# 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.

## Leadership/Board Management

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Expectations</th>
<th>Alumni Association Support</th>
<th>Best Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>To maintain chapter status and receive funding from KSUAA each chapter must...</td>
<td>- Submit an operating plan by June 30 each year</td>
<td>- Provide resources and training opportunities to chapter board members in person and online</td>
<td>At each board meeting, review chapter agreement, goals and annual operating plan</td>
</tr>
<tr>
<td>- Maintain a leadership board of a minimum of seven KSU alumni (non-KSU employees)</td>
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<td>- Provide an alumni demographics report semi-annually</td>
<td>- Create a collaboration with KSUAA for messaging to targeted alumni</td>
</tr>
<tr>
<td>- Hold at least three board meetings a year at quorum</td>
<td>- Chapter president communicates directly with chapter liaison via phone minimally once a month</td>
<td>- Chapter liaison to provide support throughout the year in person, via email and phone</td>
<td>- Join KSUAA LinkedIn group to promote chapter and upcoming alumni events</td>
</tr>
<tr>
<td>- All board members participate in at least one KSUAA sponsored training opportunity per year</td>
<td>- Email meeting minutes to chapter liaison and all board members within five days after meeting</td>
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<td>- Join KSUAA LinkedIn group to promote chapter and upcoming alumni events</td>
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<td>- Maintain a leadership board of a minimum of seven KSU alumni (non-KSU employees)</td>
<td>- Active manage one social media presence (Facebook)</td>
<td>- Follow university branding and KSUAA communications guidelines</td>
<td>- Encourage alumni to visit chapter web and social media pages</td>
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<tr>
<td>- Submit updated alumni contact information to chapter liaison</td>
<td>- Actively promote KSUAA &amp; KSU social media efforts and campaigns</td>
<td>- Create a chapter web page</td>
<td>- Submit event attendance to chapter liaison within 48 hours of hosted event</td>
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<td>- Provide year-end reports on chapter events and activities</td>
<td>- Follow university branding and KSUAA communications guidelines</td>
<td>For registered events that meet submission deadlines and event expectations:</td>
<td>- Submit updated alumni contact information to chapter liaison</td>
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<td>- Provide resources and training opportunities to chapter board members in person and online</td>
<td>- Create an alumni chapter promo email that will be sent out semi-annually</td>
<td>- Create a postcard invitation (2 maximum)</td>
<td>- Post or share content on Facebook at least two times a week</td>
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<td>- Provide an alumni demographics report semi-annually</td>
<td>- Provide a chapter web page</td>
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<td>- Chapter liaison to provide support throughout the year in person, via email and phone</td>
<td>For registered events that meet submission deadlines and event expectations:</td>
<td>- Create Facebook advertisement</td>
<td>- Suggest content for chapter webpage</td>
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<tr>
<td>- Chapter liaison to participate in two board meetings per year</td>
<td>- Create a postcard invitation (2 maximum)</td>
<td>- Provide a grant request process for chapters to receive additional funds for events that meet the event expectations</td>
<td>- Encourage alumni to visit chapter web and social media pages</td>
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<tr>
<td>- Provide onboarding to all new chapter board members</td>
<td>- Create an email invitation</td>
<td>- Chapter liaison to provide chapter board with post event feedback within one week of submission of event attendance list</td>
<td>- Submit updated alumni contact information to chapter liaison</td>
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<tr>
<td>- Provide year-end reports on chapter events and activities</td>
<td>- Create Facebook advertisement</td>
<td>- Chapter liaison or designee will attend at least one chapter event a year that meets event expectations</td>
<td>- Submit event attendance to chapter liaison within 48 hours of hosted event</td>
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</table>

## Communications

- Amplify KSU’s brand within the designated chapter constituency; consistently inform constituents of opportunities to engage with KSU
- For email/social marketing, submit event planning form five weeks in advance of RSPV deadline
- For print marketing, submit event planning form 3-4 months in advance of RSPV deadline

## Alumni Involvement Events

- Host at least two events per year that all alumni in chapter region/affinity are invited to participate in
- Host an Alumni Day of Service site
- Submit event attendance to chapter liaison within 48 hours of hosted event

## Philanthropy

- Increase awareness and perceived value of donating to KSU
- Promote the importance of donating annually to KSU using the tools, programs and procedures provided by KSUAA
- Chapter actively promotes KSU giving opportunities and/or giving to a chapter scholarship
- Board members donate any amount to a Kent State University area of interest each year

## Other Action Items for Best Practices

- Post or share content on Facebook at least two times a week
- Join KSUAA LinkedIn group to promote chapter and upcoming alumni events
- Suggest content for chapter webpage
- Encourage alumni to visit chapter web and social media pages
- Submit updated alumni contact information to chapter liaison
- Actively manage one social media presence (Facebook)
- Actively promote KSUAA & KSU social media efforts and campaigns
- Follow university branding and KSUAA communications guidelines

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