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.” This 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 External Relations Assistant Director Kay Larson at 877-688-2586. We’re grateful for your efforts to nurture and celebrate the life-long bonds of Michigan Tech alumni.

Sincerely,
Brenda Rudiger
Executive Director of Alumni Relations
Michigan Technological University

This handbook provides 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 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 Relations Office can provide you with the following:

• Demographic report of your area.
• Assistance with preparing and deploying a survey to gauge interest.
• Chapter Facebook Page.
Chapter Leader Responsibilities

- When you agree to be the alumni contact for your area, your name and email address are 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 administrator so you can use the page to connect with others, share information and post event and photos.
- Provide post-event summaries to the Alumni Relations office.
- Spread the word and encourage alumni in your area to attend the planned events.
- Use proper planning and execution for successful alumni events. This handbook details forms and the event-planning process; The Alumni Relations Office can offer additional guidance.

Services Provided by the Alumni Association to Regional Chapters

- Provide demographic data, including number of alumni.
  - Please note due to our privacy policy the Alumni Office will generally NOT provide general alumni lists, contact information, or other confidential information.
- Sending messages on behalf of the chapter. In most cases e-mail messaging is preferred. A postcard mailing can be requested for special situations.
- Accepting reservations and payments via HuskyLink. We can collect reservations online over the phone and in person.
- AR 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 decide on a case-by-case basis if it’s necessary for a staff person to attend an event.
- Event supplies provided as needed, including Michigan Tech signage, flags, giveaways, raffle items, name tags and other materials.
- Some financial support may be provided for approved events and programs. See Chapter Finances, below, for more information.

Chapter Finances

- Breaking even is the financial goal for chapter events.

Event Payment

- For events that incur charges, plan to share the costs among attendees. Budget on a per-person basis to keep expenses in line while offering a quality event.
- The Alumni Relations office is responsible for creating an online registration page that acts as the mechanism to collect event registration fees. When event details 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 help with this. Please do not enter into any contracts on behalf of the Alumni Relations Office. If you do so it must be under your own name. The Alumni Relations Office cannot be held liable for any contracts signed by alumni.

- Chapters may request financial support from the Alumni Association for programs that include current students, new events striving to increase engagements and other strategic programs.

- Please don’t hesitate to contact the Alumni Relations office if you have questions or concerns.
Event Planning Tips

Determine what type of event you would like to plan
- Know your audience. Which group of alumni are you targeting? Young? Older? Alumni with children? Professionals for networking or Husky fans who want to cheer on their team?
- Check community calendars and what’s happening around town. Exhibit openings, service projects, recreational trails and other arts or historic events, as well as game day at a new venue or favorite pub, are among interesting places where your group could gather.
- Consider the time of year and how it affects work and personal commitments. For example, alumni with jam-packed holiday schedules might not have the time or desire to fit in another event.

Select a date and time
- Keep your target audience in mind. For instance, it may be hard for families to make it to an event at 5 p.m. on a weeknight but professionals might enjoy a Happy Hour event on the way home from work.
- Poll your members on their preferred days for gathering. Alumni Relations is happy to send out a survey on your behalf!

Engage in cost-recovery planning
- Select venues where guests may pay on their own.
- Many establishments that feature a Happy Hour lay out a spread of appetizers for patrons. Your guests can buy their own drinks and enjoy complimentary treats.
- If the event will cost money, charge attendees a fee to recover costs.
- Go potluck style. Ask guests to bring appetizers, deserts, or picnic food.
- Once you know your event, date, and cost recovery plan, fill out the Michigan Tech Alumni Event Request Form: www.mtu.edu/alumni/eventform and submit it to Michigan Tech Alumni Relations.

Use best practices during the event
- Chapter Leaders or event chairs should arrive early.
- The chapter leaders/event chair should try to say hello to every attendee.
- Always have a sign-in sheet and name tags.
- Plan for five minutes of opening remarks: A welcome, an introduction, and ways to get involved/stay connected.

Don’t forget post event follow-up
- Complete the post event summary form and return to the Alumni Relations Office (this form will help you plan better and will serve as a great resource for Alumni Relations 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 feel overwhelmed or burned out. Plan early, delegate tasks, work as a team, and ask the Alumni Relations Office for help.
• Don’t be discouraged if your numbers are not as high as expected. People are busy and life happens. Diversifying the types of events you plan is key to drawing a crowd and keeping your chapter active and engaged.