



COPPIN
STATE UNIVERSITY

**National Alumni
Association**

ALUMNI CHAPTER HANDBOOK



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Thank you for your interest in leading the creation of a new Coppin State University Alumni Chapter. Alumni Chapter leaders act as liaisons between the Office of Alumni Engagement and the alumni community. Your support is critical to our engaged network of more than 16,000 Coppin alumni worldwide.

Coppin State University National Alumni Association (CSUNAA) exists to provide opportunities for its members to maintain a close relationship among themselves and with Coppin State University, to aid in the University's growth and development, to keep members informed about activities, existing conditions, and progress at the University, and to provide support for the University's programs and fundraising efforts. Our vision is to be the most engaged alumni network in the nation. This handbook is designed to serve as a resource to establish and maintain successful Alumni Chapters. It guides chapter structure, offers programming ideas, and resources to improve success.

ADVANTAGES OF AN ALUMNI CHAPTER

There are several benefits of establishing an Alumni Chapter. By establishing an Alumni Chapter, Coppin alumni will be able to:

Connect with Fellow Alums | Reconnect with old friends, make new friends, expand professional networks, or exchange ideas with alumni from a specific academic school or college, in a specific community, or with similar interests.

Stay Current on Coppin News and Updates | Get timely updates regarding the latest Coppin news, events, and opportunities to support the University.

Give Back | Partner with fellow alumni to volunteer as a group in your community or organize events to raise funds to ensure future generations of Coppin alumni have the same opportunities and experiences you fondly remember.

ALUMNI CHAPTER ROLE AND EXPECTATIONS

The role of Alumni Chapters is to promote and support the mission of Coppin State University and CSUNAA in their local community. Each chapter highlights alumni success and increases alumni participation by creating meaningful opportunities to foster relationships and lifelong learning among alumni.

CSUNAA and its Alumni Chapters serve as volunteer ambassadors. CSUNAA and Alumni Chapter members are expected to partner with the Director of Alumni Engagement, who provides strategic direction, marketing, and other support in alignment with University priorities. Each chapter manages its meetings and events that are aligned with Coppin State University's mission. Alumni Chapter members are expected to adhere to the Code of Conduct while representing Coppin State University and engage all members of the community and stakeholders in a manner that upholds the university's reputation and standards.

TYPES OF ALUMNI CHAPTERS

There are three types of Alumni Chapters. This includes:

Academic Chapters | Provide a platform for alumni from a specific school or college to engage with former classmates (College of Health Professions, College of Business, School of Graduate Studies, etc.).

Affinity Groups Chapters | Unite alumni with specific interests (former athletes, members of student government, campus clubs and organizations, Veterans, etc.).

Geography-based Chapters | Connect alumni in a defined geographic region (DMV, Western Maryland, Georgia, Florida, Texas, etc.).

STEPS TO ESTABLISH AN ALUMNI CHAPTER

Alumni Chapters provide meaningful opportunities for Coppin alumni to develop friendships, expand professional networks and connect with like-minded individuals while creating communities that promote Coppin's mission and highlight alumni achievement and success.

Follow these simple steps to establish an Alumni Chapter:

Step 1: Determine the type of Alumni Chapter. For Affinity or Geography-based chapters, identify the common interest or specific geographic region. At this time, CSUNAA will permit one academic chapter to be named for each school or college at the University.

Step 2: Gather a group of alumni who share your interest.

Step 3: Submit an application and petition for a charter. Alumni Chapters must be approved by the Director of Alumni Engagement and the CSUNAA Executive Board.

Step 4: Once approved, work in collaboration with the Director of Alumni Engagement and CSUNAA Parliamentarian to establish the constitution and bylaws, set chapter goals, determine meeting dates, and plan activities to support the Alumni Chapter.

Step 5: Start promoting the Alumni Chapter to fellow Coppin alumni.

Alumni Chapter membership and events must be open to all graduates and former students of Coppin State University or the University under any of its former names.

All guidelines in the CSUNAA Constitution and Bylaws and this handbook must be followed, or the Alumni Chapter may risk suspension or dissolution by the Director of Alumni Engagement and the CSUNAA Executive Board.

CHAPTER STRUCTURE

Alumni Chapter approval must come from the CSUNAA Executive Board and the Director of Alumni Engagement. Each Alumni Chapter shall elect its officers and finalize its constitution and bylaws, which must conform with those of CSUNAA. Once chapters are formally established, officer nominations and elections should be scheduled for the same timeframe as CSUNAA. The Director of Alumni Engagement and the CSUNAA Parliamentarian will provide support and guidance to create the constitution and bylaws for each Alumni Chapter. One representative from each active alumni chapter shall serve as part of the CSUNAA Executive Board. All officers shall serve for a term of two (2) years and are eligible for reelection to a second consecutive term.

Chapter dues are \$30.00 per year. The funds shall be used for programming and events to support the mission of Coppin State University and CSUNAA within the chapter. An active membership roster of the Alumni Chapter shall be submitted to CSUNAA and the Office of Alumni Engagement by September 30th of each year.

Alumni Chapters are entities of Coppin State University and the Coppin State University National Alumni Association.

Any contract or agreement, to plan an event or otherwise, must be submitted to the Office of Alumni Engagement for review and signature by the Vice President of Institutional Advancement. Alumni Chapter representatives are not permitted to sign contracts on behalf of the Alumni Chapter or CSUNAA.

All guidelines in the CSUNAA Constitution and Bylaws and this handbook must be followed, or the Alumni Chapter may risk suspension or dissolution by the Director of Alumni Engagement and the CSUNAA Executive Board for non-compliance with University or CSUNAA policies and procedures.





ALUMNI CHAPTER SUSPENSION AND DISSOLUTION

The Office of Alumni Engagement and CSUNAA will make every effort to provide the appropriate tools and resources necessary to create and maintain sustainable Alumni Chapters. However, if Alumni Chapters are unable or unwilling to maintain the minimum requirements, they may face suspension or dissolution.

Alumni Chapters may be suspended if the Executive Board is no longer interested in or is unable to:

- Carry out the mission of CSUNAA, Coppin State University, or
- Fulfill the duties as outlined in the constitution and bylaws of CSUNAA and the Alumni Chapter.

In the event the Director of Alumni Engagement and CSUNAA Executive Board suspend an Alumni Chapter, the following will take place to sustain the chapter:

- A written notification of suspension will be sent to the Alumni Chapter President signed by the Director of Alumni Engagement and the President of the Alumni Association.
- Alumni Chapter acknowledges suspension upon receipt of notification from the Director of Alumni Engagement and President of CSUNAA.
- The notification shall include a request to engage in a conversation between the Alumni Chapter Executive Board, CSUNAA Executive Board, and the Director of Alumni Engagement to discuss the status and possible alternatives to sustain the Alumni Chapter.
- Based on the conclusion of this joint conversation, the CSUNAA Executive Board will make a recommendation (based on a majority vote) to determine the status of the Alumni Chapter (resume operation, continue suspension, or dissolution).
- If the decision is made to continue the suspension or dissolve the chapter, the Alumni Chapter members will be notified by written notification from the CSUNAA President within five (5) business days of the decision.
- If the Alumni Chapter is unable to appropriately resolve the issue(s) within one year of suspension, the Alumni Chapter may be dissolved by recommendation from the Director of Alumni Engagement and a majority vote of the CSUNAA Executive Board.

OFFICER ROLES

Upon approval of the Alumni Chapter, the Executive Board may initially include a minimum of three (3) Executive Board members (President, Treasurer, and Secretary) but should aim for a full board (President, First Vice President, Second Vice President, Treasurer, Recording Secretary, Parliamentarian, and Sergeant-at-Arms) as the chapter grows.

The President shall:

- Preside at all meetings of the Alumni Chapter and the Executive Board.
- Represent the Alumni Chapter at all formal meetings, events, and activities when a request is made for representation.
- Appoint all persons for committees not otherwise provided for in the Constitution and Bylaws.

The First Vice President shall:

- Serve as liaison representative of the Alumni Chapter.
- Coordinate programs and activities of the Alumni Chapter, excluding the Membership Committee.
- Perform all duties of the President in the absence of the President.
- Perform other duties assigned by the President or the Executive Board.
- Assume the office of the President in the event of resignation, removal from office, or death.

The Second Vice President shall:

- Coordinate membership programs and activities.
- Perform the duties of the President and/or the First Vice President in their absence.
- Perform other duties assigned by the President or the Executive Board.

The Treasurer shall:

- Meet monthly with the Director of Alumni Engagement to discuss disbursements and receipts of the Alumni Chapter.
- Set up procedures for receiving and disbursing funds and shall provide a receipt for those CSUNAA transactions.
- Provide and present monthly financial reports and an annual financial report to the Executive Board of receipts and disbursements of the Alumni Chapter.
- Collect and record membership fees in conjunction with the Director of Alumni Engagement.

The Recording Secretary shall:

- Record all minutes of the Executive Board and Alumni Chapter meetings.
- Present recorded minutes to the aforementioned bodies for acceptance.
- Execute all Alumni Chapter correspondence and marketing material in coordination with the Director of Alumni Engagement.

The Parliamentarian shall:

- Interpret the Constitution and Bylaws of the Alumni Chapter and CSUNAA.
- Robert's Rules of Order shall be the basis for decisions made by the Parliamentarian.

The Sergeant-at-Arms shall:

- Maintain order in meetings and make adequate preparations for ceremonies or special events.

The Immediate Past-President shall:

- Assist the new President and Executive Board in any matter deemed necessary by the Executive Board.

COMMITTEES

Event Planning Committee | Plans all Alumni Chapter events in concert with the Office of Alumni Engagement. The committee will plan events that will have mass appeal to alumni within the academic, affinity or geographic region defined by the Alumni Chapter. The committee will assist with developing the communication to promote events through the Office of Alumni Engagement. Alumni Chapters should develop one signature event hosted by the chapter annually. In addition, chapters can coordinate other events that serve as a mix of events that support Coppin State University or serve as educational, career, and social events for alumni.

Fundraising | The Fundraising Committee is responsible for developing programs to raise money for the Alumni Chapter and CSUNAA. The committee will identify the fundraising purpose for approval by the Director of Alumni Engagement and CSUNAA Executive Board. This committee will also coordinate with the Office of Alumni Engagement to use fundraising tactics that are suitable and appropriate for the event.

Nominations, Awards, and Special Recognition | This committee will help identify alumni to be considered for awards and special recognition from CSUNAA and the Office of Alumni Engagement.

Volunteer | This committee will coordinate all Alumni Chapter volunteer opportunities in collaboration with the Office of Alumni Engagement. A roster of event volunteers will be maintained in the Office of Alumni Engagement. These volunteers will be contacted whenever there is an event that needs volunteers. These individuals are not expected to pay to attend the event because they are expected to work during the event.

Membership | The Second Vice President will chair this committee. This committee is responsible for outreach to prospective members of the Alumni Chapter. This group works in collaboration with the CSUNAA Second Vice President and Director of Alumni Engagement to grow chapter membership and engagement. The chairperson and the Director of Alumni Engagement will serve as the custodians of the membership roster.

Constitution and Bylaws Committee | In cooperation with the Executive Board and the Director of Alumni Engagement, this committee is responsible for executing all revisions and proposed amendments to the constitution and bylaws of the Alumni Chapter.



ELEMENTS OF SUCCESSFUL ALUMNI CHAPTERS

Alumni Chapters create experiences that are unique to the academic school or college, affinity group, or geographic region. Regardless of the chapter type, all successful Alumni Chapters, follow these simple strategies for success:

Celebrate Diversity | As a community of thought leaders dedicated to lifelong learning and growth, CSUNAA respects and encourages diversity of thought, opinion, and perspectives. Strive to include alumni of all backgrounds to participate in the Alumni Chapter.

Plan | Stay connected to the Office of Alumni Engagement to help create annual goals and a calendar of events that support Coppin. Be sure to research key events such as Homecoming and Commencement as part of your planning process.

Mix it Up | Plan a mix of events that support Coppin State University and serve as educational, professional networking, or social events for alumni. Coordinate events to capture the interest of alumni at different stages of life.

Share with Friends | The perfect balance of marketing and promotions can go a long way to increase event attendance and engagement.

SUPPORT AND RESOURCES PROVIDED TO ALUMNI CHAPTERS

The Office of Alumni Engagement is committed to the success of the Alumni Chapters and partners with each chapter to develop a set of standards, tools, and resources necessary to build and grow the chapter through well-crafted meetings and events. This support includes:

Chapter Organization and Structure

- Assistance recruiting new chapter members
- Strategic direction to develop annual goals, create events, and measure success
- Planning timelines to manage tasks
- Reporting guidelines

General Marketing Support

- Email distribution
- Branding templates
- Select giveaway items
- Survey creation, collection, and analysis

Event Support

- Event planning and project management support
- Event registration page
- Email invitations and event flyers
- Event revenue collection using event management software
- Promotion on social media and in the alumni newsletter
- Representation from Coppin faculty or staff at events (when deemed appropriate)

ALUMNI CHAPTER EVENT IDEAS

Alumni Chapter events should be engaging and fun for alumni to attend. Here are just a few ideas to help you brainstorm the perfect way to engage alumni. Create your own or use one of these ideas:

Educational, Professional Networking, and Social Events

- Happy hour
- Book club
- Brunch
- Cookout
- Boat cruise
- Networking events
- Wine tasting events
- Local sporting events
- Museum or theater events

University Support

- Fundraising luncheon
- Open house for local students planning to attend Coppin
- Host presentations made by Coppin alumni, faculty, or staff
- Attend college fairs or other recruitment and retention events
- Attend or host viewing parties to watch University events
- Speak to prospective local high school students during career day events

STEPS TO PLAN SUCCESSFUL EVENTS

1. Determine Event Goals and Objectives | Discuss event ideas as a chapter and collectively with CSUNAA and the Director of Alumni Engagement to develop goals, timelines, and roles for each participant.

2. Establish the Budget | The Alumni Chapter Treasurer and Event Planning Committee should review the chapter's available funds to determine the budget for each event.

3. Recruit a Team | Successful events require a team. Recruit a team of volunteers to assist with event planning. Consider the skills and resources needed to accomplish Alumni Chapter goals and identify the appropriate alumni to support them.

4. Determine the Event Date | Ensure the Event Planning Committee has ample time to plan for the event. Most events need 4-6 months to plan, or longer, depending on the event. Be sure to check the Coppin State University calendar for important University events and with key participants to confirm availability.

5. Have a Plan | Create a full plan that includes a timeline for elements of the event planning process, including, but not limited to, contracts, speakers, event marketing and promotion, registration, décor, event day logistics, and event follow-up.

ALUMNI CHAPTER COMMUNICATIONS

A communication plan is essential to the success of each Alumni Chapter. The Office of Alumni Engagement will support each Alumni Chapter with the following:

Email | Mass email communications will be sent on behalf of the Alumni Chapter through a platform managed by the Office of Alumni Engagement.

Social Media | The Office of Alumni Engagement manages the Coppin State University National Alumni Association's social media presence. In collaboration with the Director of Alumni Engagement, the Alumni Chapter will create a social media communication calendar.

Website and Newsletter | Once the Alumni Chapter submits the annual calendar of events, the Office of Alumni Engagement will share Alumni Chapter meetings and events on the University website and in the alumni newsletter.

Media | Please forward all media inquiries to the Office of Alumni Engagement for review and discussion with the Coppin State University Office of Communications.





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