

Alumni Network Guidelines

Introduction

UConn Alumni Relations engages alumni worldwide through regional groups and activities. Alumni volunteers are critical to the success of the UConn Alumni Relations' efforts to consistently increase alumni engagement. The primary goal of the UConn Alumni Regional Networks is to engage as many alumni as possible in meaningful relationships through events and programs.

This document is designed to offer answers, ideas and support to our enthusiastic alumni volunteers in their efforts to build a solid, proactive, innovative and inclusive.

Role of Alumni Network Advisory Committees

- Serve as Ambassadors for the Alumni Relations Office by promoting UConn in their local communities and helping to plan/or promote UConn sponsored programs.
- Implement inclusive, innovative, relevant and meaningful programs for alumni in 5-key areas: social, career, athletics, community service and life-long learning.
- Cultivate active lifelong participation and support for Alumni Relations and the University.

Alumni Network Advisory Committee Structure

- The Advisory Committee structure is open and inclusive and generally includes a core group of not less than two and recommended to not exceed 15 volunteers who are willing to accept an ongoing leadership role.
- Key to success is that no one person carries all the responsibilities. Duties are dispersed among the Advisory Committee based on Group needs and individual volunteer interests.

Expectations of Group Advisory Committees

Collaborate with your staff liaison to:

- Plan a calendar of diverse programs that includes our month-long initiative themes (Welcome to the Neighborhood, Elevate, UConn Cares)
- Coordinate program logistics and share progress with staff liaison. **Staff liaison will handle all contractual, financial, and insurance related obligations.**
- Promote program through social media presence and contacting local alumni.
- After the program, provide a list of attendees including walk-ins or ensure mobile check-in roster is up to date
- Participate in Group leader training. (3x per year – conducted via virtual Meeting)
- Advisory Volunteers must read and accept the Alumni Volunteer Code of Conduct on an annual basis.

Expectations of Staff Liaison

- Promote Group programs through Alumni Relations website, online calendar/registration, and broadcast e-mails.
- Assist Group with social media presence and provide social media guidelines.
- Provide branded materials for select programs as well as name tags when applicable.
- Provide alumni target audience data lists as appropriate.
- Provide training and guidance.
- Coordinate requests for university guests.
- **Handle all financial, contractual, and insurance related administration.**

Alumni Group Financial Policies and Procedures

- The Group goal is to increase alumni engagement through events and programs. The financial objective for group programs should be to break-even. Alumni Relations understands that there may be times when a surplus or loss will occur; in these instances, Alumni Relations will absorb the difference.
- Groups should work with their staff liaison when planning programs and developing pricing.
- The Alumni Relations office reviews and **obtains appropriate approvals for all contracts**. A contract is required for all programs where a vendor is being paid a fee.
- For most events, walk-ins or on-site registration is available. The recommended method for this is utilizing the mobile app registration page. This allows for a cashless transaction and a proper data collection method. Periodically a group may collect cash from walk-ins or attendees. If cash is collected, please send a check to your staff liaison, made out to: UConn Foundation with the program name and date in the memo section

Alumni Group Best Practices

- Organize a minimum of three alumni engagement programs per year. It is recommended to focus on the 3 main monthlong initiatives: Welcome to the Neighborhood - welcoming our newest huskies to the area; Elevate- Our career/professional development series; and UConn Cares- our community service initiative.
- Begin planning programs 10 weeks in advance including an initial discussion with your staff liaison.
- For each program, one or two of the Advisory Committee volunteers should serve as the program manager. This includes overseeing program logistics (venue selection, on-site registration, set up, break down, local group promotion/social media etc.) and program follow-up in tandem with staff liaison.
- Take at least one photo while at the event and submit it to your staff liaison after the program along with a short summary of the program and the attendee list. It is also recommended to post this photo and a caption to your local Facebook/Social Media feeds as well.
- Help update university records by collecting business cards and current email addresses and submitting to your liaison. (photos are acceptable of any collected). This practice can be incentivized by offering UConn swag.

Alumni Group Best Practices (continued)

- Communicate group programs through social media, keeping with the following social media guidelines:
 - Remember that you're representing UConn—no inappropriate language or content.
 - Be upbeat, positive, and welcoming of all members of your group.
 - Reshare UConn related news. Use UConn Alumni social channels, UConn Today, the Foundation website for any UConn news that might be of interest to your group.
 - You don't have to post every day, but at least check in weekly to make sure content is fresh and relevant—and that no one is posting inappropriate content in your group.
 - Try to respond to questions or comments that come in. Staff members at the Foundation can help you with providing information.

- Group Advisory Committees will have access to periodic conference calls, which allow for sharing best practices and an exchange of ideas across groups.

Examples of Group Programs

Social

- Happy hours
- Beer or wine tastings/tours
- Paint party with UConn specific picture
- Local boat cruise experience
- Cooking demos
- Welcome to the Neighborhood (Every Aug/Sept)
 - Welcome party for incoming freshmen or new alumni/recent grads

Career

- Career networking nights
- Networking with notable alumni
- Career seminars/panels with career industry experts and/or business and organizational leaders
- Elevate event in your city (Every Feb)

Athletic

- Pre-game parties
- Game-watch parties
- Professional sports events

Community Service

- Collaborate with local organizations like Habitat for Humanity, Special Olympics
- Serve food at homeless shelter
- Park /beach clean up
- Conduct a toy/clothing/food/book drive
- UConn Cares event in your city (Every April)

Life-Long Learning

- Event with UConn professor/noted alumni
- Museum or "history" tours
- Speaker series on topics of interest e.g. leadership