



CHAPTERS AND REGIONAL PROGRAMS HANDBOOK

(Revised as of June 4, 2009)

“The work which will be done through the days and years and generations to come will be of very great importance if that work is guided by the hand of God.” ~ George Pepperdine

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

The Pepperdine University Alumni Association (hereinafter referred to as the Alumni Association) is pleased to provide the Chapter Handbook as a resource for Chapter Executive Boards and developing regions.

With helpful tips and contacts to run a successful Chapter or as guidelines to start a Chapter in your area, you can use the Chapter Handbook as a resource to establish and maintain alumni Chapters around the world.

TABLE OF CONTENTS

Mission Statements.....	3
Models of Alumni Programs.....	4
Benefits of Chapters and Regional Programs.....	5
Tiers of Chapters and Regional Programs.....	6
Expectations of Chapters and Regional Programs.....	7
Structure of Chapters and Regional Programs.....	8
Chapter Calendar Planning.....	12
How to Start a Chapter.....	15
Chapter Awards and Recognition	17
Alumni Association Support.....	18
Key Dates for Chapters.....	19
Glossary of Chapter Terms.....	20

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

PEPPERDINE UNIVERSITY MISSION STATEMENT

Pepperdine is a Christian university committed to the highest standards of academic excellence and Christian values, where students are strengthened for lives of purpose, service, and leadership.

PEPPERDINE UNIVERSITY ALUMNI ASSOCIATION MISSION STATEMENT

Strengthen the Pepperdine community by engaging alumni in a lifelong relationship with the University, its students, and fellow alumni through meaningful service and leadership.

CHAPTERS AND REGIONAL PROGRAMS MISSION STATEMENT

Alumni Chapters and Regional Programs extend their familial hand to actively engage all those with an interest in the welfare of Pepperdine University to build new relationships and strengthen old bonds while adding value and purpose to their degrees in the world's communities.

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

MODELS OF ALUMNI PROGRAMS

What is a Chapter?

A Chapter is a regional program based on geographic locations throughout the world that enable alumni to remain close to their alma mater, regardless of their location. There are no membership fees to be a part of the local Chapter.

A Chapter is led by a president or copresidents and Chapter Executive Board made up of local alumni leaders who act as ambassadors promoting the relationship between alumni and the University. The Alumni Association provides leadership, guidance, and resources in support of Chapters and works closely with Chapter leaders to engage:

- Current and prospective students
- Parents of students and alumni
- Friends with a vested interest in the welfare of the University
- The graduates of Pepperdine University (more than 80,000 worldwide)

What is a Network?

A network is based on career or industry to provide a forum to draw alumni in similar fields together for professional development, regardless of school affiliation or location. Networks shall be regulated and moderated by an alumni leader, receiving guidance and support from the Alumni Association to make it more beneficial for all. In essence, these will be “industry Chapters” instead of “regional Chapters.”

What is a Club/Society?

A Club/Society is an informal gathering of alumni based on their affinity to the University during their time as students, from Greek life to Bar Society and other common interests. In essence, these will be “affinity Chapters” instead of “regional Chapters.”

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

BENEFITS OF CHAPTERS AND REGIONAL PROGRAMS

The Alumni Association provides unique opportunities to engage alumni and encourage them to socialize with old friends, network with Pepperdine business contacts, and give back to the community virtually and around the world.

Increased Degree Value

Through your leadership and efforts in gathering alumni, parents, and friends, Pepperdine University will gain a more visible presence in local communities. Pepperdine University will be seen by communities as an outstanding school that produces active, involved graduates who engage themselves with the community and remain in contact with their alma mater.

Volunteer Recognition

Through your leadership within the Pepperdine community, you will be recognized as a key volunteer and ambassador of the University in your local community.

Networking

As an ambassador of the University, you will have the opportunity to build relationships with new friends, business acquaintances, and personal contacts.

Shared Experiences

You have the unique opportunity to gather with Pepperdine University alumni, students, parents, and friends who share a common bond—Pepperdine University and your experience and future involvement.

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

TIERS OF CHAPTERS AND REGIONAL PROGRAMS

Each Chapter tier has clearly defined responsibilities and access to University resources. Chapters will be classified according to one of five tiers, based on the structure and active involvement of the Chapter Executive Board.

Chapters may adjust to different tiers and qualify for lesser or greater amounts of funding, based on the capacity to plan and implement mission-driven events.

Chapter Tiers	Chapter Executive Board	Chapter Events	Potential Events Funding
Developing	Executive officers will be identified.	Minimal activity, 1 event to gauge interest and Step Forward Day	\$0
Freshman	2 executive officers identified.	2 events in different program areas, including Step Forward Day	Up to \$200
Sophomore	3 executive officers identified.	3 events in different program areas, including Step Forward Day	Up to \$450
Junior	4 executive officers identified with corresponding committees.	4 events in different program areas, including Step Forward Day	Up to \$600
Senior	5 executive officers identified with corresponding committees.	6 events in different program areas, including Step Forward Day	Up to \$1,000
Graduate	6 executive officers identified with corresponding committees.	10 events in different program areas, including Step Forward Day	Up to \$1,800

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

EXPECTATIONS OF CHAPTERS AND REGIONAL PROGRAMS

Chapters are expected to conduct themselves in a manner consistent with the goals and mission of Pepperdine University. The purpose of the Chapter shall be to cultivate enthusiasm and foster a mutually beneficial relationship among alumni and their alma mater. The Chapter serves to increase alumni participation and increase awareness in the region of the progress and needs of the University.

Each Chapter Executive Board shall:

- Serve two-year terms in accordance with the Chapter bylaws and guidelines for Chapters and Regional Programs.
- The board shall have a team of executive officers based on chapter tier, in order of priority, beginning with the three core positions
 - President or Copresidents
 - Vice President of Programming
 - Vice President of Membership Development
 - Vice President of Volunteer Services
 - Vice President of Community Relations
 - Secretary (optional)
- Hold elections for the Chapter president every other year between July and September
- Hold at least quarterly executive board meetings
- Propose a preliminary annual calendar of events to the Alumni Association by November 20 of the preceding year for advanced planning and distribution of funding
 - Submit preliminary Event Proposal Forms with the proposed calendar
 - Plan the minimum of events required for the corresponding Chapter tier incorporating the three areas of programming:
 - Community Outreach (Freely Give, community service, etc.)
 - Career Connections (Night to Network, guest lecturers, etc.)
 - Fellowship (ACT Social, picnics, sporting events, etc.)
 - Chapters in Junior, Senior, and Graduate tiers must coordinate at least two direct volunteer service projects in conjunction with Waves of Service
 - Budget events on a “break-even” basis and seek sponsors as needed to reduce costs
- Submit a Post-Event Report within one week, including a final attendance list, receipts (if applicable), and photos to the Alumni Association
- Submit an Annual Report by January 5 for evaluation and application to Chapter of the Year Award
- Participate in the Pepperdine Fund to support University scholarship programs
- Communicate on a regular basis with the Alumni Association regarding Chapter budgeting and programming
- Participate on quarterly conference call workshops for all Chapter leaders, called Waves Work.

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

STRUCTURE OF CHAPTERS AND REGIONAL PROGRAMS

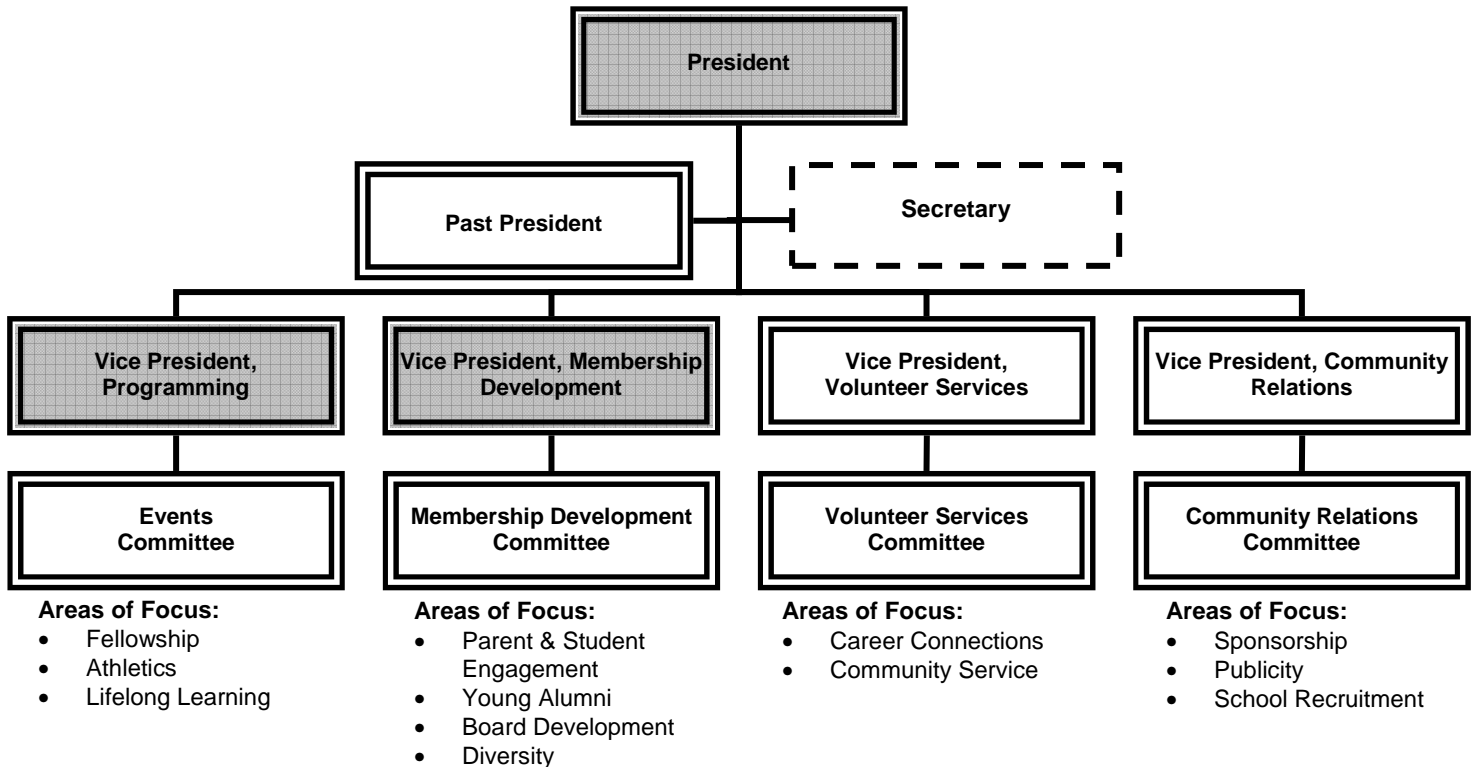
Membership

Membership to a Chapter shall consist of all individuals with an interest in the welfare of Pepperdine University, including but not limited to alumni, parents, friends and students who reside and receive mail in the region. There are no membership fees to be a part of the Alumni Association or a local Chapter.

Leadership

Each Chapter shall be led by a president or copresidents and vice presidents with corresponding committees according to the appropriate tier. The most important role of the Chapter Executive Board is to cultivate enthusiasm and build participation in the region.

The Chapter Executive Board shall serve a two-year term and actively recruit potential leadership to ensure seamless transition of their position and continuity in Chapter functions and responsibilities. A succession and transitional plan should be laid out by each Chapter Executive Board.



Chapter executive officers and corresponding responsibilities include, in order of priorities, beginning with the three core positions:

- **President or Copresidents**
 - Represents the alumni Chapter as the elected liaison to the Pepperdine University Alumni Association;
 - Serves as an ex-officio member of all Chapter committees;
 - Serves as an active member of the Chapter Presidents' Council;

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

- Collaborates with officers and the Alumni Association to establish board meeting agendas and presides over all Chapter meetings;
 - Works with officers to establish the Chapter's objectives for the year and works toward long-term goals;
 - Oversees activities and delegates responsibilities to officers and committees;
 - Assists the Vice Presidents with committee member selections;
 - Attends annual Chapter Leadership Conference or appoints another officer to represent the Chapter;
 - Coordinates and facilitates biannual elections of officers with the Alumni Association;
 - Instructs successor on the duties of the president.
- **Past President**
 - Serves in an advisory role to the President;
 - Serves as an ex-officio member of the Membership Development Committee;
 - Participates as a life member of the Chapter Presidents' Council;
 - Assists in training the incoming President.
- **Vice President, Programming**
 - Chairs and delegates responsibilities of the Events Committee;
 - Performs the duties of the President in his/her absence;
 - Assists the President in meeting the Chapter's objectives for the year and setting long-term goals;
 - Develops annual calendar of events, proposes budget, and supervises all event charges with guidance and support from officers and committees;
 - Submits content for each event to the Alumni Association in a timely manner;
 - Assigns officers and committee members as points of contact for each Chapter event;
 - Responsible for compiling financial information and event evaluations for the annual report;
 - Assists in training of successor.
- **Vice President, Membership Development**
 - Chairs and delegates responsibilities of the Membership Development Committee;
 - Primary responsibility of alumni outreach in the region by developing processes for engaging and establishing strong personal connections with alumni;
 - Ensures officers and committee members strategically outreach to recruit new alumni by personal phone calls and/or accompanying to Chapter events;
 - Develops a plan for officers and committee members to make personal contact with current and perspective students to invite them to Chapter events;
 - Responsible for maintaining the Chapter alumni database (including information related to interests) and reporting updates to the Alumni Association in a timely manner;
 - Assists in training of successor.
- **Vice President, Volunteer Services**
 - Chairs and delegates responsibilities of the Volunteer Services Committee;
 - Responsible for incorporating service opportunities into chapter programming, specifically two direct volunteer service projects;
 - Develops process for implementing a mentorship program to connect students and recent graduates with alumni;
 - Works with executive officers and committee to organize and promote Step Forward Day to the community;
 - Creates a database of alumni, parents and students who are affiliated with charitable organizations;
 - Assists in training of successor.
- **Vice President, Community Relations**

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

- Chairs and delegates responsibilities of the Community Relations Committee;
 - Serves as principal ambassador to the local community;
 - Participates in planning and outreach related to increasing overall attendance at Chapter events;
 - Manages and maintains any Chapter PAN Online, Facebook, or LinkedIn groups, as established by the Chapter;
 - Submits requests for Chapter-related articles to the Alumni Association for the Pepperdine Magazine and monthly e-newsletters;
 - Assists in training of successor.
- **Secretary (Optional)**
 - Assists the President in an administrative role with tasks and duties as assigned;
 - Responsible for quarterly reporting of volunteer hours of Chapter executive officers and committee members to the Alumni Association for recognition and corporate matching gifts;
 - Takes minutes from each Chapter board meeting and distributes to executive board and the Alumni Association;
 - Responsible for submitting to the Alumni Association all annual required forms and materials.

Chapter committees and corresponding responsibilities include:

- **Events Committee**
 - The Events Committee is responsible for the overall success of events.
 - Assists the Vice President of Programming to staff events and greet guests at registration; and coordinates all Chapter functions with the help from executive officers.
 - Submits photos, attendance list and post-event report following an event.
 - All tasks that fall under the areas of focus will be supported by this committee.
 - **Fellowship**
 - Develops meaningful relationships through engaging social events such as picnics, hikes, museum visits, etc.
 - **Athletics**
 - Plans events centered on Pepperdine athletics and regional sporting events, and coordinates other collegiate and West Coast Conference opportunities in the area.
 - **Lifelong Learning**
 - Coordinates continuing education activities through Chapter event planning.
- **Membership Development Committee**
 - The Membership Development Committee is responsible for strengthening relationships and establishing personal connections with alumni before and after events, and informs them about upcoming Chapter activities.
 - Assists the Vice President of Membership Development to design activities for each Chapter event that will highlight the importance of continuous involvement with the Chapter and the Alumni Association
 - Enacts a phone tree to follow-up to written and e-mailed Chapter announcements.
 - All tasks that fall under the areas of focus will be supported by this committee.
 - **Parents and Students Engagement**
 - Incorporate parents, prospective and current students in Chapter events.
 - Serve as liaison between the chapter and the Seaver College Parents Program.
 - **Young Alumni (Pepperdine 3.0 – 30 and younger)**
 - Plan events that are geared towards young alumni (30 and younger) and encourage participation in all Chapter activities.
 - **Board Development**

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

- Cultivate potential chapter leaders to become involved in the planning process and ultimately, transitioning into an active officer or committee role.
- **Diversity**
 - Engage minority alumni through generating ideas and involving in existing chapter activities.
- **Volunteer Services Committee**
 - The Volunteer Services Committee is designed to fulfill the mission of the University by coordinating activities involving volunteerism and community service for the Chapter.
 - All tasks that fall under the areas of focus will be supported by this committee.
 - **Career Connections**
 - Recruits mentors for each school's career offices, and developing methods to connect alumni in transitional career phases and build relationships with current students for professional development including hiring opportunities and providing informational interviews.
 - **Community Service**
 - Orchestrates Step Forward Day, a University-wide day of service.
 - Helps implement Waves of Service (global service initiative).
- **Community Relations Committee**
 - The Community Relations Committee is responsible for increasing awareness, and establishing a presence of the Chapter and the University in the region.
 - Assists the Vice President of Community Relations to recruit new alumni in the region by developing processes for increasing overall attendance at events; assists in recruiting prospective students from the region by attending college fairs or planning information nights when invited.
 - All tasks that fall under the areas of focus will be supported by this committee.
 - **Sponsorship**
 - Secure companies or individuals who would provide a mutually beneficial partnership with Pepperdine University for special events.
 - **Publicity**
 - Contact local media to get coverage of philanthropic and major speaker events.
 - **School Recruitment**
 - Attend perspective student receptions, admission receptions, and send-off parties to represent the Alumni Association;
 - Attend college fairs and information nights at local high schools.

Chapter Presidents' Council

The Chapter Presidents' Council (CPC) provides credibility to make the role of Chapter presidents an attractive option for qualified leaders who have an affinity for Pepperdine University. CPC members shall represent the University at the grassroots level through Chapters and Regional Programs.

The CPC is comprised of current and past Chapter presidents from all active alumni chapters and all current and past Alumni Leadership Council (ALC) presidents.

The objectives must be befitting the governing body of the ALC Chapters Committee and members of this council.

Elections

Election of the Chapter President shall take place every other year between July and September.

The current Chapter President shall e-mail the region for leadership interest and promote elections for Chapter President.

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

Nominations can be made by any Chapter member, and all Chapter members are eligible to vote, but must be present at elections. Those interested in the position of Chapter President must submit a bio for approval by the Alumni Association during the open nominating period.

Presidential candidates will be given the opportunity to briefly speak at the meeting, before voted by their peers.

By November 1, a Chapter Executive Board should submit the renewed bylaws signed by the executive officers to the Alumni Association.

Chapter Reviews

The Alumni Association will annually review the overall success and participation of chapters in alignment with the mission of the University.

Chapters are responsible for submitting an Annual Report by January 5 as a means of self-evaluation and application for the Chapter of the Year award.

Upon completion of this form by the deadline, all Chapter Presidents will be given copies of each submitted application for review. Each Chapter President, with the advice of the executive board, will evaluate all submitted applications and vote for the top three chapters, not including their own chapter. Votes must be cast by January 31. The Alumni Association will tally the votes, and then select the top chapter.

The Chapter of the Year will be announced during the annual Chapter Leadership Conference at the Waves Fifth Quarter event.

If basic board development and event expectations are not met, then the Alumni Association may change the chapter status.

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

CHAPTER CALENDAR PLANNING

Calendar Proposal

All Chapters should propose a preliminary annual calendar of events by November 20 of the preceding year to allow time for approval and design development for mailings. Please include scheduled Chapter Executive Board meetings or conference calls on your calendar for easy reference.

When submitting your calendar of events, please be sure to include an Event Proposal Form per event to the best of your ability with an estimated budget for cost-incurring events.

- Event name
- Proposed date
- Tentative location
- Description (how do you want this event advertised on the Web site?)
- Assigned Chapter Executive Board member
- Budget with estimated expenses and revenue

The Alumni Association will review the calendar for approval. Should your proposed event conflict with another University program, holiday, or cannot be properly supported by the Alumni Association, an agreement or compromise will be reached. If the event is deemed inappropriate or not in alignment with the mission of the University, it will not be accepted.

Chapters are encouraged to hold a preliminary chapter retreat to brainstorm and discuss ideas for events and incorporating the goals of the Chapter with each activity.

Completed Event Proposal Forms **MUST** be submitted at least six weeks for non-paid events and eight weeks for paid events prior to the preferred date. (exception: big-budget events require three months for planning)

Budgeting

Event funding is available based on the corresponding Chapter tier. In order to receive seed money, a budget must be submitted for the events where costs are incurred.

All events that have expenses must be approved by the Director of Chapters and Regional Programs, if under \$2,500, or the Executive Director of Alumni Affairs, if expenses exceed \$2,500.

Additional funding may become available for key events, with proper advanced planning and necessity.

Event Programming and Branding

There are three areas of programming we ask each Chapter to include in developing their calendar: community outreach, career connections, and fellowship. We also offer event-branding suggestions to provide continuity among the Chapters.

- **Community Outreach**
Examples
 - Freely Give for the Holidays Reception
 - Freely Give Community Service Projects
 - Direct volunteer opportunities
- **Career Connections**

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

Examples

- Night to Network
- New Graduate Night to Network
- Industry luncheons
- Corporate/Alumni Association partnerships
- Lecturers/Career coaches

- **Fellowship**

Examples

- ACT Social (Alumni Coming Together)
- Alumni Night at the Ballpark
- Best of Pepperdine (faculty speakers)
- Welcome Home Party
- Grape Escape
- Cultural activities
- Picnics
- Waves athletic events

Please follow the procedures for executing an event properly as noted in the Event Planning Checklist. It is important to delegate responsibility from booking a location to arranging sponsorships so the workload is not overwhelming. **The quality of the event will suffer with insufficient planning and execution time.**

Post-Event Reporting

Within one week after an event, please e-mail or fax the following materials:

- Post-Event Report
- Final budget breaking even
- An accurate attendance list
- Photos

Be sure to submit the receipts immediately following an event, so the Alumni Association can process reimbursements or payments in a timely manner.

All of this helps in the process of tracking alumni and success of events so we can better serve and meet the needs of Chapters.

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

HOW TO START A CHAPTER

Objectives

The purpose of a Developing Chapter shall be:

- To establish a mutually beneficial relationship between Pepperdine University, its alumni and friends within the region you reside
- To recruit and facilitate connections between alumni and supporters of Pepperdine University
- To sponsor and support programs and activities that will enhance the image and mission of Pepperdine University
- To include alumni and students from all schools of Pepperdine University, parents, and friends

Initial Interest

To gauge interest in the region to develop a Chapter, we suggest the following procedures:

- Alumni Association will receive and gather requests from online chapter interest forms, alumni officer referrals or any other recommendations to identify alumni from the region that are interested in starting a Chapter
- Interested alumni will work with the Alumni Association to create a survey or interest letter to be e-mailed to all alumni, parents, and friends in the area
- Use the survey and assistance from the Alumni Association to identify those who are interested in leadership roles and those who are interested in a supportive role

Creating a Regional Developing Board

Developing Chapter approval is subject to performance, event success, and participation by the Regional Developing Board.

- Interested volunteers will be grouped as Regional Representative and assigned to an Alumni Association staff member who will be a liaison to the region
- The staff member will schedule a preliminary conference call with Regional Representatives to discuss chapter expectations, brainstorming, and alumni goals
- Each Regional Representative must sign the Developing Chapter bylaws and submit the petition to the Alumni Association

Launch Event

To ensure that sufficient volunteer support exists in an area before establishing a Chapter, the Regional Developing Board should first organize an event to gauge interest for Developing Chapter status.

- Set a date, time and location for a launch event to gauge interest from the local region
- Assign responsibility to each Regional Representative for the event planning procedures and complete an Event Proposal Form to submit to the Alumni Association
- Schedule a follow-up conference call with the Regional Developing Board and have one person facilitate taking notes on following up with a Post-Event Report
- Plan at least one other event from a different programming area and include a Step Forward Day project for region
- Funding is available on a case-by-case basis for launch events

Becoming Chartered

Once approved as a Developing Chapter, complete the following requirements to be chartered:

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

- Recruit and maintain an active Regional Developing Board
- Provide the Alumni Association with e-mail addresses and contact information of interested alumni to be tracked for involvement
- Hold at least three executive board meetings
- Hold a minimum of two events incorporating two of the following programming areas:
 1. Community Outreach (community service, etc.)
 2. Career Connections (networking receptions, etc.)
 3. Fellowship (social gatherings, sporting events, etc.)
- Submit an Event Proposal Form for each event at least six weeks for non-paid events and eight weeks for paid events before the date
- Submit a Post-Event Report within one week, including a final attendance list, receipts (if applicable), and photos to the Alumni Association
- Maintain communications with the Alumni Association at least once a month to report progress

If all the requirements are completed, a Developing Chapter may apply to be chartered and grow into the appropriate Chapter tier as determined by the structure and active involvement of the newly formed Chapter Executive Board established in the region. A Regional Developing Board will evolve into a Chapter Executive Board with the appropriate officers and committees according to the Chapter tier.

To aid in the success of Developing Chapters, the Alumni Association will provide support and resources to each Developing Chapter, as time and abilities permit.

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

CHAPTER AWARDS AND RECOGNITION

Through your leadership within the Pepperdine community, you will be recognized as a key volunteer and ambassador to the University in your local community.

Chapter of the Year

Awarded to the premier Chapter of the year as voted on by peers.

Waves of Excellence

Bestowed upon a Chapter leader who embraces the mission of the University and actively engages alumni, parents, students, and friends beyond the status quo of events.

In the Spotlight

Recognizing the dedication by those individuals who work hard to engage alumni and students while committed to the mission of Pepperdine University.

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

ALUMNI ASSOCIATION SUPPORT

To aid in the success of Chapters, the Alumni Association will provide support and resources as needed by Chapters in the following ways:

- Advice, direction, and resources for each Chapter in planning events
- Leadership training, including workshop conference calls and invitation to the Chapter Leadership Conference
- A Chapter Web page on the University Web site and online tools to promote the Chapter, updates to Web calendar listings, provision online registration for events
- Broadcast e-mail support: proofing and revising of broadcast e-mails; collection of updated alumni contact information from the database; e-mailing constituents
- Financial assistance: processing of credit card payments through online registration, initial funds to purchase bulk tickets and place deposits
- Event funding through seed money, distributed on need basis, varying by Chapter tiers
- Directory of alumni database with contact information
- Calendar planning assistance
- One yearly mailing of approved events

The Alumni Association is here to provide benefits and support to all members. Please contact us with any questions, comments, or suggestions so we can all better serve the Pepperdine community.

Eastern States, International

Giuseppe Nespoli (BA '04)

Director, Chapters and Regional Programs

(310) 506-4983

giuseppe.nespoli@pepperdine.edu

Western States

Sandra Barsoum (BS '99)

Manager, Chapters and Regional Programs

(310) 506-6982

sandra.barsoum@pepperdine.edu

California

Allen Gillespie (BA '05)

Manager, Chapters and Regional Programs

(310) 506-6826

allen.gillespie@pepperdine.edu

Lori Hahn

Chapters Coordinator

(310) 506-4925

lori.hahn@pepperdine.edu



KEY DATES FOR CHAPTERS

January 5	Annual Report Due (Chapter of the Year Application)
January	Chapter Presidents Council Call (Chapter Presidents only)
January 31	Chapter Presidents cast votes for Chapter of the Year
February	Chapter Leadership Conference/Homecoming (No events should be scheduled week before or after Homecoming)
March	Waves Work Conference Call (All Chapter Executive Board members)
April – June	Welcome Home Parties/New Graduate Night to Networks
May	Chapter Presidents Council Call (Chapter Presidents only)
July – August	New Student Send-off Parties (Organized by Seaver Parents Program)
July – September	Chapter Executive Board Elections (Biannually)
July – November	Chapter Calendar Planning
July 15	Chapters Confirm Details for Step Forward Day
August	Waves Work Conference Call (All new and old Chapter Executive Board members)
September	Step Forward Day (First Saturday after Labor Day)
November	Chapter Presidents Council Call (Chapter Presidents only)
November 1	Chapter Bylaws Due
November 20	Proposed Chapter Calendar Due
December	Calendar Approval

GLOSSARY OF CHAPTER TERMS

ACT Social

Using the acronym as a play on words, Alumni Coming Together. The event brand is usually for informal social gatherings.

Alumni Leadership Council (ALC)

The role of the council is to be advisors and ambassadors, acting as the voice of alumni to the University and developing an environment of involved, active alumni across the world. The council is comprised of 20 voting members and 13 non-voting members to ensure equal representation among Pepperdine's five schools, student leaders, recent graduates, and regional volunteers.

Alumni Night at the Ballpark

A sporting event at a ballpark, designed to be family-oriented social gathering.

Annual Report

Yearly self-evaluation of chapter's successes and areas of improvement. Also serves as the application for the Chapter of the Year.

Best of Pepperdine

Event branding to feature distinguished faculty speakers when traveling for chapter events. Bringing the best of Pepperdine beyond the classroom.

Career Connections

A programming area for events that is geared towards professional development and networking with career coaching and mentorship opportunities.

Chapter

A Chapter is a regional program based on geographic locations throughout the world that enable alumni to remain close to their alma mater, regardless of their location.

Chapter Executive Board

Comprised of executive officers and standing committees that organize and execute the business of a Chapter.

Chapter of the Year Award

Awarded to the premier Chapter of the year as voted on by peers.

Chapter Presidents' Council (CPC)

The council members shall represent the University at the grassroots level through Chapters and Regional Programs. The council is comprised of current and past Chapter Presidents from all Chapters and all Alumni Leadership Council (ALC) Presidents.

Club

A Club/Society is an informal gathering of alumni based on their affinity to the University during their time as students, from Greek life to Bar Society and other common interests. In essence, these are "affinity Chapters" instead of "regional Chapters."

Community Outreach

A programming area for events that is geared towards giving back to the community through service, school recruitment and publicity.

Community Relations Committee

The committee is responsible for increasing awareness, and establishing a presence of the Chapter and the University in the region.

Event Budget Form

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

A simple spreadsheet to calculate projected and actual expenses and revenues for paid events.

Events Committee

The committee is responsible for the overall success of chapter events.

Event Planning Checklist

A checklist for events to support the successful implementation of all events.

Event Proposal Form

A form that compiles all the details for an event into one document for quick and easy reference.

Fellowship

A programming area for events that is geared towards athletic, social, cultural and lifelong learning experiences.

Freely Give Community Service Project

This event brand exemplifies the motto of Pepperdine University through a local community service project.

Freely Give for the Holidays Reception

A social/networking event during the holiday season that offers a service component that utilizes the motto of Pepperdine University in the brand (i.e. toy drive, clothing collection, canned food drive, etc.).

Grape Escape

A social gathering with a creative name that usually involves wine and cheese-tasting.

Membership Development Committee

The committee is responsible for strengthening relationships and establishing personal connections with alumni before and after events, and informs them about upcoming Chapter activities.

Network

A network is based on career or industry to provide a forum to draw alumni in similar fields together for professional development, regardless of school affiliation or location. In essence, these are "industry Chapters" instead of "regional Chapters."

New Graduate Night to Network

An event to celebrate graduating students in a region and connect them with the business community of alumni and parents.

New Student Send-Off Party

Organized by the Seaver College Parents Program, annual celebrations to connect freshman students with peers in their region before the academic year begins.

Night to Network

A more structured event than social gatherings with an emphasis on professional development and networking.

Non-Paid Event

A chapter event that does not incur any direct costs requiring purchase of food, ticket sales or any other expenses.

Paid Event

A chapter event that incurs costs and/or generates revenue.

Post-Event Report

A form that documents the strengths and weaknesses of an event to provide guidance for future event planning.

President

PEPPERDINE UNIVERSITY

ALUMNI ASSOCIATION

Serves as a core position on the Chapter Executive Board representing the alumni Chapter as the elected liaison to the Pepperdine University Alumni Association and oversees activities and delegates responsibilities to officers and committees.

Regional Developing Board

Comprised of volunteers that organize and work to develop a Chapter. Once developed, the board evolves to a Chapter Executive Board with the appropriate officers and committees.

Regional Representative

A volunteer in a developing chapter or region.

Secretary

An optional Chapter Executive Board position responsible for taking minutes at meetings and serving as a Chapter historian.

Society

A Club/Society is an informal gathering of alumni based on their affinity to the University during their time as students, from Greek life to Bar Society and other common interests. In essence, these are “affinity Chapters” instead of “regional Chapters.”

Step Forward Day

A University-wide day of service to encourage everyone to use this to step forward and continue serving through out the year (always scheduled the first Saturday after Labor Day).

Vice President of Community Relations

Serves as principal ambassador to the local community and participates in outreach related to increasing overall attendance at Chapter events and Pepperdine’s identity in the local community.

Vice President of Membership Development

Serves as a core position on the Chapter Executive Board responsible for alumni outreach in the region by developing processes for engaging and establishing strong personal connections with alumni.

Vice President of Programming

Serves as a core position on the Chapter Executive Board to develop annual calendar of events, proposes budget, and supervises all event charges with guidance and support from officers and committees.

Vice President of Volunteer Services

Responsible for incorporating service opportunities into chapter programming and developing a process for implementing a mentorship program to connect students and recent graduates with alumni.

Volunteer Services Committee

The committee is designed to fulfill the mission of the University by coordinating activities involving volunteerism and community service for the Chapter.

Waves of Excellence Award

An individual award bestowed upon a Chapter leader who embraces the mission of the University and actively engages alumni, parents, students, and friends beyond the status quo of events.

Waves of Service

The Global Service Program acknowledges and celebrates alumni living Pepperdine’s mission through service, facilitates connections in support of service events, projects and initiatives; and changes the world and the lives of people in need.

Waves Work

Quarterly conference call workshops to provide training for all Chapter leaders.

Welcome Home Party

An event to celebrate the return home of current and graduating students in a region.