Dear Chapter Leader,

Thank you for accepting the invitation to provide leadership for the college in your community! We are excited to have you join our team of outstanding volunteers around the world. This handbook is designed to help you make the most of your time and efforts, to build a vibrant Chapter and give you the resources for a successful year of events.

As an institution, we have established chapters in various communities to further the objectives of the College and to provide opportunities for continuing contact among area members of the Rhodes community. Our work has been guided by engaging loyal and talented alumni and parents to achieve the Rhodes Vision.

We are happy to assist you in any way we can, so please feel free to contact us.

Sincerely,

Tracy Vezina Patterson ’84, P’17
Director of Alumni Relations
pattersont@rhodes.edu
(901) 843-3856

Katherine Dunbar-Smith ’09
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Office of Alumni Relations, 2000 North Parkway, Memphis, Tennessee 38112
901/843-3845. alumni@rhodes.edu
Open Letter

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II. Bylaws
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Alumni Association Mission

The purpose of the Rhodes Alumni Association is to promote Rhodes College, to deepen the loyalty of alumni and to encourage mutually beneficial relationships between the alumni, students and their families, faculty and staff of Rhodes College.

Purpose of Regional Chapters

Regional Chapters will promote the mission of the Alumni Association and advance the Rhodes College Vision. Routine ways in which alumni chapters can do this are:

- Helping recruit outstanding high school students for admission
- Welcoming new alumni and new students to the local Rhodes community
- Supporting student learning and aiding student retention through developing mentor relationships between alumni and students
- Expanding opportunities for students and graduates with internships and jobs
- Supporting the College's fund-raising activities
- Sponsoring educational programs for the local Rhodes community
- Planning activities that encourage fellowship among alumni, families, and friends of Rhodes
- Sponsoring alumni participation in local community service projects
- Striving to increase public awareness of Rhodes College through local media
- Helping the College secure and maintain updated contact information for alumni, parents, and friends

Rhodes Vision

Rhodes College aspires to graduate students with a life-long passion for learning, a compassion for others, and the ability to translate academic study and personal concern into effective leadership and action in their communities and the world.
UNIFORM BYLAWS FOR REGIONAL, STATE AND CITY CHAPTERS

ARTICLE I

Purpose

The purpose of Rhodes College Chapters is to deepen the bonds between regional alumni, parents and students to the College and each other, to develop a local Rhodes community bound by a lifelong passion for learning, and to support the College’s mission.

ARTICLE II

Membership

Membership is open to all degreed and non-degreed alumni and their families, current and former Rhodes families (which includes parents and grandparents), and students of the college. Membership is automatic for anyone residing in a Chapter’s geographic location.

ARTICLE III

Formation

Any group of 25 or more Rhodes College alumni, parents and grandparents from the same geographic region, state or city may convene and petition the Alumni Relations Office, in consultation with the Alumni Association Executive Board, to form a Chapter.

This group should notify the institution of their desire in writing, and shall submit a roster of officers, organizational outline and goals, a calendar of proposed events and general geographic scope. The officers, at a minimum, shall include a President, Vice-President, Young Alumni Chair, Career Networking Chair and Annual Fund Liaison.

The organizational outline should include initial goals and a plan for succession that will form the basis of an official Chapter record. The Director of Alumni Relations, in consultation with the Alumni Association Executive Board, shall consider and decide the request based upon the interests of the institution and the potential members.

Once a decision has been made, the designated officers of that Chapter will be notified of its acceptance or rejection as a Chapter. Representatives from the Chapter leadership must attend the next Chapter Leaders Summer Seminar and participate in training.

ARTICLE IV

Organization

Section A. Chapter Governance

Each Chapter shall be led by a group of officers either elected or appointed from the membership, and shall provide continuity for that leadership through a succession plan. The succession plan shall
be defined by the individual Chapters, and lay out the process for identification, recruitment and appointment or election to the various leadership positions in the event of normal roll-off, or unexpected circumstances (July 1 – June 30).

Officers shall be expected to serve a term of two years, and notify the leadership of any impending departure or their inability to fill the role. A chapter may include provisions for officers to serve longer or shorter than two years within the succession plan, but should be prepared to fill any vacancies therein.

Any Chapter member may be nominated, appointed or elected as an officer. The procedures for this process shall be established by the Chapter as part of its organizational outline.

Section B. Chapter Meetings

Each Chapter shall hold open meetings at least twice annually, either in person or via conference call, to establish goals and objectives for the chapter, discuss nominations and vote on leadership, craft a proposed calendar of events or address any other Chapter business. During these meetings, the organizational outline should be reviewed and updated to give an up-to-date picture of the Chapter. Officers, Chairs or Committees may also hold additional meetings as needed for the governance of the Chapter.

ARTICLE V

Officers

Section A. Chapters are required to maintain a leadership team consisting of a President, Vice President, Young Alumni Chair, Career Networking Chair and Annual Fund Liaison.

President – Helps develop the upcoming year’s programs and special events to engage parents, students and alumni in the chapter. Presides at all meetings and Chapter functions, serves as Rhodes College’s principal Alumni Association representative for the Chapter and chief liaison between the Chapter and the Alumni Relations staff, and assists Alumni Relations in event planning and follow-up.

Vice President - Performs the duties of the President in the event of his or her absence, helps develop the upcoming year’s programs and special events, serves as a chair for additional committees, assists in the selection of those committees, serves as the next Chapter president, and recruits a new Vice-President to take his or her now vacant position.

Young Alumni Chair - Engages the Graduates of the Last Decade by identifying of their needs and interests, planning appropriate programming and gatherings, cultivating future leaders for the college, and assisting the Development Department’s GOLD Coordinator in projects focused on young alumni.

Career Networking Chair – Helps develop and oversee career networking opportunities including: connecting young graduates or career seekers to potential opportunities, recommending and helping to plan networking events, and working closely with the Assistant Director of Alumni Relations to
host networking activities and keep the Alumni Relations staff aware of job leads and intern/extern opportunities.

**Annual Fund Liaison** - Serves as a local representative for promotion of the Annual Fund, keeps Chapter members up-to-date on the local and overall progress of the Annual Fund, assists the Annual Fund team with local fundraising or stewardship efforts, recruits volunteers to assist as needed.

*Section B.* Chapters may also establish additional positions for the governance of the Chapter

Chapters may add to the leadership team or create a board consisting of non-officer members to assist as needed with Chapter organization and governance, and establish a pool of individuals who have indicated a willingness to serve in a leadership capacity from which future officers may be drawn.

Such positions may include such positions as a Student Recruitment Chair, a Special Event Chair, a Community Service Chair or Parent Liaison. These additional Officers, Committee Chairs or Committee members may be elected or appointed at the discretion of the Chapter Officers. Chapters shall be empowered to determine the provisions for the creation of these positions, and the subsequent responsibilities, based on the needs of the Chapter community. Any positions created on a permanent basis shall be added to the succession plan, and filled accordingly.

**ARTICLE VI**

**Expectations**

Chapter Officers and members should assist in identifying potential Chapter Officers, and nominations to the Alumni Association Executive Board, Distinguished Alumni Award, Young Alumni Award, Black Student Association Distinguished Alumni Award, Distinguished Service Award and the Athletic Hall of Fame.

Chapters are expected to help promote and assist with official Rhodes Admission events in the region, including Fall Recruitment, Spring Yield, and Summer Send-Off Parties, any Career Networking events sponsored by Alumni Relations, or any Annual Fund events hosted by Development. In addition, each Chapter is expected to host a “From Rhodes to Reality” event in August welcoming new alumni and Rhodes families in the Chapter area, plus one additional event of its choosing.

Chapters shall nominate at least two candidates to attend the Chapter Leader Summer Seminar Conference held at Rhodes College, and make plans for representation during quarterly all-calls with other Chapters and the Alumni Relations staff.

Officers and members should work closely with the Alumni Relations staff to plan a vibrant calendar of events, and plan to give at least six weeks’ notice before any event. Officers and committee members should take an active role in the planning, execution and follow up for each event.

* * *
CHAPTER PROCEDURES

Leadership Structure - Flexibility at the chapter level is provided for the selection process. Service as President should be for a period of two years (July 1 – June 30).

Required Positions:
- President
- Vice-President/President-Elect
- Young Alumni Chair
- Career Network Chair
- Annual Fund Liaison

Suggested Positions (depending upon alumni/family population)*:
- Communications Chair
- Student Recruitment Chair
- Special Events Chair
- Parent Liaison
* Positions may be combined as appropriate

Chapters should report changes in leadership to the Rhodes Alumni Relations Office as they occur. The Rhodes College Alumni Association Executive Board will review and approve the selection of Chapter Officers.

SERVICES OFFERED BY ALUMNI RELATIONS

All Rhodes College Alumni Relations staff members are prepared and willing to assist chapter leaders.

The specific ways in which the Alumni Relations Office supports Rhodes Chapter activities include the following:

- **Rosters of alumni, parents, and friends**: For the geographic area served by each chapter, rosters can be provided as needed.
- **College speakers for Chapter sponsored events**: The Alumni Relations Office will contact speakers for chapter events once requests are received. The Alumni Relations staff member will work closely with the chapter contact to help facilitate arrangements.
- **Alumni Relations staff travel**: When possible, Alumni Relations and/or Development staff members will attend meetings and events.
- **Supplies for events**: Cups, napkins, nametags and Rhodes mementos upon request.
- **Newcomer lists**
- **Event planning guidance**
- **E-Mail broadcast from the office or email forwarding from chapter officers**
- **Social media (Facebook, LinkedIn and Twitter)**: The Alumni Relations staff will assist chapters in the use of these tools to help foster online community awareness and networking opportunities.
Policy Governing the Use of the Alumni Mailing List

Rhodes College respects the integrity and privacy of contact information for alumni. There is an expectation that mailing and contact lists will be used by chapter leaders only for purposes that are related to Chapter/College activities and events.

Please note that any and all information shared by Rhodes College, including contact information, donor records, or other materials is confidential and should not be utilized for personal use or non-college related business. Reasonable steps should be taken to ensure that any information entrusted to you is kept and disposed of securely. Information shared with Chapter Leaders should not be shared with members of the community unless express permission is given to do so.

Any questions or concerns can be answered by the Alumni Relations or Development staff.

CHAPTER PROGRAMMING AND EVENT PLANNING

Chapter Programming

A. Typical events
   1. Rhodes to Reality – held on the first day of classes in all Chapters
   2. Recruitment events to include Yield Parties and Summer Send-Offs
   3. Young Alumni events
   4. Career Networking events
   5. Other events that promote the Rhodes Vision and interests of the local chapter

B. Calendar of Events may be maintained on Rhodes website

C. Minimum time, prior to event, for event notice to be provided to Rhodes Alumni Relations Office is 6-8 weeks for mailing

D. Attendance list and event reports to Rhodes Alumni Relations Office within one week of event

The following important areas of consideration will promote successful programming:

- **Setting a Calendar**: The leadership should meet in the spring or early summer to plan a calendar of events for the coming academic year that will not overtax the leadership or the membership. Among forms found at the closing of this document is a calendar report form divided into six month periods, which may be used for an annual calendar or the six month periods.

- **Variety**: Plan a diversified calendar of events that will be appealing to a variety of interests, ages, and budgets.

- **Annual or Traditional Event**: Consider establishing a local traditional event

- **Check Dates**: Check local calendars as well as religious calendars to avoid obvious and subtle conflicts.
It is of the utmost importance that the chapter calendar and speaker requests be sent to Alumni Relations in a timely manner. Early notice helps the office provide greater service to the chapters.

- Travel dollars can be used more efficiently.
- Communications can be planned for maximum impact, effectiveness, and economy.

Event Planning

When planning events, there are many options to consider. Each event should have a definite purpose that will appeal to the membership (or a “slice” of the membership) of your chapter. Making events worthwhile to fellow alumni is important. Below is a description of events and program initiatives that might be considered as areas for chapters to engage in helping advance the objectives of the college.

ADMISSIONS

- Prospective Student Parties
- “Yield Parties” for accepted students
- Summer Send-Offs for incoming freshmen
- Prospective student referral

CAREER NETWORKING

- Networking Socials
- Industry Specific activities

PUBLIC RELATIONS

- Community service activities. Consider collaborating with existing community service organizations. They tend to provide opportunities for service and greater appreciate volunteers.
- Chapter newsletter
- Articles in the local newspaper

EDUCATION

- Museums or Learning Centers
- Local aquarium
- Historical locations in various cities
- Art galleries

SOCIAL

- Receptions for alumni or campus representatives (President Troutt, faculty/staff members, special speakers)
- Promoting Rhodes groups that come to the area (Rhodes Singers, athletic teams, research groups, etc.)
- Luncheons or dinners (annual holiday gatherings)
- Young alumni gatherings (happy hours, trips)
- Athletic Events
- Holiday Gatherings
Special Welcome Event: RHODES TO REALITY

- Special welcome to new alumni, students and parents in Chapters, hosted by Chapter
- Held the first day of classes in each Chapter around the country
- New graduates are invited in May to attend in their new Chapter cities
- Chapters should plan for this event during their summer calendaring meeting
- Each Chapter receives funds from Alumni Relations to help with expenses (TBD yearly)
- Alumni Relations will provide contact information so that chapter leaders can make a special effort to contact new members of the community to personally invite them

Event planning timeline

**TEN TO EIGHT WEEKS PRIOR**

- Discuss the purpose of the event with Alumni Relations staff
- If applicable, make committee assignments relative to the event: publicity, proper reservations, logistics, etc.
- Decide on a date, time, and place
- Reserve the location, choose a menu (if applicable) and verify the deadline for submitting the final count
- Notify the Alumni Relations Office representative with details of the event and ask him/her to contact any requested speakers and special guests

**EIGHT TO SIX WEEKS PRIOR**

- Send via e-mail or fax details of the event to the Alumni Relations Office so that invitations can be generated and printed or an “electronic invitation” can be created.
- Order supplies – door prizes, raffle tickets, etc.
- E-mail will be sent from Alumni Relations Office asking people to save-the-date for the event

**FIVE TO FOUR WEEKS PRIOR**

- Review committee assignments
- Invitations will be sent either via email or USPS from Rhodes College (if necessary)

**THREE TO TWO WEEKS PRIOR**

- Confirm space arrangements – tables, chairs, podium, microphone, video equipment, etc.
- Notify local media of the event, if appropriate
- Second e-mail sent for last minute RSVP’s

**ONE WEEK PRIOR**

- Send reminder e-mail or have committee members contact alumni via phone to encourage attendance
- Review the program with the emcee for the event
- Contact campus if college representatives are attending to confirm travel, directions, accommodations, etc
Telephone Contact

The importance of telephone calls to alumni as a reminder of an upcoming event cannot be over-emphasized. It is inexpensive, efficient, personal, and effective. It also provides another opportunity for alumni to become involved in chapter activities and responsibilities.

Consider scheduling a “phone-a-thon” evening(s) in an office or business location with an available bank of phones. Likewise, establishing phone trees/call assignments for chapter volunteers is another effective and convenient method. A telephone campaign frequently boosts attendance at an event by as much as 30-40%.

Personal emails to alumni/parents from friends promoting events are also meaningful contacts that will bolster attendance.

Estimating the Cost of Events

Chapter events need to be conducted on a cost-recovery basis. This frequently is more easily said than done. Event costs should be estimated as accurately as possible. The Alumni Relations staff will help determine the appropriate charge to help recoup costs of the event. Some flexibility exists within the Alumni Relations budget to provide modest assistance for chapter events. The following items should be taken into consideration when planning chapter events:

- Deposit fees
- Facility usage fees
- Food costs
- Tax, gratuity, and service charges
- Required insurance
- Security fees
- Transportation/parking fees
- Bar charges (cash bar is often the best plan)
- Guarantees; date when final number must be provided
- Caterer’s policy about planning for additional guests without reservations (usually 5 - 10% of number of reservations)
- Cancellation fees, deposit penalties
- Speaker expenses

There are alumni whose businesses are willing to help defray the costs of an event, totally underwrite the costs, or provide a meeting facility at no cost. These resources should be explored and utilized whenever possible. Underwriters or contributors should be obtained, if possible, in time to permit recognition in an invitation mailing.
Additional Financial Considerations

- Rhodes will assist in the invitation printing and mailing for selected events
- Payments can be taken through the Alumni website registration pages
- Please keep track of receipts and submit to Alumni Relations Office if a staff member is not present; for checks or cash received at an event, please include this with any receipts
- Mobile payments via the Square reader are available when a staff member is present

Forms

The following forms, which will help you plan for the next year, plan and collect information at meetings and events, and report critical information (such as event details and attendance) to the Rhodes Alumni Relations Office, are included in this manual as Appendix A:

- Rhodes Chapter Formation Request – to be completed and submitted to the Alumni Relations Office for approval and review prior to Chapter formation
- Rhodes Chapter Calendar – to be submitted to the Alumni Relations Office every six months: by June 1 for July 1-December 31, and by December 1 for January 1- June 30.
- Rhodes Chapter Event Planning Checklist – for chapter use in event planning.
- Rhodes Chapter Attendance Roster – attendance record for all meetings and events – to be submitted to the Alumni Relations Office within one (1) week of a meeting/event.
APPENDIX A

- Chapter Formation Request
- Rhodes Chapter Calendar
- Rhodes Chapter Event Planning Checklist
- Rhodes Chapter Attendance Roster
RHODES CHAPTER FORMATION REQUEST

Please complete this report and send to the Rhodes Alumni Office for review:

Rhodes College, Office of Alumni Relations
2000 N. Parkway, Memphis Tennessee 38112; fax: 901/843-3474

Date: ____________________  Geographic Location: __________________________

Officer Candidates

President: ____________________ Phone: ____________________
Address: ____________________ Email: ____________________

Vice-President: ____________________ Phone: ____________________
Address: ____________________ Email: ____________________

Career Networking Liaison: ____________________ Phone: ____________________
Address: ____________________ Email: ____________________

Young Alumni Liaison: ____________________ Phone: ____________________
Address: ____________________ Email: ____________________

Annual Fund Liaison: ____________________ Phone: ____________________
Address: ____________________ Email: ____________________

List Alternate Officers/Successors:
__________________________________________________________
__________________________________________________________
__________________________________________________________

Initial Chapter Goals - Please list 3 – 5 goals your Chapter plans to accomplish this year:

Fill out the Rhodes Chapter Calendar and Chapter Attendance Roster (listing your 25 founding members) for review along with this document.
We need a short report on your Rhodes Chapter plans for the upcoming six month period. This report will help us promote Chapter events, coordinate speaker requests, and respond to other special needs or requests.

A. PLANNED EVENTS:
Please include description, projected date, event contact, and speaker preference when applicable.

B. YOUNG ALUMNI EVENTS

C. POSSIBLE EVENTS:

D. MAILING and EMAIL SUPPORT REQUESTED:
(Date, information to include, etc.)

E. COMMENTS/ SPECIAL REQUESTS:

F. CHAPTER OFFICERS AND LEADERSHIP:
(Include home and business address, phone numbers, preferred mailing address, e-mail; specify chapter leadership position.)
RHODES CHAPTER EVENT PLANNING CHECKLIST

Date: ___________________________ Type of Event: ___________________________
Location: ___________________________

Event Charge: ___________________________
Meeting Time(s): Social Hour: _______ Reception: ___________________________
Dinner: _______ Luncheon: _______ Other: ___________________________
Lecture: _______________________________________
Expected Attendance: ___________________________

MEETING COSTS
_____Room Rental
_____Meals/Hors D’oeuvres/Beverages
_____Bartender
_____Tax & Tip
_____Equipment Rental
_____Miscellaneous (guests, decorations)
_____Parking Fees
_____Per Person Cost
_____Security
_____Service Charge
_____Speaker Travel Expenses

FOOD/BEVERAGE
Caterer’s deadline for reservation count: ___________________________
Can caterer accommodate last-minute overrun of 10%? ___________________________
Type and quantity of beverages available: ___________________________
Menu: ___________________________

INVITATIONS/RESERVATIONS
Reservations will be handled online Y  N

Telephone: Home (    )_________________________ Business (    )_________________________
Reservation Deadline: ___________________________
Invitations should be mailed/e-mailed on: _____Mail Date _____Email Date
To: _____Area Alumni ________Current students _____Parents of current students
    _____Parents of former students _____Incoming students _____Friends ________Young Alumni
    _____Other
RHODES CHAPTER EVENT PLANNING CHECKLIST (cont’d)

GUEST SPEAKER
Speaker’s Name and Title: __________________________________________________________
Speaker’s Topic: ________________________________________________________________
Speaker’s Telephone: Business ( ) _______ E-mail _________________________________
Hotel Accommodations: __________________________________________________________
Transportation for the Speaker: _________________________________________________
Who will introduce Speaker: _____________________________________________________

EVENT SITE ARRANGEMENTS
Room Capacity: _________________________________________________________________
Equipment Needed: _______Lectern _______Pointer
____PA System _______Whiteboard _______Laptop/Internet
____Projector/Screen _______DVD
____Remote Switch _______Other
Who will staff registration table: ________________________________________________
Amount of petty cash needed for walk-ins: __________________________________________
Registration Materials: _______Reservation List
____Rhodes Name Tags
____Sharpie pens
____Sign-in Sheet for Contact information
____Rhodes and Chapter information
____Other _____________________________________________________________________

EVENT FORMAT
Who will Emcee: __________________________________________________________________
Suggestions for Meeting Format:
____Welcome and Announcements
____Acknowledgments
____Chapter Business
____Introduction of Guest Speaker
____Closing Remarks
____Other _____________________________________________________________________

EVENT FOLLOW-UP
____Thank you letters written
____Bills paid
____Evaluation and Attendance forms returned to Alumni staff within one week of event
____Other _____________________________________________________________________
RHODES EVENT ATTENDANCE ROSTER

Chapter: ___________________________ Date: __________________

Event: _____________________________________________________

Location: ___________________________________________________

Consider future events at this venue? Y / N

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