Regional Alumni Clubs
Volunteer Handbook
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2014 -2015 Alumni Clubs & Alumni Board Liaisons

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Rollins Alumni Association

Purpose
To support and advance Rollins by keeping alumni connected for life.

Guiding Principles
The Rollins Alumni Association is committed to developing great alumni by partnering with the College in supporting the alumni life cycle that starts with the student experience, carries forward through the transition from college, and develops over a lifetime.

Vision
Connected for Life
Purpose & Expectations of Alumni Clubs

Rollins regional alumni clubs are established to support and drive the Alumni Association’s purpose and vision to keep alumni connected for life. Clubs help foster and strengthen the bond between alumni and the College, and provide meaningful opportunities for alumni to reconnect, meet fellow alumni in their community, network among peers, and attend social and educational programs throughout the year.

Our goals are to:
1. Connect local alumni with one another and encourage business networking opportunities
2. Help graduating seniors find employment
3. Support Rollins’ mission through volunteerism and philanthropy
4. Represent Rollins in our local communities and continue to attract students to Rollins

Alumni Club expectations and policies are as follows:

1. Clubs will abide by the Alumni Association’s purpose and guiding principles and will work in partnership with the College and Office of Alumni Relations to achieve the above goals.

2. Each Club will be governed by a volunteer Regional Council comprised of a group of officers (chair, vice chair, and social media coordinator), as well as general council members, who will serve two-year terms that may be renewed by mutual assent. All volunteer council members will agree to and sign a statement of expectations and serve at the discretion of the Office of Alumni Relations.

3. Council members serve as ambassadors for Rollins. Professional and ethical conduct will be expected of club leaders, volunteers, and members. Alumni Relations reserves the right to remove Council members who are not conducting themselves in a befitting manner.

4. Each Club is expected to host a minimum of two events per year to maintain College funding. More activities may be added as desired.

5. Individual Clubs are expected to establish a system for self-sustainability. The Office of Alumni Relations will provide each Club with a yearly stipend to subsidize the cost of events.

6. All Rollins alumni living within a reasonable radius of an Alumni Club are automatically members of that Club.

7. The Office of Alumni Relations will work with Regional Councils to help facilitate and promote Club programming and activities (to include faculty and other Rollins speakers,
student recruitment activities, networking, mentoring opportunities for young alumni, etc.). Alumni Relations will also support Clubs by providing assistance and training with online communication tools (including social media), and maintaining alumni contact information.

8. Updates on participation and Club activities for the Alumni Association Board of Directors are expected annually and should be submitted to your Alumni Board Liaison or the Office of Alumni Relations by May 1.

9. If Club officers are elected, elections will be held in the summer of an election year. New council members will take office in August.

Alumni Club Leadership Structure

Each regional Alumni Club will be governed by a volunteer Regional Council. The Office of Alumni Relations will appoint Club officers or the Regional Council will elect officers.

Regional Council
The Regional Council will plan and manage the activities of the organization and is expected to:

• Demonstrate a commitment to the Alumni Association’s purpose and guiding principles
• Support the efforts of Regional Council officers
• Attend Club events
• Brainstorm new and creative program ideas
• Prepare yearly Club plan for the period from June 1 – May 31 (due September 30)
• Develop and coordinate events
• Collect and report event attendance when Alumni Relations staff is not present
• Assist with promotion of events on a local level
• Encourage local alumni to become active in Club activities
• Identify and recruit future Council members
• Participate in year-end feedback/assessment efforts
• Share updates you receive about fellow alumni with the Alumni Relations office

Chair
The chair will provide leadership and direction to the Regional Council and will ensure that the Council is meeting its responsibilities.

Term of office – two years, renewable (August 1 – July 31)

Responsibilities

• Provide overall leadership and direction
• Plan and preside at Regional Council meetings
• Maintain regular contact with other Council members
• Maintain regular contact with and provide periodic updates to Alumni Board Liaison or Alumni Relations contact
• Serve as liaison between Club and Office of Alumni Relations
• Work with Alumni Relations to submit a general yearly plan by September 30
• Develop a succession plan in partnership with the Office of Alumni Relations
• Participate in semiannual conference calls with other Alumni Club leaders, Alumni Relations staff, and Alumni Board liaisons
• Ensure that Club finances are maintained in accordance with Rollins’ expectations

**Vice Chair**
The vice chair will assist the chair in his/her responsibilities and will support all Club efforts.

Term of office – two years, renewable (August 1 – July 31)

**Responsibilities**
• Assist chair and perform duties of chair in his/her absence
• Support event and activity planning efforts
• Assist the chair in communicating with Alumni Relations
• Participate in semiannual conference calls with other Alumni Club leaders, Alumni Relations staff, and Alumni Board liaisons
• Run elections in summer as necessary or, if running for office, appoint a Council member to handle elections in his/her place

**Social Media Coordinator**
The social media coordinator will be responsible for promoting all Club events and other Rollins news through the Club’s social media channels.

Term of office – two years, renewable (August 1 – July 31)

**Responsibilities**
• Use social media to promote events
• Push out content, such as photos, during events
• Promote general Rollins news and points of interest on Club’s social media channels
• Develop content unique to the Alumni Club’s area for the selected social media channels (such as highlighting alumni in your local area – council member spotlights, book signings, theater performances, etc.)

The Regional Council has the authority to appoint other officers as needed. Additional officer positions to consider:
• Career Networking Coordinator
• Young Alumni Coordinator
• Events Coordinator

**Adding New Council Members**

The Office of Alumni Relations will maintain a pool of alumni who have either self-identified as having an interest in serving on a Regional Council or who have been recommended by a fellow alum. Once a year, the Office of Alumni Relations and Regional Council will assess if they would like to add additional members to the council and then review the list of potential new
members. Alumni Relations will then reach out to the potential new members to gauge interest and review expectations and responsibilities.

Club Webpage

Each Club will have a unique webpage on the Rollins Alumni website. This page will be used to advertise upcoming events, recruit Club participants, highlight past activities, and link past event photos. Alumni Relations will maintain this site, but we ask that you provide current information that is relevant to your Club.

Social Media

Preferred Social Media Outlets

Facebook – Each Alumni Club has its own Facebook group to help promote club activities and to encourage alumni connections by allowing peer to peer communication with alumni in the Club area. Use this forum to share alumni success stories, College news, events and photos, and other information relevant to your area. Groups also allow alumni the opportunity to promote their own endeavors, such as shows, book signings, or informal gatherings.

LinkedIn – The Office of Alumni Relations actively manages a LinkedIn group called “Rollins College Alumni.” As part of the group, Clubs are able to request subgroups for their Club location. It is the preference of the office to conduct all online business networking through the LinkedIn online communities we’ve set up. We are actively growing the LinkedIn membership base and content to appeal to alumni in all stages of their careers. If you would like a LinkedIn subgroup, it’s important to actively invite alumni to participate in the group and to post discussions with information important to your Club.

Flickr – The Office of Alumni Relations manages one main Flickr account. Each Club will be set up with a photo “collection” page, and all photos will be posted into albums by event and shared here.

Pinterest – The Office of Alumni Relations manages the “Rollins College” Pinterest page, which can be found at www.pinterest.com/rollinscollege. Each chapter is welcome to create a pinboard under our account for the purpose of highlighting events and Rollins achievements in your local community. It is suggested that you pin 5-10 times a month to keep your content relevant.

Twitter, Instagram, Blogs, etc – All social media outlets require attention. It’s commonly accepted that you must tweet at least 3 – 5 times a day to be considered “relevant” in the Twitterverse. Consider how much content and time you have to devote to social media before creating social media accounts on the above sites. If you think alumni in your area would
benefit from other social media outlets, consider using hashtags (#) to promote events or news in your area and let multiple users promote via personal accounts.

**Hashtags** – The Alumni Office uses one primary hashtag: #RollinsAlumni

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**Planning Club Events**

One of the Council’s key responsibilities is to plan a yearly calendar of events each spring or summer. The number of events each year will depend upon the Club’s size, but each Club is expected to coordinate at least two events per year. When planning, be sure to consider the diverse characteristics of alumni (class year, work and family commitments, interests, etc.). Providing a variety of events will reach and engage the most alumni. Begin planning at least 12 weeks in advance to ensure event logistics and communications are completed in a timely manner.

Event ideas to consider:

- **Signature Events**
  Signature events are Rollins alumni branded programs that highlight the values, goals, traditions, and strategic priorities of Rollins. Each Club is asked to host at least one signature event per year.
  - Alumni Fox Day – An informal gathering to celebrate Rollins’ most beloved tradition. Typically the third or fourth Thursday in April.
  - #SummerSERVE – A Rollins initiative that takes place between May and August across the country and connects alumni and the greater Rollins community to serve together on projects that benefit the Club’s local area.
  - Welcome to the City – An event intended to welcome new alumni into your area. Best to host once recent graduates are settled in mid-summer or early fall.
  - Career Networking – Rollins offers career and networking services for life. In partnership with the Office of Alumni Relations and the Office of Career Services, we can equip the Regional Council with resources to aid alumni and students as they navigate their career path. Career networking events are vital in order to help facilitate alumni connections and provide opportunities for alumni to learn from industry experts. Ideas to consider are industry or topical panels, alumni speakers, and speed networking exercises for those who want an efficient and more structured way of networking.

- **Guest Speaker/Faculty Lecture**
  - Periodically, the Office of Alumni Relations will schedule a Rollins administrator or faculty member to visit your area through programs such as *Rollins Off Campus* or *After Office Hours*. When this occurs, Alumni Relations will notify the Regional Council of the date. The Regional Council is asked to assist with the selection of an appropriate venue and help market the event.

- **Social Gatherings**
  - Consider happy hours, wine tastings, and “themed” mingling opportunities.
• Cultural Programs
  o Host an outing to a theatrical production or museum exhibit preceded by a lecture from a Rollins faculty member, alumnus, or local expert.

• Community Service
  o In the spirit of Rollins’ mission of Global Citizenship and Responsible Leadership, all chapters are asked to participate in service events in their community. Community service events should be community-building in nature, and cannot involve fundraising for a charity. For example, volunteering at a food bank or helping with a Habitat for Humanity build would be ideal opportunities, while organizing a team for a charity walk would not be endorsed since it involves fundraising.

• Sporting Event
  o Gather to watch your local sports team compete or cheer on the Tars if they visit your region.

• Family Style Outings
  o Fun for all ages, such as a trip to the zoo, barbecue, or picnic.

Event Timeline

12 weeks  Discuss ideas for event with the Office of Alumni Relations
10 weeks  Date and program confirmed
          Venue selected
8 weeks  Event fee determined (if applicable)
          Invitation copy sent to Alumni Relations - please include date, time, location, event fee if required, parking instructions, and any other information to be included on invitation
4-5 weeks Invitations mailed/ emailed
          Event posted on Club webpage and marketed with social media
3-4 weeks Catering ordered
1-3 weeks Reminder emails sent
          Updated RSVP lists sent to Council
          Event re-advertised through social media
1 week  Event kit mailed if Alumni Relations staff not attending the event
Day Before  Final guest list prepared
          Reminder email sent to everyone who registered
Event Day  Arrive at least 45 minutes prior to ensure venue is set up properly
          Record accurate attendance
          Take pictures
Next Day  If the event is not staffed by an Alumni Relations representative, mail any money collected, receipts, and pre-approved invoices to the Alumni Relations office. Also email attendance list and photos to your Alumni Relations contact.

Alumni Relations Support

Running a regional Alumni Club is a joint effort between alumni volunteers and the Office of Alumni Relations. The Alumni Relations team will communicate with the Council and officers on a regular basis to provide staff support in planning activities and events, as well as to offer expertise and guidance. Additional assistance will be provided in the following areas:

- Coordination of event site and catering
- Event marketing
- Postage and printing of two invitations a year
- Online event registration and payment tools (for events with fees)
- RSVP tracking
- Payment management for event costs
- Event kits (name tags, attendance sheets, publications, etc.)
- Email and Club webpage support
- Alumni contact lists
- Database management
- Online volunteer resources toolkit: http://alumniconnect.rollins.edu/volunteertoolkit
- Conference call capabilities for Regional Council meetings

Alumni Contact Lists

Rollins College respects the privacy of contact information for alumni. The Alumni Relations office will provide contact lists to Regional Council members, but these lists should only be used for purposes of reconnecting or promoting Club activities. Alumni contact information should not be utilized for personal gain.

Guidelines for Events and Communication Pieces

Contact Alumni Relations 12 weeks in advance of any events you would like to schedule so that we can help with appropriate planning. This lead time is crucial as many Clubs are planning events simultaneously, and many event promotion components (especially invitations and emails) involve coordination with a number of staff members and departments.
Rollins policy does not permit alcohol to be served at events where prospective students, admitted students, or current students are the main audience.

Communication is essential to the success of your Club and its events. All communications, no matter the vehicle, will adhere to Rollins brand guidelines and must be approved by Alumni Relations prior to distribution. Rollins Offices of Marketing and Communications and Alumni Relations have the final authority on the design and copy of all print and electronic pieces.

Mailings
1. Alumni Relations will cover the costs for two print mailings a year for each Club.
2. Alumni Relations will help design and write copy for event invitations.
3. Final event details are due to Alumni Relations at least eight weeks prior to an event to allow for sufficient time to create and print invitations.
4. Invitations should be mailed at least four weeks prior to an event.

Email
1. All event invitations and Club activities may be communicated to alumni via email.
2. Emails must be sent through the Alumni Relations broadcast email system.
3. Alumni Relations will help design and write copy for all emails.
4. Allow two week lead time before an email is distributed.
5. The initial email invitation for an event should go out three to four weeks prior to the event. Follow-up emails will be sent at weekly intervals as necessary.
6. Club emails will be scheduled so as not to overlap with other College e-communication.
7. Please share any information updates you receive from alumni with Alumni Relations.

How Alumni Relations Will Market Your Events

1. Post on the rollins.edu/alumni calendar of events
2. Post on Club webpage
3. Include in the quarterly FoxFlash e-newsletter
4. Email invitation
5. Optional direct mail invitation (limit two per year paid by the Alumni Relations office)

While direct mail and email are a great way to get communication about events out to a broad audience, a personal email or phone call to encourage attendance is always the most effective.
Measuring Success

It’s important to consider how success will be determined and measured when planning your calendar of events. Event attendance is one measure of success, but it’s also important to consider the quality of the event program, alumni response and enthusiasm, connections made, and long-term engagement. After most events, we will send out surveys to help us evaluate our efforts and determine future plans.

Club Finances

Each Alumni Club is obligated to remain financially self-sustaining. Events and activities of the Club should be self-supporting and planned to break even, with expenses equaling revenue. If you charge a fee for an event, be sure to estimate costs as accurately as possible. Any event fees paid by check should be made out to Rollins College and sent to the Office of Alumni Relations at the address below.

Alumni Relations will provide each Club with a yearly stipend to subsidize events. The stipend is not intended to cover the cost of all Club activities. Clubs may use the stipend to defray event costs on one major event or spread it out over several events. Alumni Relations reviews Club finances and expenditures to ensure fiscal responsibility of College resources.

Alumni Relations will collect all event fees when applicable, track Club account balances, and generate statements of account activity.

Check Requests
If your Club requires a deposit in order to reserve a room for an event or to purchase food or supplies, please contact Alumni Relations. Checks will be sent within 12 business days of receipt of all original completed paperwork. Original invoices are required for payment. Please be sure to request all checks well in advance of the due date.

Receipts/Invoices/Reimbursements
Please send all receipts, invoices, and any pre-approved expenses that need to be reimbursed to:

Rollins College
Office of Alumni Relations
1000 Holt Ave. – 2736
Winter Park, FL 32789

Original invoices and receipts are required for payment. Reimbursements will only be processed for pre-approved expenses.
Contracts
All contracts are subject to review by Alumni Relations. To avoid personal liability, all contracts should be issued to Rollins College and signed by Rollins College.

This regional Alumni Clubs Handbook is meant to provide guidelines for Rollins regional Alumni Clubs and is subject to change on an ongoing basis. Every effort will be made to inform Alumni Clubs of any significant changes.

October-14