



CHAPTER & SOCIETY LEADERS TOOLKIT

UNIVERSITY OF SOUTH ALABAMA
NATIONAL ALUMNI ASSOCIATION





CHAPTER LEADERS TOOLKIT, 2

PURPOSE

The purpose of the USA National Alumni Association Chapters/Societies program is to support and positively influence the goals of the University through an active relationship with the University, its alumni, students and friends.

MEMBERSHIP

Local chapters/societies may be organized by ten (10) or more persons eligible for alumni membership in accordance with Article I, Section A. Any such local chapter(s)/society(ies) must obtain approval and recognition of the National Alumni Association, after submitting a society petition to be reviewed by the board of directors of the National Alumni Association.

OBJECTIVES

1. To promote the University of South Alabama according to the judgment of the National Alumni Association;
2. To promote the fellowship and fraternity among the alumni of the University of South Alabama;
3. To assist in all feasible and beneficial programs of The University of South Alabama, including general promotion and publicity, service, student recruitment and athletics;
4. To build membership in support of the purposes of the chapter/society while keeping members informed of chapter/society activities;
5. To promote and support the fundraising efforts of the University of South Alabama.

ORGANIZATION

The procedure for organizing and establishing a chapter/society is the same and is outlined below:

1. Identify a core group of ten (10) National Alumni Association members who would be willing to serve on an organizational committee;
2. Contact the Office of Alumni Relations. We can provide you with the following:
 - a. Current list of names, addresses, phone numbers and emails of alumni;
 - b. Copies of the USA National Alumni Association constitution and by-laws;
 - c. A National Alumni Association representative will assist you in organizing and implementing your chapter/society;
3. Complete the *PETITION FOR APPROVAL AND RECOGNITION* form found on page XX and submit to the National Alumni Association for board approval.



ANNUAL PLANNING

Annual planning is a critical part of good chapter/society management. Each chapter/society is required to participate in the National Alumni Associations three signature chapter/society events, which are:

1. Freshmen Picnics;
2. National Game Watch Party;
3. National Jaguar Day of Service

Details and a toolkit for executing these events are located within this toolkit. Each chapter/society is encouraged to host events outside of the required signature events. Such events could include:

1. Barbeque/Picnic with Families;
2. Wine and Cheese Party;
3. Luncheon or Dinner;
4. Reception with a Guest Speaker;
5. Holiday Party;
6. Open House at Home of an Alumnus;

OFFICE OF ALUMNI RELATIONS SERVICES TO CHAPTERS/SOCIETIES

The National Alumni Association and the Office of Alumni Relations are eager to provide chapters/societies with all the assistance possible. The following services are always available to chapters/societies:

- Alumni contact lists upon request;
- Alumni mailing labels upon request;
- Presence of a staff member at events and planning meetings when possible;
- Printing and postage of three invitations per year (must give a 4-6 week notice for mailings), see page 13 for request form;
- Electronic communication, event invitations and event management of your chapter/society events, see page 13 for request form.

FRESHMEN PICNICS

PURPOSE

The purpose of the Freshmen Picnic event is to build a connection between the local alumni chapter/society and local high school students who have been accepted at the University of South Alabama. It encourages alumni to reach out to these students, recognizing their efforts and encouraging their future membership in the local alumni chapter/society. The Freshmen Picnics also further the USA National Alumni Association goal by encouraging chapter/society membership growth.

WHAT IS A FRESHMEN PICNIC?

A Freshmen Picnic consists of a group of alumni and parents of current students hosting a gathering of local high school students (who have been accepted to the University of South Alabama) and their families where the incoming freshmen may meet current USA alumni. This is a chance for them to exchange information and begin developing a contact group to help ease their transition from home to campus life. We recommend that the Freshmen Picnics be held no fewer than two to four weeks prior to the date first-year students arrive on campus.



PLANNING

Although these events can be hosted at any location, the best Freshmen Picnics are those that are hosted at the home of an alumnus. Gatherings are casual, ranging from backyard swim parties and pre-game tailgates, picnics and barbecues in the park, or ice cream socials.

1. Determine Location, Date, Time;
2. Notify the Office of Alumni Relations by completing the form on page XX (they will publicize the event to local alumni and students);
3. Solicit door prizes for your guests (the Office of Alumni Relations can assist with this);
4. Generate games/ice breakers for students who will be attending; examples are provided below;
5. TAKE PHOTOS! Don't forget to take photos at the event and send them to the Office of Alumni Relations afterwards.



FRESHMEN PICNICS

ICE BREAKERS & GAMES

TRIVIA

1. Which residence halls on campus have cafeterias?
2. What is the name of the baseball stadium on campus?
3. What is the name of the MLB Cardinals player who played at the University of South Alabama?
4. What were the University of South Alabama's original school colors?
5. When was the University of South Alabama established?
6. What is the mascot of the University of South Alabama?
7. Who is the head football coach at the University of South Alabama?

ICE BREAKERS

1. Find someone who is majoring in education
2. Find someone who took a summer vacation this year with friends
3. Find someone who will play a varsity sport for the University of South Alabama
4. Find someone who will play in the band at the University of South Alabama
5. Find someone who is going to live in the same dorm as you at the University of South Alabama
6. Find someone who is majoring in accounting
7. Find someone who got lost on the way to the Freshmen Picnic today
8. Find someone who traveled abroad this summer
9. Find someone who's favorite color is blue
10. Find someone who already knows his or her roommate at the University of South Alabama

HELPFUL INFORMATION FOR FRESHMEN- PLEASE INFORM STUDENTS ABOUT THESE ALUMNI STUDENT GROUPS AVAILABLE TO THEM

SOUTHERNERS

"The Southerners" originated in 1978, are a 16-member group of USA students who work closely with the National Alumni Association, President's Office and other University and community groups to fulfill vital roles in every aspect of University relations. Funded and directed by the Office of Alumni Relations and National Alumni Association, "The Southerners" serve as the official ambassadors for the University of South Alabama throughout the country. Members are chosen on the basis of an essay-type application, interviews, academics, and extracurricular achievements. Applications are available in the spring. "The Southerners" are best known for their Annual Oozeball Tournament – volleyball played in 8 inches of mud. Over 500 students, faculty, staff and alumni participate in the event held in the spring.

STAT (STUDENTS TODAY, ALUMNI TOMORROW)

Students Today Alumni Tomorrow (STAT) is the student alumni association sponsored by the National Alumni Association. STAT works with the National Alumni Association to fulfill the mission of bridging the gap between South Alabama students and its alumni. As a member of STAT, you are given the opportunity to network with active alumni members of the USA National Alumni Association.

NATIONAL GAME WATCH PARTY

PURPOSE

The Jaguar family is spread far and wide but no matter where you are, you can take part in the Jaguar National Game Watch #JAGamewatch. Jaguar football events are occasionally broadcast on national television. Each year the Office of Alumni Relations will choose one game as the National Watch Party game. Each chapter/society will work to choose a location in their city to host and watch the game. Locations can range from the home of an alumnus to a local sports bar. During the game, follow other fans on twitter and post photos from your chapter's/society's event on twitter using #JAGamewatch.



PLANNING

1. Determine Location, Date, Time;
2. Notify the Office of Alumni Relations by completing the form on page XX (they will publicize the event to local alumni);
3. Solicit door prizes for your guests (the Office of Alumni Relations can assist with this);
4. TAKE PHOTOS! Don't forget to take photos at the event and send them to the Office of Alumni Relations afterwards.

J♥GUARS CARE NATIONAL DAY OF SERVICE

PURPOSE

The Jaguars Care National Day of Service movement brings together hundreds of alumni volunteers to make an impact in their own local communities – all in the name of the University of South Alabama, all on one day. Throughout the nation, USA Alumni are making a difference every day. While one day of service cannot meet every need in every community, bringing all South alumni together to make a difference at one time can have a substantial impact on both the individuals involved in this shared experience and the greater community. Projects will be alumni-led and reflect the diversity of alumni interests and passions. Some projects will be big, some will be small, and together...their impact will be great.



PROJECT GOALS

- To bring together USA alumni on one day to provide hands-on service in their communities;
- To engage alumni project leaders in identifying community needs, planning projects and recruiting participants;
- To have a substantial impact on the individuals involved in this shared experience;
- To demonstrate that the University of South Alabama commits to service.

PLANNING

1. Use the Jaguars Care National Day of Service form on page XX to register your chapter's/society's volunteer project;
2. Once your group is registered, the Office of Alumni Relations will create a registration site for all alumni in you area;
3. Encourage your chapter/society members to register for the service event in your city;
4. Take plenty of photos and sending them to the Office of Alumni Relations after the event; tweet your photos throughout the day using #Jagscare!

FRESHMEN PICNIC EVENT REGISTRATION FORM

Please submit this form to Jessica Callahan: jcallahan@southalabama.edu. Once form is received your event will be publicized through the Office of Alumni Relations.

Be sure to take photos at your event and submit them to jcallahan@southalabama.edu after the event takes place. Photos will be included in future alumni publications and on the National Alumni Association website.



CHAPTER/SOCIETY NAME	
CONTACT NAME	
CONTACT PHONE NUMBER	
CONTACT EMAIL ADDRESS	
EVENT DATE	
EVENT LOCATION	
EVENT LOCATION ADDRESS	
EVENT TIME	
EVENT FORMAT (BBQ, ICECREAM SOCIAL, ETC.)	
ADDITIONAL DETAILS	

NATIONAL GAME WATCH PARTY REGISTRATION FORM

Please submit this form to Jessica Callahan: jcallahan@southalabama.edu. Once form is received your event will be publicized through the Office of Alumni Relations.

Be sure to take photos at your event and submit them to jcallahan@southalabama.edu after the event takes place. Photos will be included in future alumni publications and on the National Alumni Association website.



CHAPTER/SOCIETY NAME	
CONTACT NAME	
CONTACT PHONE NUMBER	
CONTACT EMAIL ADDRESS	
EVENT DATE	
GAME WATCH LOCATION	
LOCATION ADDRESS	
EVENT TIME	
EVENT COST OR DUTCH TREAT?	
ADDITIONAL DETAILS	



J♥GUARS CARE NATIONAL DAY OF SERVICE PROJECT REGISTRATION FORM

Please submit this form to Jessica Callahan: jcallahan@southalabama.edu. Once form is received your event will be publicized through the Office of Alumni Relations.

Be sure to take photos at your event and submit them to jcallahan@southalabama.edu after the event takes place. Photos will be included in future alumni publications and on the National Alumni Association website.



CHAPTER/SOCIETY NAME	
CONTACT NAME	
CONTACT PHONE NUMBER	
CONTACT EMAIL ADDRESS	
SERVICE PROJECT ORGANIZATION	
SERVICE PROJECT DESCRIPTION	
LOCATION ADDRESS	
EVENT TIME	
ADDITIONAL DETAILS (Should participants bring a donated item or wear a certain type of clothing? Etc.)	



PETITION FOR APPROVAL AND RECOGNITION OF CHAPTER OR SOCIETY STATUS

WHEREAS, our relationship with and continued interest in the University of South Alabama are promoted through fellowship and fraternity amount the alumni of the University;

WHEREAS, the _____ alumni of the University of South Alabama seek to establish a _____ chapter or society of the University of South Alabama National Alumni Association;

WHEREAS, the University of South Alabama National Alumni Association Constitution provides for the recognition of a chapter or society by the Board of Directors of the Association upon organization of ten or more persons eligible for alumni membership;

WHEREAS, a copy of the proposed Constitution and By-laws is submitted with the petition for review by the Board of Directors of The Association;

NOW THEREFORE, the undersigned alumnus/alumna of the University of South Alabama petition the board of directors of the University of South Alabama National Alumni Association to recognize, approve and charter, according to its Constitution, _____ of the University of South Alabama National Alumni Association

Name, Address, Email, Telephone Number	Name, Address, Email, Telephone Number	Name, Address, Email, Telephone Number	Name, Address, Email, Telephone Number
SIGNATURE	SIGNATURE	SIGNATURE	SIGNATURE



PETITION FOR APPROVAL AND RECOGNITION OF CHAPTER OR SOCIETY STATUS

(CONTINUED)

Name, Address, Email, Telephone Number	Name, Address, Email, Telephone Number	Name, Address, Email, Telephone Number	Name, Address, Email, Telephone Number
SIGNATURE	SIGNATURE	SIGNATURE	SIGNATURE

Name, Address, Email, Telephone Number	Name, Address, Email, Telephone Number	Name, Address, Email, Telephone Number	Name, Address, Email, Telephone Number
SIGNATURE	SIGNATURE	SIGNATURE	SIGNATURE



REQUEST FOR CLUB OR CHAPTER/SOCIETY EVENT PUBLICITY

(REQUEST SHOULD BE MADE SIX WEEKS PRIOR TO EVENT)

CHAPTER/SOCIETY NAME REPRESENTATIVE PHONE NUMBER	
EVENT NAME	
EVENT DATE & TIME	
EVENT LOCEATION & DRIVING DIRECTIONS	
EVENT FORMAT (dinner, hors d'oeuvres, cocktails, etc.)	
COST PER MEMBER COST PER NON-MEMBER	
R.S.V.P. TO	
SEND PAYMENT TO	
R.S.V.P./PAYMENT DEADLINE	
EVENT DRESS CODE (casual, business attire, TRUE BLUE, etc.)	
INVITATION SHOULD BE SENT TO (all alumni, members only, last 10 graduating classes, etc.)	
SPEAKER REQUEST (Alumni Office will attempt to accommodate if feasible)	
OTHER?	

Please email this form to: jcallahan@southalabama.edu