



CHAPTER LEADERSHIP HANDBOOK



ALUMNI

SOUTHEASTERN LOUISIANA UNIVERSITY



LETTER FROM THE ALUMNI OFFICE

Alumni have always been a vital part of Southeastern Louisiana University's success – even forming the Southeastern Alumni Association in 1927, just two years after the University was founded. Such dedicated individuals have helped the Alumni Association carry on a tradition of engagement, inclusiveness and service at their alma mater.

Southeastern Louisiana University counts on the support of alumni volunteers in order to fulfill its mission to enhance the academic excellence, best interests and traditions of the University and the more than 70,000 alumni worldwide.

Therefore, chapter leaders like you are the lifeblood of our organization. Your efforts in bringing Southeastern to your communities provide our alumni, their families and other university supporters with opportunities for networking, friendship-building, advocating for and remaining active with Louisiana's third largest institution of higher learning.

We are pleased to provide you with this handbook to assist in your alumni relations efforts. Please share it with your fellow officers and volunteers, and refer to it when planning chapter activities throughout the year. Of course, in addition to this handbook, the Southeastern Alumni Office staff is always on hand to support you in your endeavors.

Together, our efforts aim to encourage fellow graduates to connect with the University and with one another, to hire fellow grads or assist in professional development opportunities when possible, and to give back to the areas of the University that mean the most to them. I appreciate all that you do to help with these endeavors. Your loyalty is appreciated and your contributions are a key component to the continued success of your alma mater.

We look forward to working with you. Lion Up!

Malayne Sharp
Director of Alumni Relations

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I. ABOUT SOUTHEASTERN LOUISIANA UNIVERSITY

Southeastern Louisiana University Mission Statement

To lead the educational, economic and cultural development of Southeast Louisiana.

Southeastern Alumni Association Mission Statement

To cultivate, preserve, and perpetuate the University's ideals and traditions so as to enhance its prestige as an institution of higher learning; strengthen ties between the University, alumni, and the community in order to promote educational and physical growth.

II. ABOUT SOUTHEASTERN ALUMNI CHAPTERS

Chapter Mission and Leadership Responsibility

Southeastern Alumni chapters exist to connect alumni, promote Southeastern Louisiana University and the Southeastern Alumni Association around the world and to strengthen ties between alumni and their communities. Managing an alumni chapter is a big responsibility and requires the efforts of multiple leaders working together in order to be truly successful.

The Chapter Charter Process

According to the bylaws of the Alumni Association, any ten active alumni members who desire to form an alumni chapter shall submit a petition for affiliation with the Director. The Director shall present all petitions for affiliation to the Chapter Development Committee who shall recommend action on the petition to the Board of Directors of the Association. A two-thirds (2/3) vote of the Board of Directors of the Association shall be necessary for the affiliation with the Association.

Each affiliated chapter shall submit a report twice a year to the Alumni Office, which shall include the names and addresses of the officers, a list of members of the chapter, financial statements listing assets and liabilities, and programming details on June 30 and December 31 of each year. The failure by a chapter to submit one of the annual reports may, upon vote of the Board of Directors, result in revocation of affiliation.

Each affiliated chapter or club has the option of using the Alumni Association's tax identification numbers or going through the process of filing for its own to obtain a checking account. All chapter monies shall be deposited in a bank checking account in the name of the chapter at First Guaranty Bank in Hammond, Louisiana only. The Director of Alumni Relations shall be designated as signer on said chapter accounts. An affiliated chapter with its own IRS tax ID number that does not adhere to the guidelines of the Chapter Development Manual in timely filing of all IRS reports, shall be in danger of losing its affiliation.

III. EXPECTATIONS

Chapter Expectations

- Must have a President and President-Elect.
- Must submit a yearly roster of chapter officers. Chapter officers are encouraged to be alumni of Southeastern Louisiana University.

- At least one chapter officer must attend the annual Alumni Leadership Summit (Zoom is available for out of town chapters).
- Chapter President must sign a Memorandum of Understanding outlining the expectations of chapter leadership conduct.
- Must host at least one event per calendar year. Additional chapter events are encouraged to increase engagement and promote chapter growth.
- Must submit an e-mail following each activity with the following information: date, name of activity, number attending, list of attendees, list of volunteers and hours worked, and any relevant outcomes. Also please include any businesses or individuals who supported the event with in-kind or monetary donations.
- The chapter president, president elect and/or other chapter members should volunteer for at least one Alumni Association-sponsored event each semester.

Chapter Mission & Objective

Each Chapter is encouraged to define their purpose through a communicated objective or formal mission statement, a concise explanation of the organization's reason for existence. This statement describes the network's purpose and overall intention for its members. Possible missions can include, but are not limited to, philanthropy, professional development, social, etc.

Chapter Support from the Alumni Office

- Chapter leaders receive an invitation to the annual Alumni Leadership Summit.
- Chapter President (or his/her designee) serves on the Alumni Council for the Alumni Association.
- Receive staff support for events activities.
 - Email communication about event and other chapter communications (see Events page for more details).
 - Social media promotion for the event.
 - Events listed on website, newsletters, etc.
 - Registration Platform (if needed).
 - Supplies for events as needed and appropriate (e.g., Southeastern signage/banners, door prize items/giveaways, nametags, printed materials, etc.
 - Post-event surveys and follow-up communication with event attendees.
- An Alumni Office staff person may be present at events (if requested and available) and our staff members are available by phone or email to help with events ideas, planning and attendance and strategy decisions.
- Chapters have opportunity to submit a nomination for Chapter Excellence Award.
- Provide demographic data (number of alumni, etc.). The alumni database can provide lists based on a number of variables. *Note: The Alumni Office will generally NOT provide general alumni lists, contact information, etc.*
- Facilitate the mailing of post cards and other print mail pieces.
- Each year, the University sends two issues of the Southeastern Magazine to a pre-determined list of alumni. Chapter information, updates and other news will sometimes be included in the magazine. The Alumni Office can also promote chapter activity through its monthly email newsletter.

Memorandum of Understanding

The Memorandum of Understanding outlines the expectations of a chapter leader, including agreements to:

- Carry out the Southeastern Alumni Association mission
- Fulfill the expectations of a chapter to the best of your ability
- Preserve the brand of the Southeastern Alumni Association
- Maintain the activity of the chapter's Facebook page in an appropriate manner
- Assist in the transition of the next chapter leadership
- Complete the Mid-Year and Year-End Updates

Mid-Year and Year-End Updates

Chapters are asked to complete Mid-Year and Year-End Updates for the Alumni Office. These Updates may be utilized during the selection process for The Chapter Excellence Award. This form, distributed via email, asks for updated information, including:

- Updated list of chapter leaders
- Summary of events held
- Summary of plans for future events

IV. CHAPTER OFFICERS

Chapters rely on great volunteers. A successful chapter needs a base of chapter leaders it can rely on to stay active and engaged. Active volunteers in the chapter leadership keep the group current and energized, and allow for the work to be divided among the chapter officers. Volunteers are the lifeblood of the Alumni Association – it wouldn't be possible without you!

President (required)

- Maintain contact with Alumni Association staff and establish chapter goals in support of the mission of the Alumni Association.
- Attend chapter events/activities, preside over chapter meetings, and attend, or designate another chapter leader to attend, the Annual Leadership Summit and report back to the chapter.
- Exercise overall financial responsibility for the chapter. If the chapter uses the Alumni Association tax I.D. number, then the current Alumni Director must have access to bank account. See page 3 for more information.
- Ensure all event revenues and invoices are reported in compliance with Alumni Association policy.
- Submit a Mid-Year and Year-End Update to the Alumni Office by their designated deadlines.
- Submit chapter information and news-related items to the Alumni Office for inclusion in alumni publications.

President-Elect (required)

- Preside over meetings in the absence of the president.
- Coordinate programs and events with president and chapter officers.
- Serve as liaison to other alumni groups to plan collaborative events.
- Serve as interim president, if necessary, during a presidential transition.

Treasurer (recommended)

- Oversee and maintain all club finances, including the club checkbook, if applicable.
- Provide reports of financial status to be included in the minutes.
- Responsible for taking money for events.

Communications Chair (recommended)

- Utilize email to support chapter president and coordinate chapter communication.
- Maintain board meeting minutes and distribute to chapter officers.
- Utilize social media to promote the chapter and chapter events, share images and engage alumni online.

Membership and Dues

Whether to charge chapter dues, how much to charge, and the specific benefits of paid membership are left to the discretion of each individual alumni chapter. Many chapters rely on annual dues (typically \$10-\$20 per person) as an important way to generate income. Some chapters have opted to eliminate chapter dues altogether, and depend upon revenue from their events to fund activities.

V. EVENTS

Chapters are encouraged to plan diverse events that engage alumni with varied interests. Some alumni are interested in a sporting event, while others are more interested in networking. Providing a wide range of activities for alumni in your area gets more people involved with the chapter. Creativity in programming keeps alumni involvement fun and exciting for attendees.

****Please see the event one-pager for event ideas.***

Event Request Form

Chapters must submit an Event Request Form for all events. The form must be submitted at least eight weeks prior to the event for assistance with promotions. Events with a vendor or speaker component must be submitted six weeks prior to the event. Event Request Forms are found on the Chapter Leadership web page.

Once submitted, events can be:

- Advertised to your chapter via official Southeastern Alumni email, if requested
- Included on the Alumni Association online events calendar
- Added to the chapter web page
- Included in the Alumni Newsletter (if submitted by the 20th for the following month)

****Please use the attached Event Planning Guide and Timeline when planning your Alumni Chapter event.***

VI. EVENT POLICIES

Door Prizes

Chapters can choose to give away door prizes at chapter events. If the chapter would like to request prizes, they can do so through the Event Request Form. Chapters are not allowed to hold raffles or other “games of risk/chance” at the event.

Alcohol Policy

All chapter events must follow the official University alcohol policy. To review the complete alcohol policy, please visit the Chapter Leader Resources web page. Important tips to remember:

- Do not serve alcohol to any individual under 21 years of age
- Ensure food and non-alcoholic beverages are available to attendees

Event Income

- Income from events is determined by many factors, such as the overall cost of running the event or program and achieving the goal of making it affordable to all. In general, a worthy goal is to break even or earn a little extra money from an event to support future activities. Chapters rely heavily on donations of space and refreshments to keep expenses at a reasonable level so that the cost of an event does not become prohibitive for alumni, particularly young alumni.
- Chapters that use the Alumni Association tax ID for banking accounts must have the Director as a co-signer on the account.
- Bank statements are mailed directly to the Alumni Office and reviewed by the Director. A copy will be e-mailed to the chapter president or treasurer.

VII. COMMUNICATIONS

Alumni Website

All Alumni Chapters will be listed on the Alumni website. The chapter listings will feature chapter leadership contact information and general chapter information.

Evites

Chapter leaders can have an evite created for chapter events. Evites are sent to all Southeastern constituents (alumni, family and friends) within the chapter area. If the chapter elects not to use an evite, the event is still listed on the chapter web page but must be promoted exclusively by the chapter through social media and word of mouth.

Chapter leaders are able to recommend a day for the email blast within the Event Request Form, but ultimately is up to the discretion of the Director. Alumni Office staff will provide a draft of the evite for the chapter leader to approve. The form must be submitted at least eight weeks prior to the event. Events with a vendor, speaker, or ticketing component must be submitted six weeks prior to the event.

Social Media

Chapters are encouraged to consistently maintain an active Facebook page for communicating with area alumni. Chapters are permitted to have any/all social media they would like, including Instagram, LinkedIn, Twitter, etc. If you would like to see tips for using social media, please visit the Chapter Leader Resources online.

VIII. GUIDELINES FOR TRADEMARKS, LOGOS AND MERCHANDISE

The University's trademark policy applies to all designed artwork for chapter merchandise and communications. *No alterations of the University marks or logos are allowed.* Prior to production, artwork must be sent to the Alumni Office for legal approval.

If the chapter does not have explicit permission from the Alumni Office, they are not authorized to use a mark, logo or verbiage even if a printer is willing to print the job without it. It is the chapter's responsibility to acquire the approval before going to print. Chapters cannot print merchandise until official approval is granted.

Chapter Logos and Designs

All chapter designs must follow the guidelines for trademarks, logos and merchandise. Any logos created without the explicit approval of the Alumni Office are not allowed. The Alumni Office is currently exploring the possibility of unique chapter logos with our Marketing and Communications department. Stay tuned!

Please visit the Chapter Leaders Resources page for the full policy on trademarks and logos.

IX. ALUMNI CHAPTER RESOURCES

Chapter Leadership Resources Web Page

The online Chapter Leader Resources web page has additional information and helpful forms that will be useful to you as a chapter leader. These resources include best practices from other chapters and webinars throughout the year, so be sure to check this page for updates periodically. Found online at southeastern.edu/alumnichapters.

ADDITIONAL INFORMATION

Have a question? Contact and Alumni Office staff member.

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