituent information only through secure and private methods to ensure data protection.
- Constituent data must be appropriately destroyed once its intended business use has been completed.

My Signature below indicates my willingness to adhere to this volunteer confidentiality agreement:

\_\_\_\_\_  
Signature



\_\_\_\_\_  
Date

