

## **GUIDELINES FOR ALUMNI CHAPTERS OF THE UNIVERSITY OF WISCONSIN STEVENS POINT ALUMNI ASSOCIATION**

### **VISION:**

Alumni chapters are a vital part of the extended University of Wisconsin – Stevens Point community. As such, their purpose is:

- \* To provide an organization where alumni, parents, prospective students and friends, in a specific geographic area, can meet on a regular basis for intellectual and social enrichment. Chapters may also choose to have a service related component.
- \* To encourage support for UW-Stevens Point through programs such as development, student recruitment, legislative advocacy, career placement, community service, and professional expertise and advocacy.
- \* To ensure continued two-way communication between UW-Stevens Point and its graduates.

UW-Stevens Point gains from alumni involvement and support. Alumni gain from a heightened awareness of the vibrant extended university community whose reputation affects their own; they also benefit from networking and the opportunity to serve the institution that served them.

### **GOAL:**

- \* Improve and strengthen communication between UW-Stevens Point and its alumni

### **OBJECTIVES:**

- \* Plan and promote a minimum of one regional event per year
- \* Counsel the Alumni Affairs Office regarding future regional events/programs
- \* Promote the interests and welfare of UW-Stevens Point
- \* Encourage friendship and networking among UW-Stevens Point alumni
- \* Enhance UW-Stevens Point's presence in their community
- \* Provide social and educational opportunities for UW-Stevens Point alumni
- \* Encourage UW-Stevens Point alumni participation in community activities
- \* Encourage qualified people to attend UW-Stevens Point
- \* Provide leadership in support of higher education and UW-Stevens Point

### **MEMBERSHIP**

Membership will consist of alumni and friends of the UW-Stevens Point Alumni Association living in the geographic region associated with each chapter.

A steering committee comprised of three to six alumni or friend volunteers will meet at least once a year to plan at least one event in the chapter's geographic area.

Chapter members are welcome to volunteer for the steering committee at any time and existing member may elect to leave the committee at any time.

A chapter leader (or co-leaders) will be selected from the steering committee to work with Alumni Affairs staff, lead chapter meetings, and serve as a liaison to the Alumni Association Board of Directors, preparing an annual report for presentation at the April

Alumni Board meeting. Election of the Chapter Leader will be held annually. There are no term limits for Chapter Leaders.

**Responsibilities of the UW-Stevens Point Alumni Affairs Office:**

- \* Provide alumni address lists, labels, and other information upon request
- \* Provide graphic design support in creation of printed materials
- \* Provide marketing support for promotion of chapter events in local area
- \* Implement printing and mailing for chapter events
- \* Post chapter information on UW-Stevens Point's alumni web site
- \* Perform accounting duties, deposits, payment of bills related to chapter activities
- \* Keep chapter informed of campus and alumni association activities
- \* Attend at least one chapter planning meeting or chapter planned event annually
- \* Train chapter leader in creating and sending broadcast e-mails to their geographic area with Alumni Office assistance.
- \* Pay for up to two chapter meetings per year with a maximum reimbursement of \$100 per chapter for meetings.

**Planning Activities/Events/Programs:** Events should be run on a break even basis with charges per person to cover the cost of the event. The Alumni Affairs office will pay for one mailing per year for an event run by the chapter. The goal should be to cover this mail cost in your event as well but the Alumni Association will, dependant on its financial resources at the time, provide up to \$200 to each chapter per year for an event that it may not recover.

Three basic event categories: social, educational and special. The suggestions below have been gathered from the success stories of many alumni and staff at alumni events. Use them as suggested or modify them to suit your needs. If you have additional ideas to add to this list, please contact the UW-Stevens Point Alumni Affairs Office.

**Social**

Potluck supper Barbecue/Picnic Luncheon/Dinner Roundtable  
Wine/Cheese party Tailgate party-college Tailgate party-professional  
Guest speaker reception Send-off party for Freshmen Dec/Jan holiday party  
Nature walk/picnic Theatre party Concert/musical event  
After hours social Sporting event Bowling  
Golf event Cycling event Zoo/picnic  
Open house at alum's house

**Educational**

Health/fitness lecture Tour of interesting locale Faculty presentation  
Financial seminar Retirement seminar Forum  
Museum Political speaker Nature speaker

**Special**

Benefit drive (e.g. food) Benefit dinner Career day program