University of West Georgia Chapter and Network Guide

WOLVES COAST TO COAST

UNIVERSITY OF WEST GEORGIA

Becoming UWG

Relevance

UWG will continue to evolve to be more relevant to students' needs (both inside and outside the classroom), as well as adapt to a changing world and economy.

Competitiveness

UWG curates its operations around higher end-user expectations in order to emerge as the first choice for students, employees, employers, and supporters.

Placemaking

A public university is a unique institution in the United States that has the capacity to provide a holistic "sense of place." UWG will live up to that expectation all the time.

Watch the Video: Pillars of UWG's Strategic Vision: https://youtu.be/cBbGr2M7rPY

westga.edu/becominguwg

UWG Alumni Association

Our Mission

The mission of the UWG Alumni Association is to provide lifelong and meaningful opportunities for alumni by connecting the university community locally, nationally and around the globe.

The Alumni Association functions in support of UWG's mission, while creating opportunities for meaningful engagement in order to increase awareness, pride, participation, volunteer involvement, and philanthropic commitment to the University of West Georgia.

Our Vision

Our vision is to develop lifelong partners, advocates and supporters among UWG alumni, friends, and students through opportunities that enrich both their professional and personal lives and their commitment to UWG.

Membership

Any person who has attended the University of West Georgia and who is not currently enrolled as an undergraduate student at the University of West Georgia is a member of University of West Georgia Alumni Association.

University of West Georgia Chapters and Networks are open to alumni and friends of University of West Georgia.

WOLVES COAST TO COAST
Chapters

A **UWG Alumni Association Chapter** is an area representation of alumni in a geographic area with a formal structure. *Alumni Chapters bring together UWG graduates in local communities around the world.*

No matter where life takes you after graduation, Alumni Chapters offer you an opportunity to stay involved with the university and connect to fellow Wolves in your area. Chapters provide support to the university by assisting in recruiting the best and brightest students, encouraging philanthropic giving to the university and supporting the academic excellence, best interests, and tradition of the University of West Georgia. In addition, networks provide many opportunities to network, socialize, and cheer on the Wolves with other UWG alumni and friends. All chapters are non-due based.

Networks

A **UWG Alumni Association Network** is a representation of alumni with a similar affinity with a formal structure. *Alumni Networks create connection points for distinct affinity groups to stay connected with one another and the university.*

Networks provide support to the university by assisting in recruiting the best and brightest students, encouraging philanthropic giving to the university and supporting the academic excellence, best interests, and tradition of the University of West Georgia. In addition, networks provide many opportunities to network, socialize, and cheer on the Wolves with other West Georgia alumni and friends. All networks are non-due based.

Chapter and Network Checklist for Application

The following list are items that are <u>required</u> for the **Network Application**:

At least (2) chapter/network leaders
At least 10 members (can seek help from Office of Alumni Engagement to pilot)
Chapter/Network Leadership sign MOU
Annual Plan of Events/Meetings/Philanthropy
Representation at Chapter/Network Summit
Positively Enhance UWG Alumni Association
Follow Guidelines in Guidebook Presented at Chapter/Network Summit

Network Guidelines

Operating Principles

University of West Georgia Chapters and Networks operate as a component of the University of West Georgia Alumni Association. The Office of Alumni Engagement must be aware of and approve any activities or initiatives.

The following principles must be followed by all University of West Georgia Chapters and Networks:

- o Submit all fundraising initiatives to the Office of Alumni Engagement for pre-approval.
- o Agree to protect alumni contact information as confidential and sign the University of West Georgia confidentiality agreement.

o   Adhere to the University's brand guide in regard to the use of the University of West Georgia name and insignias.

o   Use the Office of Alumni Engagement as the primary point of contact for all other campus units in regard to requests by a Chapter or Network for services.

o   Remain neutral on all political and religious issues both inside and outside the University of West Georgia community. The chapter or network activity must remain neutral in order to retain its 501(c)(3) status, but individuals are welcome to continue in their personal pursuits.

o   Refrain from discrimination of any kind.

o   Remain an independent organization.

o   Chapters or Networks may not become a chapter or network for any non-University of West Georgia organization.

o   Governed primarily by alumni.

o   Share any updated alumni contact information collected with the Office of Alumni Engagement.

o   Follow and comply with social media policy.

o   Submit annual Year in Review to the Office of Alumni Engagement.

The University of West Georgia Alumni Association reserves the right to determine the degree of adherence of the Chapter or Network to these Operating Principles.

NCAA Compliance

At events, all alumni volunteers are expected and trusted to uphold all NCAA ruling ordinances that apply to our prospective and current student bases. Please remember high school students are not permitted to attend any event where staff members (including coaches) of Athletics will be attending. If you have any questions on NCAA rules or how they apply to your Chapter or Network, please contact the Office of Alumni Engagement. We can inform and assist you in upholding these compliance standards.

Leadership Team

A successful Chapter or Network needs a base of leaders it can rely on to stay active and engaging. Active volunteers in leadership roles keep the group current, energized, and allow for the work to be divided amongst the network board.

- o The leaders should be alumni of the University of West Georgia and make an annual donation to the university.
- o Each leader will serve a two-year term.
- o Each leader must attend the Chapter or Network Leadership Summit each year.
- o Each Chapter or Network Leader must sign the Memorandum of Understanding.

At all Chapter and Network events, be sure to take note of highly engaged and involved alumni. If a leader should step down, try reaching out to these alumni individually to seek a replacement.

Job Descriptions

Chapters and Networks are suggested to have at least **(2) Leaders. Positions could include: Chair, Vice Chair**, and a **Wolf Outreach Coordinator**. Leaders may absorb the responsibilities of other positions if serving on a smaller board.

- **Chair** – The Chair will oversee all Network sponsored activities and act as a liaison between the Office of Alumni Engagement. The Chapter or Network Chair is the lead volunteer within a network area.
  - o Coordinate, promote, and attend network events and activities. (May designate someone to attend in their absence)
  - o Maintain contact with the Office of Alumni Engagement staff.
  - o Facilitate meeting of the coordinators in your area.
- **Vice Chair** – This position serves as chair-elect and will assist and learn all positions for future leadership roles within a chapter/network area concentrating on networking and social events.
- **Wolf Outreach Coordinator** – A volunteer within a chapter or network area concentrating on community outreach events and support.

Leadership structures must be submitted and approved by the Office of Alumni Engagement.

Memorandum of Understanding

The **Memorandum of Understanding** outlines expectations of a Chapter or Network leader, including, but not limited to:

- o Carry out the University of West Georgia Alumni Association Mission
- o Preserve the brand of University of West Georgia and the Alumni Association
- o Fulfill the expectations of a Chapter or Network to the best of your ability
- o Use alumni data properly and confidentially
- o Assist in the transition of the next Chapter or Network leadership

The **Memorandum of Understanding** must be signed and turned into the Office of Alumni Engagement before a volunteer will be approved to start a leadership position.

Signature:

Date:

Events Categories and Ideas

Chapters and Networks are encouraged to plan diverse events that engage alumni with varied interests. Providing a wide range of activities for alumni in your area gets more people involved. These are some suggested events, but remember that some may coincide with Alumni Engagement Signature Events.

- **Alumni Connect**
  These events allow alumni to connect and engage with one another in a social setting.
  Examples include:
  - Alumni Mixer: An event to connect alumni. These usually have appetizers, beverages, and plenty of room to mingle.
  - Ticketed Sporting Events: An organized outing to a baseball, basketball, football game, etc. Support UWG teams by checking their schedules in your area.
  - Watch Parties: Take place during televised UWG Athletics events. These usually occur at a local restaurant or sports bar that will play the game.
  - Bowling Night, Wine Tasting, Etc.: Give alumni the opportunity to connect while doing something fun in your city.

- **Academic Interest**
  These events fulfill the University of West Georgia's mission to create lifelong learners. Examples include:
  - Educational Speaker: Have a member of the University of West Georgia community (faculty, staff, student, alumni) come to your event to speak and educate alumni.
  - Tour a museum or historical site: Alumni enjoy events that highlight the local area.
  - Book Club: Select a book for alumni to read, advertise the event in advance, and gather to discuss, debate, and review the piece.

- **Professional Development and Networking**
  These events seek to connect alumni on the basis of professional growth and development. Examples include:

- o Wolves After Hours/Alumni Networking Mixer: The most common networking event. This is similar to an alumni mixer, but it takes place after work hours and encourages attendees to bring business cards and network with one another.
- o Wolves Breakfast Club: Meet before the work day begins to network with local alumni over coffee and breakfast.

- **Student-Focused**
  These events encourage alumni to support and connect with University of West Georgia students.
  Examples include:
  - o Freshman Send-Offs: At the end of the summer and before first-year students move to UWG in the fall, your network could host a Freshman Send Off to wish them well.
  - o Alumni Admissions Recruiting Receptions and High School Visits: Learn how to officially market the University of West Georgia to prospective students in your area at the recruiting receptions/visits.
  - o On-Campus Collaboration: Working with a university unit to connect with students during a campus event.

- **Wolves Outreach**
  An event that invites alumni and friends to serve and engage with the community.
  Examples include:
  - o Volunteer with a local service organization: River cleanups, serving in soup kitchens, and volunteering at a clothing bank are all ways to engage alumni in their community and the UWG community.
  - o Host a Drive: Coat, canned goods, or school supply drives are easy components to add to any network event or board meeting. They add a service component to any event and keep alumni active in the community. Donations for these events must be supplied by the network members and cannot be purchased with annual/foundation funds.

- **Fundraising**
  An event that has a fundraising component for the Alumni Association Scholarship and/or Greater University Fund.
  Examples include:

- o <u>Option to Donate at Online Registration:</u> Add a donation option to the online event registrations to promote giving in conjunction with event attendance. This can be listed as a request on the Event Request Form.
- o <u>Partial Donation with Registration Fees:</u> Charge a registration cost for an event that includes a donation to the University through the network or chapter account as well as covering event fees. The event invitation will inform network members that they are making a partial donation.
- o <u>Peer-to-peer solicitation</u> in support of the University of West Georgia Foundation

- **Affinity (Common Interest)**
  An event that caters to any group of people linked by a common interest, purpose, or identity. Examples of affinity groups include:
  - o Identity-based (Black Alumni Network, Legacy Parents, etc.)
  - o Student Activity Involvement (RAs, SGA, Athletics, Fraternities/Sororities, etc.)
  - o Corporate (Southwire, Georgia Power, Home Depot, etc.)
  - o Professional (Lawyers, Physicians, Teachers, etc.)

Event Planning Guide and Timeline

- **8-12 months before the event:** Meet with the Network leadership team to brainstorm event ideas. Consider how events will connect alumni to one another and UWG. Determine if the event will require funding and consider possible sources.

- **6 months before the event:** Submit the Event Request Form to alumni@westga.edu. Contact venues and vendors. Give your network time to draft contracts and send them to the Office of Alumni Engagement to be signed.

- **2 months before the event:** Save-the-Date event post will be shared on a chapter network Facebook group for members. Members should start using word of mouth to promote the event.

- **At the Event:** Network committee members should serve as hosts at events. Encourage new attendees to update their contact information on Wolf Connect. Take photos for social media posts. Alumni staff may be present when determined appropriate.

- **After the Event:** Send a follow-up email to attendees, thank them for attending and being involved; thank Network committee members that helped with the event; share photos on social media and send to the Office of Alumni Engagement staff; fill out the Event Critique Form and return to the Office of Alumni Engagement with the attendance sheet. This data can help us help you by: updating data, recording event attendance to determine affinity and trends, and allows our office to provide better engagement lists for future events.

Support for Volunteer-Hosted Events

SUPPORT TYPE	OFFICE OF ALUMNI ENGAGEMENT ACTIONS
Email Invite for Event	Sent from official UWG Alumni Association channels to applicable alumni contacts in the event area.
Area Alumni Phone List	List can be provided and must be kept confidential and used for no other purpose than event outreach.
Social Media Support	On Alumni Engagement channels and the official Chapter/Network Facebook Group.
Swag/Forever West Themed Giveaways	Provided, as appropriate.
Event Registration and Alumni Event Calendar Listing on Alumni Engagement Website	Portal for RSVPs to be collected, RSVP reports provided on a bi-weekly basis leading up to an event, listing on website and University calendar.
Staff Attendance	Dependant on availability, size, and strategy
Graphics and Design Support	Provided, as appropriate.
Funding	Support up to (2) signature events per fiscal year with approved event proposals.

Alcohol Policy

The Office of Alumni Engagement recognizes that alcoholic beverages may be served at Chapter or Network events from time to time. Such service is subject to the following policy:

- Alcoholic beverages may only be served:
  - In a manner that is consistent with all local, state, and federal laws and regulation;
  - By a hired, qualified third-party alcohol server; and
  - As part of an event that includes food service and nonalcoholic beverage service.

- Alcoholic beverage may not be served:
  - In a manner that promotes the service of the alcoholic beverages as "free" or "without cost" or "self-service" style or by any other uncontrolled means;
  - At programs designed to attract current or prospective students who may be under 21 years old;
  - To minors or anyone who is visibly intoxicated

Social Media Policy

Social Media is a key to the success of **Chapters and Networks**. All Facebook groups, Instagram Accounts, or any other social media outlet will be initiated and maintained by the Office of Alumni Engagement under the main Alumni Association page. The Office of Alumni Engagement will also serve as the official admins on all Chapter and Network Facebook groups in addition to (2) chapter/network leaders. Dishonorable content such as racial, ethnic, sexual, religious, and physical disability slurs will not tolerated. All exchanges on the Facebook group,Instagram page, or any other social media outlet should be respectful and honor the reputation of the University of West Georgia. Please include all social media boosting plans in the event planning form.

Contracts and University Signatures

Send all contracts to the Office of Alumni Engagement to be signed. This process prevents chapter and network leaders from being personally liable for the contract.

Under no circumstances shall any Chapter or Network leader execute a contract on behalf of the University of West Georgia, the Office of Alumni Engagement, the UWG Alumni Association, the UWG Foundation, the UWG Athletic Foundation or any department or entity affiliated with the University of West Georgia. If a signature is required for any reason, for any sort of agreement, send the document to your contact within the Office of Alumni Engagement.

Door Prizes

Chapters and Networks can choose to give away free door prizes at free network events. Door prizes can be requested through the Event Request Form. **Chapters and Networks are not allowed to hold raffles or other "games of risk or chance" at the event unless registered with local sheriff's office or relevant community officials.** The Office of Alumni Engagement will serve as a liaison between other schools, colleges, departments, and units for prizes when necessary.

Money

Chapters and Networks are not permitted to hold private banking accounts. A member of the Alumni Engagement staff must be present to accept cash at events, or a QR code can be provided for guests to pay online.

Chapters and Networks who meet the requirements to be an official group will be provided a UWG Foundation account to collect funds. Accounts are managed by the Office of Alumni Engagement.

Chapter and Network leaders will pay for expenses and be responsible for submitting reimbursement forms when necessary using the following official UWG Foundation forms. Sponsorship opportunities should be submitted in advance to the Office of Alumni Engagement for approval.

Forms:
Reimbursement Form
Vendor Profile Form
Gift-in-Kind Form
EFT Form

Event Request Form

Chapters and Networks must submit an Event Request Form for ALL events. The form must be submitted at least three months prior to an event. Events with a vendor, speaker, or ticketing component must be noted as such on the request form. Event Request Forms are found on the Alumni Association webpage at www.westga.edu/alumni.

- **Once submitted and approved:**
    -Email invites will be sent out to your chapter/network via official UWG Alumni
    -Engagement email and social channels and included on the UWG Alumni Association online events calendar

- **Event request forms ask for all relevant event details, including:**
    -Date, Time, Location, Description, and category of event
    -Registration details
    -The opportunity to request event supplies
    -Contact information for the event planner
    -Event Request Form must be approved prior to planning the event.

Chapter/Network Leader Transition

When it is time to transition leadership, there are a series of steps that should be taken. Following these procedures will ensure that the organization engagement remains consistent and members have the best experience possible.

- Open Positions:
    o Alert the Leadership Team of the Chapter or Network and begin to seek a replacement
    o The outgoing team member should notify the Chapter or Network that they will step down.
    o The Chapter or Network leadership team should collectively review applications and select a new candidate. The candidate must be approved by

the Office of Alumni Engagement. If a candidate cannot be found, the Office of Alumni Engagement will identify and select a new leader to serve.

Proper Use of University Logos/Identifiers

Alumni Association Logos

The University of West Georgia Alumni Association has an identifier that should be used to represent all network events, social media presence, and communication. The Office of Alumni Engagement will provide this logo to the network leadership board as needed. Networks must clear all use of the identifiers with the Office of Alumni Engagement before any use. The Forever West logo was developed for alumni, friends, and supporters to express a prideful affiliation and affinity with the university. This mark is reserved for use by Alumni Engagement.

Forever West Identifier Options

Forever West, PMS 286 blue

Forever West, PMS Cool Gray 11

Forever West, reversed, white

Forever West + Go West shield co-brand, full-color shield, PMS 286 blue text*

*the Forever West + Go West shield co-brand can be used in any approved Go West shield color combination

Combination Identifier Options (specific to each network/chapter to be created by UWG)

Full Color

Black and White

Official University Logos

The logos of the University of West Georgia (academic and athletic) are trademarked and licensed. Alumni chapters and networks do not have the rights to use these logos on their pages or on printed materials without prior permission from the Office of Alumni Engagement in collaboration with University Communications and Marketing. If you have any questions, please discuss with the Office of Alumni Engagement to ensure you are within University guidelines.

Protect the Trademark

UWG Procedure Number: 5.6 - UWG Policy Name: Brand Identity

"The visual identity of UWG helps to build and sustain a positive image and reputation for the university. Using the correct version of our logos and institutional identifiers is imperative in achieving brand integrity. These standards are designed for ensuring maximum integration across our institutional enterprise.

Institutional logos and identifiers are not permitted to be shared with partners, vendors, or others outside of the university without an approved licensing agreement and/or approval by University Communications and Marketing (UCM)."

A One-Color Logo
A one-color wordmark may be printed in PMS 286 blue, white, or black.
Or White for the text with PMS Cool Gray 11 for the background.
All other color usages must be approved by UCM prior to use.

A Two-Color Logo
A two-color wordmark may utilize PMS 286 blue for the text and PMS 185 red.
All other color usages must be approved by UCM prior to use.

A Full-Color Logo
A full-color wordmark may utilize PMS 286 blue for the text, PMS 185 red, and PMS 429 for the gray line.
All other color usages must be approved by UCM prior to use.

Logo Specifics
For general publication use, the logo should appear no smaller than 1 inch. A protected area ensures that no other elements or messaging compromise the integrity of the logo. This protected area is equivalent to 1/6 height of the logo. These spacing standards apply to all UWG logos.

Official Typefaces
All Helvetica Neue LT Std typefaces are acceptable. If Helvetica Neue is not available on your device, the Arial typefaces are acceptable as a replacement.

Use of Typefaces
HEADER/TITLE | HELVETICA NEUE LT STD MEDIUM CONDENSED, TRACKING +20
Paragraph

Intro | Helvetica Neue LT Std Bold, Tracking 0
Body Text | Helvetica Neue LT Std, Light Helvetica Neue LT Std, Roman

We Are Here To Help You Succeed

The Office of Alumni Engagement and Chapters/Network leaders should be in contact before an event based on the date and time decided once the event proposal is approved. The staff handles multiple events at a time and last-minute requests will be handled as workload permits in conjunction with overall strategy, focused on guest experience, and level of fostering/strengthening a sense of belonging and connectedness to UWG. **Ask questions, ask for advice, and allow us to be involved to help your Chapter/Network succeed. Our office is available to meet with your group quarterly.**

Office of Alumni Engagement

Reach Out To Us:

Mailing Address:
   Office of Alumni Engagement
   1601 Maple Street
   Carrollton, GA, 30118
Phone: 678-839-6582
Email: alumni@westga.edu

Office of Alumni Engagement Staff

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Volunteer Code of Ethics

The University of West Georgia expects all volunteers to understand they are representing the University in their role. As a leader in your Chapter or Network, you are expected to represent the University of West Georgia in a manner that does not jeopardize the reputation, integrity, or mission of the University.

When taking on a role within a Chapter or Network, you are hereby agreeing to the below Code of Conduct for Chapter and Network leaders.

As a Chapter or Network Volunteer, I will:

o   Represent the University of West Georgia with professionalism, dignity and pride, and be responsible for conducting myself with courtesy and appropriate behavior.
o   Help foster a sense of belonging and connectedness amongst the alumni and friend population
o   Celebrate and strengthen sense of tradition
o   Display respect and courtesy for employees, other volunteers, other alumni and friends of the university, event participants, and opposing universities' alumni, and friends, and property.

- Keep personal opinions and actions separate from those made as a representative of the University and the Alumni Association.
- Use information and contact information for alumni and friends of the University appropriately and never use it for soliciting or marketing personal products or services.
- Follow through and complete accepted tasks on behalf of the Chapter or Network.
- Seek training for my volunteer role by participating in meetings, self-study, or other training opportunities.
- Keep staff informed of progress, concerns, and problems within the program(s) in which I participate.
- Avoid conduct which would jeopardize the Chapter's or Network's effectiveness.
- Practice responsible alcohol consumption at all University of West Georgia's Alumni Association sponsored events.
- Make every effort for all actions of self and fellow chapter or network leaders to be within the guidelines and policies of the University of West Georgia Alumni Association.

As a volunteer, I will not:

- Be under the influence of illegal drugs at chapter or network and/or University of West Georgia Alumni Association sponsored events.
- Use vulgar or inappropriate language while representing the University.
- Hold events at inappropriate venues that do not uphold the integrity of the University or the Alumni Association.
- Post inappropriate pictures and/or comments on UWG Alumni Association affiliated websites, emails, or online social networks.
- Discriminate on the basis of race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status.

University of West Georgia Alumni Association Memorandum of Understanding

Chapter or Network Name:

The Network leader named below hereby applies for official recognition by the West Georgia Alumni Association.

I, _____, a UWG Alumni Association Chapter or Network leader, agree to:

- o Be aligned with the UWG Alumni Association mission and vision statements.
- o Fulfill the expectations of a Chapter/Network to the best of my ability.
- o Provide programming for diverse interests and age groups.
- o Preserve the brand of the University of West Georgia and the Alumni Association in all communications.
- o Use alumni data appropriately and submit a UWG Foundation confidentiality agreement.
- o Assist in the transition of the next chapter/network leadership.
- o Treat fellow volunteers and staff with respect and honor at all times.
- o Spread goodwill in my actions.
- o Foster positive relationships with my community as a representation of the University of West Georgia Alumni Association.

I have read the guide in full, and I agree to follow the regulations and expectations described within. I recognize that the University of West Georgia Alumni Association may replace any volunteer at any time if necessary in order to best serve the mission and vision statements listed above.

Signature:

Printed Name:

Email:

Phone Number:

Graduation Year:

Date: