Network Handbook
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Welcome
Welcome to the Chico State Alumni Association Network Handbook. We greatly appreciate the time, energy, and effort that you contribute back to Chico State through the association. Whether you are interested in starting a new network or joining the board of an established network, this handbook is designed to assist you in organizing, connecting, and engaging fellow alumni in your area of interest. As you read this document, we invite you to share thoughts and feedback so that the handbook will continue to serve the needs of association volunteers.

Alumni are Chico State’s most valuable resource. It is our desire that alumni networks are designed to keep alumni in touch with other graduates and deepen their connection to Chico State.

Go Wildcats!

Aaron Skaggs, ’10
President, Board of Directors
California State University, Chico

Susan Anderson
Assistant Vice President, Alumni and Parent Relations
California State University, Chico
About the Chico State Alumni Association

The Chico State Alumni Association was founded in 1892 and now serves more than 130,000 alumni by connecting them to Chico State through events like The Chico Experience Week, class reunions, alumni mixers, and communications such as Connected.

In 2015, the Alumni Association Board of Directors voted to eliminate annual dues for all members of our alumni association. Our alumni membership program is now all-inclusive. Alumni, students, staff, and faculty are all considered members of the alumni association and have the opportunity to download an alumni card on the association website. We believe our efforts are better spent providing valuable programming to all alumni rather than serving the very small population of our alumni who were members (less than 2 percent). We encourage all alumni to financially support Chico State and donations to the association are encouraged.

Alumni Association Mission Statement
To enrich the Chico Experience by supporting alumni, students, and the University to ensure a lifelong connection and enduring legacy.

Vision Statement
To excel as an alumni organization of distinction.

Governance
The Chico State Alumni Association is governed by a 23-member board of volunteers (18 voting and five non-voting). The university president, the president of the Chico Chapter, the president of the Associated Students, the executive director, and the alumni council representative hold the non-voting positions on the board.

2014-2015 Board of Directors
President: Aaron Skaggs, ’10
Past President: Jimmy Reed, ’03, ’08
Vice President: Todd McKendrick, ’93
Secretary: Tom Carter, ’70
Treasurer: Bob Kohen, ’66, ’70
Lea Berhane, ’97
Nicole Burghardt, ’02
Tim Colbie, ’92
Robert Combs, ’80
Casey Covey, ’08
Delia Estrada, ’92
Kathy Hardin, ’72
Bob Kohen, ’66
Edward Lewis, ’91
Paul Maunder, ’93
Christina Nichols, ’69
Megan Odom, ‘02
Michelle Power, ’92
Somer Sayles, ’99
Danie, Schwartz, ’09
David Scotto, ’89
Nicholas Spangler, ’04, ’08
Mary Wallmark, ’87

President of the Associated Students: Deanna Jarquin
Alumni Council Representative: Michelle Power
Chico Chapter President: Dino Corbin
Sacramento Chapter President: Lauren Grimes
Bay Area Chapter President: Kelsey Mendenhall

Staff
Assistant Vice President/Alumni Association Executive Director: Susan Anderson
Director of Alumni and Parent Programs: Shari Anderson
Alumni Engagement Coordinator: Kaitlin Tillett
Office Manager: Janet McCue

Annual Alumni Association Events
Commencement – water and T-shirt sales
Distinguished Alumni Dinner
Golden Grad Time Capsule Opening and Brunch
The Chico Experience Week
Chico Chapter Fall Mixer
Chico Chapter Basketball Reception
Chico Chapter Spring BBQ
Regional mixers and sporting events
Wildcat Welcome
Senior Sendoff

Affinity Partners
The association has affinity partners to help generate revenue for alumni programming. Once a year, we send an email to alumni on behalf of our affinity partners. We also allow our partners to send a few direct mail pieces to alumni every year. To maintain accurate lists, we provide an “opt out of affinity contact” request once a year in Chico Statements.

Liberty Mutual Insurance (auto and home), http://www.libertymutual.com/chico
Website
The association operates a website, www.csuchico.edu/alumni. Networks have the opportunity to have a page on this website listing their leadership, sponsors, events, and other related information. Additionally, the association will promote network events on its events calendar.

Connected
The association sends out an e-newsletter each month to the alumni association’s list of over 60,000 alumni. Networks have the opportunity to list their events and accomplishments in this newsletter. Connected is sent out the third week of each month.

Social Media
The association maintains social media accounts on Facebook, Twitter, LinkedIn, and Instagram. Networks are encouraged to use these platforms to promote their activities and to use the hashtag #chicoalum while posting about the alumni association to their personal accounts. Networks can work with association staff to coordinate postings on the official alumni association pages.

Facebook: Chico State Alumni Association
Twitter: @ChicoStateAlum
LinkedIn: Chico State Alumni Association
Instagram: @ChicoStateAlum

Location of Alumni
Of the 130,000-plus Chico State alumni, the vast majority—over 101,000—live in California. Over 20,500 of these alumni reside in Butte County! Wildcat sightings are also high in Sacramento County with 7,800-plus alumni, Contra Costa County with 6,300-plus alumni, and Santa Clara County with 5,500-plus alumni.
About Chico State Alumni Association Networks

A Chico State Alumni Association Network is an official group of alumni that has established a proud bond with Chico State and, with approval of the association, has made a commitment to maintain the requirements for network recognition as described in these policies and procedures. The primary purpose of a network is to engage and connect regional alumni, friends, and prospective and incoming students. They achieve this through networking events, professional development activities, and group volunteerism.

Policies and Procedures

To receive official recognition from the association, all networks must:

- Have a clear and specific purpose that is consistent with the association’s mission
- Hold at least two events each year. Please notify association staff of these events at the beginning of each calendar year. One event can be social and the second event should include substantive programming, such as a guest speaker, career networking, or fundraising event.
- Get approval on all promotional materials (postcards, invitations, fliers, sponsorship solicitations, brochures, etc.) from association staff before executing and distributing.
- Submit minutes from all meetings to the Office of Alumni and Parent Relations within two weeks.
- Submit event recap forms within two weeks of hosting an event.
- Be conversant about the association and the University to alumni, friends, and students.
- Agree that all cash management, disbursement, and accounting services shall be handled by the association, including monetary gifts and in-kind donations.
- Collect and submit alumni contact information at events.
- Network board members are expected to purchase their own tickets to network events, even if they helped coordinate the event.

Official networks must adhere to the following limitations:

- Representation of “official Alumni Association” only as authorized by staff.
- Network is not authorized to commit the association without staff knowledge.
- Network cannot legally obligate the association.
- All contracts must be between the University and the vendor. No network board member is allowed to sign a contract on behalf of the network or Association.

Association Support

Once officially recognized as an alumni network, the association can provide the following, with the requested notice:

- Inclusion on the association website, including ability to sell event tickets online. **Lead time: one week**
- Social media posting on behalf of the network on the alumni association’s social media outlets. **Lead time: one week**
• E-newsletters and e-blasts sent on behalf of the network
  **Lead time: one week**
• Quarterly financial statement.
  **Lead time: one week**
• Financial recaps on network events
  **Lead time: two weeks**
• Staff support in the development and implementation of network activities
  **Lead time: six to eight weeks before the event (minimum)**
• Event supplies including name tags, association information, and door prizes
  **Lead time: two weeks**
• Staff support in developing sponsor materials and soliciting sponsorships
  **Lead time: four weeks**
• Network account with the CSU, Chico University Foundation
• Overall general liability insurance
• Chico Statements, published fall and spring

**Network Financial Policies**
Each network has a bank account established through the University Foundation and managed by association staff. Association staff will seek network board approval before incurring costs on behalf of the chapter. A financial statement will be provided to the network board each quarter and upon request with one week’s notice. Additionally, recognized networks must adhere to the following:

- The organizational and fiscal year of the association is July 1 through June 30.
- All network monies shall be held in the University Foundation account. No outside bank accounts permitted.
- Monies used by alumni networks should be used, but not limited to, the purpose of recruiting new members, engaging alumni, aiding alumni in professional development, and student outreach.
- All expenses of the network should be approved in advance by association staff.
- All contracts and agreements must be submitted to the Office of Alumni and Parent Relations prior to approval and signature.

**Network Funding**
All recognized alumni networks must be self-sustaining.

- The association will provide $500 each year to aid the network in engaging alumni.
- Networks are advised to solicit sponsorships for additional funding (staff can support network in this and provide sample solicitation materials).
- Networks are expected to charge a ticket price or entry fee for their events. Exceptions must be cleared by association staff.
Application to Become a Recognized Alumni Network
To be recognized as an official network of the association, an application must be submitted to and approved by the Office of Alumni and Parents Relations and the association Board of Directors. The process includes submitting the following:

- Network request application
- Board member applications for at least three members
- One year proposed action plan
- Alumni population of 1,000 or more in area of interest

Network Suspension and Dissolution
The association is committed to assisting all recognized networks in being viable and successful. However, the network may face suspension or dissolution under the following circumstances:

- Performs any action that is detrimental to the University or association
- Unauthorized or improper use of the University’s or association’s name, stationary, mailing lists, or databases
- There is no longer interest or ability by network leadership or constituents to maintain the network
- The alumni association board has discretion to dissolve or suspend alumni networks

Alcohol Policy
The association and alumni networks are not able to provide complimentary alcoholic beverages at any event. All alcohol must be served by a venue or caterer that has the appropriate license to serve alcohol. Any event held on campus where alcohol is served is required to follow Chico State’s guidelines regarding alcohol safety. Pre-approval from Chico State is required before serving alcohol on campus.

*Lead time: six weeks*

Roles of Leadership
The suggested term limit for each leadership position is two years, however each alumni network has the flexibility to set their own term limits. These term limits must be decided upon by all board members of the network and communicated to alumni office staff.

**President:**

- Develop a one-year plan for the network, submitted upon establishment of the network at the beginning of the calendar year
- Manage correspondence and requests between your network and the association
- Encourage and thank volunteers
- Arrange and preside at all network board of directors meetings
- Help identify and cultivate alumni leaders in your area
- Inform alumni of events in your area
- Encourage support for the University
- Work with alumni staff to plan activities in your area
- Adhere to network rules
Vice President:
This position is elected to fill the presidency after office is vacated.
- Attend network board of directors meetings
- Perform duties of the president in their absence
- Work with other officers and committees to learn network operations
- Learn the duties of the presidential role
- Assist president in the fulfillment of his/her duties
- Assist with correspondence and requests between your network and the association

Secretary:
- Take minutes of all network board of directors meetings
- Submit network reports (minutes and event recap reports) to the alumni association
- Submit an updated board roster at the beginning of each calendar year