

THE ETSU ALUMNI ASSOCIATION HAND BOOK

Membership in the ETSU Alumni Association is granted to all persons who either attended or hold degrees from East Tennessee State University, including certificates of completion, two-year associate degrees, baccalaureate, master's, educational specialist, doctor of education, doctor of philosophy, and doctor of medicine degrees. Currently, over 77,000 ETSU degrees have been presented.

The ETSU Alumni Association seeks to maintain a lifelong relationship between the university and its graduates and former students through homecoming events, class reunions, publications, awards programs, annual alumni meetings, fund raising activities, career development services, local alumni chapters, a summer alumni college, and many other activities and promotions.

The association is governed by a board of directors, which meets each quarter. The board consists of 14 directors and six officers. Directors are elected to four-year terms, with the exception of the two student directors (the president and vice-president of the Student Government Association), who normally serve one-year terms. The officers, who collectively make up the board's executive committee, include a president, president-elect, secretary, treasurer, and immediate past president. Officers are elected annually.

In addition to the executive committee, the board committees include: projects, university and community relations, alumni relations, fund-raising committee, honors, awards, and nomination committees. Goals for each committee are established in May by the executive committee.

ETSU ALUMNI ASSOCIATIONALUMNI CONSTITUENT COUNCIL OF LEADERS

Role:

The Alumni Constituent Council of Leaders (ACCL) will serve as a subsidiary of the ETSU Alumni Association Board of Directors. It is established by the board as an extension of the communication and support network for the association's recognized constituencies.

Membership:

The membership will be composed of representatives from the "recognized" constituent societies which are established because of their special interests, academic discipline, geographic boundaries, or other particular characteristics. Primarily, the membership should be the president, chairperson, or otherwise designated leader of these constituencies. A designated representative of the groups' leader may serve as a substitute.

A constituent group is "recognized" through a letter of interest to the Board of Directors. Upon board approval, the recognized group is entitled to available support services as allowed other similar groups from the association, the office of alumni relations, and other university offices. The group is bound to act in accordance with any rules, regulations, or guidelines that exist, or may be issued in the future.

Meetings:

This council should meet at least once a year. The group may be called together at other times, if deemed necessary.

Leadership:

The chairperson of the Board of Directors committee on alumni relations shall serve as the chair of the council or the ACCL chair may be appointed by the president.

ALUMNI SOCIETIES

In addition to local chapters based upon place of residence, the Alumni Association Constitution also allows the formation of alumni societies centered around a common interest. Alumni societies may be organized much like a local chapter, with regular meetings, a slate of officers, optional dues, and promotional support from the alumni office. Alumni societies, however, may form around a common theme such as a particular major, fraternity or sorority, or student organization. These societies shall not rival the but serve as support groups within its framework.

FORMATION OR REACTIVATION OF AN ALUMNI CHAPTER OR SOCIETY

Alumni chapters are established in various locations where approximately 150 or more alumni reside. Occasionally, smaller alumni populations are identified as chapter areas. Chapters established in geographic areas having smaller numbers of alumni generally seek to conduct at least two activities per year. Yet, regardless of the number of alumni located in a chapter area, attendance increases with each meeting held. Involvement with the organization of a new chapter is personally gratifying to alumni who assume the task of spearheading a chapter's formation.

The University Alumni Office will assist to the fullest extent possible, yet the successful formation or reactivation of a chapter is dependent largely upon the enthusiasm and dedication of the alumni who assume responsibility for the job. Here are some suggestions geared to aid in success:

Identify a nucleus of interested alumni who are willing to serve as an organizational committee. The committee should not exceed five or six members initially.

In the case of a new chapter area, the committee should prepare a list of all zip codes of communities within the chapter boundaries. Forward these to the University Alumni Office and request that a computer listing be generated within those confines (allow approximately two weeks for a computer listing).

The committee should discuss and select an appropriate date for an organizational meeting of all alumni in the chapter area.

Communicate plans for the initial meeting to the University Alumni Office and request that a notice be sent to all alumni in the area and that news releases and PSAs be sent to area media.

Refer to the procedures and tips outlined under "Chapter Meetings and Chapter Finances" and "Planning and Conducting a Chapter Activity" in this publication. If possible, a member of the Alumni Association staff will attend the organizational meeting.

Call as many alumni as possible provided on the computer list generated by the University Alumni Office, and remind them of the upcoming meeting.

At the meeting, a member of the organizational committee should preside. A discussion should be held relative to the formation of a permanent chapter, specific program interests of alumni attending, and a tentative date set for the next activity.

Several temporary committees should be appointed to nominate a slate of officers and plan a subsequent meeting. A sample constitution and by-laws are available from the University Alumni Office should a formal chapter structure be desired. If so, the document should be presented and adopted at the next meeting.

A summary of the first meeting should be prepared and mailed along with a sign-in announcement of the persons attending the meeting. The summary, preferably in letter form, should be forwarded to the University Alumni Office.

At the second meeting, chapter officers and other members of a Board of Directors should be elected. Plans and programs for the year should be discussed and adopted. We suggest that activities be run on a "pay as you go" basis. Should special arrangements be required, the University Alumni Office may be of assistance.

CONSTITUTION OF THE *** CHAPTER/SOCIETY OF THE EAST TENNESSEE STATE UNIVERSITY ALUMNI ASSOCIATION

PREAMBLE

We, the Alumni of East Tennessee State University, from the area, appreciating the opportunity to have attended the University, find it important for ourselves and those who will come after us, to form, maintain, nourish, and sustain an Alumni Chapter in the immediate area of the University. Reminded of our responsibilities and opportunities as former students and friends, we do hereby establish this Constitution of the *** Chapter of the East Tennessee State University Alumni Association.

ARTICLE I - Name

The name of this organization shall be the *** Chapter of the East Tennessee State University Alumni Association, herein referred to as the "chapter."

ARTICLE II - Purpose

The purpose of the chapter shall be to create and maintain strong ties between East Tennessee State University and its alumni and friends through chapter activities, projects, and programs.

ARTICLE III - Membership

Section 1 - Membership in the chapter is granted to all alumni and friends of the University. Alumni shall be defined as those who have received one- or two-year certificates of completion, or one of the following degrees: associate, baccalaureate, master's, educational specialist, or doctorate. Membership may also be granted to former students of the University.

Section 2 - All members of the chapter shall be eligible to participate in activities of the chapter.

ARTICLE IV - Voting

In all activities of the chapter, decisions shall be determined by a majority of the Board of Directors present at announced meetings for which written notice of the meeting of the Board has been provided to the Directors.

ARTICLE V - Officers and Directors

Section 1 - The officers of the chapter shall be President, three (3) Vice-Presidents, of which the will represent specific geographic areas in the chapter service area, immediate Past President, Secretary, and Treasurer. The duties of these officers shall be determined by the Board of Directors. The offices of Secretary and Treasurer may be combined when the Board of Directors deems it necessary.

Section 2 - There shall be no less than twelve (12) directors.

Section 3 - The officers and directors shall comprise the membership of the Board of Directors.

Section 4 - The officers and directors of the association shall be appointed by the Board of Directors.

Section 5 - If a vacancy occurs on the Board of Directors, the President of the chapter shall appoint a replacement who will be recommended by the Selections Committee and confirmed by a vote of the Board.

ARTICLE VI - Committees

Section 1 - The standing committees of the Board of Directors shall consist of Executive, Alumni Activities, Projects, Membership, and Selections committees.

Section 2 - The President may create or abolish any committees necessary for the business of the Board of Directors.

Section 3 - The Executive Committee shall consist of officers of the chapter. The President shall be chairperson of the Executive Committee.

Section 4 - The President of the chapter shall be an ex-officio member of all committees.

ARTICLE VII - Meetings

Section 1 - The chapter shall hold an annual meeting of the Board of Directors in May to elect new officers and directors.

Section 2 - The Board of Directors shall conduct a minimum of three meetings annually.

ARTICLE VIII - Amendments

Amendments to the Constitution shall be approved by a two-thirds majority of the Board of Directors.

BY-LAWS

One-half of the members of the Board of Directors shall constitute a quorum for conducting business at the Board of Directors' meeting.

Parliamentary procedure for conducting all business of the chapter shall follow the latest edition of Robert's Rules of Order.

The standing committees of the Board of Directors shall have the following responsibilities:

Each committee shall determine their own goals for review by the Executive Committee annually. The Executive Committee shall periodically determine the need for Constitution and By-law revision.

The Alumni Activities Committee shall actively seek to involve members of the chapter through the development of alumni activities and special events.

The Alumni Projects Committee shall work with University staff to conduct focus projects on special needs (i.e., raising financial support, participate in student recruitment) involving alumni for purposes designated by the Board and in support of the University. The Projects Committee shall promote and serve the overall image and spirit of the University and the best interests of the members of the chapter.

The Membership Committee is tasked with developing alumni involvement through collection of chapter dues and recruiting volunteers.

The Selections Committee, which will be chaired by the immediate Past President, will prepare a slate of officers and directors for presentation at the annual meeting of the board.

The officers shall be appointed for one-year terms and may be reappointed for additional terms.

The directors shall be appointed for four-year terms. Each year, as the terms of three directors expire after the normal four-year rotation, three new directors will be appointed for four-year terms.

If an officer other than the President cannot complete an elected term, the Executive Committee shall appoint a replacement.

If the President cannot complete an elected term, a Vice President shall be selected to succeed to the office for the remainder of the year based on action of the Selection Committee and approved by a majority of the full board.

Only alumni or former students shall be eligible to be members of the Board of Directors.

The chapter shall be supported financially by contributions from its members, with additional funding from the East Tennessee State University Foundation and from the University itself, through the State of Tennessee as authorized through the Office of Alumni Relations.

Funds donated to the chapter shall be deposited with the East Tennessee State University Foundation and shall be administered by the Foundation Board of Directors.

Records shall be maintained by the Alumni Relations and Development offices to identify all donations.

The chapter shall operate on a fiscal year that begins on July 1 and ends the following June 30.

The By-laws may be amended by a two-thirds majority of the board.

SUGGESTIONS FOR CHAPTER/SOCIETY ORGANIZATION

Although the ETSU Alumni Association's Constitution imposes no strict regulations for the organization of local chapters, there are several guidelines which must be followed if your chapter is to be considered active:

Each chapter should hold at least one meeting each year.

A change of leadership should occur at least every two years.

The Alumni Association recommends that each chapter be governed by a slate of officers: president, president-elect, secretary, and treasurer. Nominees for these positions may be chosen by a nominating committee and voted on at a general meeting of the chapter membership. Candidates should not be coerced into running for office but should express the desire and have the time to work. The nominating committee should specify a definite term of office, preferably no more than two years for each office.

Suggested duties for each office may include the following:

President

Maintain frequent contact with the University Alumni Office and other officers from the chapter.

Initiate meetings and coordinate planning.

Assign responsibilities for various projects to chapter members and monitor progress.

Work with the president-elect to ensure continuity between administrators.

Represent the chapter at alumni activities and other events on campus.

President-Elect or Vice President(s)

Chair committees and coordinate projects as assigned by the president.

Become familiar with the duties of the president.

Preside at meetings in the absence of the president.

Secretary

Assist the University Alumni Office in maintaining an accurate mailing list for the chapter.

Assist the University Alumni Office in preparing meeting notices, agendas and minutes.

Prepare an annual calendar for the chapter.

Maintain a written record of chapter activities.

Treasurer

If the chapter elects to charge dues, maintain the chapter's bank account.

Collect per person charges for chapter functions.

Pay all bills incurred by the chapter.

Prepare financial statements (if applicable).

Some groups take a more informal approach of a "Leadership Committee." These groups select a chair and share in the duties to conduct an activity and fill the role of a board of directors.

The ETSU Alumni Association's most successful chapters are those which undertake projects promoting the best interests of ETSU and its alumni. Obviously, chapter functions are social events, but they should offer more. When alumni come together to work on a unifying project which clearly benefits the university and its graduates, they feel a stronger tie not only to ETSU but to the local chapter as well. Consequently, the Alumni Association suggests that your chapter consider adopting a yearly project. For example, alumni chapters can:

Assist recent graduates in career counseling and job placement as part of the "Buc Connection" career development network.

Assist the Admissions Office in recruiting new students to ETSU.

Work with area news media to increase public awareness of the university and the chapter.

Recognize outstanding alumni from the area.

Suggest topics for future ideas to be used in the alumni magazine, ETSU Today.

Assist in fund-raising activities.

Establish scholarship programs for students in your area.

Serve on reunion or homecoming committees for the university.

Represent ETSU at various public events.

CHAPTER/SOCIETY COMMITTEES

Overwork can stifle enthusiasm. The workload should be distributed among committees appointed by the chapter president with advice from the Board of Directors. Both standing committees and special committees should assist in the operation of the chapter. Some suggested committees are: Program and Projects --

To plan meetings and activities, select a theme or speaker, plan a timetable of events, and invite feedback from alumni concerning their interests and preferences. Membership --

A mailed announcement is never enough. A telephone follow-up membership drive one or two weeks prior to the meeting can guarantee better participation. Publicity --

Work with the local media to schedule advance releases and announcements. The committee should provide all specifics concerning an event to local newspapers, radio and television. If a University dignitary is scheduled to attend, a press conference might be arranged. Hospitality --

Newcomers to chapter programs should be made to feel especially welcome. Chapter members should be designated to welcome them, make sure proper introductions are made, and that name tags are prepared for all attendees. Selection --

Will prepare a slate of officers and directors for presentation at the annual meeting of the board.

CHAPTER MEETINGS

How Often Should the Chapter Meet?

Generally two or three meetings or activities a year are par for an "active" chapter. It is important to incorporate timing and diversification in the year's projected schedule. An annual schedule should be tentatively adopted and communicated to the University Alumni Office. Interest in speakers from the campus should be relayed to the Alumni Office well in advance of anticipated invitation dates. Care should be exercised to avoid selecting dates which conflict with local civic or community activities that may compete for attendance.

Where to Meet?

Chapter meetings are generally held in restaurants or community centers where facilities for food service and cocktail parties are available. Occasionally, picnics are scheduled at picnic shelters, a member's home, or private residences bordering lakes. Generally, individuals enjoy dinner at a nice restaurant with a comfortable atmosphere.

Inviting Speakers and Guests

Most chapters prefer visits by campus faculty as often as possible to discuss programs and achievements of the University. Occasionally, chapters invite a local dignitary, sports figure or politician to be a featured speaker -- not necessarily an alumnus. Speaking invitations to the university President, members of the administration and faculty, or athletic staff should be channeled through the University Alumni Office.

PLANNING AND CONDUCTING A CHAPTER/SOCIETY ACTIVITY

Step #1:The board of directors should meet to formulate the date, time, place and type of activity. Preferably a tentative outline of the full year's schedule should be adopted and chapter goals established.

Step #2:Assign specific areas of responsibility to officers or committees and set deadlines for reporting progress made. Invite guest speaker, if appropriate.

Step #3:Place reservations for restaurant food service, picnic shelters, or bus transportation and order game tickets, or do whatever is necessary to schedule the event. Set advance reservation price and designate an individual to receive reservations.

Step #4:Notify the University Alumni Office of details and preferred date for the mailing of a notice to area alumni. Communicate with alumni staff six to eight weeks in advance. (Alumni Office will handle mailings to those within your chapter area, as well as news releases and PSAs to area media.)

Step #5:One or two weeks prior to the meeting, have a telephone committee contact alumni who have not yet placed reservations to extend a personal invitation.

Step #6:On the day of the program, double-check all physical arrangements for the program - food, beverages, room set-up, public address system, decorations, etc.

Step #7:Hospitality committee should arrive early, prepare name tags and greet all alumni and guests as they arrive.

Step #8:Chapter president takes charge and makes all necessary introductions and announcements to ensure that the program runs smoothly and is not too lengthy.

Step #9:Always close with a look to the future, and talk about the next activity. Encourage alumni to bring others to the next meeting.

PROGRAM IDEAS FOR CHAPTERS/SOCIETIES

It is generally unwise to develop a yearly schedule of chapter activities centered around a single area of interest. Speakers and programs focusing on educational programs and athletic programs of the University should be incorporated into the yearly schedule. Also, family outings and programs have considerable appeal among alumni. As often as possible, members of the University Alumni Association staff will attend chapter activities.

The following types of programs are sponsored by alumni chapters and have been found to be quite successful:

Dinner Meetings with Guest Speakers from the Campus--Quite a variety available--University administrative officers, faculty members, coaches and students are popular with chapters.

Cocktail Parties--Informal social get-togethers generally with a short business meeting and program--cash bar or open bar!

Programs Honoring New or Potential Students--Sponsor a dinner or picnic inviting newly entering students and/or high school students interested in applying to ETSU. Names and addresses of newly accepted students can be supplied by the University Alumni Association in the spring or early summer of each year. Invitations to area high school students can be routed through guidance counselors and other secondary school personnel.

Luncheon Gatherings Informal gatherings, preferably on a regular basis, at a local restaurant. No reservations or notices are necessary.

Pot Luck Suppers/Sports Broadcasts The chapter provides the location, utensils, and beverages; each alumnus brings a dish to contribute to the menu. Good idea to combine with getting together for a radio or TV broadcast of sports contests.

Bus Trips to Basketball Games Easy to plan. Notices should be sent several months in advance so good seats can be purchased. The price should include transportation, game ticket, and refreshments en route! Buccaneer tickets should be ordered from the ETSU Alumni Office, Box 70709, Johnson City, TN 37614-0709, (423) 439-4218.

Community or Civic Projects--Activities such as blood bank drives and United Fund drives generate prestige for the chapter and for ETSU.

Picnic and Barbecues--Excellent for the whole family. Popular in spring, summer, and early fall, and usually inexpensive.

Golf Tournaments--Sponsored for alumni and guests in the chapter area. Can be used as a money raiser for the chapter treasury.

Dances--Seasonal and theme dances are popular; however, they require careful planning and advance reservations. A combination dinner-dance is even nicer.

Scholarship Projects--Offering financial assistance to an area student attending ETSU can be a worthwhile goal for the chapter. The recipient(s) should be introduced at a spring or summer dinner prior to the fall term. Plenty of coverage in the local media enhances recognition for the chapter and the University.

Cultural events--Alumni may choose to take advantage of group ticket rates to plays, concerts, lectures or other events of cultural significance.

CHAPTER FINANCES

Some chapters elect to solicit annual chapter dues. These range from \$2 to \$5 and are used to subsidize dinner meetings and programs; additional expenses might include promotional material concerning activities, stationery, rentals, tickets, favors or other incidentals. A projected schedule of yearly chapter activities accompanying a dues notice often provides an incentive for alumni to pay dues. Chapter dues, however, do not qualify as contributions to the Alumni Annual Fund.

Chapters frequently build in a slight overcharge for their activities to accumulate funds for a small treasury. These chapters generally do not solicit dues, but prefer to have each activity (involving a social hour and/or meal) pay for itself.

However, soliciting dues and building a treasury are both optional. Your chapter may decide that neither is necessary and choose instead to operate simply on a "break-even" basis.

VITAL FACTORS FOR SUCCESSFUL CHAPTER/SOCIETY OPERATION

Warm and Inviting Atmosphere--Have a welcoming committee to greet alumni and guests. Encourage them to return to future meetings.

Solicitation--Never solicit any contributions or pledges to the University at meetings or in meeting notices.

Chapter Officers--Nominations for a slate of officers should be proposed by a nominating committee; however, nominations should also be invited from the floor. Nominees should be contacted prior to the election meeting to verify that they are willing and able to serve.

Include Spouses and Dates--Spouses and dates of alumni should be invited to all activities of the chapter. This always increases attendance!

Planning--Occasional meetings of the Board of Directors or area representatives should be held to set goals and discuss potential activities for the chapter.

Committees--Delegate the program, publicity, telephoning, and other responsibilities among alumni interested in becoming actively involved in the chapter organization.

Expedite Meetings--Have a formal or informal agenda to move meetings along, but not too swiftly. When possible, try to evaluate what was successful or unsuccessful about a meeting.

Guest Speakers--Avoid having too many special guest speakers at one meeting. Spread them out! Strive to diversify meetings by focusing on various themes or topics at different meetings.

Publicity--Use mailings, the local media, and telephone follow-ups to publicize meetings. Refine the chapter public relations effort to ultimately enhance the image of ETSU.

Recruitment and Retention--Work to recruit more alumni to attend meetings--especially younger alumni who may be new to an area. Strive to retain their active participation and involvement. Don't forget the older members after they have served their terms!

Recognition--Be sure that credit is given to those individuals who contribute their time and energy to support the chapter and account for the success of its programs.

Feedback--Solicit the opinions and interests of alumni who attend chapter programs. Find out what speakers, topics and other informal social activities might appeal to them.

Alumni Office Services--Chapters are encouraged to utilize the services of the Association staff--preparation and mailing of meeting notices, chapter rosters, arranging speakers from the campus, name tags, student lists, announcements for local media, and other needs.

ALUMNI VOLUNTEER PROGRAMS: BUC CONNECTION

As East Tennessee State University grows, the recruitment of students is but another function in which alumni are voluntarily becoming more actively involved. Alumni are encouraged to play a supportive role in the university's expanding efforts to recruit outstanding students. Alumni are particularly active in attending community meetings to promote the university and offer the public excellent examples of the quality "products" emanating from ETSU.

Through the ETSU Alumni Admissions Council, alumni assistance in recruitment efforts can be provided in various ways:

By becoming knowledgeable about and familiar with high schools and community colleges in your area to acquaint admissions counselors with prospective students.

By attending high school and community college "career day" programs with ETSU recruiters to "work" prospective students. Alumni in an institution's coverage area should be contacted, provided with a list of prospects, and encouraged to represent their alma mater. A network of alumni volunteers would be helpful to "stand in" for the university when admissions personnel cannot attend.

By identifying alumni who have established relationships with area secondary schools or community colleges as former students, as faculty, or as members of boards of directors or PTAs, to strengthen ETSU's ties with those institutions.

By coordinating "outstanding alumni" participation, including recruitment opportunities (high school and community meetings, for example) on the agenda of visiting alums who can ably show "what ETSU students can become."

By involving recent graduates who are willing to discuss ETSU with prospective students.

By inviting prospective students and their parents to alumni events, particularly when a guest speaker from the university faculty or administration is involved.

The establishment of a local Alumni Admissions Council student recruitment committee assists in making East Tennessee State University more accessible and attractive to student prospects. Such a committee would require alumni (primarily recent graduates familiar with current campus life) from various undergraduate schools and backgrounds. A student recruitment committee would aid in identifying prospective students, contacting applicants and supplying ETSU information, staffing fairs and college nights at area secondary schools, and planning special chapter-sponsored programs for prospective and current students.

HOW DOES THE ALUMNI OFFICE ASSIST CHAPTERS?

Upon request, the University Alumni Office provides chapter rosters and address labels to chapters at no charge. Over 10,000 address changes are processed annually; therefore, it is helpful for chapters to be supplied periodic listings and have meeting notices mailed from ETSU.

The University Alumni Office provides mailings to all alumni residing in a particular chapter area--also at no expense to the chapter. Envelope and card notices will be reproduced and mailed to all alumni residing in a chapter area. Information for notices must be supplied to the University Alumni Office at least four weeks in advance of the scheduled activity. For placement of a meeting announcement in the area media, six to eight weeks' advance notice is required.

Chapter areas are established by a computer program listing zip codes for particular geographic areas. Occasionally, chapters request joint mailings for jointly scheduled meetings or to simply expand the potential chapter area. Upon request, computer programs can be altered to expand or reduce the size of a chapter, or to include a chapter area which has been inactive in recent years.

Address changes and other biographical information are updated daily on alumni who submit such information. However, chapters can be extremely helpful in providing changes and updates to the Alumni Records Office staff concerning alumni who have moved or are deceased. All correspondence should be directed to the Alumni Records Office, ETSU Alumni Association, Box 70709, Johnson City, TN 37614-0709.