
SUU ALUMNI RELATIONS

SOUTHERN UTAH UNIVERSITY



CHAPTER HANDBOOK

www.suu.edu/alumni

Dear Alumni Chapter President:

Welcome to the National Alumni Board of Southern Utah University, thank you for your service to your alma mater and to your alumni chapter. We know that free time for volunteer service is limited and we value your loyalty and support.

The Alumni Association recognizes that an alumnus is most likely to be interested in and loyal to the university's academic department he or she studied in and/or the organizations he or she belonged to as a student. Through chapters, we have structured the association to provide communication, affiliation, guidance and funding mechanisms to facilitate connections to the university within your chapter or network.

This handbook will help you to better understand our mission, expectations and the advantages of chapter affiliation. Together we pledge to help Southern Utah University become a more exceptional university. More importantly, it provides suggestions as to how we can better connect Southern Utah University Alumni with one another and to the university.

Again, thank you for your commitment.

Go T-Birds!

Mindy Benson, Ron Cardon, Linda Bauer and Ryan Richey
SUU Alumni Relations Office Staff

CHAPTERS

Alumni Chapters are an invaluable system through which Southern Utah University alumni promote the welfare of their alma mater. They are designed to: provide a way for the alumni to reconnect to the university, establish relationships, build goodwill, provide scholarship opportunities, and by planning activities where alumni can connect.

Membership in alumni chapters should be enjoyable and personally beneficial.

- Membership in your local Chapter keeps alumni connected to Southern Utah University.
- Chapters are organized by volunteers to assist SUU in recruiting, funding scholarships, serving as University ambassadors and developing strong professional & social networks.
- Chapters are supported by the Alumni Relations' 43,000 alumni.

Student Recruiting: Chapter activities are the alumni's most direct recruiting tool, bringing prospective students together with those who have been the recipients of quality education at SUU.

We can help to identify top student prospects by:

- Hosting student receptions.
- Mentoring prospective students.
- Serving as a community liaison for the Alumni Relations and Student Services Offices.
- Host traveling speakers, programs, entertainment and University sponsored programs.

Social Networking: Be the link between SUU and its alumni and friends by providing opportunities for graduates and friends to come together socially to learn more about SUU's mission and goals. Networking provides an avenue to promote the University in local communities and strengthen the ties between the alumni and their alma mater.

- Provide a method for friendly social interaction among people with SUU as a common interest.
- Provide alumni with an opportunity to maintain and extend college friendships and contacts.

Supporting the University: Tell everyone of the high regard you have for SUU. Support the University's programs and mission.

- Gather prizes and identify sponsors from each chapter for the annual Thor's Thunder Classic Golf Tournament in order to give scholarships for local students.
- Support existing endowments, sponsor student scholarship events, or assist in other activities.
- Provide resources of time and advice to cultivate and to identify potential donors.

Career Assistance: Through chapters, alumni who are established in their careers often provide other alumni and graduates guidance and support in their search for career opportunities.

- Be a contact for alumni moving into a new career and/or community.

Supporting Higher Education:

- Through a coordinated effort with the University and the Alumni Relations Office, alumni can be of assistance in educating their communities and public officials.
- Alumni can be a legislative influence.
- Alumni Chapters serve the University by providing a medium for constructive advice and encouragement from alumni to the University.

Communication: Chapters provide a method for keeping alumni informed of the changes, accomplishments and goals of the university and higher education.

- Networking is mainly through e-mail, Facebook, the Alumni Website, www.suu.edu/alumni and phone calls.
- Make your own chapter or network page on Facebook, connect it to the Southern Utah University Alumni page. (Please make the Alumni Relations staff administrators.)

EVENTS & GATHERINGS

The purpose of hosting alumni events is to gather those who have graduated from SUU in an environment where they can converse about experiences they had while attending the university. These events can be used to increase participation in your area, identify future T-Birds and expand friendships. Gathering e-mail addresses is vital and should become a general practice at events.

Event Selection: Events should be selected to appeal to as many alumni as possible. Athletic functions are appealing to many, but other events can be equally successful. Possible events could include: an event with a professor, theater or museum event, service project, family day at a zoo, ski resort or picnic. Once an event has been selected the Alumni Office needs to be notified for approval.

Location Selection: The location of the event should be convenient to alumni, particularly in areas where travel can be very difficult. A location which is easily accessible by the majority of people is more likely to be successful. Consider opportunities that might aid in motivating attendance: offer directions, carpools or a pre-event meet and greet to get the alumni comfortable and willing to come and participate in the event. When selecting a location pay careful attention to the details (i.e. size of room, cost, parking, and equipment provided.)

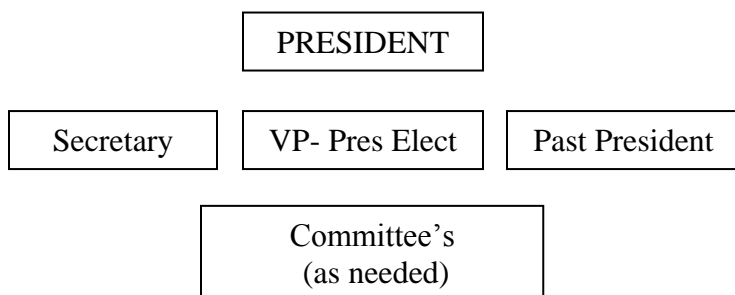
Marketing of Events: Wide knowledge of a particular event provides a greater chance that there will be a positive turnout and increased support for future events. Possible marketing tools could include: e-vite.com, Facebook, Myspace, in addition to phone calls and mailings.

Cost of Function: While cost is important an event should not be so expensive as to discourage people from attending. However, making the event cheap will not necessarily ensure a good turnout. The price should be reasonable for what is offered. Vary your events and meeting places to appeal to a broad range of alumni.

Event Attendance: Whenever possible, a member of the Alumni Relations Staff will attend your chapter event.

Financial Support: All chapter events should at least be planned to be self-supporting, or to cover their own cost. Chapters participating in the annual fundraising golf tournament Thor's Thunder Classic will receive a percentage of funds for scholarships and operating. For additional financial support please contact Alumni Relations Staff or Linda Bauer 435-586-7851.

CHAPTER ORGANIZATION - *example*



RESPONSIBILITIES OF CHAPTER OFFICERS

The **Chapter President** is responsible for the management of the chapter.

- Recruit a volunteer committee to be responsible for events and activities planned by the chapter.
- Conducts and serves as the general leadership of board meetings. Serves as the official spokesperson for his/her chapter, maintains open communication with other chapters and network officers and has frequent communication with the Director of Alumni Chapters at SUU Alumni Relations and the National Alumni Vice President over Chapter relations.
- Suggested areas of alumni activity are: Chapter Programs, Student Recruitment, Academic Programs (Continuing Education), Athletics, Membership & Records, Alumni Awards, etc.
- Attends the annual National Alumni Board Meeting held at Homecoming.
- Helps with lobbying effort for institutional goals
- Initiates and solicits recommendations for students from chapter area to receive scholarships, books etc.
- Encourages all chapter members to participate in events.
- Initiates and promotes the SUU License Plate program in your chapter area.
- Preside over an average of 2 board meeting per year and plan an average of 1 chapter event per year.

Time Commitment: 2 years

The **Chapter Vice President**

- Assist with planning and conducting chapter activities. Conduct chapter meetings and activities in the absence of the President.
- The Vice president is the President elect.
- Attend an average of 2 board meetings per year and assist with planning an average of 1 chapter event per year. Attends the National Alumni Board Meeting held at homecoming, if the president cannot attend.

Time Commitment: 2 year

The **Chapter Secretary** keeps the minutes of board meetings and notifies the board members of the upcoming meeting and events.

- Maintain current contact information for the chapter members. Reports to the Alumni Relations Office (Linda Bauer bauerl@suu.edu or 435.586.7851) on meetings and information about activities and alumni achievements that can be used in the Alumni 'News in View' Magazine, Webpage and other publications.
- Attend an average of 2 board meetings per year and assist as needed with other assignments as deemed necessary by the chapter president.

Time Commitment: 1 year

Chapter Committees are created as needed.

- Plan and carry out luncheons, picnics, dinner, receptions, etc.
- Determine times and places for chapter activities and offer variety in programming.
- Include parents of students, as well as students, when possible.

NETWORKS

Networks are smaller groups of alumni meeting each other, connecting through common interests and building relationships. Organizing a Network may or may not evolve into a chapter. Networks may provide information for people moving there; a place to stay while they interview for Grad School; pick up from an airport; etc.

- The purpose of the alumni network is to reconnect alumni with their alma mater, by reaching out to SUU alumni and rekindling the “Thunderbird Spirit”.
- Network Representatives are typically in a large geographic location where there is a common interest in networking with SUU Alumni and Friends.
- Acting as the contact person(s) for SUU alumni who are moving or visiting the area in which you are living, mentoring students who are applying to grad schools in the area and by being an ambassador for SUU.
- The **network representative** is responsible for the management of the network and serves as the official spokesperson for his/her network.
- Could serve as the chapter president at such time the network meets the requirements to become a Chapter.
- Communicate with SUU alumni that are in the area and plan gatherings as deemed necessary.
- As groups (athletic, performing, etc.) from SUU travel into your network, you may invite a group of alumni to meet at the venue and establish friendships; acting as the contact person for Alumni Relations.
- Maintain open communication with other chapters and network officers, and has frequent communication with the National Alumni Vice President over Chapter Relations, Ted Whitaker suu.tedwhitaker@gmail.com , and SUU Alumni Chapter Relations, Linda Bauer bauerl@suu.edu, 435.586.7851.
- **Time Commitment:** 1 year minimum

ADVISORY MEMBERS

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NETWORK REPRESENTATIVES

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SUU ALUMNI RELATIONS OFFICE

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