

Board Policy No. 4

Arizona State University Alumni Association

Chapters, Clubs and Sun Devil Connections

Adopted by the Board of Directors
April 20, 2007

OVERVIEW

The ASU Alumni Association (ASUAA) is committed to creating and sustaining a strong, successful network of alumni constituent groups. Chapters, clubs and Sun Devil Connections are vitally important in engaging alumni with the university community and with each other. The ASUAA recognizes its responsibility to be proactive in its support of this network. Through its Board of Directors, Committee on Alumni Constituencies (CAC) and staff, ASUAA provides the strategic vision and organizational strategies for the formation of new alumni constituent groups, offers guidance, resources and services in helping each group achieve its unique goals and potential, and serves as the gateway for alumni to stay connected to Arizona State University.

ORGANIZATION

Alumni Chapters: The purpose of chapters is to provide official recognition for groups who are chartered by ASUAA and receive funding assistance to carry out their programs aimed at engaging alumni. Chapters typically involve individuals who live in the same geographic region (geographic chapters), completed similar academic programs (academic chapters) or share special interests (special interest chapters). The chapter charter symbolizes the formal partnership and mutual commitments between the chapter and the association.

To obtain an official charter as a chapter, a group shall submit to the CAC the following:

1. A formal request for a chapter charter from the president of the group. The request must include a full description of the mission and goals of the proposed chapter and a plan for its continued growth and leadership development.
2. A petition containing a minimum of ten (10) active (dues-paying) members of ASUAA, indicating their intention to be involved with the chapter.
3. Appropriate endorsement for recognition as an academic chapter from the dean/director of the appropriate academic unit.
4. Copies of the group's proposed bylaws that comply with all major provisions and the standard format defined in the model chapter bylaws established by the Board of Directors. In every case, chapter bylaws are required to be consistent with the articles of incorporation and the bylaws of ASUAA.

The CAC shall review the application and bylaws and make a recommendation to the Board of Directors to approve or disapprove the application. In reviewing the application, the CAC shall consider*:

- Demonstrated engagement with constituent alumni through regular communications and planned programs that align with at least two types of programs from the Chapter Programming Model (attached);
- Strong evidence of a stable planning group or steering committee that will serve as a slate of officers;
- Strong indicators of sustainability through planned leadership growth and succession contingencies and, where applicable, support from the academic unit.

**A successful track record as a club in good standing is preferred.*

Upon approval of the bylaws and the request for recognition by a majority of the Board of Directors, a chapter is declared an officially recognized ASUAA chapter and will be provided with a charter certificate.

The CAC shall review any subsequent proposed changes to chapter bylaws and recommend approval or disapproval to the Board of Directors.

Chapter Operations: Chapter and Club officers are authorized to work directly with appropriate ASUAA staff members. In addition, chapters are encouraged to solicit help from, and offer feedback to, their respective CAC representative.

To be classified as a chapter in good standing by the CAC, each chapter shall:

1. Submit a timely Chapter Annual Plan for the upcoming fiscal year, providing a list of chapter officers and board members, a calendar of anticipated board meetings, a description of planned programs, a description of planned efforts to increase paid membership in ASUAA, a description of planned fundraising efforts, a description of planned, periodic communications AND a description of the chapter's planned strategies for leadership recruitment, development and succession. (The CAC will provide the report format and filing deadline.)
2. Hold at least four (4) chapter board meetings per year.
3. Hold at least two (2) chapter alumni programs per year.
4. Hold an election for chapter board members and officers annually. Officers must include as a minimum:
 - a. President
 - b. President-elect
 - c. Treasurer
 - d. Secretary
 - e. Past President
5. Designate one representative to be responsible for chapter communications to constituents, in accordance with the Board Policy on Constituent Groups Communications.
6. Require all chapter officers and board members to be active (dues-paying) members of ASUAA during the duration of their terms.
7. Establish differentiated pricing for active (dues-paying) members of ASUAA and others at all chapter programs and events, in order to provide incentives for becoming a dues-paying member.
8. Submit a timely fiscal year-end report to the CAC in which accomplishments and successes are related. Reference should be made to the Chapter Annual Plan that was submitted at the beginning of the fiscal year. (The CAC will provide the report format and filing deadline.)
9. Submit the draft version of chapter board meeting minutes to ASUAA within 2 weeks of the meeting.
10. Submit a comprehensive report on each program or event that utilizes ASUAA funding support within 45 days of the activity. ASUAA will provide a reporting template for this purpose. Reimbursements will not be approved until the program report is submitted.
11. Participate in all leadership conferences and forums.
12. Support the mission and goals of the association and comply with all policies of the ASUAA and its Board of Directors.

If a chapter does not meet these standards, the CAC shall review its status and recommend measures to encourage the chapter to comply and continue to be classified in good standing.

In cases where a chapter is not able to maintain their good standing, the CAC may recommend chapter revocation to the Board of Directors. With a majority vote, the Board of Directors can revoke chapter recognition.

Alumni Clubs: The purpose of clubs is to provide official recognition for groups of alumni who wish to maintain ties with the association and the university, but have not reached the level of organization to qualify as a chapter and receive funding from the association. Clubs typically involve individuals who participated in the same academic program, share common special interests, or reside in the same geographic region, and their participation is focused upon social and/or networking opportunities.

To obtain recognition as a club, a group shall:

1. Notify the Committee on Alumni Constituencies (CAC) of its desire to organize through letter of intent that articulates the mission and goals of the club.
2. Provide a petition with the signatures of five (5) active (dues-paying) members of the ASU Alumni Association (ASUAA), including one individual who is designated as president, in support of the club.

Requests for recognition as an academic club must show evidence of a formal relationship with the college's academic chapter where such a chapter exists. In these instances, appropriate written endorsement from the dean/director of the appropriate academic unit and the board of directors of the parent chapter is required.

Recognition as a club requires a majority vote of the CAC, followed by a majority vote of the Board of Directors.

To remain in good standing the club must:

1. Have an identified club president who remains an active (dues-paying) member of ASUAA continuously during his/her period of office;
2. Annually submit a modified club plan describing all planned activities and efforts to increase paid membership in ASUAA and identifying five (5) current dues-paying members and the president in the upcoming fiscal year;
3. Hold two (2) planning meetings per year;
4. Hold one (1) program or event per year;
5. Encourage differentiated programming in accordance with the Chapter Programming Model;
6. Submit minutes of planning meetings;
7. Submit a year-end report that details the club's activities and accomplishments, referencing the modified club plan.

Clubs are encouraged to cooperate with and establish working partnerships with other chapters, clubs and Sun Devil Connections. Club presidents are invited and encouraged to participate in all leadership conferences and forums and Board of Directors' committees.

Generally, clubs will not receive funding from ASUAA. However, funding for special projects can be formally requested from the ASUAA Assistant Executive Director of Alumni Programs and Chapter and Club Relations as an alumni development activity. If special projects funding is given, a full program report is required. Academic clubs may receive funding from the parent chapter's operational allocation or may request special project funding from ASUAA.

Revocation of club status requires a majority vote of the Board of Directors in response to a revocation recommendation presented by the CAC.

Except in strategically determined areas as indicated by alumni base and demographics, there is no expectation that a club seek chapter status. Academic clubs under the umbrella of a parent chapter may not seek chapter status.

If a club does seek formal chapter recognition, it must show evidence of the following:

- A successful track record as a club in good standing;
- Demonstrated engagement with constituent alumni through regular communications and planned programs that align with at least two types of programs from the Chapter Programming Model;
- Demonstrated evidence of a stable planning group or steering committee that will serve as a slate of officers;
- Strong indicators of sustainability through planned leadership growth and succession contingencies and, where applicable, support from the academic unit.

Sun Devil Connections: Geographic areas not served by an officially chartered chapter or club may have an ASUAA presence through the Sun Devil Connections program. The program is designed for constituencies that do not have a sufficient number of alumni or adequate volunteer base to sustain a viable chapter or club, or one where the constituency is interested in a limited number of Sun Devil activities. A volunteer typically initiates the relationship and serves as the Sun Devil Connection contact person.

Sun Devil Connections represent a communication link to their constituencies and are listed as part of the formal alumni network on the ASUAA website. In addition, Sun Devil Connections may submit information for the ASU Magazine, and ASUAA will provide e-mail and survey resources. Sun Devil Connections are encouraged to organize at least one activity per year for the alumni in their constituencies so that the alumni have an opportunity to network and socialize with each other. There is no expectation that ASUAA will financially support the constituency or its activities.

Steps to becoming a Sun Devil Connection:

1. Submit letter of interest and commitment to supporting the mission of ASUAA*
2. Receive approval by the Assistant Executive Director for Alumni Programs and Chapter and Club Relations and the Committee on Alumni Constituencies (CAC)

*Letters of interest and commitment must be resubmitted at the start of each fiscal year and reviewed by the Assistant Executive Director of Alumni Programs and Chapter and Club Relations and the CAC.

MEMBERSHIP

Dues-paying membership is a major initiative of the ASU Alumni Association. All recognized alumni constituent groups shall promote active dues-paying membership in the association. Chapters, clubs and Sun Devil Connections may not charge separate or additional dues for membership.

FUNDING

Clubs and Sun Devil Connections: There is no expectation that ASUAA will financially support the activities of its chartered clubs or Sun Devil Connections or their constituencies.

Chapters: The ASU Alumni Association Board of Directors shall designate a portion of the annual budget to provide funding support for chapter operations and signature programs. ASUAA staff is responsible for allocating these funds to individual chapters in good standing as follows:

1. Operational funding: Operational funding is provided to help support the administration of the chapter and its activities. Chapters are also encouraged to utilize funds to foster broader alumni interest by offering a greater diversity of programs. Operational funding is allocated to existing chapters according to the following criteria:

- * Alumni base
- * % of base that represents dues-paying alumni
- * % increase or decrease in dues-paying alumni from previous fiscal year
- * Program diversity

Operational funding is also available to new chapters on a fixed amount, pro-rated basis.

2. Signature program funding: Recognized ASUAA chapters are expected to create and strive to enhance and further develop a signature chapter program. The Association will fiscally support one (1) signature program for each chapter each year. A signature program is defined as an annual program that is closely tied to the chapter's unique purpose, culture and goals. It builds chapter recognition and visibility and has broad appeal to alumni and friends. When implemented well, a signature program builds alumni involvement in the chapter and supports membership and leadership development.

Signature program funding is allocated to each chapter according to the following criteria:

- * Projected number of alumni attendees
- * History and growth of the program or event
- * Plans to regionalize, collaborate with other alumni chapters, or enhance the program or event
- * Strategies to promote dues-paying membership
- * Planning and execution of post-program follow-up

The CAC will establish specific guidelines governing chapter expenditures of ASUAA funds, and an appropriate funding request form will be provided to assure a paper trail that can be audited. The following rules will be strictly enforced:

1. The Alumni Association will only provide funding for chapters that are in good standing.
2. **Chapter funding requests, whether for payment/reimbursement to chapters or for direct payment of amounts invoiced by outside vendors, shall be submitted no later than 45 days after completion of the related activity or event.**
3. Due to the June 30 fiscal year end of both the university and the Alumni Association, requests for payments cannot be accepted after June 15 of each fiscal year.

CAC funding allocations are granted for the current fiscal year only. Unexpended amounts at the end of the fiscal year are not carried over to the subsequent year.

As noted, chapters may not charge additional dues as a condition of membership. However, chapters are encouraged to sponsor fund-raising activities, charge admission to sponsored events and solicit donations from members for special events.

By university policy, fundraising dollars are to be deposited in an account at the ASU Foundation. This provides assurance that a tax-exempt organization has received charitable donations and that appropriate gift receipts will be issued to donors. (For example, many ASUAA chapters have operating accounts at the ASU Foundation that are used to receive receipts and disburse expense payments for fundraising events such as golf tournaments.) Staff at ASUAA will assist chapter/club personnel in establishing needed accounts at the ASU Foundation.

Chapters and clubs are discouraged from maintaining outside bank accounts. Should such an account be deemed necessary by the chapter or club, it has to be set up using the separate Federal tax ID of the chapter/club --- not the ASUAA tax ID. Deposits in a chapter bank account are restricted to receipts that have no portion designated as a charitable gift, since chapters have not been qualified as tax-exempt entities under Section 501(c)(3) of the Internal Revenue Code. Good internal controls should be used to administer chapter bank accounts, such as requiring two signatures on each check and timely reconciliation of the monthly bank statements.

It is STRONGLY suggested that an alumni association officer (President/Executive Director/Chief Financial Officer) be a signer on all outside bank accounts and ASU Foundation accounts. This allows for continuity of operations if a chapter/club bank account signer resigns or moves away from the area.

Chapter Scholarships: Alumni Chapter Scholarship funds shall be maintained in accounts at the ASU Foundation. As indicated earlier in this policy statement, no outside bank account can receive or disburse any monies whose intent is charitable giving. ASUAA chapters shall award scholarships through the ASU Office of Student Financial Assistance and scholarship funds shall be disbursed through the ASU Scholarship Office. Chapters, in conjunction with ASUAA staff shall establish criteria for awarding scholarships. These criteria cannot be in conflict with the policies of the university or of the Arizona Board of Regents.

Attached: Chapter Programming Model