ALUMNI COMMUNITY LEADERSHIP TOOLKIT

Updated April 2018
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 45,000 Bulldogs strong, our alumni communities are important partners in promoting and enhancing our mission to serve as champions of engagement. The Alumni Association relies on alumni 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,

Beth Swenson Morris ’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 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 Alumni Communities**

Alumni communities serve as extensions of the Butler University Alumni Association. In addition to serving the Alumni Association’s mission, alumni communities provide opportunities for alumni, family, and friends to stay engaged in meaningful ways that benefit the overall mission of Butler University. Alumni communities provide a point of contact for alumni new to an area, bring together Butler graduates, friends, and prospective and admitted students through events and programming, and keep those constituents connected with the life of the University.

**Alumni Community Structure**

Alumni communities are led by a volunteer steering committee. The steering committee shall consist of no less than six (6) members, including a four (4) person leadership team. The leadership team shall be comprised of a Chair, Vice Chair, Event Chair, and Communications Chair.

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

**Role of a Steering Committee**

A volunteer alumni community steering committee works in partnership with the Office of Alumni Relations staff to achieve the mission and objectives of the Butler University Alumni Association. Steering committees should provide opportunities for alumni, family, and friends to stay engaged in meaningful ways that benefit the overall mission of Butler University. Steering committee volunteers are expected to:

- Sign a position description and agreement at the start of each term
- Encourage community members to keep the University apprised of the accomplishments and service of local alumni
- Assist in the planning of events and programs that reach a variety of audiences and further the connection to Butler University
- Communicate regularly with fellow volunteers and Alumni Relations staff
- Actively participate in community events and programs
Steering Committee Member Selection Process

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

If the steering committee has vacancies, an excerpt will appear in the Alumni Newsflash calling for persons interested in joining the steering committee, either by self-identification or nominating a fellow alumnus.

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

Term Limits

All steering committee members should remain in place for two years with terms beginning at the start of the fiscal year (June 1) and ending on May 31 of the second year of their term. Members should serve no more than two terms consecutively, but are welcome to nominate themselves for reappointment after a one-year break.

A committee member may resign from the steering committee by giving notice to the Community Chair. Vacancies shall be filled by the Alumni Office 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 the Alumni Association Board of Directors reserve the right to make exceptions to these guidelines or make adjustments as needed.

Core Requirements of Alumni Communities

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

- Submit an Annual Reflection and Plan (June/July).
- Maintain a volunteer steering committee.
- Hold steering committee meetings throughout the year.
- Organize the suggested number of events annually. This should include one engagement event and the remainder should be signature programs.
- Actively promote the BUAA mission & objectives.
Support for Alumni Community Steering Committees

The Office of Alumni Relations staff will partner with alumni communities to offer support, advice, and guidance for outreach efforts and programming. Communities can expect assistance with the following:

Communication Support

- Community presence on Butler University Alumni website
- Set-up of branded social media account(s)
- Access to official logos and branding materials
- Broadcast emails to entire community

Event Support

- Event Marketing – website listing, email invitations, support with social media promotion, inclusion in Alumni Newsflash upcoming events section
- Event Registration – online event registration page and fee collection
- Event Giveaways – Butler branded giveaway items (based on availability)
- Alumni/Advancement Staffing
- Speaker Recruiting and Program Development (when appropriate)

Leadership Support

- Online community leader resources (available at [www.butler.edu/alumni/ACR](http://www.butler.edu/alumni/ACR))
- Dedicated Alumni Office staff liaison to support your community’s growth and programming
- Opportunity to connect with other community leaders through regularly scheduled conference calls and webinars
Community Chair Position Description and Agreement

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POSITION PURPOSE: Further the mission of Butler University by providing opportunities for engagement for alumni, parents, friends and prospective and admitted students in the alumni community. Provide support, encouragement, and direction to the steering committee and leadership team.

KEY RESPONSIBILITIES:
- Manage and support all functions of the alumni community
- Ensure alumni community meets minimum requirements
- Serve as the primary liaison between Butler University and local alumni
- Identify and recruit alumni volunteers to serve in leadership team positions
- Submit an annual plan and reflection annually to the Alumni Office via electronic form
- Financially support the university with a contribution each fiscal year (June 1 – May 31)

ANNUAL EVALUATION: The Community Chair will have an annual discussion with Alumni Relations staff to evaluate strengths, areas for growth, and goals for the upcoming year.

LENGTH of SERVICE: Two-year term with option of one-time renewal pending the Community Chair’s interest and the evaluation with Alumni Relations staff.

SUPPORT: The Community Chair will be supported by other members of the steering committee and the Alumni Relations staff.

I have read, understand, and agree to the responsibilities outlined above.

_________________________________________  ______________________
Community Chair/Community Name              Date
Vice Chair Position Description and Agreement

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POSITION PURPOSE: Further the mission of Butler University by providing opportunities for engagement for alumni, parents, and friends in the local alumni community. Provide support to the Community Chair, and leadership in the Chair’s absence.

KEY RESPONSIBILITIES:
- Supports Community Chair with monitoring the implementation of the planned calendar of events, delegating responsibilities, and following up with Alumni Relations staff
- Serves as secondary point of contact in the community
- 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 fulfill his/her commitment
- Financially support the university with a contribution each fiscal year (June 1 – May 31)

ANNUAL EVALUATION: The Vice Chair will have an annual discussion with Alumni Relations staff to evaluate strengths, areas for growth, and goals for the upcoming year.

LENGTH OF SERVICE: Two-year term with option of one-time renewal pending the Vice Chair’s interest and the evaluation with Alumni Relations staff.

SUPPORT: The Vice Chair will be supported by other members of the steering committee and the Alumni Relations staff.

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______________________________  _______________________
Vice Chair/Community Name  Date
Event Chair Position Description and Agreement

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POSITION PURPOSE: Plan and execute the suggested number of signature programs and events each year in effort to build engagement among Butler alumni, family, friends, and admitted and prospective students.

KEY RESPONSIBILITIES:
- Plan and execute the suggested number of signature programs and events each fiscal year (June 1 – May 31)
- Recruit members of the steering committee to assist with planning and execution of events
- Contact, visit, and secure venues, consider menus and accessibility, and communicate findings with Alumni Relations staff
- Submit Email & Event Request forms
- Send final attendee list to Alumni Office within three days of event
- Financially support the university with a contribution each fiscal year (June 1 – May 31)

ANNUAL EVALUATION: The Event Chair will have an annual discussion with Alumni Relations staff to evaluate strengths, areas for growth, and goals for the upcoming year.

LENGTH of SERVICE: Two-year term with option of one-time renewal pending the Community Chair’s interest and the evaluation with Alumni Relations staff.

SUPPORT: The Event Chair will be supported by other members of the steering committee and the Alumni Relations staff.

I have read, understand, and agree to the responsibilities outlined above.

__________________________________________________________________________
Event Chair/Community Name                                          Date
Communications Chair Position Description and Agreement

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POSITION PURPOSE: Lead communication efforts within the alumni community to encourage event attendance, alumni participation and connection to Butler University.

KEY RESPONSIBILITIES:
- Manage and promote the alumni community’s social media accounts
- Post regular and relevant content
- Develop marketing and communications solutions for the alumni community’s needs
- Take pictures at alumni community events and submit to Alumni Office
- Financially support the university with a contribution each fiscal year (June 1 – May 31)

ANNUAL EVALUATION: The Communications Chair will have an annual discussion with Alumni Relations staff to evaluate strengths, areas for growth, and goals for the upcoming year.

LENGTH of SERVICE: Two-year term with option of one-time renewal pending the Communication Chair’s interest and the evaluation with Alumni Relations staff.

SUPPORT: The Communications Chair will be supported by other members of the steering committee and the Alumni Relations staff.

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_________________________  _________________________
Communications Chair/Community Name  Date
Steering Committee Member Position Description and Agreement

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Position Purpose: Further the mission of Butler University by providing opportunities for engagement for alumni, parents, friends and prospective and admitted students within the alumni community.

Key Responsibilities:
- Actively participate in alumni community events and meetings of the steering committee
- Use peer-to-peer outreach, through personal connections, emails, phone calls and social media, to increase alumni participation at alumni community events and programs
- With the Event Chair’s direction, assist in the coordination of alumni community events
- Advocate for the alumni community and Butler University
- Financially support the university with a contribution each fiscal year (June 1 – May 31)

Annual Evaluation: Steering committee members will have an annual discussion with Alumni Relations staff to evaluate strengths, areas for growth, and goals for the upcoming year.

Length of Service: Two-year term with option of one-time renewal pending the member’s interest and the evaluation with Alumni Relations staff.

Support: Steering committee members will be supported by other members of the steering committee and the Alumni Relations staff.

I have read, understand, and agree to the responsibilities outlined above.

__________________________
Steering Committee Member/Community Name

__________________________
Date