Table of Contents

Association Overview

Mission Statement and Purpose.................................................................2
Alumni Board of Directors........................................................................3
Arkansas Tech Alumni Office Staff Members.........................................4

Chapter Organization

What is an Alumni Chapter........................................................................5
Role of an Alumni Chapter.........................................................................5
Forming an Alumni Chapter......................................................................5
Alumni Association Support .................................................................5
Organizational Meeting...........................................................................6
Chapter Requirements .............................................................................7
Chapter Officers .......................................................................................7
Planning & Implementing Programs/Activities........................................9
Facebook Groups....................................................................................11
Financial Information..............................................................................12
Alumni Association Giving Opportunities............................................12
Arkansas Tech Logo...............................................................................13

Chapter Forms & Documents

Chapter Liability Waiver..........................................................................14
Chapter Petition.......................................................................................15
MISSION OF ARKANSAS TECH UNIVERSITY

Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life-long learning to a diverse community of learners.

PURPOSE

The purpose of this Alumni Association shall be (1) to promote the welfare of the University, its graduates and former students, (2) to promote the cause of higher education, and (3) to perpetuate the associations formed during college years.

MEMBERSHIP

All graduates and former students of Arkansas Tech University shall be considered members of the Association.
Arkansas Tech University
Alumni Board of Directors

Truman Hill ('70) - President
Kendall Tabor ('89) - President Elect
Todd Sweeden ('76) - Immediate Past President
Adam Anderson ('11) - Term Expires 12/16
Lacie Oels Bohannan ('10) - Term Expires 12/17
Larry Brown ('10) - Term Expires 12/16
Alyssa Carter ('02) - Term Expires 12/16
Sue Chiolino ('68 & '86) - Term Expires 12/17
Denise Clayton ('85) - Term Expires 12/16
Leila Bean Dockery ('77) - Term Expires 12/15
Susan McIntyre Dunn ('83) - Term Expires 12/15
Travis Flower ('11) - Term Expires 12/17
Rick Hampton ('75) - Term Expires 12/17
Cody Hill ('07) - Term Expires 12/15
Keith Jesse ('08) - Term Expires 12/17
Steve Kesner ('77) - Term Expires 12/16
Brad McBride ('10) - Term Expires 12/16
Megan Morris ('09 & '14) - Term Expires 12/17
Dustin Parsons ('10) - Term Expires 12/15
Sherry Nordin Polsgrove ('81) - Term Expires 12/15
Charles “Justin” Price ('01) - Term Expires 12/15
Ryan Ritchie ('03) - Term Expires 12/16
Betty Snellings ('62) - Term Expires 12/17
Melissa Owen Steeves ('07) - Term Expires 12/15
Tony Thompson ('95) - Term Expires 12/17
Ross White ('08 & '12) - Term Expires 12/16
Jimmy Rofkahr ('86 & '87) - Ozark Campus Representative
Arkansas Tech University Alumni Staff

Arkansas Tech Office of Alumni
1313 N. Arkansas Avenue
Russellville, AR 72801
Alumni@atu.edu
479-968-0242

Kelly Davis '81
Director of Alumni Relations & Tech Loyalty Fund
kdavis@atu.edu

Aaron Jones '07, '09
Coordinator of Alumni Communications and Events
ajones6@atu.edu

Alison Parks Taylor '08, '10
Coordinator of Young Alumni & Student Philanthropy
aparks@atu.edu

Terry Holland-Finley
Administrative Specialist
thollandfinley@atu.edu
Chapter Organization

What is an Alumni Chapter?

- An Alumni Chapter is organized on a geographical basis in areas where a concentration of alumni resides (Arkansas River Valley, Dallas/Ft. Worth, NW Arkansas, Arkansas Nuclear One, etc.) Academic background (College of Business, English, Nursing, etc.) or Affinity (African American, Fraternity, Sorority, etc.). All alumni are encouraged to be active members of any chapter that pertains to their geographical location, academic and organizational affiliations.

What is the role of an Alumni Chapter?

- To bring alumni in a geographical area together in an organized effort
- To encourage participation of alumni and friends more fully in the spirit of Arkansas Tech
- To foster a climate of pride and support for current and future students, the university, and the Alumni Association
- To play a role in accomplishing objectives that are vital to the future of Arkansas Tech University and the Arkansas Tech Alumni Association

How is an Alumni Chapter Formed?

- Contact The Arkansas Tech University Alumni Office by phone at (479)968-0242 or by email at alumni@atu.edu.
- Ask the Alumni Office to send a standard chapter development email to all alumni in your area with a website link for the chapter.
- Must have 10 or more interested alumni to form chapter.

How can the Arkansas Tech Alumni Office Assist your Chapter?

- Assist with emails to alumni about the chapter, meetings and events
- Create an Alumni Chapter website for free through TechTies, the Arkansas Tech University Online Alumni Community
- Provide a customized Arkansas Tech University Alumni Chapter logo free of charge that is consistent with the branding image of the current, official Arkansas Tech logo
- Provide support in planning meetings and events
• The Arkansas Tech Alumni Office will have a staff member available to assist in the formation of the chapter

What Your Alumni Chapter Can Do for Arkansas Tech

• Inform your chapter members and local alums about the importance of staying connected to Arkansas Tech University
• Strengthen the ties and contacts between Arkansas Tech University and the alumni

Organizational Committee Meeting:

• Communicate with the Alumni Office to set a date, time and place for an organizational meeting to elect officers
• The Alumni Office will provide the chapter officers with contact information of alumni in the area
• Inform alumni in the area of the date, time, and place of the organizational meeting
• At the organizational meeting, leaders should be elected based on their ability to execute the necessary responsibilities, for recruiting potential members, and scheduling and planning the club’s meetings and activities

Conducting Business at the Organizational Meeting:

• Discuss and elect a slate of officers. All officers should be graduates of Arkansas Tech
• Hold a discussion pertaining to the Chapter’s future activity and its committees
• Ask alumni for their interest and help on necessary committees
• Obtain a roster of those present with addresses and other vital contact information

Follow-up of the Organizational Meeting:

• Forward a meeting report/minutes to the Arkansas Tech Alumni Office that includes the names, addresses, emails and phone numbers of officers and all others attending the meeting and overview of meeting
• Schedule a follow-up email or phone call with the Arkansas Tech Coordinator of Alumni Communications and Events.
• Congratulations…you have completed the steps to forming your Arkansas Tech Alumni chapter!

Arkansas Tech Alumni Chapter Minimum Requirements

• Obtain the required contact information for 10 alumni needed for chapter petition and submit to alumni@atu.edu
• Operate according to the policies and procedures presented in the chapter development handbook
• Elect officers prior to the beginning of each calendar year and report to the Arkansas Tech Alumni Office
• Hold a minimum of one called meeting each year as well as a minimum of one event each year
• Understand that failure on the chapter’s part to properly discharge the requirements of being an Arkansas Tech Alumni Chapter may result in the chapter being withdrawn by the Arkansas Tech Alumni Association or Arkansas Tech
• Similarly, the chapter retains the right to withdraw as an Alumni Chapter of the Arkansas Tech Alumni Association upon written request and by majority vote of the chapter members at a regular meeting
• The Arkansas Tech Alumni Office should receive all chapter mailings and activity notices throughout the year

Application for Chapter Recognition

1. When applying for chapter recognition, the following must be submitted to the Arkansas Tech Alumni Office:
   ✓ Chapter Liability waiver (pg. 14)
   ✓ Chapter Petition (including the names of 10 interested persons) (pg. 15)

Chapter Officers
The following officer positions are recommended for all chapters. The election of officers should take place during the organizational meeting and annually thereafter. Each chapter may use the governance structure that works best for them.

Requirements for Officers

• Be graduates or former students of Arkansas Tech University
• Possess a commitment to higher education and the university
• Have the capability to meet as necessary to plan, schedule, and implement programs
• Have the willingness and flexibility to participate fully in the group’s functions
• Possess the ability to involve other Arkansas Tech Alumni in the activities and programs of the chapter or alumni association
• Officer terms are limited to two 1-year consecutive terms (officers may rerun for office after 1 year out of office)

Officers

• President:
✓ Preside at all chapter meetings
✓ Serve as the liaison with the Arkansas Tech Alumni Office
✓ Assume responsibility for the success of projects the chapter takes on
✓ Call special meetings if necessary
✓ Assure each director completes the necessary paperwork for his/her area
✓ Is responsible for and maintains the personal contact information for alumni in the area (when the president is elected, he/she must sign the liability waiver as well)

• President Elect/Vice President
  ✓ Assist the president
  ✓ In the absence of the president, perform the duties of the president
  ✓ Assume presidency if the office of the president is vacated early
  ✓ Attend chapter meetings
  ✓ Work with the president and committee directors to learn chapter operations

• Secretary
  ✓ Take the minutes of all chapter meetings and activities
  ✓ Send out email notices of chapter meetings and chapter activities with the cooperation of the Arkansas Tech Alumni Office
  ✓ Assume responsibility for reserving space and handling setup/details for all chapter meetings and activities
  ✓ Email a report of all meetings/activities (and photos) to the Arkansas Tech Alumni Office for possible use in the TechTies E-Newsletter and the Tech Action
  ✓ Collect and keep the contact information for chapter alumni

• Treasurer
  ✓ Supervise all receipts and expenditures related to club activities
  ✓ Supervise all receipts and expenditures for fund raising programs
  ✓ If inquiries are received about gifts/donations, forward them to the Arkansas Tech Alumni Office

• Past President
  ✓ Filled by outgoing chapter president to provide continuity
  ✓ Attend chapter meetings
✓ Provide advice to the current president and directors
✓ Meet with new president to give an orientation of the office of the president
✓ Help with transition of new officers

Planning & Implementing Programs and Activities

Successful chapters are those that involve their general membership in a range of programs and activities. Nothing slows the momentum of a new group more than inaction on scheduling, and implementing alumni functions.

Generally 1-2 events per year should be offered for general membership. On the other hand, more than 3 activities per year may be overly ambitious and dilute the group’s participation.

Requirements for Event Planning & Implementation:

- Select a date, time and place for the event that is convenient to the majority of the alumni.
- Each chapter member should commit to attend the function and be asked to bring at least one alumni or special guest. If the chapter is not committed to the project, do not proceed.
- Notify the alumni office no less than 8 weeks in advance of the date, time and place of the proposed event.
- The Alumni Office will assist with an email and may assist with printed invitations.
- Always prepare a written agenda or plan for each program and activity, and start and end on time.
- Personally contact the local media to secure publicity for the function.
- An invitation should be sent to the alumni of the chapter 4 - 6 weeks in advance.
- Encourage spouses and guests to attend Arkansas Tech functions and make them feel welcome.
- Name tags should be prepared in advance for event.
- Each officer should have a specific responsibility related to the success of the function and serve as an official host of the function to insure that guests are made to feel welcome.
- After the function, prepare an activity report to send to the Arkansas Tech Alumni Office with a list of attendees and contact information as well as an overview of the meeting.
Tips for Organizing and Hosting an Alumni Event:

- When planning an event, it is important to keep the issue of cost in mind so that attendees are not deterred from attending due to financial issues.
- The key to getting announcements out on time is having the necessary information to the Alumni Office at least six weeks in advance.
- To maximize attendance:
  - Plan a quality, well-organized event
  - Get the written announcement out on time
  - Ask members to personally contact local alums for higher attendance
  - Request R.S.V.P.s for events so that you can plan events more efficiently
- When planning dinner events, take registration payment or have the event be a “Dutch Treat” so that cost and exchange of money is not necessary.
- Delegate: Spread the workload by assigning responsibilities for planning and organizing the program to different members. Don’t let one member accept all the responsibility for your event or meeting.
- Variety of Programs: Develop interesting and varied programs to touch as many interest groups as possible.
- Local Interests: Respond to the special needs and demographics of your members.
- Action Plan and Schedule: Create an action plan and activities schedule planned and announced to be presented to the group early in the year. Choose dates carefully to avoid conflicts with other groups meetings, holidays, or locally important occasions.
- Be friendly: Make sure everyone who attends an event is greeted personally by a member.
- Evaluate: Evaluate each event to see what worked and what did not work.
- Quality, Not Quantity: Don’t judge the success of your program purely on the number of events you have or by the number of alumni attending one event. It’s the whole program that counts. If you attract ten alumni to your event, they will spread the word among their friends and you will have 15 – 20 at your next event. Building membership and involvement takes time, patients, and persistence.
Event Ideas

- Social or Dinner Programs: Used in the following situations:
  - Where a group has only one or two big meetings per year
  - Where there is a desire to have a somewhat more formal meeting
  - Where there is a major speaker to provide the focal point for the program

- Wonder Boy and Golden Suns Watch Parties: This is a great way to get everyone together to cheer on Arkansas Tech. Possibly hosted by an alum in their home by use of the Tech sports live stream located at http://athletics.atu.edu.

Communication with Members

Communication is the single most important element in a Chapter’s effort to attract and sustain membership. For alumni to join, they must first be aware of the Chapter’s existence and activities. To retain their membership, the Chapter must continue to convey a sense that it is active, interesting, and accomplishing its goals, thus justifying continued support.

- General Emails: It is very important for Chapters, at least once each year, to send out an email with an invitation to join the group to all alumni in its area. The Alumni Office can assist with this mailing. The email is the simplest way for a Chapter to reach the most members.
- Telephone Trees: The telephone is another way to effectively communicate with alums about Chapter events. A telephone tree is when all of your members contact a certain number of alums and then ask those people to also contact a certain number of members.
- Personal Contacts: The most effective means to attract new members is through personal face-to-face contacts. Studies show that direct contact results in favorable responses over 50% of the time. Of course, personal contacts take up a great deal of time. So try to combine your efforts in increasing membership with other personal or professional contacts you are making on a regular basis.

Facebook Groups

- The Arkansas Tech Alumni Association encourages its chapters to create and participate in their own Facebook Groups
• Chapters can establish their own Facebook groups in order to connect with other members in the chapter as well as to announce chapter events, meetings and other news.

• A chapter wishing to begin a Facebook group should contact Aaron Jones in the Alumni Office at 479-964-3234 or email ajones6@atu.edu.

• Chapter Facebook groups must follow the standard university guidelines for naming your group that are listed here: http://www.atu.edu/urelations/facebook.php (Ex. A group name on facebook should be named: Arkansas Tech – Northwest Arkansas Chapter)

• A staff member in Arkansas Tech University Relations and in Alumni Relations must be an admin in addition to other admins on the group page.

• In addition to Facebook groups, Chapters and its members are encouraged to follow the Arkansas Tech Alumni Association on its official Facebook Page, Twitter, Instagram and LinkedIn.

Financial Information

• The Arkansas Tech Alumni Association is a non-dues paying association.

• The Chapter must be self-supporting for it shall receive no guaranteed direct financial assistance from the Alumni Association.

• The Chapter is not considered to be a tax-exempt organization by reason of its affiliation with the Arkansas Tech Alumni Association.

• The Chapter should attempt to maintain only minimal reserves, if any. Any interest earned on Chapter reserves may need to be reported to the IRS through an individual’s Tax Payer ID number. For more information, consult with a qualified Certified Public Accountant to determine the best approach to take. The best rule of thumb is to keep it simple and communicate your plans to the Arkansas Tech Alumni Office.

• In general, a cooperative effort for projects between the Alumni Association and chapters should net a positive outcome.

The Arkansas Tech University Alumni Association is a non-dues paying association but ask that you instead support your alma mater directly. Go to www.atu.edu/givetotech for a list of ways to support Arkansas Tech University.
Alumni Association Giving Opportunities- Annual Fund

ANNUAL GIVING LEVELS

The giving levels listed below have been established to recognize donors who distinguish themselves through their annual support of Arkansas Tech University.

Gifts can be unrestricted or designated for the department, program or scholarship of your choice. Membership is based on fiscal year giving (July 1 through June 30.)

Giving Levels:

<table>
<thead>
<tr>
<th>Elmo Browning Society</th>
<th>$25,000 and above</th>
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<tbody>
<tr>
<td>Chairman’s Society</td>
<td>$5,000 - $24,999</td>
</tr>
<tr>
<td>President’s Club</td>
<td>$1,000 - $4,999</td>
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<tr>
<td>Dean’s Club</td>
<td>$500 - $999</td>
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<tr>
<td>Tech Benefactors</td>
<td>$250 - $499</td>
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<tr>
<td>Friend</td>
<td>$100 - $249</td>
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<tr>
<td>Tech Honor Roll</td>
<td>Up to $99</td>
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Multiplying Your Gift

If your company matches your contribution to Arkansas Tech University, the matching funds will be combined with your personal gift to determine your giving level.

Honor and Memorial Gifts

Arkansas Tech University is honored to receive gifts in memory or honor of alumni, faculty, staff, students and friends. These gifts can be directed to any established fund within the University depending on the interest and intent of the family or donor.

Arkansas Tech Logo

When using Arkansas Tech University logos, we ask that you follow the guidelines listed on the Arkansas Tech University Relations website at http://www.atu.edu/urelations/logos.php.
Liability Waiver

As the official chapter organization leader for the ______________________ area, I understand and agree that the contact information of alumni that I receive from the Arkansas Tech University Alumni Office is to be used solely for the purpose of informing alumni of the business of the chapter. I also agree to remove alumni from the contact list upon request. I acknowledge that the chapter and I will take sole responsibility and liability for the misuse of alumni contact information. Arkansas Tech nor the Arkansas Tech Alumni Association are not responsible or liable in any way for the misuse of alumni contact information by me or the chapter. I understand that failure to operate according to the chapter development handbook will allow the Alumni Association to remove me from my position and possibly dissolve the chapter. I have read and the chapter development handbook and agree to abide by the handbook, policy, procedure, and constitution.

_____________________________________________________  ___________________
Official Chapter Organizational Leader/President   Date

_______________________________________________________________  _______________________
Coordinator of Alumni Communications & Events   Date
Chapter Petition

The Arkansas Tech University Alumni Chapter of ______________ does hereby apply for official chapter status from the Arkansas Tech University Alumni Association.

We submit the minimum requirements of ten signatures from active alumni in the area needed for approval as an official chapter and understand that we must maintain at least ten active members in the chapter to retain our official chapter status.

By presence of the application, we as organizers of this Arkansas Tech Alumni Chapter, pledge our support to promote Arkansas Tech University and the Arkansas Tech Alumni Association.

As an official chapter of the Arkansas Tech Alumni Association, the Arkansas Tech Alumni chapter of ______________ agrees to:

1.) Operate within the chapter constitution and conduct and the policies and procedures of the Arkansas Tech Alumni Association and conduct a minimum of two meetings per year.

2.) Elect officers yearly and report such information to the Arkansas Tech Alumni Office within one month after elections.

3.) Organize at least one chapter event per year.

4.) To use the contact information of alumni provided to the chapter by the Arkansas Tech Alumni office solely for the purpose of informing alumni of the business of the chapter and understands the rights of alumni to be removed from the contact list at any time.

5.) We understand that failure to fulfill the requirements of being an official Arkansas Tech Alumni Chapter may result in the chapter being withdrawn by the Arkansas Tech Alumni Association.

The Arkansas Tech Alumni Chapter understands that our chapter shall not be financially obligated to or by the Arkansas Alumni Association, nor shall the Arkansas Tech Alumni Association in any way be obligated or responsible for the financial affairs of our Arkansas Tech Alumni Chapter.

We understand that the Arkansas Tech Alumni Chapter works with the Arkansas Tech Alumni Association to help it achieve its goals.

__________________________________________________________ ______________
President of Alumni Chapter      Date

Accepted:

__________________________________________________________ ______________
Coordinator of Alumni Communications & Activities  Date
Founding Members
(Minimum 10 Signatures Required for Establishment)

1. ________________________________
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