

# Model for Alumni Chapters

The mission of alumni chapters is to create opportunities and activities to engage alumni in meaningful ways that promote support for Kent State University and the alumni association.



Alumni Association

	<b>Leadership/Board Management</b> <i>Ensure chapter boards are operating at the highest level from a leadership standpoint; Identify, recruit and retain effective volunteers</i>	<b>Communications</b> <i>Amplify KSU's brand within the designated chapter constituency; Consistently inform constituents of opportunities to engage with KSU</i>	<b>Alumni Involvement Events</b> <i>Strengthen bonds between fellow Flashes by hosting events that add value to their lives personally and professionally</i>	<b>Philanthropy</b> <i>Increase awareness and perceived value of donating to KSU</i>
<b>Requirements</b> <i>To maintain chapter status and receive funding from KSUAA each chapter must...</i>	<ul style="list-style-type: none"> <li>Submit an operating plan by June 30 each year</li> <li>Maintain a leadership board of a minimum of seven KSU alumni (<i>non-KSU employees</i>)</li> <li>Hold at least three board meetings a year at quorum</li> </ul>	<ul style="list-style-type: none"> <li>For email/social marketing, submit event planning form five weeks in advance of RSVP deadline</li> <li>For print marketing, submit event planning form 3-4 months in advance of RSVP deadline</li> </ul>	<ul style="list-style-type: none"> <li>Host at least two events per year that all alumni in chapter region/affinity are invited to participate in</li> <li>Host an Alumni Day of Service site</li> <li>Submit event attendance to chapter liaison within 48 hours of hosted event</li> </ul>	<ul style="list-style-type: none"> <li>Promote the importance of donating annually to KSU using the tools, programs and procedures provided by KSUAA</li> </ul>
<b>Expectations</b> <i>Assuming "requirements" are met, each chapter will be evaluated against these metrics...</i>	<ul style="list-style-type: none"> <li>Chapter president communicates directly with chapter liaison via phone minimally once a month</li> <li>All board members participate in at least one KSUAA sponsored training opportunity per year</li> <li>Email meeting minutes to chapter liaison and all board members within five days after meeting</li> </ul>	<ul style="list-style-type: none"> <li>Actively manage one social media presence (Facebook)</li> <li>Actively promote KSUAA &amp; KSU social media efforts and campaigns</li> <li>Follow university branding and KSUAA communications guidelines</li> </ul>	<p>Chapter events should fall within the following categories:</p> <ul style="list-style-type: none"> <li>Targets young alumni</li> <li>Networking event that highlights an alumni story</li> <li>Supports students</li> <li>Promotes academic/civic interest</li> </ul>	<ul style="list-style-type: none"> <li>Chapter actively promotes KSU giving opportunities and/or giving to a chapter scholarship</li> <li>Board members donate any amount to a Kent State University area of interest each year</li> </ul>
<b>Alumni Association Support</b> <i>How the alumni association can provide support to chapters...</i>	<ul style="list-style-type: none"> <li>Provide resources and training opportunities to chapter board members in person and online</li> <li>Provide an alumni demographics report semi-annually</li> <li>Chapter liaison to provide support throughout the year in person, via email and phone</li> <li>Chapter liaison to participate in two board meetings per year</li> <li>Provide onboarding to all new chapter board members</li> <li>Provide year-end reports on chapter events and activities</li> </ul>	<ul style="list-style-type: none"> <li>Create an alumni chapter promo email that will be sent out semi-annually</li> <li>Provide a chapter web page</li> </ul> <p>For registered events that meet submission deadlines and event expectations:</p> <ul style="list-style-type: none"> <li>Create a postcard invitation (2 maximum)</li> <li>Create an email invitation</li> <li>Create Facebook advertisement</li> </ul>	<ul style="list-style-type: none"> <li>Provide \$500 of funding annually to be used to enhance events that meet the above event expectations</li> <li>Provide a grant request process for chapters to receive additional funds for events that meet the event expectations</li> <li>Chapter liaison to provide chapter board with post event feedback within one week of submission of event attendance list</li> <li>Chapter liaison or designee will attend at least one registered event a year that meets event expectations</li> </ul>	<ul style="list-style-type: none"> <li>Provide printed info cards about how alumni can donate to chapter scholarships</li> <li>Provide a "give to" button on chapter webpage on ksualumni.org</li> <li>Provide instructions and support for crowdfunding opportunities</li> <li>Provide a semi-annual report on donations raised for chapter scholarship and a giving participation rate of the leadership board</li> </ul>
<b>Best Practices</b> <i>Other action items for each chapter to maximize performance...</i>	<ul style="list-style-type: none"> <li>At each board meeting, review chapter agreement, goals and annual operating plan</li> <li>Create agendas at least five days in advance and send to all board members and chapter liaison</li> <li>Ensure each board member has a role and takes responsibility to complete tasks related to that role</li> <li>In collaboration with chapter liaison, create a succession and transition plan for each board position</li> </ul>	<ul style="list-style-type: none"> <li>Collaborate with KSUAA for messaging to targeted alumni</li> <li>Post or share content on Facebook at least two times a week</li> <li>Join KSUAA LinkedIn group to promote chapter and upcoming alumni events</li> <li>Suggest content for chapter webpage</li> <li>Encourage alumni to visit chapter web and social media pages</li> <li>Submit updated alumni contact information to chapter liaison</li> </ul>	<ul style="list-style-type: none"> <li>Event coordinator to complete a post-event evaluation after each event</li> <li>Identify successful alumni to serve as speakers</li> <li>Host KSU connection experiences for alumni</li> <li>Secure and register Alumni Day of Service site(s) no later than December 20 each year</li> <li>Follow established financial guidelines and procedures</li> </ul>	<ul style="list-style-type: none"> <li>Promote chapter scholarships/university giving with info cards, social media, chapter webpage and event remarks</li> <li>Reach Chapter Challenge goal to receive \$500 to be applied to a scholarship</li> <li>Collaborate with KSUAA to create a thank you message to donors</li> </ul>