2016 Chapter Conference

Brigham Young University
Alumni Association
True Blue Chapters
Raising the Bar
Raise the Bar
True Blue Chapter Performance Standards

• A full Chapter organization to include:
  - Chair
  - Vice Chair/Dir. of Chapter Connections/Celebration
  - Secretary/Treasurer
  - Vice Chair/Dir. of Social Media/Marketing

• Three or more officer meetings each year

• Greet and engage with attendees at all Chapter events
  Share any records information gathered with BYU Alumni Records

• Update and submit the annual Chapter report

• Participate in ongoing quarterly training

• Join and share on key BYU Alumni social media sites

• Host a minimum of 1 activity from each of the 4 True Blue Chapter Activity Categories
Chapter Chair

- Represent BYU in the local area
- Maintain contact with BYU Alumni staff
- Schedule and preside over all meetings of Chapter leadership
- Recruit/appoint volunteers to leadership positions and delegate responsibilities
- Attend the annual BYU Alumni Chapter Conference
- Assist in raising money for replenishment grants
- Supervise business affairs to ensure financial wellness
- Prepare and submit annual activity report, keep report updated
- Donate annually to BYU
Vice Chair/Director of Chapter Connections/Celebration

- Assist the Chapter Chair
- Assist with the organization of all chapter activities
- Act as a liaison to BYU constituent groups in the area
- Oversee the Chapter Connections Committee’s efforts to greet and engage with attendees at all chapter events
- Responsible for Alumni Engagement, Celebrations and Recognition
- Communicate with BYU Alumni Office about events and celebrations
- Assist secretary/treasurer as needed
- Donate annually to BYU
Vice Chair/Director of Social Media/Marketing

- Update and maintain a Chapter Facebook Page
- Build influence, recognition and support through regular posts
- Utilize other social media platforms such as Twitter, Instagram, YouTube, Snapchat to promote events and inform local alumni
- Utilize existing BYU Alumni resources for content
- Work with Chapter Chair and Vice Chair to find local alumni and ways to celebrate and recognize events and successes
- Provide BYU Alumni Staff with event information 8 to 10 weeks prior to event
- Donate annually to BYU
Secretary / Treasurer

- Oversee financial plans and reporting of all Chapter activities and projects
- Prepare and send minutes from Chapter leadership meetings
- Notify Chapter leadership of meeting times and dates
- Maintain an accurate list of those attending events
- Maintain all financial records for the Chapter, including receiving all chapter income and paying all Chapter bills
- Prepare/submit roster of Chapter leadership report (due August 30)
- Prepare/submit annual financial report (due January 30)
- Donate annually to BYU
True Blue Chapter Criteria

• **Student Engagement**
  - Freshman/New Student send-off party
  - Mentoring event for BYU students
  - On-campus student gatherings
  - College Fair or pre-BYU student workshop
  - Coordinate or co-sponsor a “Be Smart” Fireside
True Blue Chapter Criteria

• Alumni Engagement
  ✓ BYU performance group/athletic event/game watch party/fireside
  ✓ Networking event to assist alumni in career/employment
  ✓ Mentoring event for young alumni
  ✓ Speakers Bureau event
  ✓ BYU Alumni Community Service Award
  ✓ Serve a BYU organization/College/Department
  ✓ Community-based activity, cultural event
True Blue Chapter Criteria

• **Replenishment Grants**
  - Raise funds for and contribute to Chapter replenishment grant program
  - Minimum goal is ½ tuition for two semesters ($2,650)
  - Sponsor a fund-raising event
True Blue Chapter Criteria

• **Enlarge the Influence of the Y**
  
  ✓ Submission of 10 RISE stories; showcase a RISE luminary
  ✓ Nominate for a national University Award
  ✓ Award a BYU Alumni Community Service Award; Teacher Appreciation Award
  ✓ Set up a Campus Tour
  ✓ Serve a BYU Organization/College/Department
  ✓ New and innovative events to increase alumni connections
  ✓ Host small or group events where BYU’s influence is on display
Incentives for Chapter Performance

**True Blue Chapters - $500***
- Chapter meets Chapter Performance Standards
- Chapter does a minimum of 1 activity from each of the 4 Chapter activity categories

**White Chapters - $250***
- Chapter meets Chapter Performance Standards
- Chapter does a minimum of 1 activity from 3 of the Chapter activity categories

**Chapter Performance Recognition Awards**
- True Blue Chapters to be recognized at the annual Chapter Conference
  - ✓ A True Blue Banner will be given to first-time True Blue Chapters
  - ✓ Additional branded items will be given in subsequent years

*Incentive amounts will be added to the Chapter’s replenishment grant account*
Raise the Bar!
Today’s Forecast

100% Chance of Success!