



Alumni Chapter and Affinity Group Leader Expectations

By choosing to assume a leadership role within an alumni chapter/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.

It is important to take a moment and mention the University's expectations of our chapter/group leaders. We require that each group leader communicates consistently with the Alumni Relations team. Group leadership is to represent Wittenberg University while promoting a positive image of the University and its alumni. Think of yourself as our brand ambassador in your respective area; you are a constant representative of the larger organization: Wittenberg University.

Each group should have three members on its leadership team. Leaders can have different responsibilities, as determined by the respective group. Additionally, depending on the size of the group, consider committees and committee chairs.

Leadership positions and committee areas could include:

1. Event Planning
2. Young Alumni
3. Fundraising

4. Communications and/or social media
5. Recruiting

What can you expect from us and what do we expect of you?

1. Office of Alumni Relations staff assistance in planning and implementation of approved and scheduled events.
2. Office of Alumni Relations staff assistance in producing and mailing group materials, including event advertising.
3. Office of Alumni Relations staff assistance in collecting group event reservation information.
4. Access to pre-approved office resources such as our online social media outlets, virtual meeting capabilities, etc.
5. Approved distribution lists of alumni relevant to your group, when necessary. **All records are confidential and are not to be used for any commercial purpose or personal gain.**

SUPPORT FOR A SANCTIONED CHAPTER/GROUP

Wittenberg University Alumni Association and Board offers the following support for our chapters/societies.

- **Event Kit:** Provided for social events or designated events, includes nametags (when needed), brochures, writing utensils, table covers/banner, give-a-ways, etc.
- **Handbook:** Reference manual for chapter/group leaders in print and online
- **Online Services:** A variety of services including a website hosted on the Wittenberg University Alumni Association website, the ability to reach all alumni via email, social media support and posts, events featured on the online calendar on the Alumni Association website, and online registration capabilities for events.
- **Promotion:** Network/Society activities listed on the Wittenberg University Alumni Association website events calendar, mass emails, included on monthly E-Alum News and on the quarterly postcards, and social posts.
- **Speakers:** When feasible and applicable, speakers can be provided for events
- **Staff Liaison:** A professional staff member is assigned to work with each network/society

Contact Information:

Alumni Relations Team - alumni@wittenberg.edu

Alumni Communication Channel -

