Welcome

Thank you for volunteering your time and talents as a Chapter Leader! Volunteers are a vital part of achieving our mission of “Celebrating Traditions, Creating Connections”. The following information package includes details about our Alumni Association and the roles and responsibilities of our volunteers. If you have any questions please feel free to contact myself or the Assistant Director, External Relations – Kay Larson at 877.688.2586. Once again welcome and thank you!

Sincerely,
Brenda Rudiger
Assistant Vice President for Alumni Engagement
Michigan Technological University

This handbook will provide general guidelines for typical events and programs and how the Alumni Association provides support throughout the process.

Regional Alumni Chapters
Alumni Chapters, sometimes referred to as “clubs” or “groups” provide alumni with opportunities to connect and network with their fellow alumni wherever they live.

Chapter Criteria
- Identify a Chapter Leader or Volunteer Committee
- Organize at least one event/program per year.
- Strive to develop programming that supports the missions of the Alumni Association.
- Promote the interests of Michigan Tech, its alumni and the Alumni Association.

Starting a Chapter
Chapters can be successful in many different ways - each Chapter is unique. The Alumni Relation Office can provide you with the following:
- Demographic report of your area.
- Assistance with preparing and deploying a survey to gage interest.
- Chapter Facebook Page
Chapter Leader Responsibilities

- When you agree to be the alumni contact for your area, your name is listed on the chapter website.
- Maintain a social media presence for your Chapter. The Alumni Relations office will set up a Facebook page and add you as an editor so you can use the page to connect with others, share information and post event and photos.
- Provide post event summaries to the Alumni office.
- Spread the word and encourage alumni in your area to attend the planned events
- Using the proper planning and execution of alumni events. The Alumni office can help; this handbook will detail forms and process to help you plan events.

Services Provided by the Alumni Association to Regional Chapters

- Provide demographic Data – number of alumni, etc.
  - Please note due to our privacy policy the Alumni Office will generally NOT provide general alumni lists, contact information, etc.
- Sending a message on behalf of the chapter. In most cases e-mail messaging is preferred however in special situations a postcard can be requested.
- Accept reservations and payments via Cvent. We can collect reservations online over the phone and in person.
- Michigan Tech staff may be present at a chapter event. Our staff is always available by phone to help with event ideas, planning and strategy decisions. Chapter Leaders and staff will decide on a case by case basis if is necessary for a staff person to attend an event.
- Event Supplies provided as needed – Michigan Tech signage, flags, give-a-ways, raffles items, name tags, etc.
- Some financial support may be provided for approved events and programs(See Chapter Finances for more information)

Chapter Finances

The financial goal with chapter events is to break event. Chapters may request financial support from the University for programs that include current students, new events striving to increase engagements and other strategic programs. Please do not hesitate to contact the Alumni office if you have questions of concerns.

Event Payment

- Our expectation is simply to break even.
- For events that incur charges, plan pass along the cost to the attendees, look at how to cover your event costs on a per-person basis.
- The Alumni office is responsible for creating an online registration page as a mechanism to collect event registration fees. Once all details of the event are in place please complete the event request form.
- Any and all contractual obligations should be forwarded to the Alumni Relations Office. If deposits are required for booking venues we can also help with this. Please do not enter into any contracts on behalf of the University. If you do so it must be under your own name. The University cannot be held liable for any contracts signed by alumni.
Event Planning Tips

Determine what type of event you would like to plan

- Know your audience. Which group of alumni are you targeting (young alumni, alumni with children, professionals, older alumni)?
- What time of year is it? Are people likely to be very busy with work and personal commitments?

Select a date and time

- Keep your target audience in mind - it may be hard for families to make it to an event at 5:00 pm on a week night; however professionals might like a Happy Hour event on the way home from work.
- Poll your members to see what days of the week work best. The Alumni office is happy to send out a survey on your behalf!

Engage in cost recovery planning

- Select venues that will allow your guests to pay on their own. Tip: Many bars have free or discounted food during Happy Hour. Your guests can buy their own drinks but enjoy complimentary treats.
- Charge a fee for your attendees to recover any costs incurred.
- Go potluck style – ask guests to bring appetizers, deserts, or picnic food.
- Once you know your event and date, and cost recovery plan fill out the Michigan Tech Alumni Event Request Form: [www.mtu.edu/alumni/eventform](http://www.mtu.edu/alumni/eventform).

Use best practices during the event

- Chapter Leaders or event chairs should arrive early.
- The chapter leaders/event chair should try and say hello to every attendee.
- Always have a sign-in sheet and name tags.
- Plan time for 5 minutes of remarks – Welcome, introduction, and ways to get involved/stay connected.

Don’t forget post-event follow-up

- Complete the [event summary form](#) which includes a post-event check list. (this form will also serve as a resource for the Alumni office to track, observe, and share best practices).

Remember this should be fun!

- Michigan Tech Alumni Chapters exist to help connect alumni to each other and the University. We don’t want chapter leaders to get burnt out. Plan early, delegate tasks, work as a team, and ask the Alumni office for help.
- Don’t be discouraged if your numbers are not as high as expected. Remember, people are busy and life happens. Not every alumnus/a is going to be able to attend every event—which is why diversifying the types of events you plan is key.