ALUMNI COMMUNITY LEADERSHIP TOOLKIT

Updated March 2019
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,

Nick Musial ’02
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 Alumni Communities

Alumni communities serve as extensions of the Butler University Alumni Association. In addition to serving the Alumni Association’s mission, alumni 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.

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 three (3) person leadership team. The leadership team shall be comprised of a Chair, Vice 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, Event Chair(s), Young Alumni Chair, etc.). In this case, the Community Chair will work with the Office of Alumni Relations and Engagement to create additional position descriptions.

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
  - Submit Email & Event Request Forms
  - Send final attendee list to Alumni Office within three days of the event

Role of a Steering Committee

A volunteer alumni community 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 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
○ Communicating regularly with fellow volunteers and the Office of Alumni Relations and Engagement staff

**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 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 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 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 (May/June).
○ Maintain a volunteer steering committee.
○ Hold steering committee meetings throughout the year.
- Organize the suggested number of events and programs annually. The majority of activities planned should have a strong, relevant connection back to Butler University.
- Actively promote the BUAAmission & objectives.
- 100% steering committee giving participation annually.

**Support for Alumni Community Steering Committees**

The Office of Alumni Relations and Engagement 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
- Creation of branded social media account(s)
- Access to official logos and branding materials
- Broadcast emails to entire community
- Two (2) e-newsletters per year

**Event Support**

- Event Marketing – website listing, email invitations, support with social media promotion
- Event Registration – online event registration page and fee collection
- Event Giveaways – 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](http://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
Community Chair Position Description and Agreement

MISSION of the ALUMNI ASSOCIATION

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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 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.

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. Serve as primary liaison between Butler University and the local alumni population.

KEY RESPONSIBILITIES:

○ Manage and support all functions of the alumni community
○ Ensure alumni community meets minimum requirements
○ Recruit members of the steering committee to assist with planning and execution of events
○ Identify and recruit alumni volunteers to serve in leadership team positions
○ Submit an annual plan and reflection annually via electronic form
○ Financially support the University with a contribution (of any amount) each fiscal year

ANNUAL EVALUATION: The Community Chair will have an annual discussion with Alumni Office staff liaison 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 Office staff liaison.

SUPPORT: The Community Chair will be supported by other members of the steering committee, the BUAA and Office of Alumni Relations and Engagement 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. 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
- Financially support the University with a contribution (of any amount) each fiscal year

ANNUAL EVALUATION: The Vice Chair will have an annual discussion with Alumni Office staff liaison 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 Office staff liaison.

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

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

______________________________  ____________________
Vice 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 (of any amount) each fiscal year

ANNUAL EVALUATION: The Communications Chair will have an annual discussion with Alumni Office staff liaison 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 Office staff liaison.

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

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

________________________________________  _________________________
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 promote events, programs, and opportunities to get involved
- Financially support the University with a contribution (of any amount) each fiscal year

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: 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, the BUAA and Office of Alumni Relations and Engagement staff.

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

__________________________    ________________________
Steering Committee Member/Community Name    Date