

The background features a faded image of a tall, white, modern bell tower with a glass-enclosed upper section, situated on a hillside with trees. The image is set against a white background with a dark blue curved border at the top and bottom.

# 2016 Chapter Conference

Brigham Young University  
Alumni Association

**BYU** | ALUMNI



# True Blue Chapters Raising the Bar

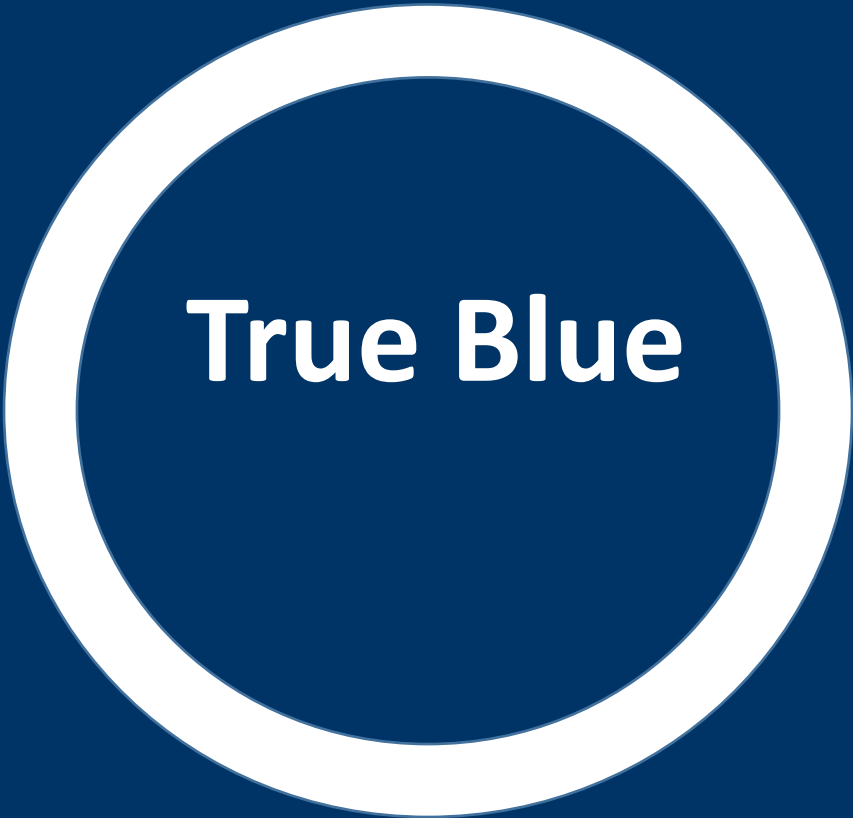


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# Raise the Bar







True Blue

# 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!