

# REGIONAL HANDBOOK

REV. 9/1/2017

A L U M N I  
A S S O C I A T I O N

— OF —

N J I T

The logo for NJIT, featuring the letters 'N', 'J', 'I', and 'T' in a red, serif font. A thick, red, curved line sweeps under the letters, starting from the bottom left of the 'N' and ending at the bottom right of the 'T'.

# REGIONAL CLUB HANDBOOK

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# Welcome!

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Congratulations on becoming an Alumni Club Leader! Out of more than 50,000 alumni around the world, you have chosen to represent NJIT and the NJIT Alumni Association in your area. I want to personally thank you for volunteering for this role.

As a leader of your regional club, you are in a position to connect with fellow alumni in ways that no magazine, mailing, email or phone call can match. It is our job to support you. You will have access to resources which will aid your efforts to engage alumni in your area.

Creating great programming, increasing attendance, and staying connected takes time and dedication. You will need to form a committee of fellow alumni to help you accomplish your goals.

I know you can do it. I'm looking forward to supporting your efforts, and working together with you to increase the presence, visibility and pride of being a NJIT alumnus/a in your region.

Kind regards,

Michael Smullen  
Executive Director  
Alumni Relations

# What is the NJIT Alumni Association?

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The NJIT Alumni Association is the umbrella organization under which all regional clubs operate. The Association works directly with NJIT to promote the interests of the University and to support and promote alumni everywhere.

## What is an Alumni Regional Club?

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NJIT has more than 50,000 alumni in the United States and around the world. Since the founding of the University, alumni have organized themselves by region into groups for events, networking and socializing.

In recent years, this process has become more formalized. An Alumni Regional Club is an official representative of the NJIT Alumni Association in any given region. To be recognized as an Alumni Regional Club, you must meet the following requirements:

- Must form a leadership committee of no fewer than two alumni
- Must meet at least twice annually
- Must be recognized and approved by the NJIT Alumni Association at a Board meeting
- Must keep minutes of leadership meetings for Alumni Office records and send to [dsiemons@njit.edu](mailto:dsiemons@njit.edu)
- Must send photos and news postings for all events and meetings to the Alumni Office at [dsiemons@njit.edu](mailto:dsiemons@njit.edu)

## The Mission of an Alumni Regional Club

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Regional clubs exist to engage alumni in the United States and around the world. The mission of every regional club is to:

- Build and increase local alumni pride and connection with each other and with NJIT;
- Provide an opportunity for fellowship and networking;
- Consistently communicate and measurably engage with local alumni;
- Support NJIT and ALUMNI ASSOCIATION regional initiatives;
- Contribute new ideas to the University about existing or possible programs;
- Provide an opportunity for Alumni to engage in community service for their local community.

# What are the criteria of an Alumni Regional Club?

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Generally, regional clubs are created around clusters of alumni where 200 or more alumni live in a geographic area. The average radius of a regional club is between 10 and 20 miles from the greatest concentration of alumni.

## Club Structure

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To be recognized as an official Alumni Regional Club, you must have no fewer than two official representatives of alumni in your area. Typically, club leadership takes the following form:

- **Regional Chair / Club President**  
This position functions as the chief executive of the club. Responsible for
  - Forming a committee;
  - Convenes, sets agenda for and presides over all meetings;
  - Serves as the official representative of the club to the Alumni Association, and serves as a member of the Council;
  - Serves as the official representative of the club to NJIT;
  - Submits an annual report on alumni activities and attendance to the Alumni Association.
- **Co-Chair\***
  - *In special cases, two alumni may serve the same role if one or the other is amenable, or if one is unable to perform the task for an extended period*
- **Vice President / Event Coordinator**  
This position is expected to:
  - Research venues;
  - Recommend ticket prices;
  - Identify different event ideas;
  - Track event attendance and deliver a final report to the Alumni Office;
  - Fills in for the chair/president if he/she is unable to perform that task for any reason;
- **Vice President / Communications Coordinator**  
This position is expected to:
  - Send meeting notices in conjunction with the Alumni Office;
  - Send local event notices and correspondence in conjunction with the Alumni Office;
  - Coordinate event and meeting follow-up;
  - Keep in regular contact with alumni in the area;
  - Send regular contact information updates to the Alumni Office;

# Club Requirements

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## Minimum Requirements

As of December 2016, all Alumni Regional Clubs are expected to meet the following minimum requirements:

- Recruit and maintain at least two official members of the regional leadership committee
- Plan and execute at least two events per year (1 social and 2 meetings)
- Regional leader or a designated representative from club must participate in quarterly Alumni Association conference calls
- Send out at least two communications per year from the club leadership to all alumni in the area
- Submit an annual report to the annual Council meeting of the NJIT Alumni Association

## General Requirements

As regional leaders, you are primary points of contact for alumni in your area. This means that you are expected to:

- Enthusiasm for and support of NJIT and a desire to further the interests and visibility of NJIT in the community, among the affinity base and nationally
  - Keep updated list of attendees/event evaluations. Send updates on a regular to the Alumni Office
  - Send out regular meeting and event notices to alumni in your area
  - Help the alumni office to maintain updated contact information for alumni in your area, and send updates to the Alumni Office when necessary
- Take photos and provide captions and event summaries for use in the Alumni Magazine, the Alumni Newsletter, and social media
- Post photos and videos/Engage with us on Facebook, Twitter, Instagram accounts

# Social Media Guidelines

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The NJIT Alumni Association believes social media is an important tool in our mission to foster alumni relationships and create a greater sense of community across the globe. As a volunteer leader we invite you to participate in our current social media outlets:

**Facebook Page:** [facebook.com/NJITAlumni](https://facebook.com/NJITAlumni)

**Twitter:** [twitter.com/alumniNJIT](https://twitter.com/alumniNJIT)

**Instagram:** [Instagram/NJITAlumni](https://Instagram/NJITAlumni)

**LinkedIn:** [NJIT.edu/Alumni/Linkedin](https://NJIT.edu/Alumni/Linkedin)

By joining these groups, you will help to increase the awareness of news and information to your local NJIT community. Become active in the online community by participating in discussions, posting photos, browsing jobs, and attending virtual events exclusive to the NJIT Alumni community.

*The NJIT Alumni Association appreciates your support by sharing with or suggesting fellow alumni to join or like our social media profiles.*

## **Tips:**

*Be Transparent.* Your honest – or dishonesty – will be quickly noticed in the social media environment. If you make a mistake, admit it and say you're "sorry." In addition, tell your fans or members how you will improve or take action to remedy any issues. If you make corrections or updates to posts, please be sure to send an announcement informing your fans and/or members. If your post gives pause, stop. If you are about to publish something that makes you even the slightest bit uncomfortable don't shrug it off. Take a minute to review these guidelines to try to figure out what's bothering you, then fix it. Ultimately, what you publish is yours-as is the responsibility. Social computing on behalf of the ALUMNI ASSOCIATION is not a right but an opportunity. So please treat it seriously and with care and respect.

*Be mindful of your own privacy as well as the privacy of any person or organization you are affiliated with including NJIT.* Protecting the information of your constituents is extremely important. Do not import your contacts' information into social media platforms even if they tell you that they will not share or retain the records.

*Promoting your page/group* Instead of importing your contact information to the social media platforms, suggest or share the page with your friends and have current fans and/members do the same. You can also advertise your page through your collateral communications such as an email blasts and your group web site.

*It's a conversation.* Engage and talk to your readers like you would with real people in professional situations. In other words, avoid "composed" language for a more conversational tone. Don't be afraid to bring in your own personality displaying humor or school spirit. Consider content that's open-ended and invites response.

*Are you adding value?* How are your posts adding value or solving a problem for your fans and/or members? The best way to get your post read and commented on is to write posts that people will value. Social communication from ALUMNI ASSOCIATION community members should help strengthen connections among alumni and with the University through sharing information and prompting meaningful dialogue. If it helps people improve knowledge or skills, build their businesses, do their jobs, solve problems, or become more involved with the University-then it is adding value.

*Create excitement.* The University and its alumni are making important contributions to all levels of society. Be proud and share with your community the exciting things we're learning and doing on a global level and how it may affect those in your area. You may be surprised to learn of the different interests of your local alumni in response to your posts, responses that may spark inspiration for a future event or program.

*Posting Photos and Video.* Care should be taken not to use photos or video of individuals who would object to use of their image. When taking photos, inform your subjects where you intend on publishing the photos. Photos and video posted on social media sites that represent the ALUMNI ASSOCIATION and your group must be appropriate for use in a University publication or on the University website. Examples of photos/videos that should be avoided include, but are not limited to, photos involving alcohol, nudity and graphic scenes.

*Assign Responsibility.* It may be a good idea to have one person who owns the social media presence and takes responsibility for day-to-day operations for your group, but it's also smart to have multiple folks involved as regular contributors to keep your posts fresh and varied.

*Don't spam or Self-promote.* We encourage you to use social media as a platform to share information about your groups' events and accomplishments. However, commercial advertisements, solicitations and self-promotions are not allowed.



# Alumni Office Support

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## General Support

Running a successful Alumni Regional Club can be a demanding job, and you can expect support from the Alumni Office in the following ways:

- Provide an annual list of all local alumni to the Club President / Chair
- Provide event logistics/support, including a custom event page, phone, mail and online RSVP support
- Provide a budget, giveaways and materials needed to run a successful event
- Send out communications as needed for regional clubs on request
- Inform the leadership committee of faculty visits or NJIT events in the regional area in advance
- Maintain a list of NJIT VIPs, including deans, faculty and staff, to be made available as speakers for events

## Financial Support

Regional programs will have a set budget allocation from NJIT. Here are some general (but not limited to) guidelines which are used for determining budget allocation:

- Total number of alumni in the area
- Strong leadership committee of no fewer than two alumni
- Consistent planning and execution of at least two successful events per year
- High percentage of alumni in the area attending events
- High percentage of correct alumni email addresses
- High percentage of correct alumni mailing addresses



**VOLUNTEER AGREEMENT**

Regional Alumni Chapters are dependent on the energy and commitment of our volunteers. Volunteers serve as representatives of the NJIT Alumni Association and with the support of the NJIT Alumni Office, are committed to the following:

1. For Chapter Presidents or Co-Chairs, serve a 2 year commitment in the role.
2. All committee members serve a one-year, renewable commitment in a volunteer role. If volunteers adhere to requirements, they are invited to volunteer for at least another year.
3. Use any data provided by the Alumni Office solely for the purpose of updating information and promoting NJIT programs.
4. Shall not share any data provided by the Alumni Office with any other alumnus/a, or non-NJIT affiliated group or person.
5. Shall share any updated information or notes promptly with the Alumni Office.
6. Preserve the confidentiality of any private alumni information.
7. Know and embrace the NJIT Alumni Association’s mission and values.
8. Serve as an ambassador of NJIT and your region to new alumni.
9. Participate in regular meetings and/or conference calls for your regional alumni chapter.
10. Maintain regular contact and appropriate responsiveness with your staff liaison in the Alumni Office.
11. Understand and adhere to internal timelines for event coordination and marketing.

**Volunteer Acknowledgement**

I understand and accept these responsibilities.

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Print Name

Signature

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Date

Title/Role as Volunteer

**Staff Acknowledgement**

By signing this form I am verifying the status of the alumnus/a noted above as a volunteer for the NJIT Alumni Association.

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Print Name

Signature

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Date

Title