

Alumni Club Guidelines



INDIANA STATE UNIVERSITY
 **ALUMNI**
ASSOCIATION

Alumni Club Guidelines

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Introduction and Welcome

If you are reading this document--then you have agreed to accept a volunteer leadership role with the Indiana State University Alumni Association. On behalf of the alumni association membership throughout the United States, thank you for your time and dedication to excelling ISU! The purpose of these guidelines is to familiarize you with the alumni association, the standard operating procedures for each Club and each Club's role within the alumni association structure. Widely varying by size and activity level, Clubs share common opportunities and similar challenges. These guidelines have evolved out of the experience of existing clubs. Our goal is to ensure that you have the tools and resources to establish a new Club, or to enjoy an existing healthy, vibrant, and growing Club in your region!

These guidelines are considered a work in progress and will change as the nature and needs of clubs change. If you have any feedback or ideas to include in this document, please contact the Alumni Association at 812-237-3707, 800-258-6478, or via e-mail at alumni@indstatefoundation.org.

Mission Statement

Each Alumni Club is organized to advance the mission of Indiana State University in its area. To this end, each Club will adopt the mission of the Indiana State University Alumni Association:

The mission of the Alumni Association is to assist Indiana State University in the support and advancement of its mission for the mutual benefit of the university and its alumni. To this end, the Alumni Association will:

Advise: Indiana State University of opportunities to serve and support the needs of its alumni and assist with the promotion and coordination of such programs;

Encourage alumni to contribute their time, talent and material support to the Indiana State University's programs of instruction, research and service;

Communicate the progress and needs of Indiana State University and its alumni;

Foster a spirit of pride in Indiana State University and its alumni; and

Provide opportunities for fellowship among alumni.

In addition, each Club may have supplementary objectives in their mission statement. Although specific objectives may differ by clubs, an example of supplementary objective statements is provided below:

The Indiana State University Alumni Association—Central Indiana Club is the local organization for graduates who live/work in the Central Indiana area. Our mission is to promote ISU in the Central Indiana area. Our mission will be accomplished by:

- Creating a Scholarship Fund for central Indiana students who plan to and/or attend ISU.
- Maintaining an active and enthusiastic alumni club
- Promoting social and networking opportunities for alumni
- Actively recruiting the best and brightest students for ISU
- Growing membership in the Alumni Association

Alumni Association's Role

The Alumni Association encourages members to be actively involved with volunteer activities and to contribute their talent and resources in advancing the mission of ISU. At the same time, it provides opportunities for fellowship, socializing and networking. The Alumni Association, in coordination with its Board of Directors, provides leadership and guidance for each Club, in addition to valuable services and resources listed below:

For Marketing/Communications

- Provide a space for Club website, contact and event information
- Provide a Facebook page for each alumni club
- Provide email announcements to email list

For Mailings:

- Three Club mailings per calendar year
- Prepare, reproduce and post mailings
- Will accept camera-ready announcements

For Speakers:

- Arrange for speakers from ISU (i.e. faculty, staff, coaches, etc.)
- Alert clubs to the availability of specific speakers for areas of interest

For Events:

- Provide an ISU banner
- Provide nametags and membership forms
- Act as a host/hostess for selected events
- Provide ISU souvenirs if ordered at appropriate times

Guidelines for Requesting Services and ISU Memorabilia:

All mailing requests must be submitted eight weeks in advance of mailing distribution date to ensure timely processing.

Some memorabilia may be available for you to distribute at Club events at no cost to the Club group. Contact the Alumni Association to find out if any items are available (i.e. hats, pins, notepads, stickers, t-shirts, etc.)

Board of Directors' Role

The Board of Directors' role is to set direction for the Alumni Association to accomplish its mission. One of the objectives of the Board of Directors is to propose and implement programs, which will serve and involve graduates in a meaningful relationship with ISU and its Clubs. In this spirit, it is the responsibility of the Board of Directors to review and approve each request to establish a new Club. An additional responsibility of the Board of Directors is to terminate a Club's presence or leadership, if appropriate, and under rare circumstances.

Club Organization and Guidelines

The traits of a successful Club include strong leadership that encourages a team effort, good organization and planning, and good events, projects, and meetings. A formal Club structure is important, but many variations are possible. The most important single ingredient for a successful organization is not the structure but the involvement of individuals who are truly interested in supporting and promoting Club activities, as well as sustaining activities over time. The Alumni Association and Board of Directors are available to assist you at any time with these efforts

Club Leadership

Each Club should organize and agree upon the Club's general purposes, elect leadership and plan events/programs. Key positions that are fundamental to the success of a Club include:

Chairperson

- Convenes and presides over all meetings
- Acts as a liaison among the Alumni Association, Board of Directors and the Club
- Oversees the coordination of all Club activities, will be an ex-officio member of all committees.
- Plans for competent, motivated and very dedicated successors.

Vice-Chairperson

- The Vice-Chairperson shall, in the absence of the Chairperson, perform the duties and exercise the powers of the Chairperson.
- The Vice-Chairperson shall generally assist the Chairperson and will be an ex-officio member of all committees.

Secretary/Treasurer

- Keeps accurate accounts of all meetings of the club.
- Handles all correspondence.
- Assists the Chairperson with any reports that are sent to the Alumni Association.
- Keeps accurate list of all Club and committee members
- Custodian of all records and forwards any address changes or other personal updates to the ISU Alumni Association
- Communicates news and events to the Alumni Association.
- Handles all banking operations and collects money at events.

An ex-officio member will be a member of the Alumni Association staff. That person may not be present for meetings but will partner with the Club to assist when appropriate.

Club Committee Chairpersons

Every Club selects its own committees. The following is a list of committees that are strongly suggested. Finding a leader to be responsible for each function is highly recommended to ensure effective use of resources, delegation and an active Club.

Membership Committee

- Develops strategies to recruit new members.

Programming Committee

- Works with a committee to plan and implement programs in your area.

Public Relations Committee

- Works with the local media to publicize programs or issues that relate to ISU in your area.

Fundraising Committee

- Develops strategies to raise funds for the Club.

Officer Succession

Each Club should establish a succession plan for each position to ensure continuity in the Club. A successful succession plan requires the Club to involve as many individuals as possible to ensure the Club has depth to select future leaders. Assess the current organizational strengths of your Club and plan accordingly to ensure future success of the Club.

Meeting Objectives and Frequency

Each Club should establish an agenda for each meeting with objectives, in addition to determining the frequency of meetings scheduled during the year. Meetings are essential to ensure effective organization and efficiency of the Club and each Club should have at least four meetings annually. Meetings also provide an opportunity for meaningful discussion. Careful preparation will ensure that meetings are well organized, interesting, and have a clear focus. Schedule each meeting in a centralized, familiar location to ensure maximum participation.

Financing Club Activities

Each Club shall raise funds to promote programs, events, mailings, etc. Clubs should strive to operate on a “break even” basis throughout the year. The Alumni Association may be able to help defray some costs of Club programs.

Alumni Association

The Alumni Association maintains a database of members, friends and supporters. Reports from this database can be provided to the leadership of Club to promote programs and events. If a Club receives information about a member, friend or supporter it is important that the information be sent to the Alumni Association to be included in the centralized database.

How to Start a New Club

Introduction

Clubs are started in areas with a large number of people who are interested in socializing, networking and advancing the interests of ISU. In areas where no Clubs currently exist, individuals are encouraged to contact the Alumni Association to inquire about starting a Club. The Alumni Association will then work with the individual or group to assist them in starting a Club.

If it is feasible to start a new Club in your area, submit a written request to establish a Club to the Board Directors. Include the following information in the letter:

- New Club name, which identifies the geographic region and avoids confusion with other Club names.
- Level of leadership and interest in establishing and maintaining a Club.
- List of names and contact information of those interested in forming this new Club.
- Primary goals of the new Club.

Determining Interest

A survey may be conducted to determine the level of interest in the area before a Club is established. This function is conducted by the Alumni Association, in coordination with those interested in forming a Club.

Initial Organizational Structure

The initial organizational structure should be a nucleus of interested individuals who are willing to serve as an organizational committee to get the initial Club up and running. The Alumni Association will assist to the fullest extent possible, yet the successful formation or re-establishment of a Club is dependent largely upon the enthusiasm and dedication of those who assume responsibility for the job.

Start-Up Suggestions

- Establish leadership for the Club and get people excited and involved.
- Plan a small number of consistent, quality programs and/or events.
- Plan programs and events that will interest all types of graduates.
- Maintain an email listing of individuals, organizations, etc. who are interested in being a part of the Club in order to communicate cost effectively.
- Utilize the expertise of the Alumni Association as to what has been successful and what hasn't worked well.
- When recruiting new members for the Club it will be very helpful to be able to discuss the major reasons why people should participate in the Club. Most potential members will be busy with careers, family, and other priorities so it is important to understand the needs and desires of potential members and establish programs, events, etc. that will attract and retain members of the Club.
- Prepare a list of zip codes and/or counties within your Club boundaries.
- Request a database listing and contact information for alumni in your area.
- Apply for Alumni Awards so that your members, leaders, alumni/area and Club can be recognized.

Re-establishing an Existing Club

Clubs that have not been active can be re-established by submitting a written request to the Board of Directors. It generally takes the diligent effort of just a few individuals to serve in a leadership capacity for a year or so to get a Club going with sufficient momentum and to establish continuity.

Best Practices

To assure a successful event, remember the following:

- You can never plan too early;
- Share the workload and delegate responsibilities;
- A personal phone call is worth many letters
- Keep costs reasonable
- If a meal is included, RSVP's are a must. Collect money prior to the event;
- Select a central location. Is a map needed?
- The more publicity the better the attendance

The Event Planning Timeline included in these guidelines should help to provide guidance in your planning. In addition, a comprehensive library of best practices can be downloaded via the Alumni Association website at www.indstate.edu/alumni.

Alumni Demographics

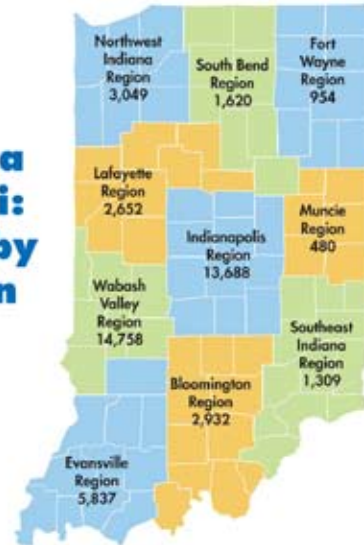
ISU Alumni: Totals by State



**International Alumni/
Unknown Locations**
12,736

**Indiana
Alumni:
Totals by
Region**

Total ISU Alumni
92,516



Sample Constitutions

Article I – Name

The name of this organization shall be the Indiana State University Alumni Club of _____ .

Article II – Mission

Each Alumni Club is organized to advance the mission of Indiana State University in their area. To this end, each Club will adopt the mission of the Indiana State University Alumni Association.

Article III – Membership

All alumni of and individuals interested in Indiana State University shall be eligible for membership.

Article IV – Club Leadership

1. Chair

Convene and preside over all club meetings, acts as official liaison among the Alumni Association Board of Directors, and the club, initiate meetings, and oversee committee work

2. Chair-elect

Performs the duties of the chair in his/her absence

3. Secretary/Treasurer

Keeps club meeting minutes, monitors the alumni listings and notifies the Alumni Association of changes, distributes official chapter notices, handles all banking operations, collects money at events.

Optional appointed chairs to committees.

Article V – Meetings/Elections

There shall be an annual club meeting for the election of club leadership. There shall be other regular meetings each year as the chair of the club deems desirable.

Article VI – Vacancies

When an leader's position is vacated, the remaining leaders shall have the power to fill the vacancy by appointment for the remainder of the un-expired term.

Article VII – Amendments

This Constitution may be amended by a two-thirds majority of all members present at any duly called meeting of the club membership.

Article VIII – Territory

The territory to be served by this club shall be:

(Identify and describe by city, county, or zip code)

Remember events or ideas are only limited by you and your imagination. The Alumni Association will assist you in every way in helping your club be a success.

EVENT PLANNING TIME-LINE

TEN weeks prior to event:

Confirm place and date _____

Inform Alumni Association of type of event, date and request for speaker.

Date of event _____

Type of event _____

Location/address _____

Mailing range (zip codes) _____

Speaker choice _____

Discuss menu, table set-up and audio needs with facility.

SEVEN to NINE weeks prior to the event

Final details due for flier/invitation to the Alumni Association

Time _____

Cost _____

Budget _____

RSVP deadline _____

RSVP to _____

Address _____

Name of person in charge of event _____

Phone (_____) _____

Fax (_____) _____

E-mail _____

Flyer to print.

SIX weeks prior to event

Contact local media to advertise event.

FOUR weeks prior to event

Make necessary speaker arrangements.

Equipment needs _____

Picking up from airport? _____

If so, who and when? _____

Send directions.

Request speaker introduction, bio sheet or resume from the Alumni Association.

TWO weeks prior to event

Telephone Committee calls loyal club advocates who have not yet RSVP'd.

ONE week prior to event

Have supplies from the Alumni Association.

Banner?

Nametags?

Door prizes?

Finalize food count at facility.

DAY OF EVENT

Arrive early.

Greet guest and always have registration table ready.

Resources/Contacts

Indiana State University Alumni Association

Gillum Hall, room 102

Terre Haute, IN 47809

812-237-3707 or 800-258-6478

alumni@indstatefoundation.org

www.indstate.edu/alumni