SAINT MARTIN’S UNIVERSITY
NATIONAL ALUMNI BOARD

Alumni Chapter Handbook
Saint Martin’s University
Office of Institutional Advancement

Office of Alumni Relations

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Alumni Chapter Purpose

Mission Statement:
The Saint Martin’s University National Alumni Board is an advisory leadership board that fosters a lifelong relationship between the University and its alumni and follows Catholic Benedictine traditions.

Vision Statement:
The Saint Martin’s University National Alumni Board’s vision is to engage all alumni in the life of Saint Martin’s University.

(Article I Saint Martin’s University National Alumni Board Bylaws)

Message from the National Alumni Board and Office of Alumni Relations:
Message from your NAB Chair and Alumni Engagement Manager:

Greetings from your treasured alma mater, Saint Martin’s University! The Office of Alumni Relations and the National Alumni Board are pleased to learn that you are considering joining our growing alumni chapter network or that you have recently chartered a new alumni and friends chapter. We recognize, acknowledge, and embrace our alumni as vital stakeholders in the advancement of the University and we continually strive to develop new programs that meet the needs of an ever-evolving alumni body.

It is our goal that the National Alumni Board and an alumni chapter network will continue to strengthen the bond between the University and its alumni by increasing participation, involvement, and communication with fellow Saints worldwide. Maintaining positive relationships and enhancing services is a primary focus of the Office of Alumni Relations and an integral piece of our overarching alumni engagement efforts. It will require a tremendous team effort to reach our goals and we hope to enlist your assistance and lifelong support.
The students who attend Saint Martin’s University also depend on the dedication of alumni and friends. Without your participation in student mentorship, recruitment, and scholarship initiatives, the students and University cannot thrive. We encourage you to re-establish your commitment to our students and to Saint Martin’s University through continued involvement in alumni programming such as the alumni chapter network or by simply serving as an ambassador of the University in your everyday life. Your voice as an alumna or alumnus is impactful and we appreciate your advocacy around the world.

The Office of Alumni Relations and its National Alumni Board are committed to serving all of our wonderful alumni and friends. We hope that you feel more connected to the University as we continue to grow and strengthen our outreach. Thank you for your support and enthusiasm through the years, and together we look forward to the future successes of Saint Martin’s University and its Catholic Benedictine tradition.
Section I

Alumni Chapters – General Overview:
1. A chapter shall consist of members of the alumni body within a geographic area or an affinity group.
2. Chapters are not voting members of the National Alumni Board.
3. Chapters are intended to further engage alumni and friends of the University within a geographic area or an affinity group.
4. Chapters will facilitate two-way communication with alumni about events, initiatives, and achievements happening on campus and at the regional level.
5. Chapters, in partnership with University offices, can provide an array of social, educational and career-oriented programs.
6. Chapters and its members are encouraged to support University engagement efforts in their local and geographical areas (e.g. telephone communications, event promotion via direct mail, email, and social media, volunteering, student recruiting.)

Four types of Alumni Chapters:

1. Geographic Chapters: Alumni and friends of Saint Martin’s University in specific regions (e.g., Thurston County, WA; Oahu, HI; Maui, HI).
2. Affinity Chapters: Alumni and friends with a shared common attribute or activity (e.g., athletic alumni, law alumni, Circle K alumni).
3. Academic Chapters: Alumni who graduated from a specific academic discipline (e.g., music, biology, education, business).
4. Corporate Chapters: Alumni and friends that share present or former ties to a specific professional organization (e.g., Microsoft, Boeing, Amazon).

Alumni Chapter Guidelines:
Saint Martin’s University and its National Alumni Board implemented an alumni chapter network to enhance the engagement of alumni and friends of the University regardless of their geographic residence. The Office of Alumni Relations in partnership with the National Alumni Board established guidelines to determine if a new chapter should form and how best to sustain these groups.

Once launched as an Alumni Chapter of the National Alumni Board, chapters must adhere to the following guidelines and policies:

1. Chapters are largely volunteer-driven. The driving force for any chapter is a group of passionate alumni volunteers, although support and resources are available from the Office of Alumni Relations. If volunteer leaders are not promoting regular activity, support from the Office of Alumni Relations and the National Alumni Board may be withdrawn.

2. Chapter dues are not permitted. Chapters are not permitted to maintain financial accounts external to the University.

3. Chapters may not create and maintain their own websites unless approved by the Office of Alumni Relations. They may, however, create their own Facebook pages and/or LinkedIn groups. The Alumni Engagement Manager will review these pages and serve as a page administrator upon approval.

4. All social networking websites that are used by alumni to advocate a chapter or event shall maintain an acceptable level of professionalism.

5. All chapter communications and promotional materials (e.g., event invitations, announcements, e-news, clothing) shall be subject to approval by the Office of Alumni Relations.

6. Saint Martin’s University recognizes that alumni have a right to express their opinions in media communications. However, personal opinions should not give the impression that they reflect or represent the views or position of Saint Martin’s University, the Office of Alumni Relations, or the National Alumni Board.
7. Alumni may not speak on behalf of the National Alumni Board without the consent of the Office of Alumni Relations.

8. The Office of Alumni Relations maintains and updates the alumni database and online community on behalf of the University. Any alumni information provided to a chapter is the property of Saint Martin’s University and may not be sold or used for any purpose other than official University business. General solicitation mailings to alumni are not permitted.

9. Neither University funds nor information may be used or distributed to support or endorse political activities.

10. Any event or initiative with an associated cost must be approved by the Office of Alumni Relations. In some cases, the chapter may receive funding assistance from the Office of Alumni Relations.

11. Only Alumni Relations staff are authorized to sign contracts for chapter events.

12. Any ventures to raise funds for a specific purpose must be approved by the Office of Alumni Relations.

Once officially launched as an Alumni Chapter of the National Alumni Board, chapters are provided with the following resources:

(Refer to Section V Services Provided by Office of Institutional Advancement and Alumni Relations)
Section II

Starting and Organizing an Alumni Chapter:
Concentrations of alumni exist across the United States and around the world. In some cases, the Office of Alumni Relations may identify groups of alumni in certain areas that would benefit from an organized alumni chapter. In other situations, alumni may approach the Office of Alumni Relations with the intent to establish a chapter.

The following steps must be taken to formalize an alumni chapter.

Alumni chapters shall have a Chapter Chair to serve as their representative to the Office of Alumni Relations and National Alumni Board. A Chapter Chair will be responsible for planning and executing events within their prospective region and/or affinity group.

1. For geographic based alumni chapters, the first step is to define the region’s boundaries. For affinity, academic, and corporate chapters, the uniting interest must be identified.

2. The second step is to publish an appeal to alumni in the defined region or affinity group to serve on the chapter committee. Diversity in this core group ensures event participation from a broader-based alumni body.

3. The third step is to identify a Chair, most likely a member that responded to the appeal to serve on the chapter committee. The Chapter Chair of a newly formed chapter shall be approved by the Chair of the National Alumni Board upon recommendation from the Vice President of Institutional Advancement and/or the Alumni Engagement Manager.

4. Next, a petition for charter (See appendices), with no fewer than 15 member signatures, is submitted by the chapter committee to the Office of Alumni Relations for approval.
5. Upon approval by the Alumni Engagement Manager and the Executive Committee of the National Alumni Board, chapter recognition will be granted.

6. Once chartered, the chapter committee, under the leadership of the Chapter Chair, should set chapter goals. Each chapter shall plan their goals with the assistance of the Alumni Engagement Manager.

7. To maintain the status of a chapter, all guidelines within this handbook must be acknowledged and followed or the chapter may be dissolved by the Office of Alumni Relations and the National Alumni Board.
Section III

Governance and Oversight of Alumni Chapters

Chapter Chair(s) and Executive Committee Members:

Terms of Office:

All alumni chapters shall have an Executive Committee consisting of a Chair, Vice-Chair, and Secretary at minimum. Chapters are permitted to organize leadership beyond the Executive Committee using any model that supports the goals and operations of the Chapter. Chapters are encouraged to follow the National Alumni Board model but this is not a requirement.

Chair
1. Shall preside at all meetings of the Chapter.
2. Shall have responsibility for the general and active management of the affairs of the Chapter they represent.
3. Shall be responsible for planning and executing events within their prospective region and/or affinity group.
4. Shall delegate specific event planning responsibilities to chapter committee members and follow up to ensure that tasks are being accomplished in a timely manner.
5. Shall confirm that all chapter activities and initiatives are approved by the Office of Alumni Relations.

Vice-Chair
1. Shall act in the absence of the Chair and have such powers and perform the duties of the Chair.
2. Shall perform additional duties as may be prescribed by the Chair and/or the Chapter.

Secretary
1. The Secretary or its designee shall record all votes and minutes of the Chapter and see that notices are duly given in accordance with the provisions of the bylaws of the National Alumni Board.

2. The Secretary shall work with National Alumni Board Secretary on reports that document chapter activities.

3. The Secretary shall perform such other duties as may be prescribed by the Chair and/or the Chapter.

Chapter Membership:

In alignment with the National Alumni Board, the responsibilities of each Chapter member includes: attending and participating in a minimum of two Chapter meetings per year and actively participating in committee or subcommittee meetings; attending University and alumni events; and representing the alumni body to University and alumni constituencies. Membership shall reflect and represent, to the maximum extent possible, constituents of the Saint Martin’s University alumni body, without preference to race, religion, gender, profession, and/or age.

Vacancy, Resignation, Removal:

Chapters will follow National Alumni Board Bylaws Article IV Board of Directors subsections C and D.

Compensation:

Chapters will follow National Alumni Board Bylaws Article IV Board of Directors subsection E.

Chapter Maintenance Requirements:

To maintain good standing as an active chapter of the National Alumni Board, all recognized chapters must adhere to the following:
1. Leadership: Following the selection of a new Chapter Chair or change in Executive Committee membership, the group must report changes to the Alumni Engagement Manager.

2. Events: Each chapter shall hold a minimum of one event per year. Prior to scheduling any event, the Chair should contact the Office of Alumni Relations to coordinate the proposed date with other alumni activities on the alumni calendar. All events shall be held in a manner consistent with the overall goals and objectives of Saint Martin’s University and National Alumni Board Bylaws.

3. Annual Review and Renewal: Regardless of the original recognition date, all chapters will be reviewed by the Executive Committee of the National Alumni Board at the beginning of the fiscal year (July). Should a chapter be unable to adhere to the chapter maintenance requirements, the Executive Committee may take steps to initiate the chapter suspension/dissolution process.

4. Legal Relationships: Chapters are recognized entities of the National Alumni Board. The National Alumni Board operates under the auspices of Saint Martin’s University and is subject to the authority thereof.

5. Contracts and Agreements: Any contract(s) must be entered under the authorization of the Office of Alumni Relations. Questions concerning these matters should be directed to the Alumni Engagement Manager.

6. Product Licensing/Saint Martin’s University Logos: All use of the Saint Martin’s University seal and logos must be approved by the Alumni Engagement Manager.

7. Chapter Reimbursement/ Payment Criteria: Monies spent by a chapter for an event or meeting must be approved by the Alumni Engagement Manager, prior to expenditure. To be reimbursed, receipt(s) for the expenditure(s) must be submitted to the Office of Institutional Advancement and Alumni Relations within 30 days of the event.
Chapter Suspension/ Dissolution:

The Office of Alumni Relations and its National Alumni Board are committed to ensuring all recognized Chapters are viable and successful. Unfortunately, when chapters are unable to meet the minimum maintenance requirements, they may face suspension or dissolution. The following describes the circumstances and procedures that apply when this course of action becomes necessary.

Suspension and Dissolution by the Chapter:

A chapter may be suspended if there is no longer an interest or ability by the leadership or its members to maintain the chapter. The Executive Committee of the National Alumni Board will acknowledge the suspension when it receives notification from the Chapter Chair of such situation. The Executive Committee shall then promptly notify the Office of Alumni Relations of the chapter’s suspension status.

If after one year from the date of suspension the chapter has not been reactivated, then the chapter may be dissolved by majority vote of the National Alumni Board or determination by the University’s Office of Alumni Relations.

Suspension/Dissolution Process:

The Executive Committee of the National Alumni Board, with concurrence of the Office of Alumni Relations, may suspend a chapter if it fails to meet the maintenance requirements as previously outlined. When suspension or dissolution becomes necessary, the following due process will be followed:

1. A written notification of suspension will be sent to the Chapter Chair by the Office of Alumni Relations or The National Alumni Board Secretary. This notification shall include a request to participate in a meeting between the Alumni Engagement Manager and chapter leadership to discuss the status and/or possible alternatives for the continued viability of the chapter. If an in-person meeting is not possible, then an alternative communication method shall be coordinated between the Alumni Engagement Manager and the chapter leadership.
2. Following the meeting and discussions between both parties, the Alumni Engagement Manager will make a recommendation regarding the chapter’s ongoing status (continuance, suspension, or dissolution) to the National Alumni Board.

3. If, after one year from the date of suspension the chapter has not been reactivated, then the chapter may be dissolved by majority vote of the National Alumni Board or determination by the Office of Alumni Relations.

The authority and power to manage and direct alumni affairs shall be vested solely within the Office of Alumni Relations in consultation with the National Alumni Board. The Office of Alumni Relations has the authority to suspend and/or dissolve a chapter if the chapter is not following the Alumni Chapter Handbook or University values and Catholic Benedictine traditions.
Section IV

Alumni Chapter Activities and Requirements:
Alumni Chapters are encouraged to hold activities and events to bring their group and community members together to share their common interest in Saint Martin’s University. Below outlines what is required of a Chapter when planning an event.

Events should have a definite purpose and appeal to alumni. Planning for the event should be finalized as far in advance as possible, typically eight weeks prior. Chapters are required to complete a Chapter Event Request Form (attached in the appendices) to obtain approval from the Office of Alumni Relations.

1. Date: Select the event date well in advance. The date must be approved by the Office of Alumni Relations to avoid conflicts with other events. Weekends and weekdays vary in success from area to area.

2. Time: Weeknight events should allow commuters time to return home or should be early enough and in a central location to allow alumni to stop in before going home. Depending on the type of event, choosing between weekends (e.g., sports events or picnics) and weekdays (e.g., after-work networking events or lectures) will help maximize attendance.

3. Venue: The ability to choose an appealing and appropriate venue can singlehandedly ensure either success or failure. The venue could be a new place or a unique spot that people might not think to go on their own. The location should be centrally located with ample parking.

4. Cost: Admission costs should be as reasonable as possible. Price will affect attendance, because alumni who attend may be charged a nominal amount. In most cases, look for the event costs to offset the anticipated expenses. Requests for costs to be partially subsidized should be noted on the Chapter Event Request Form.

5. Mailing/E-mails/Advertising: The Office of Alumni Relations may help prepare and mail invitations and correspondence. E-mail reminders, generated by the office, can be sent to
target alumni before an event occurs. The Office of Alumni Relations may also post events on the Alumni and Friends page of the Saint Martin's University website, social media sites, and other publications.

6. Supplies/Gifts: The Chapter is responsible for supplies that may be needed for an event. This may include nametags, registration sheets, brochures, gifts for alumni, banners, and other event-related items.

7. Photographs: The Office of Alumni Relations encourages chapter members to take photographs at alumni and friends events and to submit the best pictures along with captions to the Office of Alumni Relations for publications and social media sites.

Examples of Activities/Events

Networking Mixer:

One great way to kick off the start of a chapter is to host a reception at a local restaurant, pub or other venue to allow alumni from an area to meet up and network. At an event of this sort, alumni can interact informally. Events like this are great for recruiting new volunteers and leaders. Consider having a drawing to collect business cards, and provide this information to The Office of Alumni Relations

Young Alumni Event:

Younger alumni tend to have specific ways of interacting and communicating, and also tend to have specific needs to consider. Events that feature business networking or professional development tend to be popular programs for younger alumni.

Athletics-Related events:

Hosting an event in conjunction with a Saint Martin’s University athletics event is a great way to connect alumni in a fun, social, and Saints-themed environment.

Other Sporting events:

Hosting an event around a local sports outing can be a good way to bring alumni together for an activity the whole family can enjoy.
Museum, Theater and Family-friendly venues:

Special events can attract interested, busy alumni who are challenged to find the time to make arrangements themselves. Gatherings following events encourage further interaction among alumni.
Section V

*Services Provided by Office of Alumni Relations*

Financial Support of Chapters:

Saint Martin’s University will not provide annual funding to alumni chapters. However, chapters are permitted to submit funding requests to the Office of Alumni Relations to subsidize some of the costs associated with a chapter event or program (*See appendices*). All funding requests will be reviewed by the Office of Alumni Relations and a determination will be made based on the budget capacity of the Office of Alumni Relations and Saint Martin’s University.

The Saint Martin’s University Finance Office will govern all monies associated with or collected by a chapter. If deemed necessary, a chapter banking account will be established through the Finance Office to manage all monies received via electronic registrations (e.g., Jotform) and other measures related to a chapter’s programming.

Marketing:

Chapters may submit a request for marketing support to the Office of Alumni Relations (*See appendices*). The Office of Alumni Relations can provide assistance with projects such as email invitations, mailings, webpage advertising and event sign-ups. Chapters are responsible for any costs incurred through a marketing initiative. However, chapters may submit a funding request to help offset such fees. The Office of Alumni Relations will review the request and determine what resources are available.

Logos:

Chapters will receive a chapter logo from the Office of Alumni Relations once chartered and recognized by the National Alumni Board. Chapter Chairs are responsible for managing the proper use of a chapter’s logo. Chapters are not permitted to utilize or promote their chapter logo if the chapter is suspended or has been dissolved. Saint Martin’s University owns the rights to all chapter logos.

Contracts:

If a chapter event requires a signed contract, it must be noted on the Chapter Event/Program Request Form. (*See appendices*). All contracts must be signed by a staff member from the Office
of Alumni Relations. The Office of Alumni Relations can provide guidance and assistance to chapter members and/or committees as the event contract is being developed with the third-party entity.
Appendices
Saint Martin’s University National Alumni Board
(Chapter Name)

Petition for Charter

(date)

The undersigned alumni of Saint Martin’s University petition the National Alumni Board, the governing body of the Alumni, for a chapter charter. The approved charter would officially recognize the (Chapter Name), grant it the authority and responsibility to operate as a branch of the Alumni, and allow its Chair to represent the chapter as a non-voting member of the National Alumni Board.

(If a Geographic Chapter)
The (Chapter Name) shall include all alumni residing in (name specific counties or states), or any Saint Martin’s alumna/us who desires to become a member of the chapter.

(If an Affinity, Academic, or Corporate Chapter)
The (Chapter Name) shall include all alumni that identify with (name affinity, discipline, or organization), or any Saint Martin’s alumna/us who desires to become a member of the chapter.

The primary objectives of the (Chapter Name) will be to organize social, service, recreational, and educational programs and activities that bring together alumni, parents, and friends of Saint Martin’s University, and to promote the advancement of the university.

1. 2. 3.
4. 5. 6.
7. 8. 9.
10. 11. 12.
16. 17. 18.
19. 20. 21.
22. 23. 24.

*minimum of 15 signatures required for chapter recognition

________________________  _______________________________
Alumni Engagement Manager                  Chair of the National Alumni Board
Chapter Event/Program Request Form

To ensure that the Office of Alumni Relations has adequate time to evaluate event details and funding sources, it is recommended that eight weeks’ notice be given on all event/program requests. Please note that decisions on proposed events/programs are subject to approval from the Office of Alumni Relations.

Chapter:

Event Date:

Sponsors:

Event Contacts/Chapter Leaders:

Event Name:

Event Type: Possible Dates:

Event Time: Estimated Attendance:

Possible Locations:
## EVENT DESCRIPTION

### Overview


### Purpose / Goals / Target Audience


### Theme


### Key Alumni / Constituents involved (to include / invite / consult)


## ANTICIPATED EXPENSES

### Facility Rental / Deposit:


### Equipment Rental:


### Catering (Food and beverages):


### Other:


### TOTAL COSTS:


ANTICIPATED REVENUES

Regular Admission Price:

Number of People Expected:

Other:

TOTAL REVENUES:

REQUESTED RESOURCES

E-mail invitations:

Mailed invitations:

Gifts/Giveaways:

Staffing:

Funds:

Other:

An Alumni Relations staff member will work with you to review your request. Thank you!
Contact Information:

Office of Institutional Advancement
Office of Alumni Relations

Saint Martin’s University
5000 Abbey Way SE
Lacey, WA 98503-7500

Phone:
(360) 438-4323

E-mail:
alumni@stmartin.edu

Website:
https://www.stmartin.edu/alumni-and-friends

National Alumni Board:

Facebook:
https://www.facebook.com/SaintMartinsAlumni/?ref=bookmarks

Twitter:

Linked In:
https://www.linkedin.com/school/65100/