



FARMHOUSE

FRATERNITY

DIRECTOR OF ALUMNI RELATIONS HANDBOOK



Director of Alumni Relations Responsibilities

As the Director of Alumni Relations you are responsible for coordinating all alumni affairs for the chapter. Your primary responsibility is keeping in contact with alumni from the chapter as well as alumni from other chapters in the area. In order to maintain a good relationship, connect with alumni via email, phone, or mailings. Invite alumni to stop by the chapter house for dinner, chapter meetings or events. Alumni can play an important part in the chapter's success, and their relationship with the chapter starts with you.

The Director of Alumni Relations is responsible for:

- Establishing a strong relationship and lines of communication with your local Association Board, chapter alumni, and Advisor(s).
- Contacting prominent alumni in the area who will interact with the chapter.
- Having alumni events designed for the alumni, not the undergraduates, planned far in advance.
- Recognizing outstanding alumni for their support and dedication to your chapter.
- Setting written, attainable goals for the chapter's alumni relations program and track how they are met.
- Keeping alumni directories/databases current with the International Headquarters.
- Issuing at least two newsletters or monthly email newsletters which consist of $\frac{1}{2}$ alumni news and $\frac{1}{2}$ chapter news.
- Supervising an Alumni Relations Committee that develops and maintains alumni programming efforts.
- Maintaining a working relationship with your university/college alumni office.
- Attending Association meetings to build relationships with board members, and help to plan alumni events.
- Seeking out and nominating individuals deserving of Associate membership.

Questions to ask at the beginning of your term....

- Does the chapter have an established strategic plan for Alumni Relations? Are SMART goals set?
- Is there a plan for who is working on the Alumni Newsletter or E-Newsletter? When do they get sent out?
- What is our current relationship with alumni? Association?
- What does current communication look like between alumni and the Chapter? Can this be improved?
- What special events are we hosting to welcome Alumni back to the chapter?
- Are we having an Alumni Banquet? Founders Day Event?
- Are there times we can invite alumni over for chapter meetings or dinners? Have we made the invitation open to all alumni?
- Are we transparent with alumni when sharing our programs and finances?
- What are more ways that Alumni can be involved with the chapter?
- What does the Chapter Award of Excellence for Alumni Relations look like?

Questions to ask mid-way through your term....

- Have we been utilizing social media to connect with alumni?
- How are we doing following our strategic plan? How are the goals?
- How are we doing with communication with alumni? Can it be increased?
- Has a newsletter or e-newsletter been sent out?
- Have we kept up-to-date with addresses, emails and phone numbers with the International Database?
- Have we had Alumni back to the chapter facility?
- Have we been keeping up with news about our Alumni?
- Are chapter members having contact with Alumni?