Geographic Chapters & Clubs
Spring Leadership Conference
Friday, March 28, 2014
Welcome & Introductions

Alissa Pierson
Executive Director of Alumni Programs & Constituencies
4 Areas of Focus for ASUAA

- Honor Traditions
- Enhance the Alumni Experience
- Advance the University
- Strengthen the Organization

Constituent Group Network is a vital part of all four and is crucial to the success & growth of ASUAA
Introductions

• Name, Chapter/Club, Leadership role
• Grad year, degree, professional occupation
• How long have you been involved with your alumni group?
Welcome Message from Dr. Christine Wilkinson

Sr. Vice President and Secretary of the University
President of the ASU Alumni Association
Expectations for Groups in Good Standing: Preparing for FY15

Alissa Pierson,
Executive Director of Alumni Programs and Constituent Relations
Mission of ASUAA

• To serve and unite all ASU alumni and create a stronger **alumni network** and university community.

• **Alumni Network** – Allows us to unite alumni who are physically thousands of miles away from the university and keep them connected to their alma mater.
Where We Are Now

ASU Alumni Association Network

ACADEMIC
American Humanities
Barrett, The Honors College
College of Health Solutions
College of Liberal Arts & Sciences
College of Nursing and Health Innovation
College of Public Programs
College of Technology & Innovation
Criminal Justice and Criminology
Herberger Institute for Design and the Arts
Ira A. Fulton Schools of Engineering
Mary Lou Fulton Teachers College
Master of Real Estate Development (MRED)
New College of Interdisciplinary Arts & Sciences
Sandra Day O’Connor College of Law
School of Community Resources & Development
School of Letters and Sciences
School of Nutrition and Health Promotion
School of Public Affairs
School of Social Transformation
School of Social Work
School of Sustainability
W. P. Carey School of Business
Walter Cronkite School of Journalism

INTERNATIONAL
Argentina
Australia
Bangalore, India
Beijing, China
Belgium
Brazil
Cyprus
Ecuador
Egypt
Germany
Ghana
Greece
Hong Kong
Hyderabad, India
Japan
Jordan
Kuwait
Mexico
Mumbai, India
New Zealand
Ontario, Canada
Pakistan
Palestine
Peru
Puerto Rico
Qatar
Saudi Arabia
Shanghai, China
Singapore
South Africa
South Korea
Sweden
Turkey
United Arab Emirates
United Kingdom

SPECIAL INTEREST
All Saints Catholic Newman Center (Club)
ASU Black Alumni
Devils’ Advocates
ASU Hat Trick Club (Hockey)
Hispanic Business Alumni
Leadership Scholarship Program
LGBT Devils’ Pride
Los Diablos
Medallion Scholars Alumni (Club)
Native American Alumni
Nonprofit Professionals Club
State Press (Club)
Stickmen Club (Lacrosse)
Veterans

as of Feb. 6, 2014

Honolulu

ARIZONA STATE UNIVERSITY
Constituent Group Network

- 40 Geographic Chapters & Clubs
- 13 Special Interest Chapters & Clubs
- 23 Academic Affiliates
- 37 International Alumni Connections
What do Constituent Groups Do?

- Reflect the look, feel and spirit of ASU & ASUAA
- Bring alumni together with fun & friendly, accessible and diverse events and programs
- Provide a point of contact for alumni and source of information about ASU & ASUAA for alumni, parents, students and future students
Resources and Support for Chapters & Clubs

- Full-time department staff liaison
- Leadership Support
- Event Preparation Support
- Annual Spirit Kit
- Marketing and Communications Resources
- Funding for events & activities
Annual Plan for FY15

Due June 2, 2014

• Chapters & Clubs are required to submit an Annual Plan for upcoming fiscal year activities
• Purpose is to provide the framework for the year’s activities
• ASUAA reviews the plans to determine the allocation of funds to support programming
Preparing the Annual Plan

• Full Board Participation (*Leadership Pledge Form)
• Get specific
• Keep in mind the resources and volunteer availability to carry out the plans
• Separate form for Chapters & Clubs – in the Online Toolkit

**Annual Plans should be submitted electronically only**
Operating Funds

• Criteria 1: Content given for previous FY activities
  – Executed programs
  – Highlights
  – Challenges
  – Areas for Improvement

• Bonus Section: “Yes” to all Good Standing Requirements
• Criteria 2: Program Diversity of Planned Programs

Examples:

Sun Devil Connection: Annual Bowling Tournament
Image Enhancement: ASU Cares Food Bank Event
Resource Development: Scholarship Fundraising banquet & silent auction
Career/Life Networking: Networking Luncheon

• Criteria 3: Content Given for Planned Programs
Signature Program Funds (Chapters)

- Attendance Goal
- Program History
- Content given for program description and intended use of funds

*Give as much detail as possible – as though you were explaining the event to someone who had never heard about it.*
Bonus Funds!

– Chapter or Club achieves good standing = $50 into Basic Allocation
– Participation in August 2014 & January 2015 CAC calls = $25 (per call)
– Participation in Spring 2015 Leadership Conference = $50
– Funds will be added to Chapter or Club’s Holding Funds
Holding Funds

- Money the Chapter or Club brings in from events goes into Holding Funds at ASUAA
- Funds never expire
- Can be used anytime for chapter activities
- Utilize the Online Registration System for events for easy money processing
Budgeting for the Year

• Using the Funding Criteria Matrix, and the Column under Planned Programs for Estimated Expenses

• You can estimate how much you’re going to receive vs. how much you’re going to need to accomplish your schedule of events

• Use the allocated funds to pay for the events; use the income from your events to pay for more events

• Don’t be afraid to charge a fee for your events!
Utilizing Funds

• 2 ways to pay
  – Pay a vendor invoice in advance
  – Reimbursements after the event (itemized receipts required)

• 3 Items to submit
  – Itemized Invoice or Receipts (dates/amounts need to be readable)
  – Check/Reimbursement Request form
  – Program Report: if food was served, a list of attendees must be included

** Checks are cut once per week on Thursdays

ALL DOCUMENTS MUST BE SUBMITTED WITHIN 30 DAYS OF THE EVENT
FY2014 ALUMNI CONSTITUENT GROUP REQUEST FORM

This form is to be submitted by an Alumni Constituent Group to the ASU Alumni Association in order to request the use of allocated or holding funds. Requests for reimbursement or payment to outside vendors must be accompanied by an itemized receipt or invoice and a program report to qualify for reimbursement. Reimbursement requests must be submitted within 30 days of the expense or event.

Requesting Organization Information

Group Name: ____________________________________________
Contact Name: __________________________________________
Phone: ____________________________________________

Vendor Information (Payment will be made to this person/company)

Name of Vendor/Person: ____________________________________________
Address: ____________________________________________
City: __________________ State: ______ Zip: ____________
Phone: __________________ □ W9 Attached (for payments to vendors)

Funding Information

Amount: __________________
□ Basic Allocation Funds  □ Signature Program Allocation
□ Holding(Income) Funds

Date to cut check: ____________

Expense Information

Program Name: ____________________________________________
Description: ____________________________________________

Request Checked and Submitted By: (Chapter or Club President or Treasurer)

Please note: You cannot be the signer on your own request.

Signature: ____________________________________________
Date: ____________

Arizona State University Alumni Association Approval

Authorized Signature: ____________________________________________
Date: ____________

E-mail or Fax the completed form to your Chapter Liaison – Fax 480-965-0225
Guidelines for Using Funds

• Most Notable
  – Allocated Funds can’t be used for alcohol
  – Allocated Funds can’t be used to purchase personal items for board members

   Check the Online Toolkit for the Guidelines for Allocated Funds

   If you’re not sure, ask!
   Even if you are sure, ask!
2014 Pat’s Run
Shadow Runs

Adrian Ramirez
ASU Alumni Association Intern, Shadow Run Coordinator
Pat’s Run Shadow Runs
Pat’s Run Shadow Runs

• Record number of Shadow Runs (34).
• Top 3 locations:
  – New York (152)
  – Columbus (97)
  – Portland (65)
• Reminder: Full registration list can be provided at any time upon request.
Promoting Your Shadow Run

• Flyer Template
• Alumni Association email newsletters.
• Pat Tillman Foundation (PTF) has sent email to past participants in database to promote Shadow Runs
Leading up to Event Day

• Online registration officially closes on April 19.
• PTF will mail shirts on April 21 to everyone who has registered.
• Sent priority, should be received w/in 3 days.
• If someone does not receive their shirt, direct them to patsrun@pattillmanfoundation.org
Leading up to Event Day

• ASUAA will send an email to all registrants around April 1\textsuperscript{st} with a few points from PTF.
  – Links/info for additional PTF merchandise, 10\textsuperscript{th} Anniversary package options, etc.
  – A note that they should expect an email from their Shadow Run Captain by the week of the event.
Leading up to Event Day

• Captains will receive final registration lists on Monday, April 21st.
  – Captains’ email to participants (send by Tues/Wed week of event)
    • Include meeting time/location.
    • Parking info if needed.
    • Official race start time. (so indicate if check-in time is needed)
    • Misc. instructions specific to your location.
    • Post-race details
Leading up to Event Day

• Tillman Military Scholars
  – Most scholars will be participating in Tempe Run.
  – All have been informed of the Shadow Runs in their areas. (If you have TMS next to someone’s name on your spreadsheet it means they are a Tillman Military Scholar)

• Feel free to reach out to them and highlight them at the run, perhaps have them speak on how important the event/scholarship is to them/their family.
Day of Event

• On-site registration option
  – Liability waiver form REQUIRED for each runner (ASUAA can email the form).
  – Taking payment
    • Cash/check/credit card: use hard copy registration form (provided by ASUAA).
    • Attach waiver/registration form/payment together. (Checks made out to ASU Alumni Association)
    • Mail all on-site documents to ASUAA week after run
      – PTF will mail shirts to those walk-ups
Day of Event

• Do you need more volunteers?
• Set-up early/on-time
• Course markers
• Decorations
• Photos
  – Shot Sheet: group photo (w/ and or w/out chapter banner); runners running; fun photos.
Post Event

• Mail on-site documents ASAP to ASUAA office.
• Send reimbursements requests (receipts) for expenses.
• Send photos.
• Captains – send a thank you email to everyone who participated.
• Online survey
  – ASUAA will send one survey to all registrants to capture feedback, will share results with PTF and captains.
Pat Tillman Run

USING SOCIAL MEDIA TO INCREASE AWARENESS AND PARTICIPANTS FOR SHADOW RUNS
Pat Tillman Shadow Runs

**pre-race**
- Facebook event page setup
- Posts promoting event
- Share posts from PT Foundation page
- Tag friends & members in posts
- Promote posts 2-weeks prior to race registration deadline
- Use Twitter to link people to Facebook event for registration
- Ask local running clubs, stores, military-affiliated groups, & ASU bars to post on their Facebook/Twitter accounts linking to Alum page

**race day**
- Take photos to be used post-race
- “Live” post pics and running stats from your phone on chapter Twitter & Facebook accounts
- Share photos with participants and encourage them to post and tag
- Create and use a unique #hashtag for your chapter (i.e. #SanDiegoPTRun) in tweets

**post-race**
- Post best photos same-day or day after race and tag participants as possible
- Consider promoting the post-race post with best photo for increased awareness
- Post thank you message to supporters and sponsors
- Post race-winner photo and tag them for increased exposure
Event pages

- Set up a Facebook event page for your PT Shadow Run
- Select one of the best photos from a previous run to use as the event page header
- Include event details and link to the proper alumni page for registration
- Make sure to share this event onto your Facebook page and through Twitter
Event posts

- Once weekly post the event in your newsfeed to increase visibility and encourage sharing of the post!
- Include links to the official Pat Tillman Foundation Facebook page [(link)](link)
- Share posts from the official Pat Tillman Foundation Facebook page on your chapter’s and tag people you know who may be interested in participating
Increase awareness

- Facebook only shares your posts with a fraction of the people who “like” your chapter’s page – typically <5% of your fans will see your post in their newsfeed.

- **Promoting** (or “boosting”) your post will increase the number of people on Facebook who see it - choose the “People who like your page and their friends” option for maximum reach.

- Decide how much you can/want to spend to promote your post and time it during the week of **April 7th – 14th**.
  
  - can be as little as $5!
Pat Tillman Shadow Runs

during - race

- **Capture photos**
  - Pre-race mingling
  - Families
  - Any local “dignitaries” or corporate sponsors
  - Chapter head/organizers
  - ASU branded items, cars, tents, etc.

- **Share on Facebook & Twitter**
  - Post photos from your mobile phone to Twitter during the event and use event-specific #ASUSanDiegoPTRun
  - Share a good-quality photo on Facebook and tag the official Pat Tillman Foundation Facebook page
  - Encourage participants to share photos during the race
• Post best photos same-day or day after race and tag participants on Facebook if possible, use event # in tweets
• Consider promoting the post-race post with best photo for increased awareness
• Post thank you message to supporters and sponsors
• Post race-winner photo and tag them for increased exposure
Social Media Support

• Digital images for chapters to use (e.g. Facebook cover image, high-res ASU logo, etc.) to create a more cohesive look across Shadow Runs
• Submit your Pat’s Run photos post event to the Pat Tillman Foundation:
• Submit your Pat’s Run photos post event to sponsors, military- affiliated organizations, etc.
Greetings from Dean Amy Hillman

Dean and Professor,
W.P. Carey School of Business
The W. P. Carey School of Business

Coming to a chapter near you!
New York Send Off

New York City
July, 2013
Washington D.C.

July, 2013
Houston, Texas

August, 2013
Flagstaff, AZ

August, 2013
The Breakfast Club

Orange County, CA

November, 2013
Colorado

January, 2014
New York

New York, NY
March, 2014
Tour of McCord Hall
Lunch
Tour of SDFC/Group Discussions
Exploring the Role of Volunteers

Dan Turbyfill, Program Manager, Alumni Programs
Why do we need alumni volunteers?

• Volunteers increase our reach
  – Across the country/globe
• Staff can’t do it all
  – Alumni volunteers represent the University in multiple locations, assist when staff are not available to do so
Connecting with Volunteers

• Why do people volunteer with an organization?
  – Gain Experience
  – Meets an interest/Passionate for the Cause
  – Networking Opportunities
  – A desire to feel like they are making a difference
Expectations of Alumni Volunteers

• Commitment to understanding and supporting ASU & ASUAA’s mission & brand and communicating on each positively

• Work with fellow volunteers to engage alumni socially, intellectually, professionally

• Interact with fellow volunteers and staff in a courteous and respectful manner
What does a volunteer expect?

- Clearly defined tasks/responsibilities
- An organized leader/head office
- Honest communication
  - Maybe insider communication/knowledge/privilege
- To be treated with respect and have their contributions valued
- To have fun!
  - It should NOT be a 2\textsuperscript{nd} job!
Challenges

• Keeping up communications regarding policies & procedures
  – Ongoing education on expectations and organization changes
• High turnover due to other commitments
• Good intentions do not always equate to appropriate action
Challenges

• Sometimes only interested in the “fun stuff”
Tips for managing a volunteer team

• Identify the difference between someone who says they want to volunteer and someone who really just wants to participate in what other people work to put together

• Have regular organized meetings

• Frequent communication (monthly/weekly check-in)

• Continuous education
  – Share updates on mission, goals of the group/organization
Tips for managing a volunteer team

• Have a contract/pledge form for agreed expectations
• Clearly defined responsibilities with follow-up for accountability
• Have varying levels on participation available
  – For those who can’t do as much, but still want to contribute. Assign one task that they can excel at.
• Work to people’s strengths
  – Allow volunteers to be comfortable with their assignments
Tips for managing a volunteer team

• Be a model leader
  – Positive Attitude
  – Do what’s best for the group/organization
• Be welcoming and inviting to new participants and new ideas
• Keep expectations realistic
• Make it a group effort
Tips for managing a volunteer team

- Be welcoming and inviting to new participants
- Evaluate your effectiveness
- Seek opportunities for private discussions if problems arise
- Build up new leaders for a succession plan
- THANK THEM & Highlight them
Traits of an ideal alumni volunteer

• School Spirit
• Energetic
• Timely in Communications
• Organized
• Initiator
• Positive

• Flexibility
• Connector
• Paid Member
• Promoter
• Wears Many Hats
• Jumps in to fill other duties as assigned
Afternoon Adventures:
*ISTB4 – School of Earth and Space Exploration
*Manzanita Hall
*Meet New AD Ray Anderson
Breakfast Saturday Morning opens at 7:30am at Old Main, 3rd Floor
Geographic Chapters & Clubs
Spring Leadership Conference
Saturday, March 29, 2014
Sparky’s Membership Mania
Celebrating 2013!

Alissa Pierson, Executive Director,
Programs & Constituencies
Promoting ASUAA Membership

*Sparky’s Membership Mania*

- Program was established in 2006/2007
- Groups brought in 167 members in 2012-2013
- Already this FY Chapters & Clubs have brought in 116
Promoting ASUAA Membership

*Key to our Success!*

- Membership is important to Chapters & Clubs because it provides funding to support your programming
- Provide Benefits to Current Members as well as Future Members
  - Discounts for events
  - Giveaways
  - Frequent Thanks
Divisional Awards

*Sparky’s Superstars

*Sparky’s Membership Mania

2013 Divisional Excellence Awards

Recipients per division are determined number of memberships recruited
Cash award of $50 to be utilized for chapter activities
Chapter recognition plaque

* Maximum of one recognition per chapter
Sparky’s Membership Mania
Chapter Divisions
(Geographic Chapters)

“A” Mountaineers
Colorado
El Diablito (Yuma)
Los Angeles
Northern California
Old Pueblo
Orange County
San Diego
Sedona/Verde Valley
Western AZ – Lake Havasu
White Mountains
Sparky’s Superstars
“A” Mountaineers

Western AZ-
Lake Havasu
Sparky’s Membership Mania
Chapter Divisions
(Geographic Chapters)

*Lantern Walkers*

Chicago
Greater New York
National Capital
Twin Cities
Sparky’s Superstars
Lantern Walkers

Greater New York
Sparky’s Membership Mania
Chapter Divisions
(Geographic Chapters)

Founders’ Day Foursome

Austin
Dallas/Ft. Worth
Georgia
Greater Philadelphia
Houston
New England
Sparky’s Superstars
Founders’ Day Foursome
No winner 😞
Sparky’s Membership Mania
New Groups Division
(Geographic Clubs during FY13)

NEW Sun Devil Generation

Idaho
Indianapolis
Las Vegas
New Mexico
North Carolina
Ohio

Portland
San Antonio
Seattle
St. Louis
Utah
Western PA/Northern App
Wisconsin
Sparky’s Superstars
New Sun Devil Generation

Seattle
Top Devil

*Top Devil

**Sparky’s Membership Mania**

**2012-2013 Excellence Award**

Recipient is determined by highest number of memberships recruited.

Additional cash award of $500 to be utilized for chapter activities.

Name on Multi-year Top Devil plaque hung in Old Main.

* Maximum of one recognition per chapter
TOP DEVIL

CHICAGO
Promoting ASUAA Membership

Sparky’s Membership Mania!

Current competition ends June 30, 2014

Competition Rules

• New Year begins July 1, 2014: Minimums required in order to qualify for award recognition & funding percentage:
  – Chapters need a minimum of 10 memberships
  – Clubs need a minimum of 5 memberships

• **25%** of each membership will be awarded back to Chapter/Club once the minimum is met

• Competition Ends June 30, 2015
ASU Alumni Association
Membership, Marketing Resources and Updates

Tracy Scott, Director of Strategic Marketing & Membership
Matt Hodson, Digital Media Manager
Jennifer Haye, Coordinator, Alumni Programs
Digital Media

• University Social Media Policy

• Social Media tips
University Social Media policy

Do

– Have fun
– Interact
– Have a plan for content
– Use the page
– Check out socialmedia.asu.edu
University Social Media policy

Do not

– Engage in discriminatory behavior
– Neglect legitimate calls for help
– Give out confidential scholarship information
Quick Tips

• Photos increase engagement
• Schedule posts
• Check posting times

Pat Tillman Foundation (Official)
20 hours ago

Have you registered yet? Exactly one month until Pat's Run! Discounted registration ($42) ends next Monday, March 31. Register your family and friends for the main race in Tempe or a Shadow Run near you: www.patsrun.com

Pat Tillman Fnd @pattillmanfnd 21h

Only one month until Pat's Run! Discounted registration ($42) ends March 31: patsrun.com #NeverStop pic.twitter.com/iLeAolR2iX
Membership

Upcoming Campaigns
• Grad Pak
• Recent Grads
• Mother’s/Father’s Days
• Phone Campaigns
The state of CRM at ASU
Project Connections

- SalesForce
- CRM for Sun Devil Life Cycle
- Timing
• TAKE PHOTOS!
• And then SEND THEM TO US! Don’t make us hunt them down on your Facebook page please!
• Use a REAL camera if you want a magazine-worthy shot.
• Assign the job of Historian for each event – someone responsible for bringing the camera and taking a handful of shots:
  – Group photo (can be with or without banner)
  – Action (spontaneously staged)
  – Small groups (smiling Sun Devils)
• Try not to make the holding up of beers the focal point of all the photos.
Busy Background
What’s in the Background
Bad Tangent
Bulls eye
Group Shots:
With & Without the Pitchfork
Not the best:
Too Dark and Backs of Heads
No Cell Phone Photos
Action vs. Not Interesting
Unique Settings are Cool
Chapter & Club Communications

- ASUAA Website – Chapter Pages
- Online Toolkit – frequently used forms and documents
- Email Request Form
- Event Registration & Save the Date Forms
- Monthly ASUAA E-news
- Chapter Chat
- ASU Magazine
- Survey
- ASU Communication Guide
Chapter & Club Communications

- ASUAA Website – Chapter Pages
  - Social Media links
  - Upcoming events
  - Customized header image
  - Photos
  - Chapter/Club updates & important information

Welcome to the Chicago Alumni Chapter! Join us for game watching tailgates, Cubs and Sox game outings, charity events and other activities throughout the year. Become a member of our Facebook Group to be alerted of the latest calendar updates and to connect with proud Chicago Sun Devils.

Steve Mindel
Chicago Chapter President

Do you have events ideas? Send us an email at asuchicagoalumni@gmail.com to tell us about them!

The Chicago Alumni Chapter is funded by dues paying members. Without them, we would not be here. If you wish to be current with your membership, please click here and enter “Chicago” as your promo code. We look forward to seeing you at our next Sun Devil event!

Be ready with any color to support the Sun Devils!

The ASU Alumni Chicago Chapter is happy to have a gold, maroon, and black shirt. All shirts are available in women’s and men’s sizes and are only $10. Be sure to rock out your shirts when you go back to Phoenix or just at a game watching party! Show your Sun Devil spirit and represent Chicago with one of these awesome tee’s. Click here to order.

upcoming event

W. P. Carey Chicago Alumni Networking Event

Tuesday, March 11, 6:30 – 8 p.m.
The Cubby Bear
1059 W. Addison St., Chicago

Please join W. P. Carey School students along with ASU alumni and friends for a networking reception. Appetizers and non-alcoholic beverages will be served and a cash bar will be available. All Arizona State University alumni and friends are welcome. We will also welcome newly admitted undergraduates to W. P. Carey as well.

Chapter leader & contact
Steve Mindel
asuchicagoalumni@gmail.com

Online Toolkit
Everything you need to know about starting or running an official ASU Alumni group!

Source: Flickr
Chapter & Club Communications

Online Tool Kit

Our Online Tool Kit is a resource for Chapter leaders and contains everything you need to know about starting or running an official ASU Alumni group!

Start Here - Expectations & Structure for Alumni Chapters & Clubs
- Board Policy for Alumni Constituents

Frequently Used Forms
- Chapter Email Marketing Request
- Online Event Registration Form Request
- Online Calendar Announcement Request
- FY14 Check Request Form
- FY14 Chapter Program Report
- ASU Facts

Marketing & Event Planning
- Communications & Marketing Resources
- Chapter E-Newsletter Guidelines
- ASU Magazine Photo Pointers
- Social Media Best Practices
- Ideas for Programming
- Event Planning Guide & Checklist
- Standard Event Sign-In Sheet
- Sun Devil Send-Off Guidelines
- Event Liability & Photo Release Form
- Sparky’s Membership Mania

- Online Toolkit – frequently used forms and documents
- Email Request Form
- Event Registration & Save the Date Forms
Chapter & Club Communications

• ASUAA E-newsletter
  – 2nd Tuesday of every month
  – Must complete one of the two forms in order to be included in the Alumni Association E-newsletter.
• Event Registration
• Calendar Announcement
Chapter & Club Communications

• Chapter Chat
  – E-newsletter for Alumni Chapter/Club Leaders
  – 1st Friday of every month
  • Deadlines, Reminders & Save the Dates
  • ASU Alumni Events
  • Monthly Alumni Constituency Events
  • Program/Membership Updates
  • Social Media Tips

Chapter Chat
Letters from Leadership

From ASU Alumni Association President

E-newsletters are being initiated for the international connections, so they now will be more engaging year round. Also coming up, we have ASU Day at the Capitol on Tuesday, Feb. 11, where we display the numerous projects and services offered at the university for legislators and the people of Arizona - and in support of our legislative request. Following quickly, we are one of the sponsors of the Take the Lead Challenge event that will be in Gammage Auditorium with the keynote speaker: Sheryl Sandberg. Facebook COO. I think this is one of the first events we are able to livestream so hoping for a great launch. On top of that, ASU Founders’ Day is just around the corner as well. Honoring outstanding alumni, faculty and staff over the years has always made each of us proud. This year we are highlighting health solutions. You will receive follow up information after the event.

Thanks to all of you already making the plans for Shadow Runs and also the Send-Offs!

Go Devils!

Christine K. Wilkinson

From ASU Alumni Association Executive Director of Programs & Constituent Relations

Sun Devils,

We have so much activity that I do not know where to start! As Dr. Wilkinson mentioned, we not only have the major engagement events listed above, but also working on the preparations to host the chapter leadership conferences in March and April. For the geographic groups, please remember to register for the conference by Thursday, Feb. 20 to confirm hotel rooms and flight. We are developing a very exciting and informative agenda and want to make sure there is representation from each chapter and club. For the special interest chapters, please save the date of Wednesday, April 9, 5:30 - 8 p.m. at Old Main. The agenda and registration form will be sent in a few weeks!

Thank you for the amazing work on ASU Cares, Pat’s Run, networking events, athletics and all the other activities.

Go Devils!

Alissa Piersen
Chapter & Club Communications

• ASU Magazine
  – Quarterly Publication
  – Best Practices – Chapter Network

• Upcoming signature events
  – Occurs around the publication date
  – Recap events
  – PHOTOS
  – Under 200 words

*Sept. Issue Deadline: May 14
Chapter & Club Communications

- Survey
- ASU Communication Guide

Aloha Sun Devils!

The ASU Alumni Association is looking to build an Alumni Club in Hawaii. Please take a few moments to complete this online survey so that we can learn about your interests in developing a Sun Devil presence in the area.

CLICK HERE to take the survey.

Please complete the survey by February 7, 2014. Your input will be helpful as we look to grow our alumni network and plan fun and meaningful programs in your area.

ASU Alumni Chapters and Clubs around the U.S. participate in numerous activities throughout the year, including game watchings, family events, networking mixers and key programs such as ASU Cares, Shadow Runs for the Pat Tillman Foundation, and Sun Devil Send-Offs. If you're interested in getting involved with other ASU alumni in Hawaii, please contact fellow alum Mike Kedzie at michaelj.kedzie@gmail.com or 630-886-5528.

Come out to Legends Sports Pub in Waikiki to watch your Sun Devils take on the Arizona Wildcats in their first meeting of the season.

When: January 16 at 4:00pm HST
Where: Legends Sports Pub Waikiki
Maroon & Gold Fun in your Mailbox

Spirit Kits mailed in the fall

What would you most like to see in your spirit kit?
Vote for your top 7!
Anything else you’d like to see? (within reason please)
Big Question about BALLOONS
How to use your spirit kit

1. DO NOT just put the box out on the table at your event (see image to the left).
2. DO NOT give away everything at the first game watching party of the season.
3. DO NOT misplace your spirit kit and waste all the maroon & gold fun that could be livening up your events.
How to use your spirit kit

1. DO set up a nice check-in table according to space/numbers.
2. DO space out the giveaways – maybe just award to members first, or use as membership incentives.
3. DO utilize the items in the kit appropriately (i.e. save the business card holders for your networking event, etc.)
4. You CAN use Chapter/Club $$$ to purchase additional items if desired.
BREAK
Panels Discussion: Tips & Tricks from Fellow Group Leaders
Building Affinity

Alissa Pierson, Executive Director of Alumni Programs and Constituent Relations
Tonya Gray, Special Events Coordinator, Alumni Programs
Mark Adaoag, Coordinator, International Alumni Relations
Annual ASU Cares Program
Sun Devil Send-Offs
Sun Devil Send-Offs

• Welcome events for incoming ASU students & families
• 2013: 44 Send-Offs, more than 460 students and over 275 alumni
• Planning for 2014 – Chapters/Clubs need to:
  – Finalize Date/Location/Host by May 1, 2014 (Send info to Mark)
  – Promote to alumni through E-Newsletters/Social Media
  – Make calls to Students 1-2 weeks out
  – Host the event and TAKE PHOTOS!
Chapter Scholarship Programs

• Fundraising
  – Pennies for Points ($3972 raised in 2013)
  – Special Events

• Establish application & selection criteria

• Work with the Admissions Office, ASU Scholarship Office and High Schools to get the applications to the students

• Present the awards at receptions, local high schools and Send-Offs
Scholarships & Fundraising

Scholarships

• All ASU Scholarship funds are maintained by the ASU Foundation (we can assist with setting up the account)

• ASU Foundation can provide gift receipts for charitable contributions

Events with Donation Components

• ASU Foundation reviews all solicitation materials BEFORE they are made public – including Silent Auction materials
ASUAA Chapters in Action

Key Programs for Alumni Engagement
• Young Alumni Council
• Game Watchings
• Networking Mixers
• Community Volunteer Projects
• Regional Activities
International Outreach
International Outreach

Stay connected to ASU

ASU Founders’ Day 2014

The ASU Alumni Association honored alumni, faculty and alumni supporters who actively are engaged in transforming health at its annual Founders’ Day awards dinner. Honorees include Dr. Michael Dorman, for his role as one of the country’s leading experts in cochlear implants and Paul Lanson, M.D., for his work in developing novel surgical methods for deep-brain stimulation. Click here to learn more about this year’s honorees.
Medallion Scholars
Alumni Career Resources

• Networking Mixers
  – Women In Business
  – Maroon & Gold

• Events
  – Alumni Career
  – Women In Business
Sun Devil Generations

- Finger Paint the A
- Arts & Crafts Day
- Movie Mania
- Grandparents Brunch
- Sparky’s Sprint
- Storytime with Sparky
- New events each year!
Founders’ Day

• Dr. Paul Larson Alumni Achievement Award

Video link
http://vimeo.com/87679000

Acceptance Speech link
http://vimeo.com/87689369
Golden Reunion

• Wed., May 14 & Thurs., May 15
• Celebrating the Class of 1964
SPARKY’S TOUCHDOWN TAILGATES

SEPTEMBER 13
OCTOBER 4
OCTOBER 25

Colorado
USC
Univ. of Washington

2014
Homecoming 2014

• Friday, October 31 & Saturday, November 1
• Focus on Pride & Traditions
  – Legends Luncheon
  – Parade
  – Block Party
  – Game vs. Utah
• Narrowed Application Process
  – Application to attend – due July/August – smaller number of attendees will be selected to attend
  – Focus on ideas & interest for participating in Homecoming Festivities
Wrap-up & Reminders

Save the Date!

• Annual Plans due June 2, 2014
• Get FY14 check requests in by June 16, 2014
  • Next CAC Call – August 2014