Board Policy No. 4

Arizona State University Alumni Association

Alumni Constituencies

(February 10, 2012)

OVERVIEW

The ASU Alumni Association (ASUAA) is committed to creating and sustaining a strong, successful network of alumni constituent groups. Chapters and Clubs are vitally important in engaging alumni with the university community and with each other. The ASUAA recognizes its responsibility to be proactive in its support of this network. Through its Board of Directors, National Alumni Council, Young Alumni Council, Committee on Alumni Constituencies (CAC) and staff, ASUAA provides the strategic vision and organizational strategies for the formation of new alumni constituent groups, offers guidance, resources and services in helping each group achieve its unique goals and potential, and serves as the gateway for alumni to stay connected to Arizona State University.

Academic Affiliates exist to connect directly to a specific University College/School/Degree Program. The academic dean or designated administrator will determine direction in concert with the Association’s overall mission and goals.

Geographic Chapters and Clubs exist in a geographic area or region with a number of ASU Alumni with sufficient capability for engagement and activities. The determination of which level, i.e., Chapter or Club, is determined by alumni population in the area.

Special Interest Chapters & Clubs exist to connect alums from registered student organizations or university sponsored student groups.

In order to be approved by the Board of Directors, the Chapters and Clubs must support the mission of the University and the ASU Alumni Association. The purpose and mission of these alumni groups is not only to support the traditions and goals of ASUAA, but also directly connect to the current student population or organization that creates the pipeline for involvement upon graduation in the alumni group.

ORGANIZATION

Alumni Chapters: The purpose of chapters is to provide official recognition for groups who are approved by ASUAA and receive funding assistance to carry out their programs aimed at engaging alumni. Chapters typically involve individuals who live in the same geographic region (geographic chapters), completed similar academic programs (academic affiliates) or share special interests (special interest chapters). The official recognition of a chapter symbolizes the formal partnership and mutual commitments between the chapter and the Association.
To obtain an official acknowledgement as a chapter, a group shall submit to the Board of Directors the following:

1. A formal request for a chapter from the president of the group. The request must include a full description of the mission and goals of the proposed chapter and a plan for its continued growth and leadership development.
2. A petition containing a minimum of ten (10) active (dues-paying) members of ASUAA, indicating their intention to be involved with the chapter.
3. Copies of the group’s proposed bylaws that comply with all major provisions and the standard format defined in the model chapter bylaws established by the Board of Directors. In every case, chapter bylaws are required to be consistent with the articles of incorporation and the bylaws of ASUAA.

The Board of Directors shall review the application and bylaws and approve or disapprove the application. In reviewing the application, the Board of Directors shall consider*:

- Demonstrated engagement with constituent alumni through regular communications and planned programs that align with at least two types of programs from the Chapter Programming Model (attached);
- Strong evidence of a stable planning group or steering committee that will serve as a slate of officers;
- Strong indicators of sustainability through planned leadership growth and succession contingencies.

*A successful track record as a club in good standing is preferred.

Upon approval of the bylaws and the request for recognition by a majority of the Board of Directors, a chapter is declared an officially recognized ASUAA chapter and will be provided an official acknowledgement.

The Alumni Programs Staff shall review any subsequent proposed changes to chapter bylaws and recommend approval or disapproval to the Board of Directors.

Chapter Operations: Chapter and Club officers are authorized to work directly with appropriate ASUAA staff members. In addition, chapters are encouraged to solicit help from, and offer feedback to, their respective Alumni Programs representative.

To be classified as a chapter in good standing by the ASU Alumni Association, each chapter shall:

1. Submit a timely Chapter Annual Plan for the upcoming fiscal year, providing a list of chapter officers and board members, a calendar of anticipated board meetings, a description of planned programs, a description of planned efforts to increase paid membership in ASUAA, a description of planned fundraising efforts, a description of planned, periodic communications AND a description of the chapter’s planned strategies for leadership recruitment, development and succession. (The Alumni Programs office will provide the report format and filing deadline.)
2. Hold at least four (4) chapter board meetings per year.
3. Hold at least two (2) chapter alumni programs per year.
4. Hold an election for chapter board members and officers annually. Officers must include as a minimum:
   a. President
   b. President-elect
   c. Treasurer
   d. Secretary
e. Past President

5. Designate one representative to be responsible for chapter communications to constituents, in accordance with the Board Policy on Constituent Groups Communications.

6. Require all chapter officers and board members to be active (dues-paying) members of ASUAA during the duration of their terms.

7. Establish differentiated pricing for active (dues-paying) members of ASUAA and others at all chapter programs and events, in order to provide incentives for becoming a dues-paying member.

8. Submit a timely fiscal year-end report to the Alumni Programs Office in which accomplishments and successes are related. Reference should be made to the Chapter Annual Plan that was submitted at the beginning of the fiscal year. (The Alumni Programs Office will provide the report format and filing deadline.)

9. Submit the draft version of chapter board meeting minutes to ASUAA within 2 weeks of the meeting.

10. Submit a comprehensive report on each program or event that utilizes ASUAA funding support within 45 days of the activity. ASUAA will provide a reporting template for this purpose. Reimbursements will not be approved until the program report is submitted.

11. Participate in all leadership conferences and forums.

12. Support the mission and goals of the Association and comply with all policies of the ASUAA and its Board of Directors.

If a chapter does not meet these standards, the Alumni Programs Office shall review its status and recommend measures to encourage the chapter to comply and continue to be classified in good standing.

In cases where a chapter is not able to maintain its good standing, the Alumni Programs Office may recommend chapter revocation to the Board of Directors and/or recommend the Chapter to move to Club status. With a majority vote, the Board of Directors can revoke chapter recognition or alter the Chapter’s status.

Alumni Clubs: The purpose of clubs is to provide official recognition for groups of alumni who wish to maintain ties with the Association and the university, but have not reached the level of organization to qualify as a chapter and receive funding from the Association. Clubs typically involve individuals who participated in the same academic program, share common special interests, or reside in the same geographic region, and their participation is focused upon social and/or networking opportunities.

To obtain recognition as a club, a group shall:

1. Notify the Board of Directors of its desire to organize through a letter of intent that articulates the mission and goals of the club.

2. Provide a petition with the signatures of five (5) active (dues-paying) members of the ASU Alumni Association (ASUAA), including one individual who is designated as president, in support of the club.

Recognition as a club requires a majority vote of the Board of Directors.

To remain in good standing the club must:

1. Have an identified club president who remains an active (dues-paying) member of ASUAA continuously during his/her period in office;

2. Annually submit a modified club plan describing all planned activities and efforts to increase paid membership in ASUAA and identifying five (5) current dues-paying members and the president in the upcoming fiscal year;

3. Hold two (2) planning meetings per year;
4. Hold one (1) program or event per year;
5. Encourage differentiated programming in accordance with the Chapter Programming Model;
6. Submit minutes of planning meetings;
7. Submit a year-end report that details the club’s activities and accomplishments, referencing the modified club plan.

Clubs are encouraged to cooperate with and establish working partnerships with other chapters and clubs. Club presidents are invited and encouraged to participate in all leadership conferences and forums.

Generally, clubs will not receive funding from ASUAA. However, funding for special projects can be formally requested from appropriate ASUAA staff as an alumni development activity. If special projects funding is given, a full program report is required.

Revocation of club status requires a majority vote of the Board of Directors in response to a revocation recommendation presented by the Alumni Programs Office.

Except in strategically determined areas as indicated by alumni base and demographics, there is no expectation that a club seek chapter status. Academic clubs under the umbrella of a parent chapter may not seek chapter status.

If a club does seek formal chapter recognition, it must show evidence of the following:

- A successful track record as a club in good standing;
- Demonstrated engagement with constituent alumni through regular communications and planned programs that align with at least two types of programs from the Chapter Programming Model;
- Demonstrated evidence of a stable planning group or steering committee that will serve as a slate of officers;
- Strong indicators of sustainability through planned leadership growth and succession contingencies and, where applicable, support from the academic unit.

MEMBERSHIP

Dues-paying membership is a major initiative of the ASU Alumni Association. All recognized alumni constituent groups shall promote active dues-paying membership in the Association. Chapters and Clubs may not charge separate or additional dues for membership.

FUNDING

Chapters: The ASU Alumni Association Board of Directors shall designate a portion of the annual budget to provide funding support for chapter operations and signature programs. ASUAA staff is responsible for allocating these funds to individual chapters in good standing as follows:

1. **Operational funding:** Operational funding is provided to help support the administration of the chapter and its activities. Chapters are also encouraged to utilize funds to foster broader alumni interest by offering a greater diversity of programs. Operational funding is allocated to existing chapters and is also available to new chapters on a fixed amount, pro-rated basis.
2. **Signature program funding:** Recognized ASUAA chapters are expected to create and strive to enhance and further develop a signature chapter program. The Association will fiscally support one (1) signature program for each chapter each year. A signature program is defined as an annual program that is closely tied to the chapter’s unique purpose, culture and goals. It builds chapter recognition and visibility and has broad appeal to alumni and friends. When implemented well, a signature program builds alumni involvement in the chapter and supports membership and leadership development.

The Board of Directors will establish specific guidelines governing chapter expenditures of ASUAA funds, and an appropriate funding request form will be provided to assure a paper trail that can be audited. The following rules will be strictly enforced:

1. The Alumni Association will only provide funding for chapters that are in good standing.
2. Chapter funding requests, whether for payment/reimbursement to chapters or for direct payment of amounts invoiced by outside vendors, shall be submitted no later than 45 days after completion of the related activity or event.
3. Due to the June 30 fiscal year end of both the university and the Alumni Association, requests for payments cannot be accepted after June 15 of each fiscal year.

ASUAA funding allocations are granted for the current fiscal year only. Unexpended amounts at the end of the fiscal year are not carried over to the subsequent year.

As noted, chapters may not charge additional dues as a condition of membership. However, chapters are encouraged to sponsor fund-raising activities, charge admission to sponsored events and solicit donations from members for special events.

By university policy, fundraising dollars are to be deposited in an account at the ASU Foundation. This provides assurance that a tax-exempt organization has received charitable donations and that appropriate gift receipts will be issued to donors. (For example, many ASUAA chapters have operating accounts at the ASU Foundation that are used to receive receipts and disburse expense payments for fundraising events such as golf tournaments.) Staff at ASUAA will assist chapter/club personnel in establishing needed accounts at the ASU Foundation.

Chapters and clubs are prohibited from maintaining outside bank accounts.

**Chapter Scholarships:** Alumni Chapter Scholarship funds shall be maintained in accounts at the ASU Foundation. As indicated earlier in this policy statement, no outside bank account can receive or disburse any monies whose intent is charitable giving. ASUAA chapters shall award scholarships through the ASU Office of Student Financial Assistance and scholarship funds shall be disbursed through the ASU Scholarship Office. Chapters, in conjunction with ASUAA staff, shall establish criteria for awarding scholarships. These criteria cannot be in conflict with the policies of the university or of the Arizona Board of Regents.

**COMMUNICATION AND MARKETING**

Members of all constituent groups and staff shall adhere at all times to the policies and guidelines established herein. Failure to adhere to these policies could be a violation of federal or state law and may create monetary or criminal fines impacting the organization, its staff and other items that may adversely impact the Association, including loss of its non-profit tax status. The Board of Directors shall consider any infractions of the policies outlined as serious breaches of the communications agreement.
POLICIES AND LAWS

It is the responsibility of constituent group leaders to abide by all university, state, local and federal agency rules and regulations. Specifically, they include:


Federal law that dictates what information can and cannot be released about students and former students. The ASU Alumni Association does not release alumni email information to volunteers.


Federal regulations that establish requirements for those who send commercial email, including Alumni Associations.

Internal Revenue Service 501(c)3 (http://www.irs.gov/charities/article/0,,id=139017,00.html)

Specific requirements about communication restrictions by non-profit organizations, particularly in relation to political candidates/issues. ASU Alumni Association constituent groups are expressly forbidden to endorse or oppose any candidate for office or ballot measure.


Outlines the ASU policy on release of student and former student information.

ASU Computer, Internet, and Electronic Communications Policy (http://www.asu.edu/aad/manuals/acd/acd125.html)

Governs the use of ASU computing and communications resources.

ASU Branding Guidelines (http://commguideasu.edu)

Outlines ASU branding requirements for all departments and affiliate organizations of the university.

Please note that Sun Devil Athletics is the only ASU entity permitted use of the Pitchfork mark. No ASUAA organizations are authorized to use this mark.

ASUAA Alumni Constituent Groups Policies

Governs requirements of chapter and club operations.

Additional Communications Requirements

All communications by an ASUAA organization shall display the official ASUAA logo prominently. No secondary logos are allowed except other ASU logos that are deemed appropriate by ASUAA staff.
Communications must meet the graphic standards established by the ASUAA President and Marketing Department. Constituent group variations of the ASUAA graphic standards will be considered on a case-by-case basis and are subject to approval of the Marketing Department and President of the ASUAA.

Constituent groups will use the communications tools provided by the ASUAA. No outside email lists or delivery systems are permitted. Additionally, social media is recommended to enhance alumni communications. These tools include, but are not limited to: Facebook, Flickr, LinkedIn, Twitter, YouTube and Vimeo. Consult ASUAA in the development of these tools for alumni communications and always provide the Association with administrative access.

Constituent groups must report on communications activities monthly to ASUAA staff. Report templates will be provided.

All communications that are distributed on a regular basis, whether print or electronic, will use the templates provided by the ASUAA. Websites will be provided for all chapters and maintained by the ASUAA. Clubs will have a presence on the ASUAA website. With the exception of academic affiliates who may have alumni chapter information on their college or school website in addition to the ASUAA chapter site, non-ASUAA websites will not be permitted, and existing chapter websites shall be redirected to the ASUAA website provided. Constituent group leaders shall provide regular content updates to staff.

All communications by ASUAA constituent groups will adhere to the highest standards of professionalism. Specifically, no communications shall directly or indirectly post any content or market any activity that will portray the Association or university in a negative manner.

All communications by ASUAA constituent groups shall abide by any and all requirements established by the Association in regards to restrictions established in the university alumni database.

All data used for alumni communications must be updated on a regular basis in order to provide and maintain the most accurate contact information for alumni. Mailing lists will be used one time only and then be properly disposed.

Constituent groups may appoint a communications representative for their organization. This individual shall be responsible for all communications dissemination for the constituent group and be responsible for abiding by all guidelines and policies established herein. The ASUAA will be responsible for providing training for all communications representatives on an annual basis and offering consultation, appropriate feedback and follow-up guidance as required.

Communications and marketing projects that require ASUAA staff assistance shall be handled in accordance with the guidelines established and published annually by the Association.

Any individual displayed in marketing or communications photos of ASUAA organizations must be informed of and agree to a photo release statement in one of the following ways:

1. Included in the online registration page for the event.
2. Included on the event on-site sign-in sheet.
3. Displayed at the event on-site check-in table.

No photos shall include individuals under the age of 18 without the written permission of the individual’s legal guardian.