



AMERICAN UNIVERSITY

W A S H I N G T O N , D C

2010 American University
Alumni Chapter Handbook

Dear American University Alumni Chapter Leader,

Welcome to your role as an alumni volunteer! Thank you for your interest in building an American University alumni community in your region. Your involvement in the chapter system provides a vital link between the ongoing operations at the university, the current student population, and the thousands of proud alumni scattered across the globe.

Please use this handbook as your principal resource for chapter operations. It includes information on the mission and purpose of alumni chapters, responsibilities of chapter leaders, and how the Office of Alumni Relations can help you, among other things. In addition to this handbook, please review the event planning guide for tips on planning, programming and marketing events. Your comments and suggestions for improvement are always welcome.

The Office of Alumni Relations is here to help, so please contact us if you have questions. Your commitment to AU and dedication to engaging alumni are invaluable.

Once an Eagle, Always an Eagle!

Sincerely,

Melissa Bevins
Assistant Director of Alumni Programs
Office of Alumni Relations

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What is an American University Alumni Chapter?

Mission:

The American University Alumni Chapter's mission is to connect alumni, family, and friends to the life of the university and to support the strategic goals of AU. Chapter objectives include fostering dialogue about the current state of the university, to planning cultural, social, community service, and educational events to engage the alumni in your community.

Objectives:

- Encourage alumni and friends of AU to maintain an active interest in the university
- Initiate and promote activities to connect alumni including: service, social/networking, cultural/educational, family, and/or athletic events
- Welcome new AU alumni to your area
- Provide opportunities for fellowship and networking
- Encourage prospective students to consider American University for their undergraduate or graduate education
- Foster relationships with current AU students by participating in mentoring programs or promoting job and internship opportunities
- Encourage other AU alumni to become leadership volunteers

How to Start an Alumni Chapter

Chapters must be approved by the AU Office of Alumni Relations. Each alumni chapter is expected to:

- Have at least one alumnus/a committed to serve as a Chapter Leader volunteer
- Have at least two named volunteers to help with events and promotion (as a Coleader and a Planning Committee member)
- Plan at least two events per year that serve different purposes (i.e. athletic, community service, career/networking, family-friendly, etc.)

Alumni Relations staff members are always interested in helping alumni launch new chapters where there are groups of interested Eagles! Here are a few simple requirements to starting an alumni chapter in your area:

1) Contact Alumni Relations

Contact the Assistant Director of Alumni Relations for Regional Chapters at 202-885-5933, or auchapters@american.edu to discuss your interest in launching a chapter.

2) Complete a volunteer application form and submit it to the Assistant Director of Alumni Relations for Regional Chapters at auchapters@american.edu

See *Appendix I* in this manual for the application.

3) Review the Geographic Area

The Office of Alumni Relations will provide you with a predefined list of zip codes in your geographic area. Please review this list carefully, as this is the list that we will utilize to invite alumni to events in your area. We are happy to add additional zip codes to the region upon discussion.

4) Reach out to Alumni in Your Area

The best way to see if other people in your area are interested in starting an alumni chapter is to reach out to alumni in the area to gauge their interest in and commitment to starting an official alumni chapter. The Office of Alumni Relations will send an e-mail to alumni in your region on your behalf.

5) Plan a Meeting

Get other interested alumni in the area together to have a brainstorming session. Review the offices (Leader, Coleader, and Planning Committee members) and decide who will assume responsibility for each leadership role. Put together a tentative calendar of feasible events you think alumni in the area would be interested in attending.

6) Submit Your Plan to the Alumni Association

Once you have created a plan, submit it to the Assistant Director for Regional Chapters at auchapters@american.edu.

Chapter Leadership

The **Chapter Leader, Coleader** and **Planning Committee** members have primary responsibility for the management and spirit of an American University Alumni Chapter.

Chapter Leader and Co-Chapter Leaders

The Chapter Leader is expected to be the main point of contact with the Office of Alumni Relations. S/he and the coleaders are expected to:

- Establish short-range and long-range objectives for the chapter.
- Submit an annual Event Plan (see *Appendix II*) to the Office of Alumni Relations at least 10 weeks prior to the first event date.
- Serve as a contact person for alumni in the region with interests in becoming actively involved with the chapter.
- Serve as host during chapter functions and events.
- Submit receipts and attendee lists to the Office of Alumni Relations within 15 days following an event.
- Participate in quarterly conference calls.
- Facilitate and promote chapter groups on Facebook, [inCircle](#), and Linked In.
- Actively seek new volunteers with the potential to serve as future leaders for the chapter.

Planning Committee Volunteers

The planning committee of each chapter comprises volunteers who organize events and activities for American University alumni, parents, and friends. They are encouraged to participate in quarterly conference calls with the Office of Alumni Relations and plan and attend alumni chapter events along with the Chapter Leader and Coleader.

Some chapters may choose to have Planning Committee members be responsible for different types of events. For example:

1. **Athletic Chair** – responsible for planning game-viewing parties, professional sporting events
2. **Academic Chair** – responsible for planning educational speaking engagements and for serving as a liaison to the Faculty on the Road events
3. **Social/Networking Chair** – responsible for planning networking events, happy hour business-card exchanges, and similar events
4. **Community Service Chair** – responsible for planning annual Earth Day events or other service-oriented programs
5. **Social Media Chair** – responsible for managing social networking groups

The Office of Alumni Relations

The Office of Alumni Relations assists Regional Chapters in the following ways:

- Provides a list of ideas for possible events
- Provides lists of alumni and parents in chapter area
- Sends name tags, banners, sign-in sheets, giveaways, etc., for events
- Processes registrations for events, and provides chapter with list of event attendees for follow up;
- Manages the marketing and promotion of events
- Assists with financial organization of events (processing payments, working with event venue)
- Provides chapter recognition on the Alumni Web site

Alumni Chapters can assist the Office of Alumni Relations in the following ways:

- Plan at least two chapter-organized events per year, falling into two of following categories: service, social/networking, cultural/educational, family, or athletic
- File an annual Chapter Event Plan to the Office of Alumni Relations, detailing the activities your chapter would like to host for the coming academic year
- Provide follow-up evaluations after events
- Keep the office up-to-date on constituent address changes
- Mail receipts and attendance sheets to Office of Alumni Relations following each event

American University Alumni Board

The American University Alumni Board (AUAB) exists to provide opportunities for alumni to participate in and contribute to the ongoing life of American University, to fulfill their responsibility of enhancing the continued growth and development of American University, and to promote interaction among alumni through programs that enrich their professional, cultural, and personal lives.

The AUAB's Outreach Committee consists of board members who aim to strengthen AU's reach both domestically and abroad. The AUAB meets four times per year, so if you have an idea or a proposal that you would like to share with the Outreach Committee, please contact the Office of Alumni Relations at involved@american.edu or 202-885-5960.

To learn more about the AUAB, please visit: www.american.edu/alumni/leadership.

Frequently Asked Questions

1. What is the most important aspect of ensuring a chapter's success?

The most significant component of a successful chapter is committed leadership. Effective leaders also ensure chapter continuity by identifying the leaders of tomorrow and mentoring their leadership development.

2. Do I need to communicate with the Office of Alumni Relations?

AU Alumni Chapters are an extension of the university and work to foster the goals of the institution. Chapters must remain in contact with the Office of Alumni Relations to facilitate the implementation, marketing, and financial support for events. Alumni Chapters and the Office of Alumni Relations work together to achieve mutual goals

3. How do I know what constitutes an appropriate activity and/or event site?

A chapter should offer a variety of activities that appeal to the educational, cultural, volunteer, athletic, and/or social interests of its regional alumni and friends.

Please refer to the Event Planning Guide for an overview of events that would be considered appropriate. Avoid scheduling any activities at private venues that are, or are perceived to be, exclusionary on the basis of social standing, race, religion, gender, or ethnic background. Also remember to avoid planning events on national or religious holidays.

4. What record-keeping is necessary for the chapter?

The Office of Alumni Relations requires all chapters to maintain records of attendance that include updated mailing and contact information, event evaluations, and receipts for event-related expenses.

5. Where can we find new ideas for our chapter?

We encourage all chapter leaders to contact your peers in other cities to learn about their chapter's activities. Ideas can also be found by visiting the Web sites of other universities and colleges and on the CASE Web site (<http://case.org>).

The Office of Alumni Relations can also suggest a number of ideas for your chapter. Remember, we're only a phone call away!

HELPFUL AU CONTACTS

American University

4400 Massachusetts Avenue NW
Washington, D.C. 20016

Main Switch Board

Admissions

(Hit 0 when you hear the voicemail)

202-885-1000

202-885-6000

Annual Fund Information

Casey Jacobs, Director of Annual Giving

202-885-5924

Athletics Tickets and Information

202-885-TIXX

Registrar's Office (transcripts/diplomas)

202-885-2228

AU Bookstore

202-885-6300

Alumni Relations:

Telephone: 202-885-5960

Fax number: 202-885-5964

Raina Lenney, Assistant Vice President of Alumni Relations

202-885-5936

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Tara Lang, Director of Alumni Programs

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tlang@american.edu

Heather Buckner, Assistant Director of Alumni Programs

202-885-5902

hbuckner@american.edu

Melissa Bevins, Assistant Director of Alumni Programs

202-885-5933

bevins@american.edu

Dan Beardslee, Coordinator, Alumni Relations

202-885-5962

beardsle@american.edu

APPENDIX II

ANNUAL CHAPTER EVENT PLAN

For event ideas and guidelines, please consult the Event Planning Guide.

Chapter Name _____

Summer 2010

Family Event _____

Spring 2010

Happy Hour _____

Community Service Project _____

Museum Event _____

Local Event _____

Networking Event _____

Career/Professional advancement event _____

Professional sports event _____

Other _____

Fall 2010

Pre-game Event _____

Post-game Event _____

Happy Hour _____

Community Service Project _____

Educational Event _____

Wine-Tasting _____

Family Event _____

Local Event _____

Networking Event _____

Career/Professional advancement event _____

Museum Event _____

Other _____