

2015

New Officer Orientation

Alumni Association, Mississippi State University

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NEW OFFICER ORIENTATION

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MISSISSIPPI STATE
UNIVERSITYTM

ALUMNI ASSOCIATION

forever maroon & white

MSU ALUMNI ASSOCIATION MISSION STATEMENT

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The mission of the Mississippi State University Alumni Association is to foster lifelong support for the university's mission through programs, activities and events for its alumni, future alumni and friends who are **forever maroon and white.**

Alumni Chapters help further this mission.

ALUMNI ASSOCIATION STAFF

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Jeff Davis
Executive Director,
Alumni Association



Adam Shields
Asst. Coordinator of
Chapter & Recruiting
Programs



Libba Andrews
Associate Director
Affinity Programs, Alumni
Fellows, Class Reunions,
College Alumni of the Year,
Traveling Bulldogs



Orly Hardin
Administrative Assistant



Michael Richardson
Asst. Director for
Chapter & Volunteer
Programs



Karen Hudson
Alumni Programs
Assistant



Janet Downey
Coordinator of
Chapter & Volunteer
Programs



Alex Ezelle
Graduate Assistant
Class Ring Program

TERMS TO KNOW

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- **Chapter Member** – Any person with an affiliation with Mississippi State and is listed in our alumni database, is a member of their local chapter. Members are coded to an alumni chapter based on their current mailing address. If they do not live in a chapter area, then they are considered an At-Large Member. Members may choose to be coded to a different chapter than the one they live in, upon their request.
 - ALUM – Alumni – received a degree from MSU
 - ALND – Alumni Non-Degreed – attended MSU for at least one full semester but didn't graduate.
 - FRND – Friend – a proud supporter of MSU and has made a financial donation at some point in time to either the MSU Foundation or Bulldog Club. This can also be a spouse of an alumnus/ae. If an individual made a memorial donation in honor of someone to the Foundation, they are coded as a FRND in the database and may not be a supporter of MSU.
 - PRNT – Parent – Is/was a parent of an MSU student and received a solicitation from the MSU Foundation, in order to be coded as a parent in the Alumni database.
- **Active Member** of the Alumni Association – person makes a financial donation/gift to MSU through either the MSU Foundation or Bulldog Club every year. Any person - alumnus or friend/fan - can be an active member once making a donation/gift.
- **Chapter Active Membership** – Number of active members in each chapter. The Association reports the number of active members in each chapter on a monthly basis, beginning with a new membership year in January. Chapter Membership Report is available online at www.alumni.msstate.edu/chaptermembership and linked in the bi-monthly *Bully's Bark* e-newsletter.

ACTIVE MEMBERS AND DONATING TO MSU

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- Active Member of the Alumni Association – person makes a financial donation/gift to MSU through either the MSU Foundation or Bulldog Club every year. Any person - alumnus or friend/fan - can be an active member once making a donation/gift.
- Chapter Officers/Volunteers should be active members every year. We do ask that you lead by example. If you are going to ask people to donate to MSU, then you should do the same.
- Donations may be in any amount. We do not have “Alumni Dues”. We ask for annual donation and that donation may be designated to any fund through the MSU Foundation or Bulldog Club
Donations through Annual Giving Program can be designated to any fund maintained by the Foundation. This includes the chapter scholarships, as well as Colleges, departments, programs, MSU Libraries, Famous Maroon Band, memorial fund, Alumni Association, MSU Fund, Compass Scholarship, etc.
- Any donation amount counts. However, we do encourage \$35 or more to the Annual Fund because the chapter is eligible for a rebate at the end of each year.
- Bulldog Club membership is also included as an annual donation.
However, season tickets or seat prices do not count as membership donation.
If you purchase season tickets with a friend and the account is in your friend's name, then you do not get any account credit or donation credit.

Year	Goal	Active	INC/DEC
2010	38,000	39,418	+ 1,418
2011	40,000	41,216	+ 1,216
2012	42,000	43,568	+ 1,568
2013	44,000	43,772	-228
2014	45,000	45,261	+261

COMMUNICATING WITH ALUMNI & FRIENDS

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Alumni Association communicates with our alumni and friends

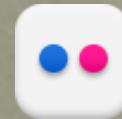
- ***E-Bark*** – Alumni Association’s monthly e-newsletter for everyone in the Alumni Association’s email database, that wishes to receive this type of communication. *E-Bark* is sent on the 15th of each month.
- ***Alumnus Magazine*** – 3 issues per year (Spring, Summer, Winter) sent to active members of the Alumni Association.



- **Facebook Page** – facebook.com/msstatealumni

- **Twitter** – twitter.com/msstatealumni (@msstatealumni)

- **Snail Mail** – used primarily for chapter postcard invitations, Third Party Affinity Partners - Travel Program brochures, Liberty Mutual, etc.



WHAT IS A CHAPTER OF THE MSU ALUMNI ASSOCIATION?

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- A chapter becomes "Mississippi State" in the community. The interest you stimulate, the service you provide, and the information you collect and disseminate helps the university, the community and the chapter members.
- You're out there
 - Keeping your local alumni connected through communication, activities and events;
 - Recruiting prospective students (formally and informally) - which has become a huge focus and collaborative effort between the Alumni Association and the Office of Admissions and Scholarships.

CHAPTER GOALS/INITIATIVES

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- What the chapter works on throughout the year
 - provide activities for alumni and friends
 - visibility throughout chapter area
 - community service project(s)
 - fundraising – for MSU, Scholarships
 - recruiting students in your area



KEEPING A CHAPTER STRONG

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It takes a village – or in this case a Bulldog Family!

- To be a successful alumni chapter, must have:
 - Dedicated leadership; Eager volunteers
 - Be able to work well with all people, be imaginative and enthusiastic, and have administrative ability;
 - Recruit new leaders (always want great people to follow you);
 - Organization, teamwork and delegate responsibilities.
One person need not, cannot and should not do it all.
 - Keep Bulldogs connected and engaged with the chapter & MSU
 - **Make everyone feel welcome!**

WHAT DOES ALUMNI OFFICE PROVIDE TO VOLUNTEERS?

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- **Headaches and aggravation** – With 95 chapters (and growing), sometimes we can be a bit slow or even outright disorganized. We're just crazy like that! But at least we're not boring. 😊
- **Guidance and support** for chapter initiatives
- **Contact and schedule guest speakers** (Please do not contact speakers on your own.)
- **Communication pieces**
 - Web sites – basic in nature www.alumni.msstate.edu/chapterlist
 - Web calendar listing your events for all to see on the AA web site
 - Email notices and invitations
 - Printed postcard invitations (2 per year provided at no cost). Need at least 6 weeks lead time to get layout/design, printed and mailed.
- **Facebook groups/pages** – Michael, Janet and Adam need to be admins for chapter groups/pages.
- **Supplies for events** – name tags, sharpies, pens, brochures, give-a-ways
- **Chapter Active Membership** – We track monthly membership for each chapter. A Quota Number for Chapter Membership is tabulated/assigned at the beginning of each year. Chapter Membership Report – linked in the monthly Bully's Bark e-newsletter www.alumni.msstate.edu/chaptermembership
- **Chapter Rebate** - Any donation amount counts. However, we do encourage \$35 or more to the Annual Fund because the chapter is eligible for a rebate at the end of each year. The rebate is calculated based on donations from \$35 or more from individuals in the chapter area.

WHAT DOES ALUMNI OFFICE PROVIDE TO VOLUNTEERS?

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Communication with Volunteers: Primarily through email

- *Bully's Bark* – Bi-Monthly e-newsletter for chapter officers and volunteers (that are reported to the Alumni Association as such), national alumni association board of directors, and former national presidents of the Alumni Association. *Bully's Bark* is sent via email on the 1st of every other month.
- **Direct Email** – Janet Downey and Michael Richardson will send messages via email about more specific info that is not sent through *Bully's Bark*.
- If you do not receive *Bully's Bark* or *E-Bark*, it could be that our email system has bumped you due to being SPAMMED or an invalid email code. Please make sure we are in your Approved list – jdowney@alumni.msstate.edu, ashields@alumni.misstate.edu or @imodules.com, or noreply@imodules.com

WHAT DOES THE CHAPTER DO?

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- **Work towards the chapter goals and initiatives (make a plan of action)**
- **Communicate by every way possible - person to person, face to face, phone, Social Media, email, mail**
- **Maintain Chapter Finances - bank account and checkbook (must apply for an EIN)**
- **Chapter fundraising for scholarships and operational funds**
- **Chapter Bylaws – follow current ones or establish them as a chapter guide**
- **Report ALL events and activities to the Alumni Staff, preferably ahead of time.**
- **Fill out all end-of-the-year forms by Dec. 1**
- **Nominate individuals for national awards (Alumnus of the Year, Distinguished Service, Outstanding Young Alumni)**
- **Update info for alumni and friends, or make sure they update their info with the Alumni Association. If info is not updated, then we won't be able to communicate properly.**
- **Make things enjoyable and create a positive image for Mississippi State University!**

WHAT DO THE OFFICERS AND VOLUNTEERS DO?

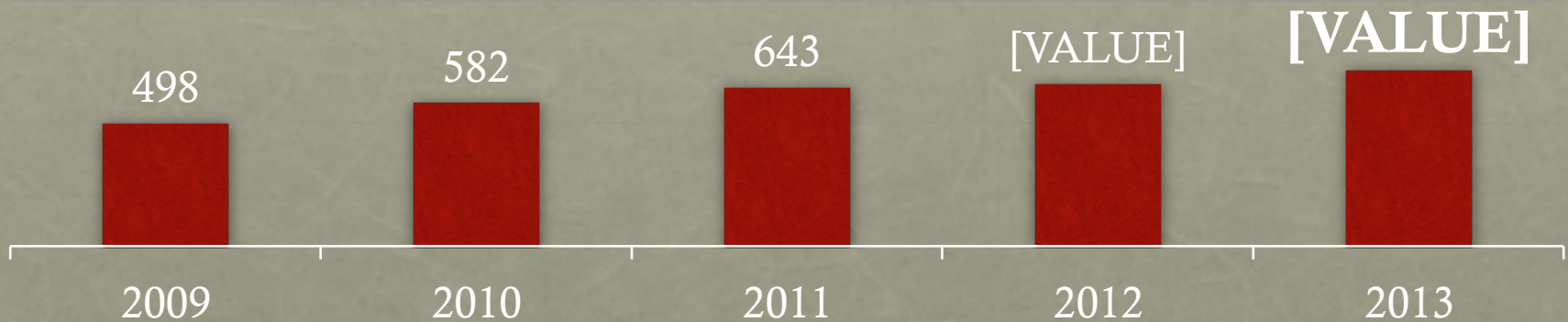
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- **Be Cheerleaders for MSU**
- Plan, organize and execute events and activities for the chapter.
- Communicate person to person, face to face, phone, Social Media, email, mail
- Donate annually to the MSU Foundation and encourage others to do so as this helps with the chapter membership numbers, and overall growth/progress of the University.
- Identify and train future officers and volunteers
- Do not wear yourself out. One person cannot run an entire chapter successfully for any length of time.
It takes a Bulldog Family to make it work.
- **HAVE FUN!**

ALUMNI CHAPTER EVENTS

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- Events and activities can be anything the chapter organizes, hosts or participates in/with, in the name of the chapter and Mississippi State.
- Held over 700 events, for the second year in a row!
- Alumni Association tracks chapter events/activities throughout the year. We need your help to know about all of these events/activities.
- Hence why we ask you to tell us about these in advance and then list them on the Chapter Recognition Form.
- Want to brag to everyone we can about what all our chapters are doing for Mississippi State!



REPORT CHAPTER EVENTS

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- Report to your Alumni Chapters Staff chapters@alumni.msstate.edu or phone
- Let us know about ALL of your events and activities before they happen.
- We can help publicize either by email or mail (with at least 6 weeks notice), and also through the Alumni Association's social media.
- We do not always see your post on Facebook so please don't expect that to be how you notify us.

WELCOME TO OUR
STATE

STUDENT RECRUITING EVENTS

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- Work with Adam Shields and Admissions Counselors for all student recruiting.
- Write letters to admitted and prospective students
- Recruiting Events – “A Night with the Bulldogs” In-Home Parties, “Maroon & White Night”, Spring Engagement Parties (Hometown Meet & Greet)
- College Fairs
- High School Awards Programs
- Bus trips to Campus
- Give scholarships
- www.alumni.msstate.edu/recruiters
- <http://www.admissions.msstate.edu/contactus/staff-list-student-recruitment.php>

CHAPTER SCHOLARSHIPS

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- 35 chapters awarded scholarships through the MSU Foundation for Academic Year 2014-2015 – This number was down from previous years due to lack of money in the scholarship accounts.
- It is up to the chapter to keep funds in their scholarship accounts. All awards to be made for Academic Year 2016-2017 must be fully funded by March 1, 2016.
- Individual donations may be made to the scholarship fund and counts as annual donation to MSU and active membership with the Alumni Association. Annual Giving can send direct solicitations for your chapter scholarship.
- Funds are maintained by the MSU Foundation.
- Gift Agreements can be established as Annual Funds or Endowed Funds
- Leanna Smith, Stewardship Coordinator, will work with you to set up a gift agreement, provide a fund balance report, or amend a current agreement.
lsmith@advservices.msstate.edu or 662-325-4214
- Students wishing to be eligible for a chapter scholarship must complete the Scholarship Application and Resume portion of the Application for Admission to MSU. The University Scholarship Committee will make the award selection unless other arrangements are made with Leanna Smith.

CHAPTER AWARDS

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- Chapter Alumnus of the Year
- Distinguished Service Award
- Outstanding Young Alumnus
- Chapter Recognition Program
Outstanding Chapters
Cowbell Winners & Honor Chapters
- Complete forms at the end of the year, submit nominations and be eligible for a chapter award.



END-OF-THE-YEAR FORMS

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Chapter must complete the required end of the year forms for:

- Chapter Recognition Program (Outstanding Chapters)
This is how you win a cowbell or honor chapter status.
- Chapter Officer Form for upcoming year
We need to know who the officers will be for the next year.
- Chapter Rebate – Funds provided by the Alumni Association. \$1.50 return for every chapter member that donated \$35 or more during that calendar year. Chapter officers must be active members to receive a rebate.

THANK YOU!

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- Couldn't do this without YOU!
- Enjoy and have Fun!



RESOURCES

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- www.alumni.msstate.edu
Create your log in for The Bull Ring and make sure your information is always updated. Esp. your employment and family info.
- www.alumni.msstate.edu/chapterofficers - For all officer info needs.
- Admissions Staff - www.alumni.msstate.edu/recruiters
- Michael Richardson, Assistant Director for Chapter and Volunteer Programs
mrichardson@alumni.msstate.edu 662-325-3659
Schedules events/meetings, contacts speakers, trains new officers
- Janet Downey, Coordinator of Chapter and Volunteer Programs
jdowney@alumni.msstate.edu 662-325-8515
chapter events/meetings, trains new officers, communication pieces, web, calendar, scholarship basic info
- Adam Shields, Assistant Coordinator of Chapter and Recruiting Programs
ashields@alumni.msstate.edu 662-325-3349
Communication pieces, web, calendar, liaison with student recruiting staff, alumni student recruiting initiatives, chapter student recruiting programs

