



Rust College

Alumni Club Manual

“By Their Fruits Ye Shall Know Them”

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KEY TERMS IN THE ALUMNI ASSOCIATION MISSION STATEMENT

Image

Image building refers to the attitudes and beliefs which alumni have about their Alma Mater. Our objective is to reinforce the major themes which are part of the College's mission:

- That the college issues a "degree of excellence,"
- That it is a major urban research college,
- That its student body and faculty are diversified,
- That it is situated in a culturally advantageous location, and
- That the college is well administered.

Identify

Identify refers to the emotional feelings of attachment and belonging which alumni have to the college.

Service

The goal of service refers to opportunities for alumni to show their support for the College and to volunteer their service to fellow alumni. Service includes the traditional use of volunteers on committee assignments or for special events, as well as fostering new opportunities for our alumni to volunteer their time and talents for their College or their Association.

RUST COLLEGE ALUMNI CLUB PROGRAM

An important part of the national scope of the College is the development of an alumni club network. The college has a history of capable and enthusiastic volunteers in other areas who have helped plan alumni meetings, assisted with admissions/recruiting efforts that represented the College in their communities. Working through these leaders, we are strengthening existing alumni clubs and developing clubs that did not previously exist. The goal of the alumni club program is:

- To bring alumni and friends of the College together several times a year for social, educational and recreational programs.
- To provide a network of alumni who welcome newcomers to the community, offering advice and assistance to those moving into the community.
- To represent the College to prospective students, corporations, foundations and other colleges and universities.
- To serve as an information resource about the College, to keep alumni, former faculty, and friends informed regarding the programs and activities of the College.

- To assist the College in a variety of ways including admissions assistance, fundraising and government relations.
- To assist alumni in continuing education, career planning and placement, networking and social recreational activities.

ORGANIZING A RUST CLUB

Any Rust-ite may take the initiative in investigating the possibilities of formulating a Rust club. For maximum participation and overall effectiveness, it is recommended that there be at least 10 alumni and friends of the college living in the proposed areas.

Every person who attended Rust high school or Rust College one semester or more is eligible for bona fide membership in a Rust club. Friends of the college and relatives of Rust-ites may be invited to become bona fide members.

The following procedures may be followed in the formulation of a Rust club.

1. Contact the Alumni Office at Rust College for its lists of the alumni living in your immediate area.
2. Select a group of three to five people to constitute an organizational committee. This committee should definitely consist of interested Rust-ites and friends.
3. The organizational committee should decide upon a date, time, and place for its initial meeting of the entire group. It should also appoint a chairman to handle the necessary committee's such as meeting reservation, telephone, and program. Publicity and nominating. A temporary chairman should be appointed to preside at the first meeting.
4. After selecting the above material and appointing the committees, the group should update the names and addresses of Rust-ites in the area to complete mailing list and send to the alumni college at Rust. The Alumni office will be assist in obtaining a speaker from the campus or some other suitable program for the meeting. Also, if at all possible, the Alumni director or a college representative will be present at the organizational meeting to assist in the launching of the new club.
5. Aside from a well planned program the business session of the organizational and meeting should include a presentation of the purposes and objectives of the club and the purpose of meeting by the temporary chairman, a presentation of the Articles of Association and request of charter of Rust college Clubs for action, the election of officers, a discussion led by the president relative to the club's future

activates and its organizational committees, a review of general by- laws and the opportunity of a Club By-laws committee to draw up club guidelines. These guidelines or By- laws may not conflict with general By- laws of Rust clubs, Inc.

**Alumni Clubs
Organizational Structure
Club Officers**

The officers of the local club shall be as follows:

President	Chaplain
Vice President	Parliamentarian
Treasurer	Business Manager
Secretary	Assistant Manager

Qualifications of Officers

The president, Vice President, Secretary, Treasurer, and Business Manager must be graduates of Rust college and have demonstrated interest and dedicated to the ongoing program of the College.

Each club should have a President. The President serves as the main contact for the club and the Alumni Office. The president might be elected or succeed to the job. The President acts as the head of the Planning Committee, supervises the activity of the club, and make sure assignments are carried out.

The President will head the club Planning Committee, comprises of five to ten key volunteers who, in turn, have several other alumni on the committees which they might chair. The Planning committee meets regularly to plan activities, and programs, keep members up-to-date, consult with each other regarding the goals and direction of the club, and discuss other items related to the club.

PROGRAM AND ACTIVITIES

Club Meeting

If your Rust Club is to fulfill the objectives outlined earlier and justify its existence, there should be at least one meeting per month or at least ten meetings per year. The most enthusiastic interest will soon disappear if a schedule or regular meeting is not met.

At the same time, it takes an interesting and informative program to effectively carry out the club's purposes. To meet just for the sake of meeting, without a well-planned

program, will not fill the bill. It takes a little imagination and a good deal of careful planning to have a good meeting and make the members want to come back the next time.

Social Programs

A portion of the annual programming should certainly include social events to which alumni can come and enjoy themselves. It's a good time to renew old friendships and to encourage new alumni in the area to join the alumni activities. At an event like it's extremely important to have a committee whose responsibility is to introduce new and special guests to the "old guard". Coming to an event as a stranger and leaving feeling the same way will certainly discourage individuals from attending future events. Examples of social events are:

Theatre Party
Symphony Afterglow
Golf Tournament
Day of the races

Distance Run or Rally
Wine and Cheese Tasting Party
Picnic/ Barbeque
Ethnic Dinner Party

1. **FORMAL RECEPTION-DINNER-SPEAKER MEETING**
This is the old standby and may be your annual roundup meeting. This should be held in good hotel, popular restaurant or well-known church where you can have privacy and an impressive meeting.
2. **PICNIC WITH FISH OR STEAK FRY IN FALL, SPRINGS OR SUMMER-**
This is a meeting the whole family can enjoy- and eliminates the baby-sitter problem. A natural for including those prospective Rust students in your area.
3. **BEACH PARTY** (if there is a beach in your area)
4. **A BIRDGE-CANASTA PARTY** or some other such card game combination for those who don't enjoy bridge.
5. **ATHLETIC TYPE MEETING**
Unless planned to stress some major sport such as basketball, baseball or track. Movies may be shown and the college coaches and players invited to attend. Important! Don't forget to invite the local high school athletes and coaches to such a meeting. We want to become acquainted with them and, in turn, introduce them to the college's athletic personnel.

6. EDUCATION OR INSTITUTIONAL MEETING

The institutional meeting should give up-to-date information concerning the college. Some representatives from the colleges from the college can be invited to talk to the group and perhaps show slides of recent campus activities. Local students attending the college might be invited to attend such a meeting.

7. GROUP TRIPS TO THE CAMPUS

How many alumni from your area drive to Rust once a year? How many more would go if the club were to sponsor a chartered bus or automobile caravan en masse for a campus event? This could be a helpful service to the alumni and fine promotional stunt if local high school juniors and seniors were also invited to attend.

8. STUDENT RECOGNITION AWARD

9. FUNDRAISING ACTIVITIES

Your club may also sponsor bake sales, raffles, etc. for the purpose of building up your club treasury to promote a special project on campus. There are three major areas of support which a club may share in one or more.

1. Current operation-(Basic on going program of college. Salaries, upkeep, etc.)
2. Scholarships for students- (\$200,000 yearly must be raised to help fund-education of students).
3. Capital improvement- (New buildings, furnishing and equipment, renovation).
4. Endowment

Your club may use as a yearly goal, “Every Rust-ite a Member” campaign. This means getting each Rust-ite to make a contribution each year. This is extremely important since the level of giving by others is based on the number of Rust-ites giving.

COLLEGE AND COMMUNITY SERVICE PROGRAM

5. Recognition / Awards

Honor alumni for their outstanding service to the College and/ or community.

6. Education

Sponsor seminars and lectures on various topics of current interest. Utilize alumni and faculty as quest speakers.

7. Student Recruitment

Alumni may serve as contacts for the College Admission Office. Alumni can contact prospective students from their community and represent the College at a local high school college nights.

8. Fundraising

Fundraising for scholarship is always encouraged.

YOUNG ALUMNI PROGRAMS

Young alumni are a valuable resource and a key to any alumni group's future. They can provide fresh ideas, new methods and unlimited energy for activities and events. Outlined below are some suggestions on how to successfully involve and utilize young alumni.

- Keep it informal and inexpensive with a casual and social atmosphere (recreational activities and sporting events are popular).
- Select an accessible spot and convenient time for the event, preferably after work.
- State in the announcement that the event is specifically for alumni who have graduated within the past ten years.

ALUMNI CLUBS

Committee Descriptions

Telephone Committee

Committee members will call alumni prior to club events. This committee serves as the main link to alumni, talking somewhat regularly with them, getting addresses changing and promoting the College. The committee must have enough members to fill a telephone tree. The chairman of the committee would only call committee members prior to an event and distribution calling list. Phone calls are usually made about two weeks before an event. Committee members make a few calls each evening, making sure they contact each person on their list. The committee chairman received updates from the Telephone Committee.

Program Committee

The program Committee would plan a diversified calendar of events which may include social, educational, recreational, and service-oriented programs. The number of programs depends on the Planning Committee. The Program Committee members would consult with alumni to plan activities and events for the club. Members of the committee would help secure locations and make arrangements for club activities.

Admissions Committee

The Admissions Committee would serve as contacts for the College Admissions Office. Members would contact prospective students from their community, represent the college at Local high schools or junior colleges and serve host for Rust College Admissions Counselors.

Newsletter Committee

A local newsletter can serve to keep an alumni club vital and encourage participation at locally sponsored events and programs. These may be a few or numerous, depending upon activity level and the level of interest and resources.(Written by committee, printed and mailed by Alumni from local dues collection.

Note: Other committees can be formed by the Planning Committee, as needed.

EVENT PLANNING CHECKLIST

A. Selecting an establishment

1. The General Location
 - a. Downtown or suburban preferred
 - b. Are weekdays or weekends preferred?

2. The Facility
 - a. Is there a rental charge for the facility?
 - b. Clean and attractive?
 - c. Convenient and adequate parking?
 - d. Acceptable billing arrangements?

B. Arranging for Room Specifics

1. Meeting/ Conference Fatality Considerations
Room Size: Is your meeting room appropriate in size? A group of 20 will look and feel awkward in a room that holds 200.

2. Seating Arrangements
Decide whether free standing chairs, round tables or a long board table best meet your needs. Instruct the facility's manager in how to arrange the room.

3. Sound System
 - a. Is a P.A. necessary?

- b. Is piped in music desired? Can it be turned off?
- 4. Extras
 - a. Are ashtrays desired?
 - b. Is piped in music desired? Can it be turned off?
 - c. Should water and water glasses be provided?
 - d. Should a coffee break be arranged?
 - e. Should waste baskets be available?

C. Luncheon/Dining Room Considerations

- 1. Food/Refreshments
 - a. Cocktail Hour (Cash Bar Advised)
 - ii. What is span?
 - iii. Should hors d' oeuvres be served?
 - iv. Is there a bartender fee?
 - v. Should selected liquors or a full bar be offered?
- 2. Meal Menu
 - a. Have ethnic/religious considerations been weighed?
 - b. What is the firm price per meal including tax and tip?
 - c. Is there a minimum guarantee?
 - d. When does the final count have to be given?
 - e. Does the restaurant provide any "overage?"
- 3. Tables
 - a. Will there be a head table?
 - i. How many places?
 - ii. Who will set next to whom?
 - iii. Should place cards be prepared?
 - b. Should a lectern be set up at the head table?
 - c. Will round or rectangular tables be used?
 - d. Registration tables, name tags, sign-in sheets?
 - e. Table for handouts, information, etc.

D. Arranging for Audiovisual Aids

- 1. Electricity
 - a. Are adequate outlets available?
 - b. Will extension cords be needed?
 - c. Can lights be dimmed?
- 2. Equipment

- a. Movie Projector
 - i. 16mm or 8mm?
 - ii. In working order?
 - iii. Spare light bulb
 - iv. Take up reel

- b. Side Projector
 - i. In working order?
 - ii. Remote control
 - iii. Spare light bulb

- c. Filmstrip Projector
 - i. In working order?
 - ii. Provisions for sound?
 - iii. Remote control

- d. Video Equipment
 - i. Size of tape
 - ii. Mode of tape

- e. Projection Screen
 - i. Of appropriate size?
 - ii. Portable or built in?

- f. Tape/Cassette Recorder
 - i. In working order?
 - ii. Extension speaker

- g. Public Address System
 - i. Adequate for room size?
 - ii. Built-in or Portable?

- h. Miscellaneous Equipment
 - i. Easels
 - ii. Blackboard
 - iii. Chalk
 - iv. Erasers
 - v. Podium/microphone

E. Publicizing the Event

- 1. Pre-Event Publicity
 - a. Alumni news - Information given to Alumni Office twelve weeks prior to event?

2. Media Announcements
 - a. Two to three weeks in advance
 - b. Press release sent to local paper
 - c. Public service announcements sent to local radio station?

3. Follow-up Publicity
 - a. Alumni News
 - b. Article sent to Alumni office

VITAL FACTORS FOR A SUCCESSFUL CHAPTER

1. Conduct regular meetings of the officers, Board of Directors, or Executive Committee
2. Create a schedule of activities and announce to the membership early in the year.
3. Develop a planned program to provide Alumni Society with current addresses for all alumni in the area served by the chapter.
4. Have interesting, varied, and well-planned programs.
5. Develop a broad base of leadership and involve as many alumni as possible in the activities of the chapter.
6. Invite prominent community and area leaders to your meetings, and thus gain their support.
7. Have an active program of student recruitment in your area.
8. Secure copies of college publications for high school libraries and counselor's offices.
9. Carefully select alumni chapter officers.
10. Do not overload the speaking portion of your chapter meetings.
11. Don't schedule endless business meetings as part of dinner programs. The chapter's officers or Board of Directors should be responsible for most of the decisions, and the part of the chapter's business on which the entire group must act should be brief and to the point.
12. If your meeting is not a success, find the reason for its failure and correct them next time.
13. Report immediately all chapter activities of the Alumni Office.

14. Plan promotion and publicity for your chapter meetings and activities carefully and well in advance of the event. Remember the telephone follow-ups to mailed notice are essential to the success of any event.
15. Don't nominate officers and directors without their advance knowledge and consent.
16. Don't plan too many meetings in the course of a single year. Meeting for the sake of meeting is a sure way to kill interest.
17. Don't ask for volunteers for committee assignments at meetings. These appointments should be in advance and announced at meetings.

MAJOR FUNCTIONS OF THE OFFICE OF ALUMNI DEVELOPMENT

Computerized Records

Maintain records on 4,800 living alumni, including address changes, membership updates, degrees granted, majors decreased, activities, etc.

Computerized Mailing List

Provide mailing labels and lists for the Alumni Association and various constituent groups.

Publications

Assist in editing, writing, printing and distributing quarterly Alumni News.

Special Events

In cooperation with constituent groups and alumni clubs, create, advertise and conduct special events.

Alumni Clubs

Develop 30 alumni clubs; encourage independent programming.

Commencement

Direct semiannual commencement exercises.

Financial Records

Manage College Fund in constituent group agency accounts; manage Alumni Association funds and issue reports.

Reunions

Conduct class and special interest reunions.

Constituent Groups

Assist in schedule various constituent group events and provide professional and secretarial support.