



Dear New Chapter Leader,

Thank you for your commitment to leading and serving your local alumni chapter. Your willingness to devote your time to your alma mater and its programs is indicative of a commitment you have to Elon and is representative of exactly what it means to be an Elon alum.

Elon's regional alumni chapters are the University's largest tool for reaching alumni where they live. Whether in the U.S. or abroad, these geographically- based, volunteer-driven chapters fulfill a major need to provide alumni with an opportunity to remain connected to Elon. In 2021, Elon's alumni chapters produced close to 200 events in person events, engaging around 2,500 individual alumni who might not have been connected to Elon otherwise. The efforts by the chapter volunteers expand the reach that the Office of Alumni Engagement would have on its own, creating an incredible impact on the Elon alumni community and on the university.

We hope this leadership year will bring excitement for you as you help bring together your local communities of Elon alumni, friends and family. It is because of dedicated alumni like you that we can provide diverse opportunities for alumni to connect and engage with each other where they live.

Our team is excited to work with you during your term to help grow Elon's regional alumni network.

Thank you and long live Elon!

Sincerely,

Hannah Hattori '21

Coordinator of Regional Alumni Engagement

Atlanta, Baltimore, Charlotte, Chicago, Cleveland, Columbia, Columbus, Greater Charlottesville, Greenville, London, Nashville, Philadelphia, Pittsburgh, Richmond, Stamford, Tampa, Washington D.C., Wilmington

Katie S. Kuczkowski '17

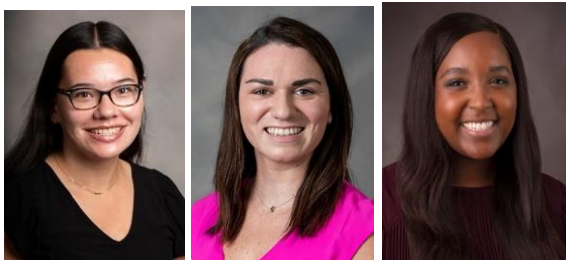
Assistant Director of Regional Alumni Engagement

Alamance County, Asheville, Austin, Boston, Charleston, Cincinnati, Dallas, Denver, Hartford, Jacksonville, Los Angeles, New Jersey, Orlando, San Diego, San Francisco, Seattle, South Florida, Triad, Triangle

Rachaele Andrews '14

Assistant Director of Alumni Professional Development & Engagement

Los Angeles, New York City





REGIONAL VOLUNTEER EXPECTATIONS

Regional Chapter Purpose & Mission

As leaders within of our regional chapter network, your mission will be to support the purpose of our regional chapters, as listed below.

Elon Alumni Chapters serve alumni by:

- Providing positive and impactful opportunities to connect and gather through social, professional development and sporting events right in their local community.
- Prioritizing service and civic engagement for alumni across the country by participating in an annual volunteer week across the regional alumni chapter network.
- Creating a community where alumni feel at home, to establish and grow relationships with fellow alumni.
- Maintaining a partnership between Elon and its alumni by keeping alumni informed about major university events and news.
- Hosting a variety of events that not only cater to young alumni, but also to those who have families and are looking for different opportunities to engage with fellow alumni.
- Providing giving opportunities through select events (i.e. Elon Day) and the chapter's social media platforms.

Board Member Expectations

- All board members are expected to serve for at least one year, from June 1st to May 31st. As the end of the fiscal year approaches, board members will be able to re-evaluate their position on the board, choosing to remain on the board to finish out a full 2-year term or step down at that time. This re-evaluation process can be facilitated by the chapter president or by the regional alumni engagement staff.
- Board members are expected to attend all chapter board meetings, as well as attend all chapter events.
- Board members should keep in regular contact with their chapter president as their main point of contact for chapter-related happenings. Chapter presidents should maintain regular contact with their staff liaison in the Office of Alumni Engagement.



CHAPTER STRUCTURE & LOGISTICS

Tier Structure

Tier 1: Atlanta, Boston, Charlotte, Los Angeles, New York City, Triangle, Washington, D.C.

Tier 2: Alamance County, Baltimore, Charleston, Chicago, Dallas, Denver, Triad, London, Nashville, Philadelphia, Pittsburgh, Richmond, San Francisco, Seattle

Tier 3: Asheville, Cincinnati, Orlando, Stamford, Tampa Bay, Wilmington

Tier 4: Austin, Cleveland, Columbia, Columbus, Greenville, Hartford, New Jersey, Jacksonville, San Diego, Shenandoah Valley, South Florida

Typical Event Requirements

Tier 1: At least 8 events per year, including: Welcome to the City, Professional Development, Elon Day, Service Week, 4+ Choice Events

Tier 2: At least 4 events per year, including: Welcome to the City, Elon Day, Service Week, 1+ Choice Event

Tier 3: At least 3 events per year, including: Welcome to the City, Elon Day, 1+ Choice Event

Tier 4: At least 1 event per year, including: Elon Day Party

Annually Allocated Budget

Based on each chapter's assigned tier and the events required within that tier, every chapter will be assigned a budget. This initial budget amount will be allocated each summer and can only be used in the current fiscal year specifically to fund the required events in that chapter's tier. Elon's fiscal year runs from June 1—May 31. Budgets allocated for these required events are determined based on the typical number of alumni engaged by the event, past spending on the event and potential for growth.

SAMPLE ALUMNI CHAPTER BUDGET (Tier 2)

Budget Allocated Starting June 1: \$700
Welcome to the City - \$200
Elon Day - \$200
Service - \$150
Choice Event - \$150



CHAPTER EVENTS

Signature Events

Welcome to the City

This series of social events is held each August/September to welcome new graduates and relocated alumni to the local alumni family and provide an easy social setting in which alumni can meet each other and get comfortable with the chapter. This event is a great way for all alumni to reconnect after the summer season.

Professional Development

Each Tier 1 chapter is required to host an event that caters to the professional needs and interests of their local alumni during the year. These events are important in showing alumni that we are a resource to them not only for social events, but for those that will further their own development.

Elon Service Week

In keeping with Elon's priority of creating engaged citizens, each Tier 1 and Tier 2 chapter must conduct one service activity during the year's designated volunteer week to provide an opportunity for alumni to serve the local community. Chapters in Tier 3 and Tier 4 can also participate in the volunteer week if interested.

Elon Day

Hosted on Elon Day each year, this is a celebration of Elon. It is an opportunity to encourage alumni to give back to the University while celebrating in their city. This event's theme will change annually. All chapters participate in having a party on the very same night. Raffles and Elon prizes are popular here.



CHAPTER EVENTS

Choice Events

Your chapter belongs to you, your board, and the alumni you serve, and we want you to get creative! Aside from the events that are required in your tier, what is something fun that you think your alumni would be interested in? Is it something unique to your area? It's up to you! Let the Office know what you want to do, and we'll help you make it happen. Examples of choice events include: Happy Hours, Sporting Events, Cookouts, College Coffee, etc.

Event Communications from the Office of Alumni Engagement

The Office of Alumni Engagement will help design email announcements for events and will handle the production of all announcements and registration pages. Each individual chapter should provide text and other details to be used for the email, as well as provide a communications plan to inform your staff liaison about preferred communication dates. Please let the staff know about your event at least 6 weeks prior to event date by submitting the Chapter Event Form.

Sample Communications Plan (Jacksonville Alumni Chapter)

Event Date: Monday, June 22nd

Monday, June 1st - First email to all Jacksonville alumni (AE Staff)

Wednesday, June 3rd – First post on chapter Facebook page (Chapter)

Wednesday, June 17th – Reminder to register post on chapter Facebook page (Chapter)

Friday, June 19th – Final email to all Jacksonville alumni (AE Staff)

Monday, June 22nd – Day-of reminder email to all registered alumni (AE Staff)

Chapter Event Form

Prior to each event, we ask for each chapter board to submit a Chapter Event Form at least 6 weeks prior to the event date to allow enough time for the Office of Alumni Engagement and chapter members to collaborate on logistics, such as event payment and communications sent out to alumni. You can find the **Chapter Event Form** at the link below:

<https://www.elon.edu/u/alumni/regional-programs/chapter-events/chapter-event-form/>



CHAPTER LEADER GOALS

During your term as a regional chapter volunteer, we want to see you accomplish goals that ultimately make your chapter as strong as possible for the Elon alumni in your local community. Below, we encourage you to write out a few goals for the 2022 – 2023 year.

Example: I hope to meet and speak with at least one new alumnus at each chapter event this year.

Goal(s) for yourself:

Goal(s) for your chapter:



ALUMNI ENGAGEMENT STAFF CONTACT INFORMATION

Rachaele Andrews '14, M.Ed.

Assistant Director of Alumni Professional Development & Engagement

randrews8@elon.edu

336-278- 7424 (Office)

336-380-3818 (Cell)

Hannah Hattori '21

Coordinator of Regional Alumni Engagement

hhattori@elon.edu

336-278-7428 (Office)

678-507-5786 (Cell)

Katie S. Kuczkowski '17

Assistant Director of Regional Alumni Engagement

ksoraghan@elon.edu

336-278-TBD (Office)

603-860-94619 (Cell)

Office of Alumni Engagement
Elon University
2605 Campus Box
Elon, NC 27244