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Volunteering at OWU!

Thank you for volunteering! You are part of an important network of more than 30,000 alumni around the world. Your commitment keeps OWU alumni, parents and friends connected to each other and to the University. The Ohio Wesleyan University Alumni Association is grateful for the time and energy you give toward our mission—to connect and engage OWU and its alumni.

The Advancement of Ohio Wesleyan University
The advancement of Ohio Wesleyan University depends, in large part, on coordinated efforts among the Alumni Relations, University Advancement and Annual Giving staffs, the Ohio Wesleyan University Alumni Association and alumni volunteers. Ohio Wesleyan University’s alumni volunteers are a strategic resource of great importance. While it is very difficult to put a dollar value on volunteer time, we know our volunteers provide many intangibles to advance OWU:

- Advocating for OWU’s mission
- Providing leadership
- Supporting projects
- Engaging alumni and parents
- Encouraging philanthropic support
- Attracting the best faculty
- Attracting the best students
- Promoting the University within the community (with business leaders, government officials, the press and residents)
- Increasing the value of an OWU degree

A Guide for Volunteers
This guide is a tool for you and other alumni/parent chapter leaders to help assist in keeping alumni, parents and friends in your region engaged with Ohio Wesleyan University and support Ohio Wesleyan Advancement. Each regional network differs from each other depending on alumni population, geography, volunteer leadership, and local industry; affinity networks’ needs are largely determined by the shared interest they represent. As a result, these guidelines are to be tailored to the needs of your individual groups. At the same time, there are important systems and requirements to be aware of and to follow. If you have any questions, please contact us directly at alumni@owu.edu. We appreciate your passion and enthusiasm for Ohio Wesleyan University. Thank you again for your support of our alma mater.

Other Key University Resources

- Ohio Wesleyan Statement of Aims
- OWU Strategic Plan
- Ohio Wesleyan University Fast Facts (Admissions)
- Ohio Wesleyan Facts & Figures (University Advancement) – NEED LINK
• OWU Brag Points (University Advancement) – NEED LINK
Ohio Wesleyan University Alumni Association

Ohio Wesleyan University Alumni Association Overview
The Mission of the Ohio Wesleyan University Alumni Association is to build upon the common bond of enthusiasm, loyalty and service of alumni to Ohio Wesleyan; to gain greater alumni participation in order to support the University's efforts in advancement, enrollment, and student life; and to perpetuate Ohio Wesleyan University's tradition of service and commitment to life-long learning.

Ohio Wesleyan University Alumni Board of Directors
The Alumni Board works closely with the Office of University Advancement and Alumni Relations to build upon the common bond of enthusiasm, loyalty and service of alumni to Ohio Wesleyan. Members are committed to supporting Ohio Wesleyan’s overall interests among the entire alumni community and in the world at large. Membership represents a broad diversity of class years, geographies and personal/professional backgrounds. Members meet two times per year on campus.

2015-2016 Alumni Board Officers/Directors

President
- David Livingston 1994

Vice President
- Sheila Fagan Plecha 1984

Directors
- Neal Bozentka 1981
- Joni Manos Brown 1978
- Kristen Cemate 2006
- Peter Day 1985
- Elizabeth Long Downey 2006
- Fred Evans 1968
- Bob Gordon 1988
- Martha Nunn Lewis 1983
- Ann Muenster-Nuery 1973
- Jonathan Noble 2006
- Hillary Panas Pember 1985
- Dan Sharpe 2006
- Samuel Smith 1996
- Mary Beth Sommer 1988
- Sue Struna Subel 1969
- Thomas Tatham 1956

Representatives to the Alumni Board
- Denise Sabo Brenner 2000 (Alumnae Panhellenic Representative)
- Pat Huber 1962 (W Association Representative)
- Chuck Nider 2007 (Alumni Interfraternity Council Representative)
- Vicki DiLillo (Faculty Representative)
- Erin Flynn (Faculty Representative)

Committees of the Alumni Association Board of Directors
- Organization
- Nominating
- Alumni Recognition
- Admissions
Ohio Wesleyan University Alumni/Parent Chapter Guide

- Alumni Chapter & Engagement (ACE)
- Student/Alumni Relations
- Development

Click here to view the By-Laws of the Alumni Association

Alumni Relations Office Staff

- Katie Webster, Director of Alumni Relations – kpwebste@owu.edu
- Ed Lenane, Senior Associate Director – ewlenane@owu.edu
- Jim Mendenhall ’73, Associate Director – jamenden@owu.edu
- Patty Newby, Associate Director – mpnewby@owu.edu
- Brad Ingles ’14, Assistant Director – bringles@owu.edu
- Chris Lemanski, Alumni Relations Assistant – cclemans@owu.edu

Figure 12014 Alumni Association Board of Directors
Purpose of an Alumni/Parent Chapter

Alumni Chapter & Engagement (ACE) Committee Overview
The Ohio Wesleyan Alumni Chapter & Engagement (ACE) Committee serves as the contact point between local chapter boards and the Alumni Association Board of Director’s. ACE serves to connect alumni to the University and to each other, while building traditions and fostering student and alumni engagement during the years that follow graduation. ACE is committed to the creation of new alumni chapter’s, support for current chapters and development of a uniquely connected community using social media to extend the reach of our Ohio Wesleyan “family.” Goals of the ACE Committee include the following:

- To help build and participate in local chapters boards in cooperation with the Alumni Relations Office striving for regional autonomy.
- To collect and disseminate innovative and successful ideas with chapter boards.
- To brainstorm and develop ideas for local activities and shared activities that could be implemented simultaneously on a national level.

Alumni/Parent Chapter Board Overview
Regional Alumni/Parent Chapter Boards are leadership organizations dedicated to fostering and sustaining relationships with OWU graduates, parents and friends to keep them engaged and actively involved with the University. Alumni/Parent Chapter Boards are extensions of the OWU Alumni Association, organized and managed by alumni/parent leaders to support and advance Ohio Wesleyan University, the Alumni Association and its missions. Alumni/Parent Chapter Boards work with the Ohio Wesleyan Office of University Advancement to help alumni, parents and friends stay connected to OWU and each other through a variety of programs and events that cater to the needs and desires of the University’s graduates, parents and friends.

Alumni/Parent Chapter Board Mission
It is important for each chapter to select and strive to carry out objectives appropriate to the accomplishments of its general purpose. However, in general, Alumni/Parent Chapter Boards should aim to:

- Bring together alumni, parents, friends and current/prospective students, both on and off the campus, for the common good of the University.
- Provide the best connecting link between local alumni/parents, the University, and the community where a number of OWU alumni and friends reside.
- Create an understanding of OWU’s goals and objectives, current programs and events.
- Reflect to University officials the sentiments of alumni/parents within the area served by the chapter.
- Develop a supporting body of alumni leadership to serve the interests of the Alumni Association and the University.
- Assist the Alumni Association in maintaining accurate records of all alumni.
- Welcome new alumni to the area, to establish friendships and contacts to assist them in becoming a part of the community.
- Assist the University in recruiting qualified students and encourage the interest of students through mentoring programs and/or internships.
Ohio Wesleyan University Alumni/Parent Chapter Guide

- Serve as the local public relations arm of the University in furthering the interests of OWU within a community, or as a medium for community activities by alumni within that community.
- Encourage alumni to appreciate their OWU connections as they achieve success in our society by participation in the Ohio Wesleyan Fund.

Figure 2 NYC Alumni enjoy a Yankees Game
Alumni/Parent Chapter Organization

Expectations of Regional Alumni/Parent Chapter Boards
1. Plan and execute 4 events per year.
2. Establish and assist in maintaining regular communication with the alumni/parent constituents in the region.
3. Provide the Office of Alumni Relations with updated contact information for alumni & parents in the region.
4. Assist in maintaining social media platforms including Facebook and LinkedIn groups.

Expectations of Alumni/Parent Chapter Board Members
1. Be a positive advocate for Ohio Wesleyan University in the appropriate region and globally.
2. Be willing to serve as the lead coordination team for at least one event per calendar year in the appropriate region.
3. Attend as many of the regional alumni/parent events per calendar year and assist with the promotion of these events by encouraging friends and colleagues to attend.
4. Participate in the Ohio Wesleyan Fund annually.
5. Support prospective student recruitment activities in the appropriate region.
6. Assist in the identification and recruitment of new volunteers.
7. Attend/participate in chapter meetings.
8. Sign and agree to the University Advancement Volunteer Confidentially Agreement.

Alumni/Parent Chapter Board Structure
Alumni/Parents Chapter Boards are comprised of 15-20 alumni volunteers and parents of current and/or former students. Members serve a two-year term minimum, and may serve as many terms as they wish. The Office of Alumni Relations selects committee members, or chapter board members can be selected by self-nomination or nomination by a current board member.

Chapter boards may determine the officer structures and sub-committees that will be most effective for their board. The following is a recommended structure to ensure successful programming.

For those cities/regions where leadership may not yet be in place to fulfill all positions, the proposed structure may be modified as needed and in whatever manner may best meet your
current needs and objectives. For example, younger chapters have found it useful to plan their events for a year, and then delegate the planning and implementation of one specific event to an individual chapter member or members. This has helped ensure that no single member has to carry the burden of planning all chapter activities, with the planning and implementation of other events throughout the year spread to other local chapter leaders.

Similarly, more than one individual may serve each role set forth above and overlaps may exist between leadership positions depending on the alumni events the local chapter intends to host. The proposed roles are intended to be flexible so individuals may contribute as they are able and desire to, with the remaining members of your leadership and other interested alumni filling in and also contributing as needed and desired. Please feel free to use your discretion in establishing a structure that best serves your chapter.

Additionally, please know the needs and demands on leadership or within your chapter will change over time and your structure should be amended and modified to meet changing demands. The local chapter should feel free to create ad hoc committees to address certain events or projects, or to create new positions that allow for fresh and increased individual contributions to your chapter’s leadership. Please feel free to share any feedback or suggested revisions to the chapter organization and structure with the Alumni Chapter Engagement (ACE) Committee of the Alumni Board through the Alumni Office.

**Roles & Responsibilities of Alumni/Parent Chapter Board Officers**

Chapter Boards may determine the roles/goals of each officer. The following is a recommendation of the responsibilities of each board officer.

**Chair/Co-Chairs:**
- Serve as a liaison with the Alumni Office and University to streamline communication with the local chapter leadership and members at large.
- Coordinate communication between local chapter leadership and members at large.
- Schedule and preside over local chapter meetings.
- With the input of the local chapter leadership, outline the number and variety of events held throughout the year in the local chapter area.
- Provide oversight and assistance to local chapter leadership to ensure events and other alumni activities are planned and implemented efficiently and effectively.
- Help identify leaders in the local chapter area to promote further engagement and participation, as well as plan for leadership succession.

**Social Ambassador:**
- Organize and implement each alumni social event, delegating tasks to other local chapter leaders and members at large to the extent necessary.
- Promote alumni social events to local chapter members, in conjunction with the Alumni Office and local chapter leadership.
- Oversee the collection of attendance data and contact information for each alumni social event, in conjunction with the Alumni Office, and ensure that outreach to local chapter members is current and up-to-date.
• Ensure photographs of alumni social events are taken and passed on to the Alumni Office for publication or sharing on official University social media.

Admissions Ambassador:
• Coordinate with the Assistant Director of Alumni Relations and the admissions counselor covering the local chapter area to ensure alumni attendance, in conjunction with the admissions counselor or independently when needed, at local admissions events, including but not limited to college fairs, prospective student receptions, admitted student receptions, etc.
• Direct and promote communication between local chapter members and potential local area applicants, admitted students and/or their parents about admissions events.
• Assists the Admissions Office in identifying target prospective student populations and with outreach to high school guidance counselors where requested.

Development Ambassador:
• In conjunction with the Development Office, promote local chapter awareness of fundraising challenges established by the University and encourage local chapter alumni participation.
• Stimulate local chapter alumni contributions to the Ohio Wesleyan Fund or fundraising campaigns established by the University by tying in giving opportunities at local chapter alumni events.
• Encourage full participation of the local chapter leadership in alumni giving.
• Assist the Development Office in identifying potential donor leads within the local chapter.

Community Service Ambassador:
• Seek out and foster relationships with community service organizations and interest groups to identify feasible opportunities for alumni community service events and volunteer opportunities.
• With coordination from the Alumni Office, organize and implement at least one community service event for the local chapter, most likely during Bishops in Service week each fall.
• Promote community service events, and any other volunteer opportunities, to local chapter members, in conjunction with the Alumni Office and local chapter leadership.
• Oversee the collection of attendance data and contact information for community service events, in conjunction with the Alumni Office, and ensure that outreach to local chapter members is current and up-to-date.
• Ensure photographs of community service events are taken and passed on to the Alumni Office for publication or sharing on official University social media.

Young Alumni Ambassador:
• Organize, promote and implement alumni events geared at engaging young alumni.
• Oversee the collection of attendance data and contact information for each young alumni event, in conjunction with the Alumni Office, and ensure that outreach to local young alumni is current and up-to-date.
• Ensure photographs of young alumni events are taken and passed on to the Alumni Office for publication or sharing on official University social media.

Although at least one person should serve as a liaison to the local chapter, the formation of a young alumni sub-committee to plan and host events is recommended to share the responsibilities for these activities and help promote greater outreach across a broader young alumni base with diverse connections.

**Meetings/Conference Calls**
The type and frequency of meetings is up to the individual chapter boards. It is suggested that a minimum of four meetings and/or conference calls are hosted a year. Conference calls can be scheduled through the Office of Alumni Relations – we ask conference call requests be submitted two weeks in advance.

Agendas for all meetings/calls should be sent in advance and minutes taken. It will be up to the individual boards if they want their meetings, agendas and minutes shared on the chapter’s website through Ohio Wesleyan. The Alumni Relations team will assist in providing information/data for meetings and calls such as event attendance, final budget information and University updates upon request.

**Confidentiality Policy and Agreement**
All members of chapter boards will be asked to sign confidentiality agreements. As a member of a chapter board you will have access to confidential information on alumni and parents such as mailing addresses, phone and email information, business information, etc. This information is for the sole use of conducting Ohio Wesleyan University business.
Ohio Wesleyan University – University Advancement
Alumni/Parent Chapter Board Volunteer
Confidentiality Policy and Agreement

Policy Statement

Ohio Wesleyan University recognizes that efficient alumni and parent engagement operations require the maintenance and management of constituent records, including alumni, donors, family, friends and other benefactors. Constituent records on the computer, voicemails, emails, or hard copy files contain sensitive information that is shared with or developed by the Office of Alumni Relations on a confidential basis. Volunteers have an ethical obligation to respect the privacy of our constituents, and to protect and maintain their confidentiality.

I,____________________, acknowledge that in the course of my activities for the Office of Alumni Relations of Ohio Wesleyan University, I may have access to documents, data or other information, all of which should be considered confidential and privileged from disclosure, whether or not it is specifically "labeled" or identified as confidential. Except as required by my activities, I agree to never directly or indirectly use, publish, disseminate or otherwise disclose to any third party, or use for personal gain, any information acquired in the course of my activities. All information is to be maintained in confidence.

By signing below, I acknowledge that I have received a copy of this, Ohio Wesleyan University, Office of Alumni Relations Confidentiality Policy Statement, I have read and understand the policy and I agree to abide by this policy statement in my role as a volunteer.

Volunteer signature:____________________________________Date:____________

Printed name:______________________________________________________

*The University Advancement Division is committed to ensuring the privacy of Ohio Wesleyan University constituency.*
Alumni/Parent Chapter Board Responsibilities

Overview
In order to fulfill this mission of the Ohio Wesleyan University Alumni Association, there are several areas chapter boards should focus their regional efforts.

Admission
One of the most valuable contributions alumni, parents and friends can make to OWU is to assist in the recruitment of new and talented students. The identification, recruitment, enrollment and retention of students are the lifeblood of Ohio Wesleyan University. Regional Alumni/Parent chapters play a critical role in the enrollment and retention efforts of the University.

The Alumni/Parent Admissions Recruitment Team (A/PART) is the umbrella volunteer organization that works with the Office of Admission throughout the country and the world. Regional chapters and their chapter boards are expected to support the Office of Admission and the A/PART volunteers in their region.

The primary goals and objectives of the A/PART program are to identify students, who are good OWU prospects, encourage those students to apply, and help convince accepted students to enroll. Activities of A/PART Volunteers include but are not limited to:

- Referring Students: Alumni, parents and friends are encouraged to refer students in their community, children of colleagues, relatives, etc. Alumni/parents can provide prospective students’ contact information and major, athletic and club interests to the Office of Admission, so they can be added to OWU’s mailing lists. Also, keep in mind that OWU offers legacy grants to children, stepchildren, grandchildren and step-grandchildren of alumni.

- Representing OWU at College Fairs: Distribute literature and answer questions at college fairs throughout the fall and spring. Because OWU admission staff cannot cover all fairs, A/PART members and volunteers are helpful in spreading the word about OWU.

- Educating Guidance Counselors about OWU: Personal contact by local alumni/parents can make a difference with Guidance Counselors to make sure they are encouraging their students to put OWU on their lists of potential colleges.

- Contacting Prospective Students/Parents: Personal contact (by phone, mail, or email) by alumni/parents to prospective students and their parents occurs throughout the year.

- Support Regional Prospective Student Events: Host, coordinate, attend or provide financial support for a reception of prospective students in the local area. OWU hosts receptions throughout the year in various parts of the country.

- Assisting with off-campus interviews: Assist the Admissions Counselor for the region with hosting/conducting interviews of students interested in OWU.

- Future Bishop clipping service: Alumni and friends of OWU are encouraged to review regional/local newspapers, school newsletters and publications, and other media outlets for announcements of outstanding high school student achievements. Examples include (but not limited to) National Merit recognition; National Achievement recognition; athletic recognition; participation in science fairs; community service...
activities; and dance, musical, and theater productions. Alumni should send in the relevant publication or clipping along with any available information on the student (current high school, grade level, mailing address and phone number). Clippings are to be sent to the Alumni Relations office (attention Brad Ingles) at Mowry Alumni Center, 61 S. Sandusky St., Delaware, OH 43015 or bringles@owu.edu. Upon receipt the student’s record will be updated/created with any available information. The clipping will then be provided to the appropriate admission counselor for action/follow-up.

It is important to remember the recruitment of talented, bright and well-rounded students is vital to the long-term success of the University.

**Community Service**
Ohio Wesleyan University emphasizes service; more than 80 percent of the student body participates in local, national, or international service each year. For four consecutive years, Ohio Wesleyan has earned the President’s Award for Community Service, with distinction. In 2010, OWU was awarded the President’s Award for Excellence in General Community Service, one of only three universities in the country to be recognized with that designation. As a result, graduates head out into the world to be leaders in giving back in their communities.

**Bishops in Service Week**
Each October OWU sponsors “Bishops in Service” week – a program to bring together alumni, parents and friends of the University to make a difference in their local community. Bishops are encouraged to take time out of their busy lives during or around this time and give back to their communities.

Across the country, OWU’s regional alumni groups connect alumni, parents and friends to the University and to each other. The following cities have participated in the Bishop’s in Service program in the past and we are always looking for new cities/regions to add:

- Boston
- Chicago
- Cincinnati
- Cleveland
- Columbus
- Indianapolis
- New York City
- Philadelphia
- Washington, DC

Even though there is a designated “week”, chapters are encouraged to find local charities/organizations that they want to have a connection with. If the date of the event/activity falls outside of the week that is okay!

**Ways to participate**
Identify a service project/organization that coincides with the chapter’s interests and commitment. It can be something a board member is already involved with or a new one a chapter member would like to support. Maybe there is a particular organization that has impacted the life of an alum/na or student that would help rally volunteers to participate. Examples of service projects include; canned food, blood or clothing drives, volunteer for
Habitat for Humanity or at a local hospital, food bank, soup kitchen, homeless shelter, nursing home or animal shelter, etc.

There are many great resources to help identify potential group service projects...here are just a few:

2. Local United Way - http://www.unitedway.org/

**Developing Alumni Leadership**

A great way to get alumni to give back to the University is to volunteer their time. There are numerous ways an alumnus/na can become involved, which are beneficial in the development of the knowledge and leadership skills needed to be a leader in the Alumni Association. Alumni chapter boards should work to recruit area alumni volunteers for one or all of the following areas:

- Participate and plan in events
- Serve on their 5th or 10th reunion committees
- Volunteer as a mentor through the Bishop Network
- Recruit prospective students as a member of A/PART (Alumni/Parent Admission Recruitment Team)
- Serve as a class agent for the Ohio Wesleyan Fund

It is crucial to continually recruit and develop new leaders, as new leadership helps bring new perspectives and energy to Alumni/Parent Chapter Leadership Boards. Also, alumni leadership plays an important role in the continued growth and success of the University.

**Engaging Current Students**

Alumni can be especially effective in engaging current students to be alumni leaders. For alumni chapter boards located near Ohio Wesleyan the possibilities for student engagement are endless.

Even for chapters far away from campus, there are many ways chapter boards can engage current students. Chapter boards can help educate current students about the goals, purposes, projects and services of the Alumni Association through the following ways;

- Encouraging seniors to make their senior class gift to the Ohio Wesleyan Fund
- Hosting events with area students, such as a summer picnic or meet-and-greet
- Career networking and mentorship programs
- Hosting a webinar about a topic of interest

Introducing current students to the benefits of the Alumni Association will cultivate them to be ready to join the alumni community upon graduation.

**Ohio Wesleyan Fund**
As alumni achieve success in society, it is important to remind them to show their appreciation for their OWU connections by participating in the Ohio Wesleyan Fund. It is the responsibility of alumni leaders to remind current students and graduates that without the generosity of prior generations their OWU experience would not have been possible and now it is time to pay-it-forward.

Gifts to the Ohio Wesleyan Fund provide transformational experiences to students including scholarships, upgrades and improvements to campus facilities, global opportunities and out of the classroom experiences. Donations can be made online at https://community2.owu.edu/new-alumni-site/make-a-gift. Mail donations should be made payable to Ohio Wesleyan University and mailed to:

University Advancement Office  
Mowry Alumni Center  
Ohio Wesleyan University  
61 S. Sandusky Street  
Delaware, OH 43015

Young Alumni

Who are young alumni? The Ohio Wesleyan University Alumni Association considers any graduate of the last decade as a “young alumni” of the institution.

Why is it important to consider the interests of young alumni? Young alumni play an important role in the continued growth and success of the University. Studies have shown if you cultivate students and keep them involved after graduation it will prepare them to be active and loyal supporters and leaders of the institution for years to come.

Young Alumni Representative on Alumni/Parent Chapter Leadership Boards
One of the most effective ways to communicate with young alumni and represent the interests of recent graduates is to have a young alumni representative(s) on the board for your chapter. Having someone who can relate to them and seek them out will be a primary reason young alumni join and/or participate in future programming. This person or these persons should also be willing to help with event planning and social media.

Regional Young Alumni Committees
Regional Young Alumni Committees are leadership organizations dedicated to fostering and sustaining relationships with OWU graduates of the last decade to keep them engaged and actively involved with the University. Young Alumni Committees aim to:

1. Provide relevant social, educational, professional and community service programing for recent graduates.
2. Foster closer interaction from recent alumni with the greater University community.
3. Educate current students and recent alumni about the goals, purposes, projects and services of the Alumni Association.
4. Develop alumni leadership in recent graduates and prepare them for active alumni leadership.
5. Encourage young alumni to appreciate their OWU connections as they achieve success in our society by participation in the Ohio Wesleyan Fund.

Committees are comprised of 5-10 alumni from the ten most recently graduated classes. Members serve a one-year term minimum, and may serve as many as 10 terms. The Office of Alumni Relations selects committee members, or young alumni can be selected by self-nomination or nomination by a current committee member or Alumni Chapter Board member.

Young Alumni Committees may determine the officer structures and sub-committees that will be most effective for their committee. Geographic areas with a Young Alumni Committee should have the Young Alumni Committee chair serve as a liaison to the Alumni Chapter Board. For more information please consult the Young Alumni Committee Handbook.

Click here to view the Young Alumni Committee Handbook (will be a PDF link)
REGIONAL EVENTS

Planning Successful Alumni Events
A primary goal of alumni chapter boards is to provide relevant social, educational, professional and community service programming. One of the main reasons alumni will attend events in their regions is to reconnect with classmates, team members, fraternity brothers and sorority sisters and friends from their time on campus. Planning events and activities that allow alumni to reconnect is critical to the success of the chapter in engaging the alumni base.

While each chapter may have their own ideas for programming, it is important to have diversity in events to meet the different interests and needs of alumni, parents and friends in your area. Just as important to the social events are opportunities for alumni to network and develop new business and personal relationships. Chapters should plan networking events to assist young professionals and recent graduates in the region.

Role of Alumni/Parent Volunteer Leaders
The success of any alumni chapter is largely dependent upon volunteer leadership. Volunteers are expected to aid in the creation of a sustainable annual calendar of events. Events should be planned as far in advance as possible, keeping in mind timing relative to University events. Even if you do not have all logistical information secured, preparing a generalized outline of the events the chapter wishes to hold that year will keep everyone on task and reduce stress for everyone.

In many cases, local volunteers are the “experts” in an area. Your eyes and ears are closest to the action, so please do share the latest trends and hot topics in your region or within your affinity with the Alumni Relations team. If a new museum exhibit is slated to open, let us know so we can research possible faculty and alumni experts who could speak in conjunction with a museum tour. Do volunteer leaders have a connection to a space that could serve as a venue for an alumni panel? The partnership between volunteers and the Alumni Relations staff is symbiotic—only together can we create a dynamic OWU alumni community around the world.

Role of the Office of Alumni Relations
While many events and programs rely heavily on volunteer support, the Alumni Relations office is here to help. There are many ways the Alumni Relations Office can support events in regions, and they vary depending on the type of event, timeframe of the event, and other considerations.

- **Alumni Lists:** The Alumni Relations Office will provide committee leaders with lists of local alumni and help provide local and regional analysis of the alumni population.
- **Email Broadcasts:** The Alumni Relations Office can send e-mails to all alumni on behalf of the committee to advertise upcoming events/meetings on social media (Facebook, Linkedin, etc.) or in OWU publications such as the OWU Magazine or in the monthly Bishop Banter.
- **Event Logistics:** The Alumni Relations Office can help provide venue and catering recommendations.
- **Event Registration:** The Alumni Relations Office can take event registrations and fees
through the Alumni Relations Office and through the office Web site.

- Event Speakers: The Alumni Relations Office can help identify and make arrangements for speakers from the University to attend an event.
- Mail Services: The Alumni Relations Office can provide design, printing and mailing services for large chapter events or to help reactivate chapters.
- OWU Spirit Items: The Alumni Relations Office can provide nametags, table toppers, door prizes and other small items for events. Please give office staff enough time when requesting these items.
- Staff Support: Staff members can assist committee leaders with almost all aspects of planning and promoting chapter events.
- Training for Leaders: The Alumni Relations Office can help train committee leaders on planning events.

What to consider when planning an event or program

There are certain stipulations to keep in mind before planning an event or program that can impact participation. To help increase attendance and/or participation at your event please consider the following:

- Cost: Events and programs with little or no cost associated will be more successful, especially with the young alumni community.
- Family: Be sure to include family oriented events for alumni with families.
- Location: It is important for events to vary in locations to accommodate alumni from different areas in your region.
- Time: For those at the beginning of their career, getting away from the office is difficult. Planning events during the evening or weekend is helpful.

Committee members should ask the following questions when planning events:

- What are the goals and objectives of each event?
- Who is your target audience for each event?
- Does each event appeal to a critical mass?
- Can each event be used to reach out to new groups?
- How do these events support the mission of the OWU?

Remember, a single event or program cannot be all things to all people in your area. Be sure to consult with your liaison in the Office of Alumni Relations on additional programming ideas and types of events that specific age groups and affinities are most likely to attend and the demographics in your area.

Events & Programs

Although the number and form of alumni events may vary widely by chapter, it is recommended that alumni events be scheduled at least once every three months to help promote a consistent alumni presence and opportunity for engagement. The specific events implemented for each chapter should focus on attracting a diverse alumni base while highlighting and taking advantage of unique opportunities within your local area.

- Athletic Events: Game watch parties, tailgates, attending athletic events, etc. Many of the OWU athletic competitions are available to stream live from the OWU website or
the site of the hosting institution. Also, some of the OWU athletic teams travel out of Ohio to participate in special tournaments or competitions, as well as national post-season tournaments/competitions. These are great opportunities to bring alumni/parents together to show Bishop Pride and support the students.

- **Educational Programming**: Alumni speakers/panels, pottery or art classes, finance seminars, cooking demonstrations, gallery tours, etc.
- **OWU Traditions**: Plan events around Homecoming, Alumni Weekend and the regional holiday parties.
- **Professional Development**: Networking events, career mentorship programs and educational panels (industry-specific or interest-specific).
- **Social Programming**: Happy hours, wine tastings, progressive dinners, attending a local theatre production, etc.
- **Wellness & Recreational Programming**: Intramurals, yoga classes, speakers on personal wellness and nutrition, etc.

Chapters are responsible for identifying relevant and appropriate events for their market. Your Alumni Relations liaison can provide advice, suggestions and examples of events that have been popular in other markets. Also, chapter boards are encouraged to work with your Alumni Relations liaisons in order to seek their advice on budgets, locations and event pricing.

Your liaison can also provide you demographic information about your market. This information can help you as you consider different types of events to plan. For example, if the majority of alumni in your area are older, hosting happy hours to the exclusion of other types of events will probably not draw a crowd. You might consider hosting a visiting faculty for a lecture or plan a mass & brunch. Game watches and networking events are particularly popular with a younger demographic and community service projects resonate with all age groups. Events should be planned to cover all costs; the university is not in a position to provide funding for events.

**Sample Planning Timeline**

<table>
<thead>
<tr>
<th><strong>9 or more weeks in advance</strong></th>
<th>Propose event and event date to the Alumni Office. Be mindful of the OWU calendar, religious observances, holidays and local activities. Confirm event topic/theme. Select and reserve a venue based on cost, parking, location, time, food/beverages, etc. Outline program and/or confirm speaker. Review room set-up. Reserve A/V equipment (if needed).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6 to 8 weeks in advance</strong></td>
<td>Select menu, bar service, etc. and confirm cost per person. The Alumni Office will add event information and registration to the OWU Web site. Send out mail and/or email invitations.</td>
</tr>
<tr>
<td><strong>Begin advertising on social media.</strong></td>
<td></td>
</tr>
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<td></td>
</tr>
</tbody>
</table>
| **4 to 6 weeks in advance** | Confirm staffing for the event.  
Review supplies needed for the event including, door prizes, promotional materials, etc.  
Continue encouraging people to register via email, social media, etc. |
| **2 to 4 weeks in advance** | Confirm all details for the event and that all necessary payments have been made.  
Follow-up phone calls/emails to those who have attended events in the past and have not registered. |
| **Week of Event** | Contact the site to confirm registration numbers and food/beverage arrangements.  
Confirm program and/or speaker.  
Prepare nametags, registration list and promotional materials to take to the event.  
Send confirmation emails. |
| **Day of Event** | Arrive early and make sure the venue is properly set-up, with an area for nametags and promotional materials.  
A board member should serve as a greeter and make sure all guests are welcomed.  
A board member or OWU staff member should “staff” the registration table and handout nametags, check-off attendees on the registration list, confirm contact information and keep track of walk-ups, etc.  
A board member should take photographs at the event.  
It may be appropriate to have someone briefly address the group to share news about the regional alumni chapter and OWU news. |
| **After the event** | Write/email thank you notes.  
Send updated contact information & photos to the Alumni Relations Office.  
Post photos on social media and chapter website.  
Email attendees the post-event evaluation. |

**Sample Chapter Calendar**

**September/October**
- Welcome to the Neighborhood gathering
- Social Networking
- Fall Festivals

**October/November**
- Bishops in Service Week Event
Ohio Wesleyan University Alumni/Parent Chapter Guide

- Athletic Viewing Party/ Tailgate
- Professional Networking Event

December
- Holiday Party

January/February
- Health & Wellness Event
- Community Service Event
- Educational Panels/Book signing

March/April
- OWU vs. Denison Lacrosse Viewing Party

May
- We do not encourage events in May due to OWU Commencement / Alumni Weekend

June/July/August
- Summer picnic with current and admitted students, alumni parents and friends
- Baseball Games
- Outdoor Theater

Figure 3DC Alumni & Friends participating in Honor Flight welcome
Communications & Social Media

Communicating & Connecting with Alumni Overview
An important opportunity to re-connect with alumni and parents and tell the OWU story is through communications and social media. Regional chapters are encouraged to promote Ohio Wesleyan and chapter programming in OWU communications and social media. Chapter members should consider using the following University communications and social media in their communication efforts:

University Communications:
- OWU Magazine
- “Bishop Banter” monthly e-newsletter
- University Advancement website
- Regional e-newsletter

University Social Media:
- Alumni Association Facebook page
- “Bob Bishop” Facebook profile
- Regional Chapter Facebook pages
- Alumni Association LinkedIn group
- Ohio Wesleyan University LinkedIn group
- Alumni Association Instagram page
- OWU Alumni Twitter

As a whole, the alumni demographic may not lean toward a certain mode of communication. Communicating in a variety of ways can be beneficial. Additionally, chapters may want to consider surveying the interests in your geographic area and take the survey responses into consideration when communicating with and planning events. The important thing to remember when communicating is to keep all messages clear, concise and make sure it portrays the University in a positive light.

Social Media Guidelines
Social media is important as our lives become increasingly more mobile and connected. Chapters can use social media in their recruitment efforts with minimal time and cost, and can reach a pool of alumnae that might have not otherwise connected to the alumnae chapter. Chapters are expected to use good judgment when selecting photos and posting to chapter websites, social media sites, or publications. The photos selected should reflect the values of the University. Chapter members should also consult the Ohio Wesleyan Social Media Strategy (currently under development).

Developing a Social Media Platform
Each Bishop Pride city/region is encouraged to develop a social media platform. Suggested social media platforms include the following:
Ohio Wesleyan University Alumni/Parent Chapter Guide

- Facebook: (group & page): www.facebook.com/owu[city]
- Instagram: @OWUin[city]
- LinkedIn: OWU [City] Bishops

In order to create a social media platform, chapter members should do the following:

- Designate group administrators to monitor postings to maintain a professional appearance.
- Work with University to receive news, updates, photos, events from campus, etc. to promote on pages.
- Maintain consistent appearance/brand with the other Bishop PRIDE cities/regions through partnership with the OWU University Advancement team.
- Provide social outlets for each city’s/region’s alumni to connect with and post.
- Designate chapter board officers and/or others related to the University to monitor other NCAC alumni or Ohio related social media for up to date trends, ideas and possible partnership opportunities.
- Create new ways for followers to engage with the Bishop PRIDE city/region and OWU.
- Participate in social media trends if appropriate and related to the mission of OWU (i.e. ALS ice bucket challenge).
- Integrate social media platforms across one another to promote OWU news, events, etc.
- Build a following (page followers) through OWU alumni, friends, family, current students and prospective students.

Social Media Goals
Chapter members should keep the following goals in mind when developing a social media platform within each city / region for OWU:

1. To strengthen OWU’s presence in the PRIDE city through brand, alumni events, city/school updates.
   - Receive consistent updates from the University regarding brand to maintain social media pages (i.e. Facebook cover photo per season, sport, etc.)
   - Post all Bishop PRIDE city/region events to the appropriate platforms as they are planned to start to alert the alumni in advance.
   - Designate updates from OWU (campus & alumni network) to be posted by a consistent group member (i.e chapter board officers or volunteers).
2. To cultivate and promote the philanthropic mission of OWU.
   - Engage in social media trends with philanthropic foundations to promote OWU and the Bishop PRIDE city/region.
   - Post volunteer opportunities with fellow alumni as events and post-event photos to all platforms of social media.
   - Facilitate volunteer movements through social media platforms.
   - Provide OWU fundraising information, challenges, and initiatives on Bishop PRIDE city/region pages, following brand and consistency across all Bishop PRIDE cities/regions pages.
3. Attract inactive alumni and prospective new students through brand, alumni events, city/school updates.
   - Work with the University established social media pages to promote individual Bishop PRIDE city/region pages.
   - Challenge followers to share pages and individual posts with other alumni, friends and family.
   - Partner with consultants at OWU to enhance pages and ideas for outreach.

Keeping these goals in mind will help optimize the social media efforts of chapter boards and the University.

**Electronic Newsletters**
An electronic newsletter is a great way to encourage participation and create a sense of community among regions. The Alumni Relations Office can send a template for an electronic newsletter for chapter boards to create content and then distribute electronically. Content can include pictures and recaps from chapter events, local student and/or volunteer spotlights, enrollment and University updates, the calendar of chapter events, a letter from the chair and/or co-chairs of the chapter board, etc. Remember, this is the official publication for your chapter, so it's important that it be professional. Remember to check for facts, spelling, and grammar in every story.

**Chapter Website**
Chapter boards are strongly encouraged to use the hosted chapter websites provided by the University. This will simplify web maintenance and is a free service provided by the University. Chapters can post contact information for officers, meeting minutes, their chapter calendar, pictures from events and even create a blog.
CHAPTER RESOURCES & INFORMATION

Forms & Evaluations
- Confidentiality Policy & Agreement ([Insert Link] – will be available on new website in December 2015
- Post Event Evaluation ([Insert Link])

Event/Activity Calendars
- OWU Monthly Public Event Calendar
- OWU Alumni Event Calendar

University News & Information
- OWU Magazine
- Connect2OWU
- OWU Facebook Page
- OWU Facebook News Page
- OWU LinkedIn Page

University Staff
- University Advancement Staff – click here to see / contact the University Advancement Team
- Office of Admission Staff - click here to see / contact the Admission Team
- Ohio Wesleyan University Athletics – click here to visit the OWU Athletics site and coach information