

## Process of Establishing an Alumni Chapter

**Step One:** Interested parties must contact the Office of Alumni Relations. The first step for the Office of Alumni Relations will be to determine if this constituent group is already being served, and to connect interested alumni with each other. At least one person must agree to serve as a contact for the purposes of collecting data.

**Step Two:** The Office of Alumni Relations will determine the ongoing viability of the group, and the feasibility of supporting it as a full chapter. Chapters are expected to continue long after their founders become inactive. The Office of Alumni Relations will analyze alumni statistics to determine if the proposed chapter meets the minimum criteria for alumni population (250 alumni). If so, then a survey will be sent to all members of the population to determine alumni interest in forming and supporting the chapter. This survey must include a local alumnus as a contact point to show local interest in forming the chapter. Surveys will be sent electronically to all alumni with a valid email address and if there are not 250 valid e-mail addresses and the minimum alumni population has been met, postcards will be mailed directing them to the survey online. Alumni will have 30 days to complete the interest survey. If there is not a large enough population to meet the minimum criteria, chapter formation will not proceed.

**Step Three:** The Office of Alumni Relations will review the results of the survey to determine if there is enough interest to support the formation of a chapter. At least 50 people must respond to the survey indicating a willingness to support activities. If this number is not met within 30 days of the survey, chapter formation may not progress any further. A survey may be conducted again no sooner than 1 year later to determine if there is sufficient interest at that point. This survey will also be used for alumni who wish to self-identify as volunteer leaders for the chapter.

**Step Four:** The Office of Alumni Relations, key leaders, and alumni association volunteers will publicize an organizational meeting to all alumni who responded positively to the interest survey. At this meeting, alumni office staff will explain the purpose of the chapter, the chartering process, and recruit for volunteers to serve in leadership positions. This should result in the 3 officer positions being filled (the Executive Committee). This meeting should also generate ideas for the first six months of chapter activities.

**Step Five:** The Office of Alumni Relations will send an announcement to all alumni in the chapter demographic notifying them that the chapter is beginning its chartering process and announcing the 6 month calendar of events. An email listserv for the proposed chapter will be created as well as a chapter specific online community. Alumni will be encouraged to register as members of the chapter via this community.

**Step Six:** Within a reasonable time frame from the date of the organizational meeting, the executive committee must submit the **chapter bylaws, six month calendar of events with cost estimates** to the Office of Alumni Relations for approval from the Chapter Development Committee.

## Privileges, Services, and Benefits

The Office of Alumni Relations is committed to the success of every chapter. The most successful chapters are the result of a partnership between the staff, ODAAA, and chapter leaders, with all partners holding distinct responsibilities. Ultimately, the collaboration of planning, knowledge, skills and creativity provides for satisfying and memorable experiences and strong relationships. Services provided by the Office of Alumni Relations may include:

- Offering advice, direction and resources for the chapter.
- Working with the chapter leadership and the approved chapter calendar for the year to help coordinate chapter events and activities and operate within approved budgets.
- Providing ODU promotional items and other supplies needed for chapter activities as available.

- Providing volunteer training programs, including leadership training for chapter officers as well as the chapter handbook with operational guidelines.
- Marketing chapter events and activities.
- Assisting with arrangements for special faculty or staff speakers.
- Providing chapter promotion in the Chapter's quarterly e-updates, chapter social networking sites like Facebook/Twitter, and on the ODUAA website.
- Providing rosters.
- Provide limited funding for events and activities approved by the Office of Alumni Relations.