

Alumni Leadership

Welcome to the Troy University Alumni Association. As a local chapter leader, you hold one of the most valuable positions in the Troy Alumni Association. As an alumnus or friend, you provide a vital link between the university and the public.

Alumni and friends of Troy will be looking to you for information about the university. As a university spokesperson, it is essential that you are able to provide them with this information and answer any questions they may have.

The purpose of this manual is to provide you and your officers with the proper tools and the guidance your alumni chapter needs to work more effectively for Troy University.

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The Troy Alumni Association

Purpose and Objectives

The purpose and objectives of the association shall be as follows:

- a. To support the Chancellor, Board of Trustees, Administration, Faculty, Staff and Student Body of Troy University;
- b. To promote the interests of Troy University alumni and their continuing post-academic enrichment;
- c. To promote mutually beneficial relations between the university and its alumni;
- d. To promote continuing alumni interest in and loyalty to Troy University through programs, services and merchandise;
- e. To assist in the recruitment of outstanding students for Troy University;
- f. To endeavor to provide scholarships for students in Troy University.

The role of the association and its Board of Directors in relation to administration of Troy University shall be purely advisory in nature.

Chapter Composition

The purposes and goals of the Alumni Association have been outlined previously in this handbook. It is the sincere belief of all the association officers that these purposes and goals can be effectively reached through the organized efforts of local chapters. For example, student recruitment goals can be more easily met by using the more personal and individual methods available at the chapter level. Active alumni involvement can be effectively realized by utilizing an extensive area chapter organization. Working together, the Alumni Association and the local chapters can develop a strong base of interest and support of the university.

Because of the interdependence of the Alumni Association and the local chapter, the governing body of the Alumni Association is organized in such a way as to provide a broad base of leadership and a maximum utilization of the members.

A Board of Directors governs the Alumni Association. This board is composed of the association officers: immediate past president, president, vice-president, treasurer, and executive director. Also on the board are 13 directors, elected from the general membership for four-year terms.

The Executive Committee of the Board of Directors shall be empowered to transact business for the association during intervals between meetings of the Board of Directors. This committee will be composed of the president, vice-president, the executive director, the immediate past president, and the treasurer. The chancellor of the university shall be an ex-officio member of this committee. Executive Committee actions shall be subject to review by the Board of Directors.

The Director of Alumni Affairs will fill the executive director position on the Alumni Association Board of Directors. He/She acts as a liaison between the Alumni Association and the local chapters, coordinating university services and resources among the three parties.

The Alumni Association Board of Directors is organized into standing committees as outlined in the Constitution and as deemed by the president. These committees encompass the major areas of concern and activity of the Alumni Association.

Their own Board of Directors likewise governs the local chapters: president, president-elect, secretary, treasurer and others as deemed by each chapter. This group, along with an appointed chapter member at large, functions as the executive committee for the chapter. The local chapters are also organized into standing committees. Projects, programs and objectives can be most effectively accomplished through a committee system, which also ensures maximum membership involvement.

Policies and Procedures

Troy University Office of Alumni Affairs

The responsibilities of the Troy University Office of Alumni Affairs in regard to support of chartered Troy alumni chapters are as follows:

1. To financially provide one mailing per year for the chapter for that chapter's annual meeting/event.
2. To provide an official speaker from the university for the chapter's annual meeting/event. (Example: The Chancellor, Athletic Director, Coach, Dean, etc.)
3. To provide name tags and other necessary paraphernalia to the chapter
4. To provide publicity about the chapter. (Example: The Troy University Magazine, Troy to U, emails, etc.)
5. To provide communication and information from the Alumni Affairs Office to the chapter.
6. To provide a chapter constitution to the alumni chapter and mail an individual constitution to all charter members.
7. To send the Troy Alumni Association's membership benefits package to dues-paying members of local chapters.

Only chartered alumni chapters will be recognized officially as representing the university.

Chartered Troy Alumni Chapters

The responsibilities of the chartered Troy alumni chapters to the Troy University Office of Alumni Affairs are as follows:

1. To organize and support at least three meetings per year including an annual meeting.
2. To inform the Alumni Affairs Office of all planned chapter functions. (A copy of any mailing from the chapter must be sent to the Alumni Affairs Office.)
3. To inform the Alumni Affairs Office, in a timely manner, of all new dues-paying members. The Alumni Affairs Office should have a complete and up-to-date roster of each chapter's dues-paying members at all times. Along with the list of chapter members \$5/member shall be due to the Alumni Affairs office. (A lifetime membership granted by an Alumni Chapter is not recognized as a lifetime membership into the Alumni Association). If a chapter wishes to count their lifetime members each year they must still send \$5.00 for each person on the roster.
4. To provide a list of all chapter officers and committee chairpersons (with addresses, phone numbers, and emails) to the Alumni Affairs Office within 30 days of the elections.
5. To inform the Alumni Affairs Office of address changes, name changes, deaths, etc, of Troy alumni of the chapter's constituency.
6. To organize, form and present at least one area scholarship to Troy each year. The scholarship must be reviewed through the Alumni Affairs Office before presentation to a student.
7. To provide representation for alumni from all Troy University campuses.

(Keep in mind that the Alumni Association and the chapter are different. There is only one Association and then the chapters are branches of that)

Remember to keep the Office of Alumni Affairs informed about your chapter's plans and activities.

We're here to help!

Organizing an Alumni Chapter

To form a new Troy University alumni chapter or to reorganize an inactive one requires a firm desire and commitment by a core group of local alumni and friends of the university. Alumni chapters are organized geographically by cities and their surrounding areas and by interest groups such as schools or colleges.

The following steps are suggested for starting or reorganizing an alumni chapter:

1. The first step is to call the Alumni Affairs Office at (334) 670-3318 to express an interest in forming or reorganizing a chapter.
2. Select and contact a nucleus of six to twelve alumni to act as an organizational committee. When putting together this committee, keep the following in mind: different age groups and different geographic areas should be represented. Also, if you are forming a geographic chapter, representation from all Troy campuses must be allowed. Call a meeting to decide upon a time, date and place for an organizational meeting to which all alumni in the chapter area will be invited. At the called meeting you may develop a tentative slate of officers and committee chairpersons. You will also need to review the sample constitution, develop a tentative chapter name and determine dues to be paid.
3. Decide upon the area to be served by the proposed chapter. The alumni office can determine whether a given area is available to be served by a chapter. If a proposed chapter overlaps an area already served, an agreement on boundaries will be negotiated.
4. Contact the Alumni Affairs Office, which will finance, prepare and mail announcements of the organizational meeting to alumni within the chapter area. If desired, the Alumni Affairs Office can offer suggestions for the meeting's program. An Alumni Affairs staff representative will be present at the meeting to assist in organizing the chapter.
5. At the organizational meeting, a slate of officers and chairpersons will need to be developed if not previously selected. Chapter goals, projects, programming and a chapter charter date should be discussed.
6. As a follow-up to the organizational meeting, the original contact person(s) should assemble a list of those who are genuinely interested in providing leadership and support to the new chapter. It should be determined when the chapter would like to charter and hold its annual meeting. The Alumni Affairs Office will then finance, prepare, and mail announcements of the annual/charter meeting to all alumni within the chapter area. All dues-paying members will vote on the proposed slate of officers and the Constitution at the annual charter meeting.

Election of Officers

It is the responsibility of the Nominations Committee to develop a slate of officers for the chapter each year the chapter elects new officers. The president-elect/vice president of the chapter chairs this committee. The committee members (two or more) shall be appointed by the chairperson with the advice of the Executive Committee.

This committee shall develop a slate of officers and chairpersons two months prior to the chapter's annual meeting.

The charter date of a chapter shall determine the date of that chapter's annual meeting. Deviation from this policy must be approved by the Director of Alumni Affairs 90 days prior to the election date.

Names and positions of new officers and chairpersons must be submitted to the Alumni Affairs Office no later than 30 days after the election.

Duties of Officers

As in any organization, the officers are the main key to success or failure. Through dynamic leadership and encouragement, the chapter will grow and prosper. Through improper management, it will probably fail and fade from existence. Leadership cannot be prescribed; however, by providing these officer guidelines, a base of operations and responsibilities can at least be established.

President

The president is the chief executive officer of the local chapter and, therefore, its single most visible symbol. The president should be involved to some degree in every aspect of chapter operations. A basic outline of his duties is as follows:

1. Encourage the observance of rules and policies of the alumni association and local chapter. In order to do this, a working knowledge of the Constitution and by-laws of both organizations is essential.
2. Aid the other local officers in the performance of their duties. It is the duty of the president to make sure that the officers discharge their responsibilities correctly and adequately. Therefore, he or she must have a working knowledge of the functions of each position.
3. Appoint committees and/or officers as prescribed by the Constitution or as local special situations arise.
4. Act as chairperson of the Executive Committee and oversee its functions and operation.
5. Take an active interest in the overall performances of each standing committee as prescribed by the Constitution and by-laws.
6. Provide for effective communications between the local chapter, the national association, and the university.

President Elect

The president-elect shall assume the duties of president upon the end of the president's term of office or in the event of the absence, disability or resignation of the president. As president-elect, and as a member of the Executive Committee, this officer should take an active role in the overall operation of the chapter and assist the president in the discharge of his other duties.

Secretary

The secretary is responsible for the records and correspondence of the chapter and should assist the president in overall operations as a member of the Executive Committee. The secretary's basic areas of responsibility are:

1. Maintain complete and accurate records including attendance at chapter activities and minutes of each business meeting.
2. Provide the Alumni Affairs Office with forms as required on meetings, elections, member rosters, officer rosters, etc.

Treasurer

The treasurer is responsible for the accounting of all the financial affairs of the chapter and as a member of the Executive Committee, should assist the president in the administration of the chapter. Major areas of responsibility include:

1. Collecting and depositing chapter funds in the chapter's financial account and maintaining accurate records.
2. Advise the Executive Committee on levels of revenue and balances.
3. Make recommendations as to a budget for each year.

(If you have questions about a tax ID number, please contact the Office of Alumni Affairs)

Executive Committee

The Executive Committee is to be chaired by the president of the chapter and is to act as the governing and controlling body within the chapter. The following are the major responsibilities of the Executive Committee:

1. To act officially for the chapter in all matters not requiring full chapter vote.
2. To make recommendations to the president on committee structure and committee selection.
3. To exercise financial control within the chapter.
4. To declare vacancies in any elected or appointed office or committee chair and to call special elections to fill the vacancies.
5. To establish the overall purposes, goals and directions and to oversee programs to meet those goals.

The Executive Committee should meet regularly to perform its duties.

Chapter Committees

Chapter goals, programs and projects can best be successfully achieved through committee structures. Committees not only reduce the amount of individual workload, but also ensure a maximum of membership involvement. Committees and committee members should be chosen carefully because this is the backbone of any local chapter organization. Some chapters may find that additional special committees are needed to meet special situations.

Membership Committee:

There is strength in numbers and by virtue of that; the Membership Committee is a very important one. This committee should be chaired by the secretary and perhaps should be the largest of all committees. The Alumni Affairs Office can provide the secretary with an up-to-date printout of all alumni on record living in that particular area, showing name, address, and graduation year. It is suggested that the committee divide the names equally, each member being responsible for contacting alumni on their particular list. It is through the genuine and personal interest shown that the chapter membership will grow. It should be noted that the printout is a service by the university and its use for anything other than chapter business is strictly prohibited by university policy. As an incentive, the Executive Committee may authorize awards given each year to the committee person achieving the highest number of new members generated from his or her list.

Duties: To work for increasing involvement of local alumni in chapter activities.

Organization: The chairperson should be the elected secretary of the chapter. The committee members (five or more) shall be appointed by the chairperson with the advice of the Executive Committee.

Committee Members: Effective committee members are those with a sincere desire to see the chapter grow and prosper. They will be extroverts, meeting and talking with strangers with ease.

Procedure: Within a month after appointment, the committee should meet to discuss goals and to decide on programs to meet goals in membership. The computer printouts provided to the secretary by the Alumni Affairs Office should be studied and divided equally among the committee members on a geographic basis whenever possible. Before each activity, it will be the responsibility of each committee member to personally contact alumni on each list. A telephone pyramid system can be used effectively for this purpose. Each committee member should keep an accurate record of alumni attending chapter activities from each list. This is done for award purposes and for adequate follow-up. The more personal and individual contact the greater the response from the area alumni.

Nominations Committee:

To the degree that good officers are important to the chapter, so is the job of the Nominations committee. Its responsibility will be to determine each year a slate of officers for the coming year that will ensure the continued success of the chapter. The president-elect should act as chairman of this committee to ensure officers for the coming year that he or she can work closely with.

Duties: To nominate a slate of officers each year to ensure the continued success of the chapter.

Organization: The chairperson of this committee should be the president-elect of the chapter. The committee members (two or more) shall be appointed by the chairperson with the advice of the Executive Committee.

Committee members: Committee members should be established professionally in the community. They should have knowledge of the alumni in the area and the requirements of office.

Procedures: Within a month after appointment, the committee should meet to discuss the qualifications needed for officers of the chapter.

Publicity Committee:

The functions of this committee are self-explanatory. However, this does not lessen the degree of importance. This committee will be responsible for the overall reputation of the group and also contribute greatly to the membership recruitment program. The chairperson should have, whenever possible, radio, TV, and newspaper contacts. The chairperson can be either appointed or elected as deemed by the chapter. It will be this committee's responsibility to make sure that notices of meetings, special events and other newsworthy items about the chapter or its members are carried by the local media. Items submitted to the Alumni Affairs Office will be released through the Troy University Relations Office.

Duties: To generate local recognition of chapter activities. To assist in the placement of university news in the local media.

Organization: The chairperson can be either elected from the general chapter membership or appointed by the president. The committee members (two or more) shall be appointed by the chairperson with the advice of the Executive Committee.

Committee members: Committee members whenever possible should have experience in dealing with the media. They should have working rapport with local media persons. They should be creative.

Procedures: Within a month after appointment, the committee should meet to discuss chapter activities and committee projects that will enhance the chapter programs. The committee should work closely with the Program Committee to ensure adequate coverage of all functions. The committee should work to establish a working rapport with local media, stressing personal contact as soon as possible. The committee should keep a record of all printed and electronic media coverage in order that weak spots are adequately followed up. The committee should establish a correspondence with the Troy University Relations Office in order to ensure an organized program from both the university and the local chapter.

Program Committee (Optional):

One of the purposes and goals outlined by this handbook is the cultural, academic and literary advancement of members of the association. That is the major responsibility of this committee. Programs by students, outstanding faculty, administrators, drama and/or music groups can be provided by the university through the Alumni Affairs Office. These programs coupled with those secured on the local level should ensure meetings that are both informative and entertaining. The Program Chairperson may either be an elected or appointed office as deemed by each local chapter. People like to be associated with successful things, and alumni chapters are no exception. With this in mind, the overwhelming importance of good programming at the chapter level becomes apparent. Therefore, the committee should represent a cross-section of the chapter's members to ensure programming covering a myriad of interests.

Duties: To be responsible for the program at each activity. To make all necessary physical arrangements for each meeting, event, activity, and project.

Organization: The chairperson of this committee shall be elected or appointed as deemed by each local chapter. The committee members (three or more) shall be appointed by the chairperson with the advice of the Executive Committee.

Committee members: Committee members should come from a cross-section of the general chapter in order to cover the myriad of interests. They should be experienced in managing special events. They should have access to needed facilities. They should have fresh programming ideas.

Procedures: Within a month after appointment, the committee should meet to discuss chapter goals in programming and events and activities to meet these goals. Special events should be planned well in advance to allow for proper management. Programming requests from the university should be submitted to the Alumni Affairs Office with alternatives well in advance of each event. A wide range of events should be scheduled including educational, social, cultural, and athletic programs. The program committee should work closely with the publicity committee and the scholarship committee to ensure adequate programs and coverage for overall chapter goals.

REWARDS PROGRAM FOR ACTIVE ALUMNI CHAPTERS

We encourage each chapter to be active and work hard to promote Troy University and its programs. We now have implemented a rewards point system that allows the Alumni Affairs office to recognize those chapters whose performances during the year have met or exceeded their goals and objectives. At the end of the year our office will tabulate the scores and recognize those chapters that have excelled with the CHANCELLOR'S AWARD. The awards will be given out each year at the "Annual Troy Spring Reunion Banquet" held in March.

Alumni Chapters will receive points for meeting and exceeding their goals and objectives in the following categories.

Membership Your chapter will be given **25 points** for each new member that joins between February 15th and February 14th of each year. **50 points** will be awarded to each chapter that has an annual increase in paid membership.

Chapter Meetings **50 points** will be awarded to each chapter that meets at least 3 times per year. Anytime your chapter meets as a group in Troy for tailgating or other activities an additional **25 points** for each event will be awarded. We recommend the following three meetings:

1. Business
2. Fundraiser - examples of fundraisers would be a golf tournament, pancake supper, or a "draw-down".
3. Fun activity – examples of fun events would be a family picnic, tailgating at Troy games, or a barbecue.

Leadership The Troy Alumni Affairs office plans to have two separate alumni Chapter leadership conferences each calendar year. One in the summer and the other in the winter. **50 points** will be awarded to chapters for each officer represented at each meeting.

Scholarship **50 points** will be awarded for each scholarship your chapter funds (\$300 or above). The Troy Alumni Affairs office has as one of its primary goals to increase Troy CAR TAG sales throughout the state. Troy receives \$38.50 of the additional \$50.00 that you pay for the Troy tag, all of which goes to revenue for scholarships. **25 points** will be awarded to your chapter for every chapter member that buys a Troy tag each year. Chapters will have to provide a list of members who participate in program.

Committees

We encourage each chapter to set up the following committees as well as others they deem necessary. **100 points** will be awarded to the chapters with these four active working committees.

1. Scholarship
2. Membership/Phonathon
3. Activities/Program
4. Fundraising

An additional **25 points** will be awarded to the chapters for each additional active working committee. An example of this would be a CAR TAG Campaign Committee.

*A working committee will be defined as a committee that meets at least once a quarter (4 times a year).

Recruitment

25 points will be given to a chapter who brings in at least 10 prospective TSU students to alumni functions each year. An additional **5 points** will be earned for each student over 10 that attend any of the chapters' functions.

Flag Campaign

50 points will be given to a chapter who sells a minimum of 10 flags. **5 points** will be awarded for each additional flag sold.

Special Projects

Chapters may earn **50 points** for each of the special project activities.

Activities:

1. A billboard advertising Troy University in its area.
2. A program that promotes Troy at local civic clubs using a Troy representative. An example of this would be a coach, athletic director, admissions person, band director, administrator, etc. to speak at local Rotary, Lions, Kiwanis Club, etc.
3. A membership drive or phonathon.
4. Special projects provided by the chapter can be submitted for consideration for points.

Product Placement

50 points will be given to a chapter who receives permission from a business to place a Troy University product in their establishment. For each establishment that a product is placed in the chapter will receive **50 points**. For each additional product placed in an establishment after the initial product is placed, the chapter will receive **10 points**. The chapter must have a signed

form (form attached in appendix) and turn in the form at the time that rewards points are turned in.

Awards

1. The **Chancellor's Award** will be given by the Chancellor to all chapters who exceed 1000 points in a calendar year, with points coming from **at least six** of the above eight categories.
2. **Special awards** will be given to those chapters in each category (**large**-100 members or more at the beginning of the calendar year; **small**- less than 100 members at the beginning of the calendar year) who have the largest number of points during the calendar year.
3. Alumni Chapter with the **most new members**.
4. Chapter with the **largest paid membership**.
5. "WE ARE TROY" Award for **most school spirit**. The chapter that displayed the most school spirit during the year by attending Troy sporting events as a group, tailgating, selling school flags and Troy car tags, attending pep rallies, being involved in alumni functions and promoting the Trojan spirit with great enthusiasm.
6. **Flag Campaign Award** for the most flags sold.
7. **Car Tag Campaign Award** for the most car tags sold. This portion will be counted separately and not included in total points due to the fact that only chapters located in Alabama will be able to participate.
8. **New Chapter of the Year Award**.
9. **Most Scholarship Monies** given by a chapter.
10. **Outstanding Project Award**.

The Troy Alumni Chapter Development Coordinator will correspond with each chapter on a yearly basis to gather data and quarterly basis provide technical assistance for the rewards program.

KEEPING CHAPTER INTEREST ALIVE

SUCCESSFUL EVENTS AND MEETINGS

-Plan Ahead

Take care of potential problems before they occur. Make sure event planning committees are staying on top of their projects. Don't be caught by surprise. Plan well and the event will go smoothly. You will sleep better the night before.

-Be Creative

Sometimes a change of pace is just the kick-start a chapter needs to re-energize itself. Family Bar-B-Q's, special guest speakers, Happy Hour, bowling, softball games, etc.

-Have Balance

Host a wide variety of events. Not only will you membership like the diverse Programs, but an entirely different group of people will attend. This is a great way to broaden and expand your membership.

-Meet Regularly

Regularity helps membership to attend meetings. For example, if your membership knows that on the first Thursday of every month your Chapter meets at the local country club at 6:30 pm, more can plan to attend.

-Make it Easy

Keep meetings short and to the point. Don't spend too much time on one topic, especially if there is a guest speaker.

SUCCESSFUL VOLUNTEERS

-Be a Good Leader

Lead by example. When you are responsible for a project, make sure it gets done on time. Remember, volunteers are just that- volunteers. Make them feel like they are contributing to the chapter effort; keep them in the loop on decision-making.

Greet each participant as they arrive and thank each as they leave. Encourage your officers to circulate throughout the event to make sure each participant is addressed.

-Show Appreciation

Be grateful. Always thank your volunteers during meetings for their good work; they will be more inclined to help again. Allow their creative input whenever possible, and be flexible; be willing to do things differently than you would do them. Send hand written thank you notes to your volunteers.

-Communicate Effectively

Members need to know how they can volunteer, what benefits your chapter has to offer, when and where they can meet other alumni, and how they can get more involved.

Get personal. Send hand written notes to key members when appropriate, and personally invite people to join and attend Chapter events.

HOW TO RECRUIT STUDENTS

Admissions Requirements-

Unconditional Admission- 19 ACT/910 SAT and 2.0 GPA/4.0 scale

Conditional Admission- 16, 17, 18 ACT/780-900 SAT and 2.5 GPA/4.0 scale

TUITION AND FEES (PER SEMESTER)

In-State

Undergraduate tuition \$177.00
(Per credit hour)

Student Activity Fee \$108.00
\$9 per credit hour (maximum)

Registration fee \$50.00

General University Fee \$6
(per credit hour)

Out-of-State

Undergraduate tuition \$354.00
(Per credit hour)

Student Activity Fee \$108.00
\$9 per credit hour (maximum)

General University Fee \$6
(per credit hour)

Registration fee \$50.00

Meal Plan

Carte Blanche w/\$25 flex dollars \$1,442.88
14 Meal Plan w/350 flex dollars
9 Meal Plan w/500 flex dollars
75 Block Meal w/650 flex dollars

Housing

Traditional Dorm \$1,200.00
Premium Housing \$1,405.00-\$2,250.00

Out-of-State Service Areas (receive in-state tuition)

Florida- Bay, Calhoun, Holmes, Jackson, Okaloosa, Walton, and Washington

Georgia- Baker, Calhoun, Chattahoochee, Clay, Decatur, Early, Harris, Heard, Macon, Marion, Meriweather, Miller, Muscogee, Quitman, Randolph, Schley, Seminole, Stewart, Sumter, Talbot, Taylor, Terrell, Troup, Upson, and Webster.

Scholarship Information

Millennium Scholar's Award- Full tuition, room, and board

Requirements: 31 ACT/1380 SAT and 3.7 GPA/4.0 scale or National Merit Finalist/Semifinalist

Chancellor's Award- Full tuition

Requirements: 27 ACT/1220 SAT and 3.5 GPA/4.0 scale

Excellence in Leadership Award- The amount of these awards varies

Requirements: 22 ACT/1030 SAT and 3.0 GPA/4.0 scale

Counselor recommendation; interview with TROY faculty/staff; resume of leadership activities. Upon enrollment, the recipient will be required to attend a leadership seminar each semester and must agree to serve three hours per week in a leadership intern position. Application deadline is January 15th.

ALUMNI CHAPTER PRESIDENTS

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- Date Product Placed:

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Troy University Alumni House
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Troy, AL 36082