Social Chair Guide

University of Dayton Alumni Association

This guide is designed to assist Social Chairs in understanding their role within the Alumni Community and Community Leadership Team.
Social Chair

**Position Purpose**
Plan and execute social gathering opportunities that fall in line with the mission of the Alumni Association as well as the University. Lead the coordination of social events from start to finish. Build engagement among alumni by bringing them together for a meaningful purpose.

**Key Responsibilities**
- Plan and execute social events throughout the fiscal year (July 1–June 30).
- Recruit others to help with the planning and execution of events.
- Be an active participant on the community leadership team. Communicate regularly with the leadership team about event details and communication needs. Attend other community events.
- Use peer-to-peer outreach, through personal connections, emails, phone calls and social media, to increase alumni participation at community events.
- Work with the Community Leader and the rest of the leadership team to make sure that social opportunities engage all life segments or are targeted to a certain group.

**Support and Length of Term**
Your position is part of the alumni community’s leadership team and will be supported by other team members and the Alumni Relations staff. You will:
- Serve a one-year term with an option for renewal pending the yearly discussion with the Community Leader and Alumni Relations staff to evaluate the previous year’s strengths, areas for growth and goals for the upcoming year.
- Help recruit and fill the position when the term expires or you transition out of the role.

**Communicating with Your Community**
Proper lead time and communication of social events is key to a successful event. To communicate event details to your community, send the information to the Communication Chair. Whether it is for an email or a social media post, provide the details in plenty of time and with a sufficient amount of information.

**Email**
Emails can be sent to the entire alumni community once per month. These are important communications that reach a large audience. It is your responsibility to submit event information needed for emails on upcoming social events. Make sure the Community Leader
and Communication Chair are informed of any event submission forms you have submitted. All event information and email content is due to Alumni Relations by noon on Friday (at the latest) the week before it is scheduled to be sent. Emails are sent on Wednesdays but 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 the Communication Chair to promote events through social media. Inform the Communication Chair of detailed information to be shared on the community’s Facebook page or other social media avenues. Following events, please share photos and stories with the Communication Chair and Alumni Relations. When appropriate, these will be posted on the social media accounts.

**Peer-to-Peer Outreach**
Work with the leadership team, volunteers, friends and the Alumni Relations staff to promote events through word of mouth and personal outreach. Reach out to different segmented groups, which may include past attendees, current volunteers or alumni in a specific life stage or age range.

**Event Planning & Execution**
Recruit volunteers to help plan the event if needed. Allow for plenty of planning and advertising time. See the *Event Planning Guide for Alumni Community Programming* for detailed instructions on planning.

Here are some ideas for social events:

- Socials at a local bar
- Game watches during basketball season or other Flyer athletic competitions
- Brewery or winery tours
- Beer/wine tastings
- Kickball, cornhole, softball or other team sports/tournaments
- Trivia night
- Family-friendly events
  - Day at the zoo
  - Family tickets to local athletic team

It is suggested that you attend all social events, as well as other community events. This helps raise the visibility of your support within the community, as well as helps provide other opportunities for you to network with fellow alums.
**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 social events.

Alumni Relations organizes alumni into the following life stages:

<table>
<thead>
<tr>
<th>Life Stages</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Young Alumni</strong></td>
<td>1–10 years after graduation (22–32 years old), which includes recent grads (1–4 years after graduation, 22–26 years old)</td>
</tr>
<tr>
<td><strong>Second Decade</strong></td>
<td>33–45 years old</td>
</tr>
<tr>
<td><strong>Established Alums</strong></td>
<td>46–64 years old</td>
</tr>
<tr>
<td><strong>Legacy Alums</strong></td>
<td>65+ years old</td>
</tr>
</tbody>
</table>

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.

**Resources**

Your leadership team will help you stay up to date on what is happening in your alumni community. The Community Leader and Alumni Relations staff are also great resources for learning about University initiatives, requesting contact lists for your local alumni and inquiring about suggestions for upcoming events.

In addition, the following alumni community volunteer resources (and other valuable 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.
- **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.

- **Event Planning Guide for Community Programming**: This guide will help you plan and execute a community event from start to finish. Don’t forget to check this guide early and often!