

Community Leader Guide

University of Dayton Alumni Association

This guide is designed to assist Community Leaders understand their role in leading the Alumni Community and Community Leadership Team.

Community Leader

Position Purpose

Further the mission of the University of Dayton Alumni Association by providing engagement opportunities for alumni in their local community. Manage and support a leadership team serving the community, providing support, encouragement and direction to the team in helping them accomplish the goals of community engagement. Facilitate opportunities for alumni throughout each life stage in support of maintaining a strong, valuable relationship with the University of Dayton.

Key Responsibilities

- Oversee and manage all functions of the alumni community in your city/area, serving as the primary contact in the community.
- Identify, recruit and train chair positions for community leadership team as needed. Understand the position description and responsibilities of each chair position.
- Direct and guide community leadership team by providing support to further engagement among all life segments.
- In collaboration with leadership team, prepare an annual plan each fiscal year, clearly stating the goals for the community and methods in which to implement the goals.
- Work alongside leadership team to plan and execute a minimum of three events per year, including but not limited to Christmas off Campus, a career development event and a service event.
- Be actively involved in peer-to-peer recruitment for events and activities, working hand-in-hand with each chair to promote and market the University of Dayton Alumni and the Alumni Community.
- Work with your Engagement Officer to provide goals for utilizing the annual budget and forecasting budgetary needs for events throughout the year.
- Participate in an annual evaluation with your Engagement Officer to review successes and determine future goals.
- Financially support the University with a contribution each fiscal year (July 1–June 30).
- Continually communicate with your Engagement Officer and ensure the University receives attendance lists, changes in leadership updates, meeting minutes, etc.

Role on Leadership Team

As the Community Leader, you will support and manage the leadership team in your community. You will assist chairs to create meaningful and engaging events and help develop initiatives based on life-stage needs within the community.

How do I build a good team?

- Hold regular team meetings to share upcoming events and needs from the chairs and their committees. This is a great way to encourage communication and brainstorm for new and exciting ways to engage your community!
- Be clear with expectations: Teams have a lot of moving parts. Your job is to make sure everyone is doing their part to accomplish the overall goals. Be familiar with each member's role and expectations, so you know how to best support him or her.
- Utilize your team's talent! Being a good leader means jumping in when necessary, but also identifying your team talents and allowing them to succeed.

Focusing on Life Stages

Your alumni community contains alumni of various ages, which also means they are at different stages of life. Some communication channels and event types may appeal more to certain ages than others. Consider all the ages in your alumni community when planning events.

The University of Dayton organizes alumni into the following life stages:

Life Stages

Young Alumni: 1–10 years after graduation (22–32 years old), which includes recent grads (1–4 years after graduation, 22–26 years old)

Second Decade: 33–45 years old

Established Alums: 46–64 years old

Legacy Alums: 65+ years old

Ask Alumni Relations staff for a list of basic demographics and ages in your community. For more guidance on how to engage various life stages, contact Alumni Relations staff.

Budget

Each community has an annual budget of \$500 to use toward accomplishing engagement goals each fiscal year (July 1–June 30). This money must be used in each fiscal year and will not roll over to the next fiscal year. Additional funds may be requested for events and programming if needed to further engagement for the community. A full description of community budget management can be found in the *Alumni Community Handbook*.

Keep in Mind

Purchases made by the community using the budget must be approved in advance by Alumni Relations.

No Alumni Community Leader will be reimbursed for the purchase of alcohol.

Original receipts (no copies) must accompany all requests.

Annual Plan

At the beginning of each fiscal year, communities are asked to create an annual plan. This plan is to help community leadership teams plan ahead and develop well thought-out and meaningful engagement opportunities within their communities. The plan should include the following:

- An event outline including date, time and location
- A description of each event
- Forecasted budget for each event

The annual plan document can be found in the alumni community volunteer resources. The plan should be prepared and submitted to your Engagement Officer by July 31st. Each community will be encouraged to share annual plans at the annual Alumni Leadership Conference.

Communicating with Your Community

Email

The Communication Chair will go through Alumni Relations to ensure an email to your entire alumni community is sent once per month. Emails are an important communication vehicle because they are able to reach a large audience. It is the responsibility of event chairs to submit the event information needed for emails, but you should be aware of deadlines and work with the Communication Chair to ensure Alumni Relations receives the needed information in time. Community emails will be sent once a month on a Wednesday of your choosing. The content is due to Alumni Relations by noon the Friday before (at the latest). Emails cannot be sent the same week *UD Quickly* is shared; a list of approved dates will be shared monthly by Alumni Relations.

Social Media

Work with other members of the leadership team to understand scheduled events and needs that can be promoted through social media. The Communication Chair will post regularly via the community's social media outlets. Social media best practices are outlined in the Communication Chair Guide.

Peer-to-Peer Outreach

Work with the leadership team, volunteers, friends and Alumni Relations to promote events through word of mouth and personal outreach. Reach out to many different groups, which may include past attendees, current volunteers or alumni in specific life stages.

Community Leader Best Practices

Engagement

- ✓ Be creative in how you serve your community. It's easy to fall into the "game watches & meet-and-greet" events, but new, fresh ideas can breathe life into a community and get people involved.
- ✓ Remember your life stages. The 75-year-old alum is just as important as the 25-year-old alum. What is your community doing to serve your alumni throughout their life stages?
- ✓ Keep UD on the minds of your alumni. Many alumni think we're only here to ask for money, but we want to add value to their experience after college. Whether it's financial planning, babysitting, job networking or moving suggestions...help them think of UD at every life stage.

Communication

- ✓ Speak their language. The Class of 1955 doesn't communicate the same way the Class of 2015 does. How are you reaching your alumni? Speak their language to effectively engage them!
- ✓ Do not post personal opinions on University of Dayton Alumni Community social media. Regardless of your personal opinions, there are some topics that are best left to the UD leadership on campus. Don't take sides on a battle that will divide your community.
- ✓ Talk up your community's activities. Do you open every email and read every social media post? Neither do your alumni. When talking with other alums or at your community's events, make sure and mention future activities within the community. Peer-to-peer outreach is the best tool when it comes to engaging our alumni.

Preparation

- ✓ Remember your budget and what it can be used for. Plan ahead on how to use the money to engage your alumni.
- ✓ Events and programs take time. Work with your chairs to plan events well in advance. Marketing pieces, reservations, guests, etc. all take time and thought to develop. Plan ahead. See the *Event Planning Guide for Alumni Community Programming* for more on this.

Teamwork

- ✓ Take advantage of your Engagement Officer's support. The University of Dayton has more Engagement Officers on staff than ever before, and they are here to serve you and your community. Need help? Suggestions? Advice? Contact your Engagement Officer!
- ✓ Be aware of what your leadership team is doing. Micromanagement is not an effective tool, but it's important to know their roles as well as your own, and be involved in their processes.
- ✓ Delegate responsibilities. You may be used to planning events and doing everything related to Christmas off Campus, but help has arrived! Delegate responsibilities to your team and set them up for success. Give them opportunities to show their strengths.

Resources

The following alumni community volunteer resources are located at your.udayton.edu/communityresources:

- **Alumni Community Handbook:** This handbook includes valuable information regarding alumni communities, budgeting, policies and additional resources.
- **Chair Guides:** Each chair has a guide specific to his/her role. These guides, including the one you're reading, can be found online. As the Community Leader, please read through these and familiarize yourself with each role and its responsibilities.
- **Annual Plan:** Each fiscal year, community leadership teams are asked to submit an annual plan to Alumni Relations Staff. This document will help the community forecast event timelines, budgetary needs, and communication initiatives.
- **Event Submission Form:** This form will be used by event chairs to submit details on upcoming events. It is what the Alumni Relations staff will use to guide your alumni community email content.
- **Notable Dates:** This list of important University dates, including holidays and office closings, should be reviewed before scheduling an event.

Alumni Leadership Conference

Each September all Alumni Community Leaders participate in the Alumni Leadership Conference (ALC). This is a weekend-long conference on campus where alumni association volunteers come together to network, receive University updates and participate in training. UD pays for travel. For more information, please reference the *Alumni Community Handbook*.