



ALUMNI CHAPTER HANDBOOK

*CHARTERED CHAPTERS

*SPIRIT CHAPTERS

*AFFINITY CHAPTERS



**Doane College
Alumni Chapter Handbook**

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Doane College Mission Statement

Doane College's mission is to provide an exceptional liberal arts education in a creative, inclusive, and collaborative community where faculty and staff work closely with undergraduate and graduate students preparing them for lives rooted in intellectual inquiry, ethical values, and a commitment to engage as leaders and responsible citizens in the world.

Alumni Chapter Goals

Alumni chapters, whether they meet face to face or online, are a critical link between alumni and the College while providing opportunities for Doane College alumni to maintain an active role in the life of the institution through leadership, inquiry, ethical values, and engagement. Alumni chapters are vital to the work of Doane College.

The purpose and goals of Doane College alumni chapters are:

- To establish and maintain a closer connection between Doane College and its alumni and friends.
- To advance the interests and welfare of the College and today's students.
- Promote alumni participation in the development and advancement of the institution through financial support.
- To provide a variety of opportunities for Doane College alumni to interact with each other while engaging with the College in a meaningful way.

What Makes a Successful Alumni Chapter

A successful alumni chapter is one that provides opportunities for Doane College alumni to maintain an active role in the life of the College. Alumni chapters are a great way to enhance Doane as nothing else can, because they are volunteer driven. They serve and respond to local alumni, assist in recruiting good students, demonstrate the public pride in the College, and help with the College's fundraising efforts. The spirit of Doane lasts a lifetime.

Types of Chapters

Spirit Chapters – A spirit chapter can be started in areas where fewer than 500 graduates live or alumni participation rates are currently low. Volunteers make up a steering committee and carry out events they want to sponsor. An activity box of decorations, name tags, door prizes and brochures are provided to each spirit chapter along with current information to share about the college. Spirit chapters can celebrate as often as they want with activities such as Friday After Club gatherings, football watch parties, dinners, receptions, etc. The sky is the limit!

Chartered Chapters – Geographic areas with 500 + alumni or high participation rates can become chartered when they complete 4 annual requirements:

- Host an annual activity with a College program and invite all chapter members.
- Recruit at least five new attendees for events throughout the year.
- Send roster of current officers and board members to the Alumni Office.
- Adopt bylaws that are approved by the Alumni Office.

Affinity Chapters – Alumni organizations based on similar interests and shared memories can also be a great way to bring alumni together. Affinity chapters can be based on a variety of different factors, including:

- Specific department or major (finance majors, science department)
- Professional industry (educators, attorneys)
- Ethnic background (AAFRO)
- Campus organization (alumni band)
- Stage of life (young alumni, Half Century Club)

Priorities and Sample Activities

Plan and implement at least one networking opportunity each year that accomplishes one or a combination of the following. Sample activities are listed under each priority. *Please note – it is not necessary or expected that a chapter will cover all of the purposes in a given year.*

- **Provide networking opportunities or professional development for alumni**
 - Speaker/Faculty Presentation Events – Invite a Doane College faculty member or administrator to speak regarding a particular topic of interest (financial planning, biology research, etc.).
 - Provide alumni with an opportunity to hear a keynote speaker and network with other alumni in a particular field, industry, or company.
 - Be an ambassador of Doane College for Tiger alumni who are new to your region. It may involve a welcome letter/email, an invitation to a welcome event, or a networking opportunity via an online network. You may be asked to provide suggestions for safe neighborhoods to live, input on schools, recommendations for local involvement, etc.
 - Provide alumni with an opportunity to exchange business cards and get to know fellow Tigers.

- **Assist in recruiting students to Doane College**
 - Student Letter Writing Campaign – Collaborate with Admissions to write letters to prospective students. Share your Doane College story - a great way to get involved regardless of where you live!
 - Tiger Welcome Parties – Welcome the newest class of Tigers from your area and share your Doane College pride! Host a welcome event for incoming students and their families in your home, club or at a nearby restaurant or park.
 - Campus Caravan – Bring students from your hometown to campus! A college representative can meet with them or you can give them a personalized tour of campus. Something as simple as bringing a baseball team to campus to see a game or a high school drama club to a Doane show can make a world of difference to students and their perception of college.

- **Promote current student interaction with alumni**
 - Coordinate an alumni panel around a particular topic and invite a current student group to attend and network with the participating alumni.
 - Invite current student leaders to attend events or join in networking conversations.

- **Fundraise to support student scholarships, academic programs or other College initiatives.**
 - Plan an event to raise support for current Doane College students! You can raise money for a specific project or general scholarships, or even a scholarship for a student from your particular area (*in order to make sure all donations are allocated appropriately, make sure to involve the Alumni or Advancement office in the process of planning this type of event*).
 - Host an intimate gathering to share exciting giving or volunteer opportunities with a targeted group of fellow alumni.

- **Serve as local ambassadors to your area to assist alumni or student interns who are new to that area.**
 - Be willing to share your phone number and email to Tiger family members who might need guidance as they move and adjust to a new region.
 - Offer to make recommendations on safe places to live, favorite spots to eat and shop, things to do and see in the area, and other pertinent details only a local

would know. Tigers helping Tigers – it's what we are all about!

- **Offer community service opportunities to strengthen the campus and/or alumni community ties.**
 - Volunteer with important Doane College programs on campus such as Homecoming, Move-in Weekend, Commencement, Relay for Life, and many others.
 - Volunteer at a local food bank or soup kitchen and provide lunch for all of the alumni volunteers who participate. Participate in local charity walk/runs, Humane Society functions or local Relay for Life events.
- **Advocate on behalf of the College – Spread the Word!**
 - Host an event in a unique venue, such as a local museum or theatre, with a special Doane College reception highlighting related alumni or campus accomplishments. Some local newspapers or TV stations will even highlight your information for free on their websites or newspaper.
 - Tiger Legacy Events – Host a family friendly event that gives alumni an opportunity to share their pride in Doane College with their children and grandchildren. It's never too early to start recruiting future Tigers! (Examples: picnics, theater day, amusement parks)
 - Celebrate the success of Tiger athletics! Organize a football, basketball, softball, baseball, soccer or volleyball watch party – invite alumni to get together to watch a televised home Tiger athletic game/match at a local bar, restaurant or someone's home.
 - Keep other alumni informed. Help promote exciting events, programs and successes at Doane College through an event or online network.
 - Create a social or professional networking group, specific to your network, online.
 - Host a dinner gathering to reacquaint fellow alumni with Doane College.
 - Participate in the annual Homecoming Parade and other festivities.

Alumni Chapter Leadership

Individuals or couples are welcome to initiate chapter events. It may be helpful to include a steering committee to share responsibilities and tasks.

Steering Committee

If a steering committee is utilized, it is important to function as a team. A steering committee may consist of at least four or five individuals. Led by a Chair or Co-Chairs, the steering committee provides cohesion and support for Doane College generated programs and partnerships. Volunteers may choose to assign responsibilities based on specific events or roles within the group (secretary, communications, etc.).

Please keep in mind that the goal of the steering committee is to coordinate activities, networking opportunities, and programs that will attract a diverse group of alumni while maintaining a meaningful connection to Doane College. The active volunteers should work with Alumni Relations to maintain periodic communication with their targeted audience through event invitations, e-mail updates, etc.

Alumni Chapter Chair (Co-Chairs) Responsibilities

- Represent the Alumni Chapter as the official spokesperson. Respond to inquiries from alumni regarding involvement in their specific network.
- Proactively identify priorities and plan out annual goals with your Alumni Relations representative. Annually review the chapter's purpose and actions to make sure it corresponds with the priorities of Doane College and its alumni.
- Serves as the main point of contact between the Alumni Chapter and the Alumni Relations representative.
- Schedule meetings with the Steering committee volunteers, as needed. Notifies the Alumni Relations office of all meetings, functions, and outreach projects – whether in person, via phone, or online.
- Provides feedback to the Alumni Relations office following networking opportunities (number of participants, recommendations for future programs, etc.).
- Works to recruit new volunteers for steering committee and build attendance at events.
- Maintains strict confidentiality of all alumni information (See information release agreement).

- Participates in chapter leader training as it is available.
- Willingness to be listed as the primary contact person, along with contact information (email and/or phone), for the chapter on the Doane College website.

Role of Alumni Relations

The Doane College Alumni Relations office is here to support you in connecting to the campus community and to other Doane College alumni around the country. A designated member of the Alumni Relations office will partner with you to offer support, advice and guidance for your outreach efforts. You can expect assistance with the following:

- Connect you with existing networks or chapters around your areas of interest and affinity.
- Promote events, meetings and networking opportunities.
- Assist in collaborating with the Doane College Office of Communication and Marketing (OCM) on any images or logos needed by the chapter. To maintain a consistent College brand, all logos and branding must follow the graphic standards provided by OCM.
- Support a webpage to provide information about alumni chapter's programs/events and how to become involved.
- Provide event planning assistance:
 - Provide an event kit that will include: nametags, giveaways, brochures, program ideas and tools.
 - Post event details on the Doane College website and include them in the magazine (as deadlines allow).
 - Coordinate emailed invitations. Assist with mailed invitations when time and budget allow.
 - Collect RSVP information and provide it to the steering committee.
 - Help in coordinating a program for the events (e.g. secure faculty/staff or alumni speakers, Q&A, etc.).
 - Assist in sending a follow-up thank you email after the event.
- Provide access to monthly alumni e-newsletter for marketing chapter opportunities and activities (as deadlines and space allow).
- Review all contracts and agreements with any vendors. Alumni Relations must review each document to ensure that all arrangements are in compliance with Doane College

policies and procedures. Alumni Relations must sign off on all legal documents regarding alumni chapter events.

- Attend events and meetings whenever possible. Also, when appropriate, help recruit current students and representatives from campus to participate.

Guidelines

Policies

- All events, whether face-to-face or online, must comply with relevant Doane College policies.
- All contracts need to be signed by an Alumni Relations staff member and the Business Office. Contracts signed by a volunteer will not be honored by the College.
- Each alumni activity or networking opportunity must comply with the mission of Doane College. Activities should focus on promoting the College to students or future students, foster education, encourage networking, or incorporate philanthropy towards Doane College.

Procedures

- All invitations, publications, emails, communications, artwork, etc. bearing the College's name, seal or other logos must be approved by the Office of Communication and Marketing or the Alumni Relations Office. Chapters are asked to only use Doane images and logos that have been approved by the College's marketing department.
- Please notify the College of any address, phone, email or employment information updates for alumni in your area. Many groups collect updated information through business card drawings for Doane College giveaways.
- Provide up-to-date lists of steering committee members and other network leadership.
- Contact Alumni Relations prior to planning any events.
- The Alumni Relations department retains the authority to discontinue or not formally recognize alumni chapters. Reasons may include, but are not limited to, the following: 1) the actions of an existing or emerging alumni chapter are deemed to be detrimental to the College, its students or other alumni or 2) the existing or emerging alumni chapters are not in alignment with Alumni Relations or Advancement priorities.

Promotions

The Alumni Relations office will assist with promotions for the group and their various activities through our website, alumni magazine, electronic communications and internal campus communications. If a printed invitation is warranted and budget is approved, college policies, style, and procedures will be used to format, edit, and print.

Your alumni network will need to plan according to the necessary timeline for each promotional vehicle. The alumni magazine's promotion schedule requires text due approximately six months prior to the publication date. Text should be submitted two weeks prior for an electronic communication.

Budget

Events and all other networking opportunities should be planned on a cost –recovery basis. This means that all expenses (including promotional expenses and follow-up expenses) should be incorporated into the event/activity fee. All monies must be collected by Alumni Relations.

There may be alumni within the chapter, who have access to resources to help defray the cost of an event or provide a meeting facility at no cost (e.g. a club membership, conference room at their place of business, etc.). These resources should be explored and utilized whenever possible. Contributors should be obtained in time to permit appropriate recognition. Alumni Relations must be notified of contributions and advancement policies need to be followed if the donor would like to receive gift-in-kind credit.

The following items should be taken into consideration:

- Facility usage charges; security fees
- Food costs
- Tax, gratuity and service charges
- Bar charges (cash bar is often the best plan)
- Guarantees; date when final count must be provided
- Catering policies about planning for additional guests without reservations (usually 5% of number of reservations)
- Cancellation fees; deposit penalties

Event Planning Timeline:

If your chapter chooses to coordinate a face-to-face event(s) as a component of its outreach plans, below you will find a timeline to assist in the planning process.

4-6 months in advance:

- Contact Alumni Relations to discuss event or project priorities and goals.
- Confirm event date(s) with the Alumni Relations representative.
- Reserve location/facilities for the activity.
- Outline event budget.
- Begin discussing the marketing plan and event logistics.
- Discuss including information in alumni magazine.

2-3 months in advance:

- Finalize logistical details. Make sure all contracts are signed by Alumni Relations/Business office.
- Assign specific volunteer duties: taking reservations, budget management, food arrangements, decorations, photography, special guests, marketing, etc.
- Make contact with fellow alumni to drive participation.
- Final approval on promotions plan.

4-5 weeks in advance:

- Set final agenda or program for the event. Alumni Relations can assist with this process.
- Confirm arrangements with all vendors.
- Work with Alumni Relations to communicate final details to all VIPs and event registrants.

Post event:

- Share any photos taken with Alumni Relations so they may be pulled together in an online slideshow or used in future publications.
- Provide a final attendance list to Alumni Relations – who did and did not attend the event.
- Share any updated contact information collected.
- Share any interesting or fun stories that might be appropriate for coverage in the alumni magazine or e-newsletter.
- Alumni Relations will send out an electronic thank you to those that attended with a link to event photos.

Frequently Asked Questions

Does every graduate of Doane College automatically become a member of the Alumni Association?

Yes. Doane College's Alumni Association does not have a dues requirement. All alumni automatically become members after completing 30 credit hours. All alumni are eligible to receive the alumni magazine, the alumni e-newsletter, event invitations, etc.

How can I obtain a list of alumni?

Lists can be provided to chapter leaders, at the discretion of Alumni Relations, on an as-needed basis for the sole purpose of supporting the College. Identified chapter leaders must sign the confidentiality agreement before any information is provided by Alumni Relations.

Where do I go to make sure I have the most current information about the College to share with other alumni?

Contact Alumni Relations to make sure the College has your up-to-date information. This will ensure that you will receive campus updates, the alumni magazine, and the monthly e-newsletter. Alumni Relations will be happy to provide brochures and fliers for any events that your network hosts. Information can also be found on the Doane College website (www.doane.edu) or the Alumni Facebook page (www.facebook.com/doanecollegealumni).

Will Doane College send a representative to our event?

Yes. Whenever possible, a representative from Alumni Relations or Advancement will attend your events and participate in your meetings. Also, when appropriate, your Alumni Relations representative will assist in recruiting current students and/or appropriate administrators from campus to attend the event.

Is Alumni Relations able to off-set the cost of our events?

Resources are limited, and the cost of key programs such as Homecoming and awards ceremonies continue to rise. Whenever possible, events should be planned to proceed self-funded.

What types of alumni networks already exist?

There are a number of established alumni networks that are based on various affinities, for example: Capital Alumni Chapter, Rocky Mountain Alumni Chapter, Omaha Alumni Chapter, Tri-City Chapter, KC Chapter, AAFRO, Alumni Band, Baseball Alumni, Softball Alumni, Basketball Alumni, and more. Also, new networks are being formed all the time, such as a Chicago Alumni Chapter

Are there other ways to be involved that do not require forming a chapter?

Yes, definitely! There are a number of other ways to become involved with your alma mater ranging from assisting with Homecoming, serving on the Alumni Council, writing letters to prospective students, hosting Tiger welcome parties, helping with registration at an event and

many more. Contact Alumni Relations at (402) 826-6795 for information regarding additional volunteer opportunities.

Where should I go to find the Office of Alumni Relations when I am on campus?

Alumni Relations is located on the Doane College Crete campus in Padour Walker next to the bell tower.

Who would I work with in Alumni Relations?

Anne Golden Ziola '04, '10A

Director of Alumni Relations

1014 Boswell Avenue

Crete, NE 68333

Telephone: (402) 826-6795

Fax: (402) 826-8600

Email: anne.ziola@doane.edu

Information Release Agreement

The Office of Advancement has an obligation to maintain the confidentiality of the information entrusted to it by the College's alumni, friends and parents. The Office of Advancement also has the desire to support the activities of the College by providing assistance regarding events and communications which bring together alumni, donors and friends. The below signatory has requested an alumni mailing list from the Office of Advancement and has agreed to the following statements.

1. The requesting party is a current student or volunteer alumnus/a who is associated with the College-affiliated organization and/or alumni constituent group listed below.
2. The information released to the requesting party is confined to public information.
3. Public information is defined as: full name, address and telephone number, degree(s) and date of degree (s) awarded by Doane College, e-mail address, fax number(s).
4. The information will be used only in support of approved college activities.
5. Approved activities are defined as: alumni relations, development, school/office communications to alumni/constituents, student recruitment, continuing education programs.
6. If there is a dispute about what constitutes an approved activity of Doane College, the final decision will rest with the Vice President of Institutional Advancement and Marketing or his/ her designee.
7. No information will be released on records coded "Privacy Record," which indicates the alumnus/a requested that his/her information not to be released.
8. The requesting party will not release or share the information with anyone who is not associated with the College-affiliated organization and/or alumni constituent group listed below.
9. The requesting party will take reasonable measures to protect the provided information and will allow members of their College/Alumni Organization to opt out of any communications.

I agree to the above terms and conditions:

Requesting Party Printed Name

College/Alumni Organization

Requesting Party Signature

Date

Consent for Use of Volunteer's Name on Doane College's Web Site

By signing below, I hereby give Doane College and its employees permission and the right to list electronically on any part of the Doane College Web Site, at any time in the future, my name as a volunteer for the College and my preferred email address. Further, I waive the right to inspect or approve the finished product. In addition, I hereby release Doane College and its trustees, officers, employees, and representatives from any and all liability, claims, charges, complaints, or causes of action whatsoever that may arise out of or from any third-party's user interpretation of the electronic listing of my name.

In addition, I understand and agree that the purpose for listing my name is to give me recognition for my contributions and/or to encourage others to become volunteers at Doane College.

Moreover, I hereby execute this Consent with the intent to bind myself, my spouse (if applicable), my heirs, assigns, and legal representatives. I further state that I am at least 18 years of age and competent to sign this affirmation and release. I understand that I may rescind this consent at any time in writing.

ACCEPTED AND AGREED:

Signature

Date

Printed Name

Approved Contact Information

Name

Degree year(s)

Address, City, State, Zip

Home Phone

Work Phone

Cell Phone

Preferred E-mail

Occupation

Employer

Name, degree year, and preferred email will be listed online, unless otherwise specified.