



## Affinity Group Purpose and Establishment Criteria

By choosing to assume a leadership role within an alumni group, you become an integral part of the Wittenberg University Alumni Association. We believe the key component to chapter and society success involves providing alumni leaders with information, programming ideas, and policies needed to begin and grow a chapter or society. The Wittenberg University Alumni Association believes the role of a leader strongly impacts the success of a chapter or society. We provide the tools necessary for our leaders to be successful.

### *Wittenberg University Alumni Association Mission*

The mission of the Wittenberg Alumni Association is to serve as a liaison for Wittenberg University by engaging and connecting the alumni body for the purpose of supporting the University's mission and goals. The affairs of the Alumni Association shall be supported by the Alumni Association Board.

## Purpose

**Stay Connected. Get involved. Get together. Give Back.**

### Purpose-

To encourage diversity in programming by groups wanting to form, the current group program was implemented with expectations and criteria for success clearly defined.

Each year, groups must meet set criteria to be recognized by the Alumni Association. Completion of these requirements must be met between July 1 and June 30. The staff liaison for a group, with the group's leadership, keeps track throughout the year of activity as it occurs.

Like the members who compose it, each alumni group will take on its own unique personality which will be reflected in the groups' interests. Examples of affinity groups include; reunions, sororities/fraternities, musical groups, etc. Regardless of the personality there will be the common themes in each Alumni Group:

- Creating ways for alumni to network and meet each other in their communities.
- Renewing friendships developed at Wittenberg and creating new friendships within the community.

Supporting the efforts of the University to keep alumni informed of campus developments.

### **How to start an Alumni Group:**

1. **Form an initial core planning team.** Each group should have at least 3-5 members willing to serve as the core planning group. As the group matures, the group may decide to formalize leadership and identify group officers.
2. **Plan.** The core planning committee or Group leadership meets and prepares a draft calendar of potential events. One event per quarter is recommended.
  - a. 2 planning meetings
    - i. How to start
    - ii. Checklist of responsibilities
3. **Host the kick-off event.** This will usually be a virtual event with the exception of reunions. The Alumni Relations Team will send event notifications and host an electronic registration page on your behalf.

The Alumni Relations team will be there every step of the way. As a group leader you are not alone. You should feel confident relying on our team's expertise in communications, mailings, etc. to help you and your groups operate successfully!

**Contact Information:**

Alumni Relations Team - [alumni@wittenberg.edu](mailto:alumni@wittenberg.edu)

Alumni Communication Channel -

