

# Taking Your Chapter to the Next Level

*Diana Fontaine*  
*Associate Director of Alumni Chapters*  
*2018 Alumni Leadership Assembly*



UNIVERSITY OF  
**GEORGIA**

# **TAKING YOUR CHAPTER TO THE NEXT LEVEL**

**Events and Programming**

**Chapter Board**

**Communications and Social Media**

**Pillar to Arch and Outstanding Arch Chapters**



# CALENDAR OF EVENTS

## **Stay with what works.**

If you have a great event, make it an annual event people can look forward to each year or consider a monthly series.

## **Consistency is key.**

Try to avoid 1+ month(s) between events – keep the calendar fresh and engaging!



# CALENDAR OF EVENTS

## **Participate in Nationwide Events.**

Ideally, every active chapter should have an event for their members to attend – that's four events you can keep on your chapter's calendar every year!

**Keep an eye on the Chapter Leader Facebook group for ideas.** If you love the brainstorming that happens at ALA, take a look at the Facebook group, points sheet, or Alumni Association event calendar to see what other chapters are doing!



# CHAPTER INTEREST SURVEY



## St. Louis Alumni Chapter Interest Survey

What type of events would you like the alumni chapter to plan? Please check all that apply.

Social events that allow alumni to connect and engage with one another in a social setting

Service events that invite alumni and friends to serve and engage with the community

Source: [https://ugeorgia.qualtrics.com/jfe/form/SV\\_01g4myym9a2sUqF](https://ugeorgia.qualtrics.com/jfe/form/SV_01g4myym9a2sUqF)

[Web Viewer Terms](#) | [Privacy & Cookies](#)

[Edit](#)



UNIVERSITY OF GEORGIA

# INTENTIONAL EVENT PLANNING

## **Pre-Event:**

Establish event goals and acknowledge your target audience. Submit your event request form *at least 2 weeks* in advance to allow time to promote the event.

## **Opener:**

Greet everyone who attends with a warm welcome and facilitate conversation between attendees.

## **During the Event:**

Establish meaningful, lasting connections – make sure everyone who attends talks to at least one board member!

## **Closing:**

Thank everyone for coming and provide every attendee with an action item as they leave. Like us on Facebook, come to our upcoming event, etc.

## **Post-Event:**

Follow-up with attendees so they can stay connected with the chapter. Collect feedback about the event and seek ideas for future programming.



# CHAPTER BOARD

**Identify what your board needs are.** Look at what your board does well and what you're currently missing from leadership. Does nobody like to manage social media? Need someone to facilitate affinity programming?

**Adopt Bylaws.** Set expectations for the number of board meetings, the responsibilities of each board member, etc. Being explicit about board member responsibilities helps to prevent burnout and increase retention.

**Have a succession plan.** Ensure the chapter doesn't experience a lapse in leadership by establishing a leadership succession plan. This may include defining term limits and establishing an election or interview processes for board positions.



# CHAPTER COMMUNICATIONS

## **When you have an event, make sure *everyone* knows about it.**

People find out about chapter events in a variety of ways. Once you've submitted an event request form, make sure you promote the event through your social media and listserv for those who don't get UGA emails – get creative to promote large events.

## **Use your listserv!**

The listserv is a direct line of communication between you and your chapter members. People join because they want to hear from you – be sure they do! You may be surprised by how many subscribers you have..

## **Send a “stay connected” evite.**

Send an evite to your chapter area encouraging alumni and friends to sign up for the listserv, connect with the chapter on social media, or solicit volunteers and potential board members.





# SOCIAL MEDIA

**Spend time cultivating your social media presence.** The more frequently you post and the more people engage with your content, the more present you'll be on people's feeds.

**Align with UGA chapter brand guidelines.** Use your official UGA alumni chapter logo as your profile picture and do not alter the logo or UGA Trademarked images on your profile.



# SOCIAL MEDIA

**Have personality!** Be creative and have a social media presence that aligns with your chapter's personality.

**Try a feature series.** Use Facebook to highlight members of your board, outstanding local alumni, or alumni-owned businesses in your area.

**Diversify your content.** Change up the UGA topics you post about! Football, Athens/nostalgia pieces, academic research, outstanding students, etc.



dawgsinvegas  
Las Vegas, Nevada



Liked by johngingram and 112 others

dawgsinvegas Friday at work before game day...this is going to be the longest day in the world!!! Go DAWGS!!!

[View all 5 comments](#)



UNIVERSITY OF GEORGIA

# READY FOR ARCH?

**If you participate in all nationwide events and can host 2 more events per year, you can meet Arch chapter expectations!**

**In 2018, 4 chapters transitioned from Pillar to Arch chapters.**

Austin

Philadelphia

San Diego

Tampa Bay



# ALREADY AN ARCH CHAPTER?

**Strive for Super-Arch status!**

**In 2017, 4 Arch chapters hosted more than 20 events each.**

Charlotte

Colorado

Metro Atlanta

Washington, D.C.





*Questions?*

*Questions after this weekend?  
alumnichapters@uga.edu*



UNIVERSITY OF  
GEORGIA