



Bylaws of the Otterbein College Alumni Clubs & Networks

“College is like being born. You find out who you really are as a person and start your life as an adult. So there will always be this intense bond between us since we went through it together. No matter if you talk everyday or never again, there is such a genuine care for one another. We are lucky to have shared college with each other...”

James Fordham Cooney '00

I. Overview

A. Mission Statement

We serve, support and participate in the life of Otterbein; we connect alumni with each other and we represent Otterbein to others.

B. Motto

T.B.A. - - under development

C. Vision Statement

Otterbein clubs and networks enable a continuance of Otterbein’s core values and facilitate a way to share those values with others. Otterbein clubs and networks provide alumni with an opportunity to “give back” to current students, to pave the way for future students, and to strengthen the bonds between alumni.

D. Definition

Alumni Clubs are regionally based. A club may be defined by city, county, region or state depending upon on the alumni population.

Alumni Networks are based on academic majors, cultural affiliations or places of employment. The purpose of networks is for career enhancement, professional development and to mentor students.

E. Organization

An alumni club or network can be formed when it has:

- An alumni population of at least 100-150 in the city, county or region.
- A number of committed volunteers/interested alumni
- Been recognized by the Alumni Council.
 - The Alumni Council will recognize but not administer a club or network.
- Established a Club/Network Coordinator willing to serve a 2-year term
 - The Leadership Team positions will be established within the first year of the club’s official development. Together with the Club/Network Coordinator the team will include the:
 - Membership Coordinator
 - Marketing Coordinator
 - Events Coordinator

II. Services provided for Clubs & Networks by the Office of Alumni Relations

The Office of Alumni Relations is committed to assisting you with the development and management of a successful club or network. As such, Alumni Relations will provide these services:

A. Organization

Alumni Relations will:

- produce and distribute an updated operations manual for all club and network coordinators. Contents will include job descriptions for the Club/Network coordinators, helpful event planning materials, marketing and communication materials, etc.
- provide online and database tools to manage club/networks.
- provide alumni data/rosters (requests take 2 weeks)
- provide education, training and support for the success of the club/network
- assist with identification and recruitment of alumni to participate in the club/network
- provide an Alumni Council liaison
- send a liaison from Alumni Relations or the Alumni Council to attend leadership team meetings, when possible.

B. Finance

Alumni Relations will:

- provide funding up to \$500/year for each club or network. The funding may be used for:
 - marketing expenses (design, printing, postal services)
 - facility rentals (not including Summer Send-off Cookouts)
 - event supplies
- maintain the accounts for each club or network.
- process registration fees for events.
- in cooperation with the Advancement Office, provide guidance and advice should a club or network wish to provide financial support to students.

C. Events

Alumni Relations will:

- provide registration services for events, including online registration and processing online, mailed and phoned-in registrations
- provide an up-to-date online list of attendees during an event's registration period
- provide name tags for events
- provide OC promotional materials (door prizes, alumni window decals, etc.) when requested
- arrange for faculty/staff/students as speakers for events
- acknowledge volunteers after an event

For Summer Send-off Cookouts AR will pay for facility rental fees, print and mail invitations, provide data on incoming students, provide name tags, and assist with food and meal supplies *when needed*. (Please note that this applies to regional clubs. Send-offs for networks will be handled on a case-by-base basis.)

D. Communication

Alumni Relations will:

- provide graphic design services for event(s)
- send e-blasts (in accordance with Alumni Relations' e-mail policy)
- provide webpage design

III. Minimum Performance Expectations for Alumni Clubs & Networks

To encourage success of alumni clubs and networks, we request that you strive for the following minimum performance expectations.

A. Events

Each club or network will:

- Hold regular meetings - - at least 2 meetings/year
- Hold a minimum of two events per year, one of which will be a Summer Send-off Cookout (for clubs) or a service-oriented event (for clubs or networks)
- When possible, events should focus on any or all of these attributes:
 - Service to others
 - Service to Otterbein College
 - Lifelong learning
 - Professional development or career networking
- Maintain and encourage a balance of women, men, age diversity and ethnic diversity
- Limit financial activities to programming-related events.

B. Leadership Team Position Descriptions

The Leadership Team will have four coordinators: Club/Network Coordinator, Membership Coordinator, Marketing Coordinator and an Events Coordinator

1. Club/Network Coordinator

The Club/Network Coordinator will:

- serve as the spokesperson for the club or network
- develop Leadership Team meeting agendas
- preside at Leadership Team meetings
- serve as a liaison between the club and Alumni Relations
- with input from the entire Leadership Team, prepare and provide a proposed annual budget to the Alumni Council by March 1
- with input from the entire Leadership Team, provide a *proposed* annual event calendar to Alumni Relations by March 1
- serve a 2-year term with a maximum of two terms. After 2 terms have been served, the club/network coordinator will be required to take a 2 year break from the position
- identify and recruit alumni to participate in the club or network
- The club/network coordinator may establish as many sub-committees as he/she deems necessary to achieve the organization's goals.

2. Membership Coordinator

The Membership Coordinator will:

- maintain a roster of alumni who have expressed interest in participating in the club or network. (Monthly reports of alumni who have expressed interest in “getting involved” via the website or phone will also be provided by Alumni Relations.)
- personally contact (by phone or e-mail) alumni who have expressed interest in participating
- inform Alumni Relations of any changes in records of alumni
- develop a “calling tree” or an e-mail system to contact alumni prior to events to ensure a successful turnout
- assist in the preparation of a proposed annual budget to the Alumni Council by March 1
- identify and recruit alumni to participate in the club or network
- personally welcome new attendees to meetings and assign “mentors” to them for future meetings

3. Marketing Coordinator

The Marketing Coordinator will:

- provide Alumni Relations notice of fall events (Sept. – Dec.) by June 1 for marketing purposes
- provide Alumni Relations notice of spring/summer events (April – Aug.) by Dec. 1 for marketing purposes
- post minutes and dates/locations of upcoming Leadership Team meetings on the club website
- provide club updates for *Cardinal Connection* and the website maintenance
- assist in the preparation of a proposed annual budget to the Alumni Council by March 1
- identify and recruit alumni to participate in the club or network
- provide webpage maintenance

4. Events Coordinator

The Events Coordinator will:

- be responsible for organizing events. The Events Coordinator can assign a chairperson for event(s) and provide guidance and assistance to the chairperson.
- work with the Assistant Director of Alumni Relations to prepare event invitations, website copy and e-blasts
- take pictures at events and send them to Alumni Relations for distribution
- work with the Assistant Director of Alumni Relations to post and process online post-event surveys
- provide Alumni Relations and the Leadership Team a summary after each event. The summary will include attendance figures, a financial summary of expenses and suggestions for improving the event. (Registration figures will be provided by Alumni Relations' administrative assistant.)
- assist in the preparation of a proposed annual budget to the Alumni Council by March 1
- identify and recruit alumni to participate in the club or network