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# Metropolitan State College of Denver

## Office of Alumni Relations and Alumni Association

The Office of Alumni Relations is the liaison between the College and the Alumni Association (a 501(c)(4) non-profit organization), sponsoring special programs and events, and assisting alumni with personal and career development. **The “2009-2010 Office of Alumni Relations Staff Directory” can be found in the Appendix.**

Below are the mission, vision and core values of the Alumni Association. All alumni clubs are expected to support and embody these statements.

### Mission

To cultivate relationships, motivate participation and create opportunities for a continuous connection with the College, its alumni and the community.

### Vision

A network of connected alumni who call others to action in support of the College.

### Core Values

- *Giving Back:* We value giving back, and in doing so we breathe life into this dynamic institution. As a result, the College continues to offer people the same opportunities for education that it offered us, and it offers us continuing opportunities for enrichment. In addition, the College’s continuity will have far-reaching impact on the community. In giving back, we help to ensure that the College perpetuates its opportunities.
- *Making a Difference:* We value that all alumni can make a difference on a day-to-day basis. The Alumni Association fosters opportunities to contribute, both individually and as a group.
- *Work Ethic:* We value and publicly acknowledge that no one can “out-work” Metro State alumni.
- *Pride:* We value the quality of a Metro State education as a superior experience and stand in leadership for the College within our communities.

# General Information about this Guide

This policy and resource guide is designed to assist club leaders in the organization, operation, and maintenance of a successful alumni club.

The needs and sizes of the clubs will vary geographically and demographically. Therefore, it is our intent to include a variety of information to benefit as many clubs as possible.

**The Alumni Relations Office and the Alumni Association stand ready to assist you—please see the Appendix for the “2009-2010 Office of Alumni Relations Staff Directory”** and let us know if there is something missing from this guide that you would like to see.

## Why Form an Alumni Club?

Alumni clubs exist for a variety of reasons:

- Clubs stimulate interest in the College among alumni and the general public;
- Clubs are a common link for alumni to the College, the Association, and current students and faculty;
- Clubs provide an array of social, educational and/or career oriented programs for alumni members;
- Clubs help enhance the Association’s visibility among current students;
- Clubs support the vision, mission and core values of the Alumni Association;
- Clubs assist the Alumni Relations Office in preserving records by passing on information about graduates and friends of the College, and;
- Clubs can engage in fund-raising/friend-raising activities to generate money for student scholarships.

# Types of Alumni Clubs

There are two types of alumni clubs:

## Specialized

Specialized alumni clubs provide alumni members who have the same academic or professional field, common interest and/or cultural connection an opportunity to host events and meet for a common reason.

Examples of specialized alumni clubs include: Nursing, Political Science, Chicano or GLBT alumni clubs.

## Regional

Regional alumni clubs grant alumni members the opportunity to host events, club and meet fellow alumni in their part of the city, state or country. Regional clubs are based on the geographic location of alumni members.

Examples of regional alumni clubs may include the Texas Alumni of MSCD Club or New York City MSCD Alumni Club.

## How are Alumni Clubs Established?

The Alumni Association will review new club applications as they are received and will respond within 10 working days (two weeks) by letter, pending approval from the Alumni Association Board of Directors.

Applications must be submitted to the Alumni Association by the due date noted on the application. Each club should have at least one alumni named as the official club representative. An application for your club is included in this guide. **(Please see the “2009-2010 Alumni Club Application Form” in the Appendix.)**

# Alumni Club Structure

## **Club Representatives and Club Advisory Council**

A minimum of one alumni member must volunteer as a club representative. The club representative is the primary liaison between the club and the Alumni Association. This representative will also serve on the "Club Advisory Council" and must attend at least two meetings per year, including one Orientation Night and one Club Advisory Council Meeting.

## **Minimum Membership for Club Recognition**

Clubs shall maintain a minimum number of five active members to remain official and receive benefits afforded to clubs. At least one of these members must be recognized as the official club representative. If club membership drops below five active members for more than one year, the club may face dissolution.

## **Name of Club**

Alumni clubs may select their own name, which should reflect the purpose of their group, in addition to using the words "Metro State" and "Alumni" within the name as well. Clubs may identify as clubs, groups, networks, communities, chapters, etc., but cannot use the term "Association".

## **Mission, Vision and Core Values**

Each club and individual club member must carry out the mission, vision and core values of the Alumni Association.

## **Department Liaison to Club**

Clubs that are based around a department should find at least one faculty or staff member to serve as a liaison between the alumni club and department. This could be any faculty or staff member currently working at the College.

## **Staff Liaison to Club**

Both department and non-department based clubs will be appointed a staff liaison from the Office of Alumni Relations to serve as a connection and resource between the club and the Alumni Association.

## **Club Meeting Schedule**

Clubs will set their own meeting schedule and location, but are encouraged to meet at least six times per year and notify the Alumni Association of their regular meeting schedule.

### **Membership Dues Revenue for Club**

Currently, members of the Alumni Association do not pay any membership fees or dues, but clubs may wish to charge membership dues/fees to support their yearly budget.

### **Membership Rosters and Labels for Club**

The Alumni Association will maintain the official alumni records, rosters and database on behalf of the clubs. Clubs may request membership reports or mailing labels at any time with at least ten working days (two weeks) notice. All reports and labels will be provided free of charge. **To request a query from the Alumni Association database, please complete the “2009-2010 Database Query Request Form” (found in the Appendix) and send to the Office of Alumni Relations.**

## **General Policies for Alumni Clubs**

As representatives of the College and the Alumni Association, club members must follow the below policies to remain an official and active alumni club.

- Clubs must **sponsor, co-sponsor or assist with at least three events per fiscal year** (July 1 to June 30). This includes at least one club sponsored event and two or more supportive roles with Alumni Association and/or College sponsored events.
- No funds or personal alumni contact information may be used or distributed for use to support or endorse political activities that are not explicitly supported or endorsed by the Alumni Action Task Force (AATF) and Alumni Association.
- Clubs are encouraged to update the Alumni Association with all pertinent alumni records for the database.
- The Alumni Association maintains and updates the alumni database and alumni member database. Privacy of the alumni database is protected. Any request to the Alumni Association that may compromise privacy will not be approved. All mailing labels and lists are the property of Metro State and may not be sold or used for any purpose other than official College or Alumni Association business. **To request a query from the Alumni Association database, please complete the “2009-2010 Database Query Request Form” (found in the Appendix) and send to the Office of Alumni Relations.**

- All constituent mailing lists must be created in conjunction with the Alumni Association. General solicitation mailings to alumni are not permitted without approval of the Alumni Association.
- All communications, (e.g., event invitations, announcements, newsletters, etc.) written or electronic, designed for club constituents, require prior approval from the Alumni Association prior to distribution.
- Club web site pages are linked to the Alumni Association's home page. Information pertaining to the website must be approved by the Alumni Association.
- The Alumni Association recognizes that alumni have a right to express their opinions in media communications. However, personal opinions should not give the impression that they are representing or otherwise making statements on behalf of the College or the Alumni Association. All alumni opinions should carry the following disclaimer:

“The views and opinions expressed here are those of the author and not necessarily those of Metropolitan State College of Denver or the Metropolitan State College of Denver Alumni Association. Any comments on the content on this opinion should be directed to its author.”

The Alumni Club representative may speak on behalf of the Alumni Association only with the explicit consent of the Alumni Association.

- All clubs and their representatives are expected to abide by the bylaws and all other rules, regulations and policies of the Alumni Association. **(Please see “Alumni Association Bylaws and Standing Rules” in the Appendix.)**

## **Financial Policies for Alumni Clubs**

The Alumni Association annually allocates funds to support approved alumni club events. Club representatives are asked in the spring prior to the upcoming fiscal year to estimate the number and cost of events for their respective club(s).

The Alumni Association then develops the club budget outlining pre-approved club activities accounted for in that year's budget. Once the annual club operations budget has been developed, additional club activities may or may not be approved based on the availability of funds.

- The Alumni Association fiscal year runs from July 1 to June 30. **The current 2009-2010 FY budget is \$500.00 per club.** This funding is meant to cover event-related costs such as room rental, catering, speaker and program fees. The Office of Alumni Relations will provide, at no cost to the club, services such as: Invitation design, printing and mailing/postage, use of the office phones, copy and fax machines, mailing labels and rosters, event-related supplies and general office supplies.
- In the spring of each year, club representatives for both regional and specialized alumni clubs will receive a **Budget Request Form. (The “2009-2010 Budget Request Form” will be available in summer 2009.)** The club representative should list at least three events that their club intends to sponsor, co-sponsor or assist with during the next fiscal year and return the form to the Alumni Association to secure funds to cover their events.
- Based on the scope and type of events listed, the Alumni Association will approve the club's “Budget Request Form”. If the proposed events raise financial or other concerns, the Association will work with the club representative to address them.
- If a club would like to host an event during the fiscal year that was not included on their original “Budget Request Form”, the Alumni Association may support that event if funding is available.
- Monies are disbursed to clubs from a pooled budget and will not be carried over from one fiscal year into the next fiscal year.
- The Alumni Association is authorized to sign contracts prior to an event. Club representatives or other members cannot sign a binding contract on behalf of the Alumni Association.
- Most approved expenses can be pre-paid by the Office of Alumni Relations staff. When pre-approved event expenses are incurred, itemized receipts must be forwarded to the Alumni Association. Those items that are not pre-paid should be sent to the Alumni Association for payment or reimbursement. Please allow 10 working days (two weeks) for a check to be approved and processed.
- If a club representative chooses to cover event expenses and then receive reimbursement, prior approval must be obtained from the Alumni Association. **Please see the “2009-2010 Event Request Form” in the Appendix.**

- Unapproved expenses may not be reimbursed. Itemized receipts are required for all reimbursements, whether they are approved or unapproved. Club representatives are not expected to personally pay for any expenses related to a club event.
- Clubs may not maintain any checking, savings or other financial account.
- Raising outside funds and/or charging membership dues/fees to supplement the annual club budget is allowed, but any ventures to raise funds must be discussed with the Alumni Association prior to any activity. The Alumni Association will furnish the club with the College's fundraising rules, policies and regulations.

## Club Event Resources

Encouragement of alumni to attend events is most important. Feel free to phone or e-mail old acquaintances and classmates to get them involved. (If you don't know their current contact information, the Office of Alumni Relations can find it for you.) We can also help you survey alumni to determine what kinds of events are desired or may be popular--please contact the office if you need samples of alumni surveys.

Events should have a definite purpose and appeal to alumni, in addition to being relevant to the Association's mission, vision and core values. Planning should occur as far in advance as possible, typically 12 weeks (three months) before the date of the event.

Listed below are important considerations and resources that the Alumni Association can provide to your club.

**Your club is also required to complete and submit a "2009-2010 Event Request Form" (which can be found in the Appendix) prior to any event.**

### Day and Date of Event

Select your date well in advance. Your date must be approved by the Alumni Association to avoid conflicts with other events. Be sensitive to religious holidays and special days of celebration. Also consider checking the calendars of the Office of Student Activities and existing student organizations for collaboration possibilities and maximum exposure.

## **Timing of Event**

Weeknight events should allow commuters time to return home or should be early enough and in a central location to allow alumni to stop off before going home. Depending on the type of event, weekends may be the best days to hold events.

## **Event Venue**

The site depends on the size of the group and type of event. The venue can make or break an event—it could even be a new place or a unique spot that people might not think to go on their own. It should be centrally located with ample parking (free, if possible), accessible by public transportation and offer sufficient space. The Alumni Association can provide you with a list of on-campus venues and rental prices.

## **Cost of Event**

Costs should be as reasonable as possible. Price will affect attendance, since alumni who attend may be charged a nominal amount. All receipts and contracts should be mailed to the Alumni Association for approval and/or payment. Club representatives may not sign a contract on behalf of the Alumni Association without prior approval.

## **Printing, Mailing and Advertising for Event**

The Alumni Association can assist you with the design, printing and mailing of invitations and correspondence. Please note that a mailing is not the sole key to event attendance. An e-mail reminder, generated by the Alumni Association, can be sent to target alumni before an event occurs.

The Alumni Association can also post events in the Alumni Association monthly electronic newsletter (the “eNews”), on the Association and College websites and Association and College print publications. In addition, the Alumni Relations office has access to five phone lines, which can be available on the weekend and/or evening for phonebanking purposes.

## **Supplies & Materials for Event**

The Alumni Association will provide materials and supplies that you may need for an event. This can include: Nametags, registration (check-in) sheets, clipboards, pens, brochures, a camera, giveaways (like stickers, mugs, pins and other freebies) and Alumni Association banners, tablecloths, etc.

Clubs also have the use of the office computers, copy/fax machines and office supplies, and can schedule a time to use the equipment, as needed, for club event

planning. The entire Alumni Relations Office staff is also available for any questions that you may have!

## Club Event Ideas

The type of activity and event a club hosts is entirely dependent on the interests and desires of the group's membership. In order to keep the club vital, and to attract a broad range of alumni, the Association recommends that clubs attempt to schedule a variety of events appealing to different interests, from events related to athletics, arts and cultural events, or purely social events.

Events can be categorized into several basic divisions: Educational or cultural, service, athletics and social. Please remember that your club is required to sponsor, co-sponsor or assist with *at least* three events per year.

**Please see the "2009-2010 Alumni Association Calendar of Events" for ideas to partner with existing events that the Association is in the process of planning.** Use these suggestions or modify them to suit your needs. Better yet, come up with ideas of your own and we will add them to the guide!

### Educational or Cultural Events

- Topical seminars (health/fitness, stress management, starting your own business, finance, etc.)
- Talks/tours of interesting locations – historic site, zoo, museum, etc.
- Career networking/Alumni Career Fair
- Presentations/lectures on current topics by College faculty
- Assistance with existing College events and activities
- Continuing education seminars
- Museum or gallery tours and receptions at the Center for Visual Art
- Group rates for concerts, plays or musicals with pre- or post-reception for alumni

### Service Events

- Assisting with Senior "Send-Off" at the Spring Fling event
- Assembling an alumni team for a charity walk/run (i.e. Metro 5K Run, AIDS Walk Colorado, etc.)
- Raising funds for student scholarship programs
- Mentoring current students

- Serving as a volunteer at Fall and Spring Commencement
- Volunteering for a non-profit “Volunteer Day” or volunteering as a group at a local non-profit agency

### **Athletic Events**

- Group trips to athletic events on campus
- Road trips to Roadrunner away games
- Viewing parties for televised athletic events
- Group trips to local or professional athletic events
- Tabling at home games to promote club and recruit new members

### **Social**

- Potluck suppers
- Wine/cheese reception
- Luncheon (or dinner) roundtable with guest speaker
- Holiday party
- Winter event—organize a ski/snowboard group
- Nature walk and picnic with families
- Open house at an alumni home
- Local “Friday Afternoon Club” or Happy Hour

## **Planning Checklist for Alumni Club Events**

Photocopy this checklist and use it each time you are planning an event!

### **12 (or more) weeks before the Event**

- Confirm the event date with the Alumni Association and set an RSVP date (at least one week before event date).
- Assign responsibilities to other club members.
- Establish event budget (including facility rental, food and supplies, decorating, speaker costs, printed materials, A/V equipment, freebies/prizes, gratuities, etc.) and event timeline
- Contact the Alumni Association for program and invitation design, printing and mailing assistance.

- Submit a “2009-2010 Event Request Form” to the Alumni Association.

### **10 weeks before the Event**

- Select and reserve location—don’t forget to add extra time before and after the event for set-up and clean-up.
- Set menu with caterers and find out when you need to have the final head count to them.
- Reserve A/V equipment, if appropriate.
- Arrange for pre- or post-payment of above logistics with Alumni Association.
- Finalize event timeline.

### **8 weeks before the Event**

- Determine “staffing” needs for event, i.e. registration table attendant, food servers, clean-up crew, etc. as needed.
- Notify the Alumni Association of any special needs for the event.
- Send out invitation mailing; post invite on website, eNews and any other appropriate site/publication as well.

### **6 weeks before the Event**

- Order nametags, door prizes and other supplies, as needed, from Alumni Relations Office.
- Recruit club members and other alumni volunteers to staff the event.

### **2-3 weeks before the Event**

- Work with the Alumni Association to finalize attendee e-mail reminders (include directions/map and parking/transportation information.)
- Finalize volunteers and volunteer assignments.

### **1 week before the Event**

- Prepare & pack materials, including name tags, check-in sheet, evaluation forms, information packets, freebies and other supplies.

- Provide final head count to facility managers and caterers, as needed.
- Confirm A/V equipment and any other rental equipment.
- Confirm speakers.

### **Day of Event**

- Arrive early to make sure facility is arranged properly (seating, food set-up, A/V equipment working, etc.)
- Train and direct volunteers to their stations.
- Hang banner and signs; set-up registration/check-in table.
- Personally recognize and thank attendees, volunteers and speakers.
- Take photographs of the event.
- Distribute evaluations, and collect them when completed.

### **Following the Event (within 1 week, Post-Event)**

- Mail thank-you notes to attendees, speakers and volunteers.
- Submit completed **“2009-2010 Post-Event Report Form”** (see the Appendix) with the registration/check-in sheet, photographs (with captions), attendee evaluation forms and itemized receipts to the Alumni Association within five working days (one week) after the event.
- Schedule a “debriefing session” with your club members to review the event (including evaluations) and appreciate the club for an event well done!