



BUTLER COMMUNITY LEADERSHIP TOOLKIT

Updated April 2020



On behalf of the Butler University Alumni Association, thank you for your service to Butler University and to our alumni community. With a campus rich in tradition and an alumni family more than 50,000 Bulldogs strong, our Butler communities are important partners in promoting and enhancing our mission to serve as champions of engagement.

The Alumni Association relies on Butler communities to assist with the following objectives:

- Identify and recruit volunteer leaders who will play an active role in the life of the University, while attracting a diverse group of alumni and sustaining a meaningful connection to Butler
- Assist in recruiting the best and brightest students from across the country
- Promote the Butler brand among alumni communities and beyond by:
 - Encouraging alumni to give back to Butler through volunteerism or giving
 - Supporting and promoting Butler programs and events
 - Strengthening and expanding the Butler network among alumni communities and beyond through support and promotion of University achievements, growth and academic success

Inside this toolkit, you'll find all the information you need to build and maintain a steering committee that will lead your community to success. Please visit www.butler.edu/alumni/ACR for additional tools and resources.

The Alumni Association appreciates the unceasing efforts of alumni, family and friends supporting our mission nationwide. Thank you for your leadership, commitment, and service to the Alumni Association and to Butler University.

Sincerely,

A handwritten signature in black ink, appearing to read "Rob McConnell". The signature is fluid and cursive, with the first name "Rob" and last name "McConnell" clearly distinguishable.

Rob McConnell '78
President, Butler University Alumni Association



Butler University Alumni Association Mission

The Butler University Alumni Association (BUAA) in partnership with the Office of Alumni Relations and Engagement serve as champions of alumni engagement by inspiring alumni and friends to share their time, talent, and treasure to advance Butler's mission and vision.

Purpose of Butler Communities

Butler communities serve as extensions of the Butler University Alumni Association, representing different geographic areas, industries, and identities. In addition to serving the Alumni Association's mission, communities exist to advance the University's priorities and to provide opportunities for graduates, family, and friends to engage with Butler University and with one another.

Butler Community Structure

Butler communities are led by a volunteer steering committee. The steering committee should consist of at least six (6) members, including a two (2) person leadership team made up of a Chair and a Vice Chair.

Depending on the size of the Butler community, the steering committee may elect to add additional leadership positions to achieve the objectives of the group (ex. Event Chair(s), Young Alumni Chair, Secretary, Communications Chair, etc.). In this case, the Community Chair will work with the Office of Alumni Relations and Engagement to create additional positions.

In order to divide responsibilities evenly among the steering committee, the Office of Alumni Relations and Engagement strongly recommends that the leadership team assign an event chairperson, or lead, for each event. This person would serve as the primary point-of-contact for the event, and assume the following responsibilities:

- Contact, visit, and secure venues, consider menus and accessibility, and communicate findings with Alumni Relations staff
- Send final attendee list to Alumni Office within three days of the event

Role of a Steering Committee

A volunteer steering committee works in partnership with the Office of Alumni Relations and Engagement staff to achieve the mission and objectives of the Butler University Alumni Association. Steering committees provide opportunities for alumni, family, and



friends to stay engaged in meaningful ways that benefit the overall mission of Butler University by:

- Working with the Office of Alumni Relations and Engagement to coordinate a balanced calendar of events and programs that best aligns with the University's strategic priorities
- Actively promoting volunteer and engagement opportunities with members of the Butler community
- Representing Butler University as the primary point of contact in the area/industry/identity
- Communicating regularly with fellow volunteers and the Office of Alumni Relations and Engagement staff

Steering Committee Leadership Roles

Community Chair

Provide support, encouragement, and direction to the steering committee and leadership team. Serve as primary liaison between Butler University and the local alumni population. Key responsibilities:

- Manage and support all functions of the steering committee
- Ensure steering committee meets minimum annual requirements
- Identify and recruit volunteers to serve in leadership team positions
- Submit an annual plan and reflection annually

Vice Chair

Provide support to the Community Chair, and leadership in the Chair's absence. Serve as secondary point of contact between Butler University and the local alumni population.

Key responsibilities:

- Supports Community Chair with monitoring the implementation of the planned calendar of events, delegating responsibilities, and following up with Alumni Relations staff
- Carries out the duties of the Community Chair in his/her absence
- Assumes the position of Community Chair in the event the Community Chair cannot fulfil his/her commitment

Steering Committee Member Selection Process

In April of every year, the Alumni Office will survey all steering committee members regarding interest in continuing service or volunteering for a leadership role within the alumni community, and overall satisfaction.

If more than one candidate is interested in an open position, the committee should host a vote with assistance from the Office of Alumni Relations and Engagement.



If the steering committee has vacancies, community leadership will work with the Office of Alumni Relations and Engagement to identify potential candidates.

Term Limits

All steering committee members should commit to serving a two-year term, beginning at the start of the fiscal year (June 1) and ending on May 31 of the second year. Members are welcome to serve more than one term, pending evaluation with the Office of Alumni Relations and Engagement.

A committee member may resign from the steering committee by giving notice to the Community Chair. Vacancies shall be filled by the Office of Alumni Relations and Engagement with guidance from the Community Chair.

Any committee member who fills a vacant position will only be responsible for serving the remainder of that term.

The Office of Alumni Relations and Engagement and the Alumni Association Board of Directors reserve the right to make exceptions to these guidelines or make adjustments as needed.

Core Requirements of Butler Community Steering Committees

Butler Community steering committees are expected to complete the following requirements annually to maintain active community status:

- Meet as a committee and submit an Annual Reflection and Plan (April/May)
- Maintain a volunteer steering committee (see Butler Community Structure)
- Hold at least two (2) steering committee meetings
- Use the Annual Planning Document to organize at least four (4) events and programs. All activities planned should have a strong, relevant connection back to Butler University
- Actively promote the BUAA mission & objectives
- Participate in calls and webinars hosted by the Alumni Association, as availability allows
- Reach 100% steering committee giving participation



Support for Butler Community Steering Committees

The Office of Alumni Relations and Engagement staff will partner with Butler community steering committees to offer support, advice, and guidance for outreach efforts and programming. Committees can expect assistance with the following:

Communication Support

- Community presence on Butler University Alumni Relations & Engagement website
- Access to official logos and branding materials
- Broadcast emails to entire community
- Two (2) e-newsletters per year
- One (1) physical mailing annually (please allow 6-8 weeks' notice)

Event Support

- Event Marketing – Butler events website listing, email invitations, support with social media promotion, confirmation email to all registered guests
- Event Registration – online event registration page and fee collection
- Event Assessment - post-event survey sent to all registered guests
- Event Supplies – Nametags, Sign-in Sheets, Butler-branded giveaway items (based on availability)
- Alumni/Advancement Staffing (when appropriate)
- Speaker Recruiting and Program Development (when appropriate)

Leadership Support

- Online community leader resources (available at www.butler.edu/alumni/ACR)
- Dedicated staff liaison to support your community's growth and programming
- Opportunity to connect with other community leaders through regularly scheduled conference calls and webinars
- Dedicated liaison from BUAA Communities Committee to help bridge any gaps between community and Alumni Board



Butler Community Steering Committee Member Agreement

MISSION of the ALUMNI ASSOCIATION

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PURPOSE of BUTLER COMMUNITIES

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- Actively promote the BUAA mission & objectives
- Participate in calls and webinars hosted by the Alumni Association, as availability allows
- Reach 100% steering committee giving participation

ANNUAL EVALUATION: In April of every year, the Alumni Office will survey all steering committee members regarding interest in continuing service and overall satisfaction.

LENGTH of SERVICE: Steering committee members should commit to serving a two-year term, beginning at the start of the fiscal year (June 1) and ending on May 31 of the second year.

SUPPORT: Steering committee members will be supported by other members of the steering committee, the BUAA and Office of Alumni Relations and Engagement staff.

I agree to be an active member and help my committee complete these annual requirements. I have read, understand, and agree to the responsibilities outlined above.

Steering Committee Member/Community Name: _____

Date: _____