

# ALUMNI CHAPTERS & AFFINITY GROUPS

## Leadership Manual



*Updated September 2017*



**ALUMNI ASSOCIATION**  
THE UNIVERSITY OF ALABAMA IN HUNTSVILLE



As a UAH alumnus/alumna, how can you **CHARGE ON?**

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**CONNECT...**

with us! Update your information on our website so that we can stay in touch.

**HIRE...**

UAH alums. UAH alumni have access to Charger Path! Post and apply for jobs through this career management system.

**ATTEND...**

UAH events! Check out the online event calendar at [UAH.EDU/EVENTS](http://UAH.EDU/EVENTS) to see what's happening on campus.

**RECRUIT...**

new students. Do you know a high school student interested in attending UAH? Refer them online at [UAH.EDU/REFER](http://UAH.EDU/REFER) and they'll receive more information about the university!

**GIVE...**

back. Invest your time, talents, and treasures in your alma mater!

**ENGAGE...**

with UAH! Let us know how you'd like to get engaged with your UAH Alumni Association.

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[UAH.EDU/ALUMNI](http://UAH.EDU/ALUMNI)

# ABOUT THE UAH ALUMNI ASSOCIATION

## UAH ALUMNI ASSOCIATION MISSION

The UAH Alumni Association is dedicated to connecting the University and its alumni in a mutually beneficial relationship through fostering a spirit of pride and loyalty, celebrating tradition and innovation and encouraging meaningful engagement in support of UAH's mission.

## UAH ALUMNI ASSOCIATION GOALS

The UAH Alumni Association encourages alumni to C.H.A.R.G.E. by:

- ▶ **CONNECTING** with the university and other alumni. Subscribe to the alumni e-newsletter online and follow the UAH Alumni Association on Facebook and Twitter.
- ▶ **HIRING** UAH students and alumni; post and apply for jobs through Charger Path. Contact Career Services at [chargerjobs@uah.edu](mailto:chargerjobs@uah.edu).
- ▶ **ATTENDING** UAH events, including athletic games, art exhibits, music and theater performances and alumni gatherings.
- ▶ **RECRUITING** prospective Chargers. Refer potential students online at [uah.edu/refer](http://uah.edu/refer).
- ▶ **GIVING** back to UAH by investing your time, sharing your talents and contributing your resources to promote UAH's legacy.
- ▶ **ENGAGING** with UAH. Let the Office of Alumni Relations know how you would like to get involved.

### Office of Alumni Relations Staff

- **MALLIE HALE**  
Senior Director of Alumni Relations &  
Executive Director of UAH Alumni Association  
256.824.6549  
[mallie.hale@uah.edu](mailto:mallie.hale@uah.edu)
- **MICHELE FARMER**  
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- **KAREN BRENNAN**  
Administrative Assistant of Alumni Relations  
256.824.2586  
[karen.brennan@uah.edu](mailto:karen.brennan@uah.edu)

### Mailing Address

**UAH ALUMNI ASSOCIATION**  
301 Sparkman Drive  
Shelbie King Hall, Room 304  
Huntsville, AL 35899

256.UAH.ALUM (824.2586)  
[alumni@uah.edu](mailto:alumni@uah.edu)  
[uah.edu/alumni](http://uah.edu/alumni)

**Office Hours:**  
Monday – Friday; 8:15 a.m. – 5:00 p.m.



## ALUMNI CHAPTERS AND AFFINITY GROUPS

Alumni chapters and affinity groups bring active alumni together for the common purpose of encouraging participation and connection with the UAH Alumni Association and the University as a whole. Chapters and affinity groups are a means through which individuals can contribute their talents to the objectives and purpose of the UAH Alumni Association and the University. A Charger Alumni Chapter or Affinity Group is a group of UAH alumni who possess a common interest, goal, purpose, geographic location or place of employment and are united by their Charger spirit. Examples of alumni chapters and affinity groups include:

- ▶ Corporate Chapters – Corporate chapters are comprised of alumni employed by the same company.
- ▶ Regional Chapters – Regional chapters are made up of alumni residing in the same city or geographical region, e.g., Atlanta Regional Chapter, Birmingham Regional Chapter, Nashville Regional Chapter.
- ▶ Affinity Groups/Special Interest Chapters – Affinity or special interest chapters include alumni who share a common activity, attribute or occupation, e.g., hockey, gaming, veterans or nursing.

Alumni chapters foster a mutually beneficial relationship between alumni and the University by:

- ▶ Providing avenues for alumni to network and build relationships in their communities;
- ▶ Planning and hosting events that strengthen ties to UAH and within corporate and community groups;
- ▶ Renewing or strengthening friendships and camaraderie developed at UAH;
- ▶ Supporting the efforts of the University by keeping alumni informed of campus developments and fostering Charger pride;
- ▶ Creating environments for the exchange of ideas between alumni and the University;
- ▶ Assisting the University's recruitment and admissions program to identify the most qualified prospective students and uphold the tradition of excellence;
- ▶ Promoting giving to the University so as to show loyalty and pride in UAH, strengthen the value of a UAH degree through higher rankings in *U.S. News & World Report* and enhance the experience for future Chargers;
- ▶ And involving alumni in career development, mentoring programs and job/internship placements for students and graduates so as to prepare Chargers for life after graduation and identify outstanding job candidates.

# ALUMNI CHAPTER AND AFFINITY GROUP COMPOSITION

Each chapter will consist of one leader and one co-leader. Chapter leaders are the liaisons between the Office of Alumni Relations and the participants of the chapter. They will communicate with the Office of Alumni Relations as well as organize and lead chapter meetings and events. Chapter co-leaders will assist the leader with his or her duties. There is no limit to the number of members who can participate in a chapter or affinity group; however, there must be a minimum of 10 members in order for a chapter or affinity group to function.



## CHAPTER LEADERS

Chapter leaders guide and assist their group of alumni to create events and opportunities for a wide range of chapter members to participate in (e.g., family-friendly events to include those with children). They are the main contact for inquiries and events, and are responsible for delegating responsibilities to other members as needed. Chapter leaders must be UAH alumni or honorary alumni and serve two-year terms. One term is from August to July.



## CHAPTER CO-LEADERS

Chapter co-leaders fulfill the duties of the leader in the case of his or her absence and are expected to serve as successor to the chapter leader. Co-leaders assist the leader with chapter events, planning, meetings and activities. Chapter co-leaders must be UAH alumni or honorary alumni and serve two-year terms. One term is from August to July.



## MEMBERS

All members are expected to participate and stay involved with the chapter, promote the mission of UAH and assist the leader and co-leader with promotions and events. All members must be UAH alumni or honorary alumni.

## REQUESTING A CHAPTER OR AFFINITY GROUP

Please follow the steps below to request a chapter or affinity group establishment:

1. Contact the Office of Alumni Relations at [alumni@uah.edu](mailto:alumni@uah.edu) to state your interest and schedule an initial meeting (in person or via phone) with the Senior Director.
2. The Senior Director will request a list of alumni based on parameters discussed in the initial meeting.
3. The Office of Alumni Relations may send an email blast to the distribution list in order to assess interest in the proposed chapter or affinity group, or to announce the formation of the proposed chapter or affinity group.
4. If there is enough interest or enough participants (minimum of 10 people), the chapter leader must submit a New Chapter Intent Form to [alumni@uah.edu](mailto:alumni@uah.edu).
5. Upon the recommendation of the Chapter and Affinity Group Committee or the Executive Committee and approval from the UAH Alumni Association Board of Directors, the proposed chapter or affinity group request will be granted.





## STARTING AN ALUMNI CHAPTER OR AFFINITY GROUP

The chapter or affinity group will be formally launched through a “Charge Up” event. Plan your “Charge Up” event to announce your chapter, establish your roster of chapter members and host a discussion or conduct a survey to evaluate chapter interests for the year. Some areas of interest and types of events to consider include social/networking events, continuing education events, service to UAH, community service and student recruitment.

Please note the following:

- ▶ Chapters shall not collect dues from their participants. Financial support for all chapter events/activities shall be self-sustaining. Limited funds from the Office of Alumni Relations may be available upon request.
- ▶ Alumni may be added to a chapter roster by contacting the chapter leader or the Office of Alumni Relations and expressing interest in affiliating with the chapter. Chapter participants may be on more than one roster (i.e., someone may affiliate with an affinity group and with a regional chapter). It is recommended that rosters contain the following information for each member: name, graduation year, email and phone number. Send roster updates to [alumni@uah.edu](mailto:alumni@uah.edu).

## ALUMNI CHAPTER AND AFFINITY GROUP GUIDELINES

In order to stay active as an alumni chapter or affinity group, all recognized chapters must adhere to the following:

- ▶ **EVENTS:** Each chapter shall hold a minimum of two events per year. Prior to scheduling any event, the chapter leader should contact the Office of Alumni Relations to coordinate the proposed date with other alumni activities and submit an Event Proposal Form. All events shall be held in a manner consistent with the overall goals and objectives of the UAH Alumni Association and the University. Events must be submitted to the Office of Alumni Relations eight weeks in advance.
- ▶ **ANNUAL REVIEW:** All chapters and affinity groups will be reviewed annually by the Chapters and Affinity Groups Committee of the UAH Alumni Association at the beginning of each fiscal year (October 1) and throughout the year as needed.
- ▶ **LEGAL RELATIONSHIPS:** Alumni chapters are recognized entities of the UAH Alumni Association, which operate under the auspices of UAH and are subject to the authority thereof.
- ▶ **CONTRACTS AND AGREEMENTS:** Any contract(s) must be entered under the authorization of the Senior Director of Alumni Relations. Questions concerning these matters should be directed to the Senior Director at [mallie.hale@uah.edu](mailto:mallie.hale@uah.edu).
- ▶ **PRODUCT LICENSING/THE UNIVERSITY OF ALABAMA IN HUNTSVILLE AND UAH LOGOS:** All uses of The University of Alabama in Huntsville seal and logos must be approved by the Office of Alumni Relations.
- ▶ **CHAPTER REIMBURSEMENT/PAYMENT CRITERIA:** Monies spent by a chapter for an event or meeting must be approved by the Senior Director of Alumni Relations in advance, prior to expenditure. In order to be reimbursed, receipt(s) for expenditure(s) must be submitted to the Office of Alumni Relations within 14 days of the event. Please note that only tax-exempt, itemized bills may be reimbursed. There are limited funds within the Office of Alumni Relations to cover these expenses. Contact [alumni@uah.edu](mailto:alumni@uah.edu) for more information and/or to request funds.

# ALUMNI CHAPTER AND AFFINITY GROUP REQUIREMENTS

All chapters and affinity groups must do the following:

- ▶ Use official logos on any chapter materials distributed within the chapter or affinity group.
- ▶ Submit an Event Proposal Form eight weeks prior to an event and indicate if an Event Kit (marketing materials) is needed from the Office of Alumni Relations.
- ▶ Submit an Event Summary Form along with photos of the event to the Office of Alumni Relations within one week of the event.
- ▶ Add chapter events and meetings to your Alumni Chapter or Affinity Group Facebook page.
- ▶ Proactively maintain phone and email contact with the Office of Alumni Relations.
- ▶ Stay up to date with UAH by subscribing to the monthly alumni e-newsletter.
- ▶ Promote the UAH Alumni Association Facebook and Twitter as well as on the mobile app.



- ▶ Submit an Alumni Chapter or Affinity Group Roster and Annual Year-End Report every fiscal year (October 1).

## CHAPTER AND AFFINITY GROUP SUPPORT

The Office of Alumni Relations will provide the following:

**ALUMNI RELATIONS STAFF LIAISON:** Office of Alumni Relations staff member dedicated to working with chapters.

**EVENT KIT:** A kit including name tags, giveaway items, university brochures and information for each chapter event. (Available upon request and while supplies last.)

**PROMOTION:** Chapters and leaders are listed on the UAH Alumni Association website [uah.edu/alumni](http://uah.edu/alumni). Events will be promoted through appropriate Alumni Relations/UAH Alumni Association channels (e-newsletter, emails, Facebook and Twitter).

**CALENDAR LISTING:** Chapter events are listed on the UAH Alumni Association online calendar of events and in other promotional communications throughout the year.

**FACEBOOK:** The Office of Alumni Relations will establish a Facebook page for the chapter. The group will be branded with the official UAH Alumni Association logo and at least one Alumni Relations Staff Liaison will have full administrator privileges to the page. Chapter leaders and co-leaders will be added to the group as content creators to facilitate better communication.

**EMAIL DISTRIBUTION:** The Office of Alumni Relations will send up to three email communications per event for each chapter or affinity group. Other email communications may be approved upon request.

**VENUE:** The Office of Alumni Relations can assist the chapter with venue arrangements if you plan to have an event/activity/meeting on the UAH campus.

**EVENT SPEAKERS:** The Office of Alumni Relations can make arrangements for UAH speakers (administration, faculty, staff and/or athletics coaches) who can address a wide array of topics at your chapter events. (Please submit request as soon as possible. We will try to honor requests for specific speakers, but cannot guarantee the request will be granted; this is dependent on the speaker's availability.)



## EVENTS TO CONSIDER

We encourage you to plan events that you think would be of interest to your group's members. Please keep family-friendly events in mind so that as many alumni as possible can participate. Here are some events to consider:

- ▶ UAH sporting events
- ▶ Community service projects
- ▶ Physical activities, e.g., UAH intramural sports, disc golf, hiking, white water rafting, etc.
- ▶ Book clubs
- ▶ After-work networking socials
- ▶ Friday Flicks or Sunday Cinema showings at Charger Union Theater
- ▶ Dinners at local restaurants
- ▶ UAH Theater productions, music recitals or art gallery showings
- ▶ Potluck dinners at alumni homes
- ▶ Gatherings on campus or at corporate sites featuring faculty speakers
- ▶ Celebrations for new graduates moving to your city (Regional Chapters)
- ▶ Welcome events for new UAH employees (Corporate Chapters)



## NEW CHAPTER INTENT FORM

PROPOSED CHAPTER NAME: \_\_\_\_\_ Charger Alumni Chapter

Common tie that binds members of the Chapter: \_\_\_\_\_

PROPOSED CHAPTER LEADER: (Required for each chapter)

Name: \_\_\_\_\_  
(First) (Middle) (Last) (Maiden or Former Name)

Phone: ( ) \_\_\_\_\_

Email: \_\_\_\_\_

Class Year: \_\_\_\_\_

Term Begin Date: \_\_\_\_\_ Term End Date: \_\_\_\_\_

## PROPOSED CHAPTER MEMBERS: ( Minimum of 10 members required, including the Chapter Leader)

1.	(Name)	(Phone)	(Email)	(Class Year)
2.	(Name)	(Phone)	(Email)	(Class Year)
3.	(Name)	(Phone)	(Email)	(Class Year)
4.	(Name)	(Phone)	(Email)	(Class Year)
5.	(Name)	(Phone)	(Email)	(Class Year)
6.	(Name)	(Phone)	(Email)	(Class Year)
7.	(Name)	(Phone)	(Email)	(Class Year)
8.	(Name)	(Phone)	(Email)	(Class Year)
9.	(Name)	(Phone)	(Email)	(Class Year)
10.	(Name)	(Phone)	(Email)	(Class Year)

Submit completed New Chapter Intent Form to [alumni@uah.edu](mailto:alumni@uah.edu).

## EVENT PROPOSAL FORM

Chapter Name: \_\_\_\_\_Charger Alumni Chapter

Event Name: \_\_\_\_\_

Proposed Date(s): \_\_\_\_\_

Proposed Time(s): \_\_\_\_\_

Location: \_\_\_\_\_

Event Purpose/Goals (How will your event tie back to the UAH Alumni Association's goals and the University's mission?):

\_\_\_\_\_  
\_\_\_\_\_

Will you need a UAH faculty or staff member to speak at your event? If so, do you have a specific individual you would prefer to speak at your event?

\_\_\_\_\_

Will you need funding? If so, how much? \_\_\_\_\_

Are you interested in seeking sponsorships for this event? \_\_\_\_\_

(NOTE: Before soliciting sponsorships, you must contact the Office of Alumni Relations for approval.)

What will this funding be used for if approved by the Office of Alumni Relations? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Will your chapter or affinity group need an Event Kit for this event? \_\_\_\_\_

\_\_\_\_\_

Who is your designated photographer for this event? (Can be a chapter member using their phone as long as pictures are taken during the event and can be emailed to the Office of Alumni Relations.)

\_\_\_\_\_  
\_\_\_\_\_

Comments or questions for the Office of Alumni Relations: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Submit completed Event Proposal Form to [alumni@uah.edu](mailto:alumni@uah.edu).

## EVENT SUMMARY FORM (PART 1)

Chapter Name: \_\_\_\_\_Charger Alumni Chapter

Event Name: \_\_\_\_\_

Date/Time: \_\_\_\_\_

Location: \_\_\_\_\_

Event Purpose: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Number of Registrants: \_\_\_\_\_ Number of Attendees: \_\_\_\_\_

Names of Lead Volunteers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Comments for the Office of Alumni Relations: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



PLEASE EMAIL PHOTOS  
FROM YOUR EVENT TO  
**[ALUMNI@UAH.EDU](mailto:ALUMNI@UAH.EDU)**.

## EVENT SUMMARY FORM (PART 2)

EVENT ATTENDANCE:				
1.	(Name)	(Phone)	(Email)	(Class Year)
2.	(Name)	(Phone)	(Email)	(Class Year)
3.	(Name)	(Phone)	(Email)	(Class Year)
4.	(Name)	(Phone)	(Email)	(Class Year)
5.	(Name)	(Phone)	(Email)	(Class Year)
6.	(Name)	(Phone)	(Email)	(Class Year)
7.	(Name)	(Phone)	(Email)	(Class Year)
8.	(Name)	(Phone)	(Email)	(Class Year)
9.	(Name)	(Phone)	(Email)	(Class Year)
10.	(Name)	(Phone)	(Email)	(Class Year)
11.	(Name)	(Phone)	(Email)	(Class Year)
12.	(Name)	(Phone)	(Email)	(Class Year)
13.	(Name)	(Phone)	(Email)	(Class Year)
14.	(Name)	(Phone)	(Email)	(Class Year)
15.	(Name)	(Phone)	(Email)	(Class Year)
16.	(Name)	(Phone)	(Email)	(Class Year)
17.	(Name)	(Phone)	(Email)	(Class Year)
18.	(Name)	(Phone)	(Email)	(Class Year)
19.	(Name)	(Phone)	(Email)	(Class Year)
20.	(Name)	(Phone)	(Email)	(Class Year)
21.	(Name)	(Phone)	(Email)	(Class Year)
22.	(Name)	(Phone)	(Email)	(Class Year)
23.	(Name)	(Phone)	(Email)	(Class Year)
24.	(Name)	(Phone)	(Email)	(Class Year)
25.	(Name)	(Phone)	(Email)	(Class Year)

Submit completed Event Summary Form to [alumni@uah.edu](mailto:alumni@uah.edu).



## ANNUAL REPORT (PART 1)

CHAPTER NAME: \_\_\_\_\_ Charger Alumni Chapter

Report Date: \_\_\_\_\_

## CHAPTER LEADER:

Name: \_\_\_\_\_  
(First) (Middle) (Last) (Maiden or Former Name)

Phone: ( ) \_\_\_\_\_

Class Year: \_\_\_\_\_

## CHAPTER CO-LEADER:

Name: \_\_\_\_\_  
(First) (Middle) (Last) (Maiden or Former Name)

Phone: ( ) \_\_\_\_\_

Class Year: \_\_\_\_\_

CHAPTER MEMBERS: If number of members exceeds 10, please attach additional roster forms (Appendix E).

CHAPTER MEMBERS: ( Minimum of 10 members required, including the Chapter Leader)			
1.	(Name)	(Phone)	(Email)
2.	(Name)	(Phone)	(Email)
3.	(Name)	(Phone)	(Email)
4.	(Name)	(Phone)	(Email)
5.	(Name)	(Phone)	(Email)
6.	(Name)	(Phone)	(Email)
7.	(Name)	(Phone)	(Email)
8.	(Name)	(Phone)	(Email)
9.	(Name)	(Phone)	(Email)
10.	(Name)	(Phone)	(Email)

ANNUAL REPORT (PART 2)

List of meetings, activities and events hosted during the year:

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_
- 6. \_\_\_\_\_
- 7. \_\_\_\_\_
- 8. \_\_\_\_\_
- 9. \_\_\_\_\_
- 10. \_\_\_\_\_

Comments for the Office of Alumni Relations:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



Submit completed Annual Report to [alumni@uah.edu](mailto:alumni@uah.edu).

## ADDITIONAL ROSTER FORM

CHAPTER MEMBERS:				
1.	(Name)	(Phone)	(Email)	(Class Year)
2.	(Name)	(Phone)	(Email)	(Class Year)
3.	(Name)	(Phone)	(Email)	(Class Year)
4.	(Name)	(Phone)	(Email)	(Class Year)
5.	(Name)	(Phone)	(Email)	(Class Year)
6.	(Name)	(Phone)	(Email)	(Class Year)
7.	(Name)	(Phone)	(Email)	(Class Year)
8.	(Name)	(Phone)	(Email)	(Class Year)
9.	(Name)	(Phone)	(Email)	(Class Year)
10.	(Name)	(Phone)	(Email)	(Class Year)
11.	(Name)	(Phone)	(Email)	(Class Year)
12.	(Name)	(Phone)	(Email)	(Class Year)
13.	(Name)	(Phone)	(Email)	(Class Year)
14.	(Name)	(Phone)	(Email)	(Class Year)
15.	(Name)	(Phone)	(Email)	(Class Year)
16.	(Name)	(Phone)	(Email)	(Class Year)
17.	(Name)	(Phone)	(Email)	(Class Year)
18.	(Name)	(Phone)	(Email)	(Class Year)
19.	(Name)	(Phone)	(Email)	(Class Year)
20.	(Name)	(Phone)	(Email)	(Class Year)
21.	(Name)	(Phone)	(Email)	(Class Year)
22.	(Name)	(Phone)	(Email)	(Class Year)
23.	(Name)	(Phone)	(Email)	(Class Year)
24.	(Name)	(Phone)	(Email)	(Class Year)
25.	(Name)	(Phone)	(Email)	(Class Year)

Submit completed Additional Roster Form to [alumni@uah.edu](mailto:alumni@uah.edu).



**ALUMNI ASSOCIATION**

THE UNIVERSITY OF ALABAMA IN HUNTSVILLE