

ALUMNI BLUEPRINT

THINGS TO DO

Currently Do It	Will Do It	Done...	Alumni Relations Chairman
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has appointed an alumni relations chairman.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has developed written job descriptions for the alumni relations chairman.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	All chapter alumni events are coordinated by the alumni relations chairman.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alumni relations records are maintained and systematically filed by the alumni relations chairman.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Alumni relations chairman oversees the production of the alumni newsletter and other alumni correspondence.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	An appointed alumni relations committee assists the chairman in completing the tasks listed above.

Focus on the Details

A frequently aired chapter complaint is, "we don't get enough (any) alumni support." More often than not, it is the chapter's own fault for not developing an effective alumni relations program. The first step in developing a program is to appoint an alumni relations chairman, someone other than the chapter secretary; however, the chapter secretary would be a member of the alumni relations committee.

When developing an alumni relations program, keep in mind what alumni want from the chapter:

- Reception – need to feel wanted; not like a stranger when visiting
- Recognition – awards for service to the chapter
- Involvement – advisory, administrative, educational, financial
- Courtesy – respect/hospitality when they drop in or attend events
- Encouragement – need to feel chapter is working for success
- Appreciation – thanks for involvement

The duties of the alumni relations chairman and committee include (but may not be limited to): Publish the alumni newsletter; communications liaison between alumni and chapter; organize alumni events; meet regularly with alumni board and its members to coordinate alumni events and air chapter and alumni concerns; work with the chapter advisor and other key alumni on improving alumni relations; plan and implement alumni relations programming; maintain accurate alumni records (information on and evaluation of past alumni events, copies of past newsletters, thank you notes, invitations, etc.); take photographs and maintain scrapbooks of alumni events; and educate members that good alumni are made as undergraduates, not after graduation, and that membership, responsibility, and commitment begin in college.

The alumni relations chairman should have a written job description and the committee should have a written description of its duties.

THINGS TO DO

Currently Do It	Will Do It	Done...	Local Alumni
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter members promptly greet alumni, even when they drop by the chapter house unannounced.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	All local alumni (whether members of your chapter or another) are invited to attend chapter events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter utilizes local alumni as a resource for recruitment recommendations and invites local alumni to attend/host recruitment events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter utilizes local alumni as a resource for recruitment recommendations and invites local alumni to attend/host recruitment events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Local alumni are utilized as guest speakers.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Local alumni are invited to attend the Associate Member Ceremony and are invited to attend and participate in initiations.

Focus on the Details

Local alumni (within 50 miles), whether members of your chapter or another, should be invited to most chapter functions, especially events such as Homecoming and 6294. A special day might also be set aside every other week for formal dinners, which alumni are invited to attend. Local alumni should feel welcome to drop in and visit the chapter at any time.

Local alumni are a great resource for recruitment recommendations. They should be invited to attend and/or host recruitment events, particularly if the chapter conducts summer recruitment. Also, local alumni are a great resource as guest speakers, and can help with resumes, practice job interviews, time-management, etc. Local alumni should be invited to attend the Associate Member Ceremony and initiations -- perhaps even as participants. Many alumni would enjoy the opportunity to renew their knowledge and memories of *The Ritual*. All local alumni should also receive copies of your alumni newsletter.

THINGS TO DO

Alumni Events

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter hosts at least two major alumni events (e.g. 6294, Homecoming, etc.) each year.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter notifies alumni of the date and place of each major event at least two months in advance, and provides reasonable notice for other informal events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Primary alumni events include activities that appeal to all ages of alumni and their families.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter encourages alumni to bring wives/girlfriends and their children to appropriate events.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter invites other special guests, such as parents, wives, faculty/administration, and former housemothers and/or resident advisors to appropriate events.

Focus on the Details

Plan well in advance. For special formal alumni events, such as Founders' Day and Homecoming, banquet space, etc., should be reserved a year ahead of time. Alumni should be initially notified of the date at least two months in advance with a reminder notice one month prior to the event. Also, plenty of advance notice (at least one month) should be given for any informal events and chapter activities at which you would desire alumni attendance.

When you schedule an alumni event, special effort should be taken to meet specific alumni needs. Many have wives, children and special commitments. Activities appealing to all ages of alumni and their families should be included in primary chapter alumni events. Older alumni might enjoy a guided campus tour to see how the college and chapter have changed since they were undergraduates. Younger alumni might enjoy softball or volleyball against current chapter members. Middle-aged alumni might enjoy a golf outing. Everyone can participate in a banquet, picnic, reception and/or awards ceremony. Also, special friends such as members' parents, children and wives or girlfriends of alumni, faculty and administration, and former housemothers should be invited.

For the best turnout, avoid crowded weekends when parking and hotel space are minimal. Try to "piggyback" on reunion weekends: if the college or university has special alumni reunion weekends, schedule your celebrations at the same time, since many alumni will be on campus anyway.

Make alumni the first priority when they come to town; set aside other chapter activities such as intramurals and socializing with sororities and attend to alumni needs. Take lots of photos for the chapter alumni newsletter and as keepsakes for alumni, the chapter, the Fraternity and the University. Use events as an opportunity to inform alumni of chapter projects, such as major house renovations or the development of a chapter scholarship fund. Include line drawings, graphs, floor plans and visual goals. Be enthusiastic. Show sincere interest in the alumni.

THINGS TO DO

Alumni Awards

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has established a yearly Outstanding Alumnus Award.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has established special awards/certificates for other alumni meritorious service.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter recognizes individuals who have been members for 25 or 50 years.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter recognizes alumni who have contributed a great deal of money and/or materials to the chapter by dedicating a room, library, building fund, or scholarship award – if no house – in their name.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter newsletter lists names of alumni receiving special recognition.

Focus on the Details

Alumni who have shown special dedication to the chapter should be recognized for their efforts. The chapter should establish and present a yearly Outstanding Alumnus Award, which could be given during 6294 or another large alumni gathering. Other awards include:

- Meritorious Service awards/certificates
- 25-year pins or certificates
- Dedication of a room, library, courtyard, etc. to an alumnus who contributed money and/or materials to the chapter
- Naming a scholarship, building fund, etc., for an alumnus who has contributed to the chapter
- Creating a "Wall of Fame" of alumni over the years who have been instrumental to the chapter's success

There are also awards available from the Fraternity. The chapter may nominate particularly dedicated alumni for the Distinguished Service Award (nomination forms are available from Fraternity Headquarters). The Fraternity sends Silver and Golden Star Certificates to those who have been members for 25 and 50 years respectively. Alumni who receive awards should be recognized in the chapter newsletter with accompanying photographs, if possible.

THINGS TO DO

Chapter Newsletter

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter or alumni publishes at least two alumni newsletters per year.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A portion of each newsletter is developed to alumni news items (a separate newsletter may be produced by the alumni association for alumni news).
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Newsletter editor is proficient in the use of English, grammar, and spelling, and every newsletter is carefully proofread by other members.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter updates its alumni address files when newsletters are returned and promptly reports address changes to Fraternity Headquarters.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Newsletter is published on schedule and well in advance of the next major alumni event.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Text or PDF copy of newsletter placed on chapter website.

Focus on the Details

As a minimum the chapter should publish two alumni newsletters per year. Issues should be distributed in September and February. You will need to develop a news budget or list of articles or items for each issue. Articles should be of the type of interest to alumni. Alumni are NOT interested in who is pinned and they don't understand inside jokes or nicknames. They want to know about recruitment, scholarship, service and athletic results. Avoid the long letter from the chapter president; all-too-often it is dull and takes up valuable space. A portion of the publication should be alumni news items. That is, information about what alumni are doing: job advancements, weddings, awards, new addresses, etc. You may wish to print a list of the contributing alumni in the alumni association's annual fundraising drive, too. Do NOT ask for financial support or complain about the lack of alumni support. And do not print any article in bad taste.

If you will be sending more than 200 copies of the newsletter, it would be a good idea to apply for a Bulk Mailing Permit through the post office. Bulk rates can cut your postage costs by more than half. Also, Fraternity Headquarters provides mailing labels and lists of alumni addresses at a minimal cost upon request. Order labels at least ten days in advance. When letters are returned to sender due to changed addresses, be sure to update not only your records, but also Fraternity Headquarters'. Inform Fraternity Headquarters immediately if you have alumni address changes so that we can update our records, too.

Keep on schedule. Give yourself plenty of time to put together the newsletter (at least four weeks). Make sure it is sent out well before the date of the next major alumni event. A regular, well-timed publication schedule is key to alumni response and the success of the alumni relations program. Consider this: would you attend an alumni event you weren't informed of until five days before it was scheduled? Timing is key.

Lastly, carefully proofread the copy! Make sure the newsletter editor is a member who is proficient in the use of English, grammar and spelling and preferably knows journalistic practices. Nothing will turn off alumni more than a poorly-written newsletter with sloppy spelling and layout.

THINGS TO DO

Currently Do It	Will Do It	Done...	Founder's Day
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter or alumni schedule a Founders Day event annually.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Local alumni from your chapter and others are invited.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter employs a special guest speaker for Founder's Day event.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	A chapter/alumni awards ceremony is scheduled during the Founder's Day event.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter sends thank-you notes to all alumni and guests who attended and/or includes a list of attendees' names in the next chapter newsletter.

Focus on the Details

As a minimum, the chapter alumni relations program should include an annual Founders Day event. Local alumni, both from your chapter and others, should be invited. The event should be scheduled on or very near April 29th. The nature of the event also ranges from chapter to chapter. Some hold a picnic, barbecue or a golf-outing, while others schedule a full, formal banquet with guest speakers. For best results, pick a format that works for your chapter and stick with it. As was mentioned earlier, schedule events that appeal to all ages of alumni and their families. Invite other special guests such as alumni wives/girlfriends, campus administrators, parents and former housemothers. Founders Day is the most important alumni event of the year and should be treated as such.

Since Founders' Day is likely to have the largest yearly turnout of any alumni event, it would be in the chapter's best interest to utilize the opportunity to sell itself to the alumni. This would be an appropriate time to have a chapter awards ceremony, for example. Outstanding scholarship, member, associate member and alumni awards could be presented. Chapter members should be on their best behavior and appropriately dressed for the occasion. The chapter house should be immaculate and well-maintained if the event is held there, or if alumni decide to stop by before or afterwards. The chapter should send thank you notes to all alumni and special guests who attended. A list of the alumni in attendance might also be included in the next newsletter.

THINGS TO DO

Currently Do It	Will Do It	Done...	Alumni Directory
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has a copy of the <i>Theta Xi Fraternity Alumni Directory</i> .
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter maintains an alumni records file, which is updated regularly (whenever new information is received), and also contains biographical data.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter promptly informs Fraternity Headquarters of any alumni address changes.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter attempts to locate "lost" alumni by listing names in the alumni newsletter and contacting the campus alumni office.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter publishes its own alumni directory of chapter and local alumni or make a secure list available on its website.

Focus on the Details

Every chapter should own a copy of the latest issue of the *Theta Xi Fraternity Alumni Directory* (available from Headquarters). Additionally, the chapter should maintain its own alumni records file, which should be updated regularly. When an alumnus visits the chapter for the first time in several years, you should check his address to see if your records are current. A computer spreadsheet/database (available from Fraternity Headquarters) or a 3 X 5 card file of all chapter and local alumni should be maintained and updated. The chapter should make a concerted effort at locating "lost" alumni (alumni for whom you have no current mailing address). One excellent source of address information is the college alumni office. Most alumni offices will allow an authorized chapter alumni relations' officer to check their files, or will at least make the information available. Also, share updated information with the college when you receive it. Another method of locating "lost" alumni is printing a list of their names in the chapter alumni newsletter. Often, other alumni who know them will contact the chapter with the information. Also include a change-of-address form in your newsletter. The use of a first-class letter to trace addresses is sometimes helpful. The chapter may wish to publish its own alumni directory, as well. Alumni would be even more likely to help in locating their "lost" brothers if they received a publication specifically geared toward that purpose.

The chapter should also keep alumni biographical data on file. This data could be gathered by sending a form to alumni entitled "Tell Us About Yourself," which asks for information such as job advancements, awards and honors, children, etc. A form of this type could be included within an alumni newsletter, as well.

THINGS TO DO

Chapter Advisor

Currently Do It	Will Do It	Done...	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter has an officially appointed advisor or is actively searching for one.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Advisor attends all chapter meetings or appoints a replacement when he cannot attend.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Advisor attends most executive committee meetings and attends other committee meetings when necessary or desirable.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Chapter keeps advisor informed of all changes in schedule and regularly consults advisor about problems as they occur.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Advisor represents chapter at regional conferences and National Conventions and acts as a liaison between the chapter and National Fraternity and the chapter and its alumni association.

Focus on the Details

Behind nearly every successful chapter is a dedicated chapter advisor. Rarely can a chapter achieve long-term success without proper alumni guidance. If your chapter does not have an advisor, it must find one. If your current advisor is uninvolved, first try to determine why; if no adequate reason can be determined, do not hesitate to search for a new one. Preferably, the advisor should be an alumnus of Theta Xi. If no local alumni are available, then the chapter should try to find a faculty member or possibly a member's father, who could become an honorary alumnus initiate (assuming that he was not a member of another general social fraternity). If this is also not possible, then a faculty advisor should be sought. Ideally, a chapter would have both a faculty advisor and an alumni advisor or an individual who is both.

The advisor should attend all general chapter meetings or appoint a replacement when he cannot attend. Also, he should attend as many executive committee meetings as possible. He should also try to attend a few associate member meetings. He should review general operations, such as finances, member education, recruitment and scholarship, and should make sure that the chapter is meeting Fraternity standards. He should help in training new officers and chairmen, and should help facilitate chapter planning and executive retreats. He should have the necessary time available to meet these commitments, and should be generally available for advice and counsel at any time. It is the chapter's responsibility to inform him of any changes in meeting times and to keep him informed of all chapter activities. Further, the chapter should inform the advisor of all problems as they arise.

The advisor is also a liaison between the chapter and the Grand Lodge, and between the chapter and its alumni association. He should be a member of the alumni board, or should at least attend all board meetings to convey his concerns for the chapter and the alumni. He should represent the chapter at National Conventions and attend regional conferences when possible. The chapter advisor is entitled to one vote at the National Convention; a privilege carried by only a few alumni members. It is also his responsibility to keep Fraternity Headquarters informed of the condition of the chapter through regular reports so that problems may be solved before they become critical. He should work through the members, allowing them to make mistakes occasionally -- but not to excess -- and should not attempt to impose his will upon the chapter unless it is absolutely critical.

THINGS TO DO

Alumni Involvement in Chapter Operations

Currently Do It	Will Do It	Done...
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Chapter meets with key alumni (i.e., alumni board members, advisor, etc.) at least quarterly on a face-to-face basis and monthly via conference call if face-to-face is not possible.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Chapter seeks alumni guidance if problems occur and keeps alumni informed of chapter activities.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> At least annually, alumni are invited to a chapter meeting at which the chapter states its needs and desires, and alumni are asked to reveal long- and short-range plans.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Chapter works with alumni in formulating long- and short-range goals and plans.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/> Alumni board members are invited to chapter and executive planning retreats, and/or review results of such activities.

Focus on the Details

Ideally, a chapter should have a close, working relationship with its alumni. The alumni advisor, advisory board, alumni association and/or housing corporation should be regularly informed as to the chapter's status and, in turn, the chapter should be informed of the status of the respective alumni groups. The chapter should meet with key alumni at least monthly, or if not possible, via telephone conference call. Alumni should have some say in chapter affairs, particularly when alumni interests are directly at stake, but should not attempt to exert too much control over chapter management. In extreme cases, when a chapter's condition has declined to the point at which the members can no longer manage their own affairs, a chapter is placed into alumni receivership and all managerial matters, particularly regarding finances, are put under the control of the alumni. Also in extreme cases, alumni have been called upon to help conduct the complete reorganization of a chapter. If the chapter maintains an adequate amount of communication with its alumni, such situations need never occur. Rarely does problems arise that cannot be solved through a joint effort on the part of the alumni and the chapter members.

At least annually, a joint meeting between the alumni and the chapter should be held at which state-of-the-chapter and alumni association reports are presented. During the meeting the chapter should state its needs and desires and the alumni should reveal long- and short-range plans.

When necessary, alumni may direct the action of a chapter. If, for example, the chapter members plan to violate Fraternity policy in a way that could put the alumni association at considerable liability risk, alumni may intercede.