

PEPPERDINE UNIVERSITY

DEVELOPING CHAPTER GUIDELINES

Your decision to be involved as a volunteer alumni leader in the development of a successful alumni chapter is one that will bring you great rewards. Forming and developing a new chapter, or revitalizing a previously existing or inactive chapter, can be an exciting, challenging, and rewarding experience. Chapter leadership provides alumni the opportunity to actively participate with the Pepperdine University Alumni Association and continue building and strengthening relationships between alumni, parents, and friends.

Alumni chapters create communities of University support and spirit and thereby extend the boundaries of the University across the nation and around the world. Our alumni chapters include alumni from all five schools of Pepperdine University¹, parents, and friends of the University. Consequently, the role and purpose of an alumni chapter must be consistent with the goals of the University.

There are standard qualifications for being considered a *Chapter*. One of these qualifications is to hold a successful *Regional Event* and to be a *Developing Chapter* for one year. If your chapter does not meet all of the criteria set forth, it may fall into another supported category listed below.

Regional Event

- One event held in an area where there is a low alumni population, but where there is enough interest for an event
- The step before attempting *Developing Chapter* status
- *Developing Chapters* that do not get approval for *Chapter* status
- *Chapters* that no longer have the support and participation needed to maintain *Chapter* status and meet *Chapter* status requirements
- Events are subject to university opportunity or volunteer suggestions/support
- Event not guaranteed within a fiscal year

Developing Chapter

- One-year period of establishing a chapter
- Substantial support from the Alumni Services Office (ASO) to include website design and updates, calendar listings, broadcast e-mail support
- Must hold four executive board meetings and up to three events within a fiscal year
- Signed petition of five members and support document of an additional 10 members **must be submitted** before support from ASO will commence
- Chapter Committee approval must be received before support from ASO will commence
- Will be considered for *Chapter* status once one year of *Developing Chapter* status is completed successfully (see necessary steps below)

Chapter

¹ The Five schools of Pepperdine include Seaver College, The Graziadio School of Business and Management, Graduate School of Education and Psychology, School of Law, and School of Public Policy.

- Full support from ASO to include website design and updates, calendar listings, broadcast e-mail support, occasional mailings, calendar planning assistance, leadership training, advice, direction, and resources
- Petition **must** be submitted and approved before *Chapter* status can begin
- A maximum of four quarterly mixers and three events supported by the university a fiscal year

Once you receive *Chapter* status, please note that *Chapters* will be reviewed on a yearly basis by the Chapter Committee² and ASO. Each year, a new petition must be signed and approved by the Chapter Committee and ASO. If we feel that your chapter is not meeting the requirements for a fully supported *Chapter*, we will reevaluate your chapter's standing and take action from there.

The success of the Chapters Program depends on your dedication and on the open communication that exists between your *Developing Chapter* and ASO. In addition, offering a variety of events that appeal to the different audiences in your area will increase your success rate and *Developing Chapter* strength.

To ensure that interest and participation exist in an area before fully establishing a *Chapter*, we have developed the following steps below. During *Developing Chapter* status, the ASO will be available to you as a resource; however, you will not receive the full scope of support that an established *Chapter* receives from ASO. Once you have completed the steps below and have shown that a successful chapter can exist in your area, your *Developing Chapter* will be reviewed by ASO and the Chapter Committee to qualify for *Chapter* status. Approval is subject to chapter performance, event success, participation levels, and available ASO support. ASO and the Chapter Committee have final authority on all *Chapter*, *Developing Chapter*, and *Regional Event* matters.

Required Responsibilities for a *Developing Chapter*:

- Identify the regional radius and zip codes for *Developing Chapter*
- State purpose and identify goals of *Developing Chapter*
- Create a survey or questionnaire to be e-mailed to all alumni, parents, and friends in the area
- From the survey, identify at least five people that are interested in leadership roles and 10 people that are interested in a supportive role. A parent representative for the leadership team is highly recommended.
- Develop an executive board consisting of a president or co-presidents and at least four other board members. Subcommittees that report to each board member are recommended.
- Develop a support document of at least 10 members (in addition to the executive board members) who are committed to seeing the *Developing Chapter* grow and succeed and are committed to attending events
- Develop a yearly calendar of meetings and events.

² The Chapter Committee is a governing body of the Alumni Board that has authority to accept or deny new chapter requests and supports established chapters with guidance and recommendations.

- Up to three chapter events (inclusive of a mandatory service project event) and four Executive Committee meetings to be held per year to be eligible for *Chapter* consideration.
- Events should fall into one of the following categories: educational, social, service, networking, cultural, or athletic.
- Complete post event evaluation forms to be submitted to the ASO no later than two weeks after the event.
- Provide ASO e-mail addresses and contact information of interested alumni to be entered into the alumni database and coded for interests and activities
- Maintain communication with ASO at least once a quarter to report progress
- Complete quarterly evaluation forms to be submitted to ASO on Jan.1, April 1, July 1, and Oct. 1 or whatever timeline is created between ASO and the *Developing Chapter*, dependant on commencement of *Developing Chapter* status.

Alumni Services Office Support of *Developing Chapter*:

- Offering advice, direction, and resources for your developing chapter in planning events
- Provide online tools to promote the developing chapter including a developing chapter homepage and WebEvents calendar
- Update the Alumni Board on developing chapter progress and upcoming activities
- Assistance with a maximum of three events (inclusive of a mandatory service project event): taking online RSVPs and generating an attendance sheet for the event
- Broadcast E-mailings:
 - proofing, revisions, addition of Alumni Services announcements and contact information
 - collection of updated alumni contact information from the database
 - actual e-mailing to constituents
- Financial Assistance: processing of credit card payments through online registration, funds to purchase bulk tickets
- Fielding questions from and recruiting volunteers for the developing chapter
- Consultation from the Chapter Committee as needed
- Alumni contact information updates into the Pepperdine database

Your contact at Pepperdine University:

McKenna Glasgow
 Manager of Chapters and Regional Programs
 24255 Pacific Coast Highway
 Malibu, CA 90263-4983
 310.506.4983
mckenna.glasgow@pepperdine.edu.

We wish you much success in trying to start a chapter in your area. Please let us know if we can be of assistance in any way. We're here as a resource, so use us to create a successful and rewarding developing chapter.

Alumni Services Office
 Pepperdine University

Developing Chapter Petition

I _____ (name) agree to the guidelines and requirements of the Pepperdine University Alumni Association Developing Chapter Guidelines and Petition. Listed below are the names of the executive board members that share in this agreement and agree to carryout the objectives stated above in _____ (city or region).

President's Information

Name

Alumni (School Name)

Signature

e-mail address

phone number

Name

Alumni/Parent (circle one) (School name)

Signature

e-mail address

phone number

Name

Alumni/Parent (circle one) (School name)

Signature

e-mail address

phone number

Name

Alumni/Parent (circle one) (School name)

Signature

e-mail address

phone number

Name

Alumni/Parent (circle one) (School name)

Signature

e-mail address

phone number

