



Michigan State University International Alumni Club Leader Handbook

A Guide to Leading an Alumni Club

Updated in October, 2020



Office for International Advancement
MICHIGAN STATE UNIVERSITY



MSU Alumni
MICHIGAN STATE UNIVERSITY

Dear International Alumni Club Leaders,

My name is Skyin (Xiaoyu) Yin, an Associate Director of International Advancement at Michigan State University. I work closely with the MSU Alumni Office to serve as the point of contact for international alumni club leaders and volunteers and to provide updates and support regarding club operation.

Alumni clubs serve as important bridges between MSU and its global Spartan network. This document is created to share information and resources with international alumni club leaders on club standards, leadership roles and responsibilities, programming ideas, and best practices, etc.

I appreciate the time, energy and love you put into building the Spartan community in your region. Please feel free to contact me with any questions, and I look forward to collaborating with you.

Go Green! Go White!



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ALUMNI CLUB OVERVIEW

International alumni clubs serve as important bridges between MSU and its global Spartan network. There are more than 110 alumni clubs worldwide that bring Spartans together for local events, activities and service opportunities.

An alumni club:

- Is a valuable extension of Michigan State University and MSU Alumni Office (MSUA).
- Provides programming and experiences within their communities that would not otherwise take place due to the limitations of capacity, resources and budget.

Alumni clubs' purposes are to:

- Organize and support MSU related programming in their communities that would not exist without MSUA resources, personnel and financial backing.
- Be the voice for MSU and share great stories about alumni in their communities back to campus.
- Contribute to funding regionally specific scholarships. Thousands of students owe their MSU experience to the financial and physical support of alumni clubs. To date, alumni club scholarship funds at MSU are over \$13,000,000 in total.

Locate an alumni club:

You can locate a current active MSU alumni club and check alumni events by going to: <https://alumni.msu.edu/get-together/alumni-clubs/index.cfm>



ALUMNI CLUB STANDARDS

In order to ensure that alumni clubs are successful and operate as effective representatives of Michigan State University, alumni clubs are required to meet the minimum standards set-forth in this document.

* For the purpose of this document, a “year” is defined as Michigan State University’s fiscal year which runs July 1 - June 30.

LEADERSHIP

ENSURE THAT ALUMNI CLUBS ARE OPERATING AT THE MOST EFFECTIVE LEVEL FROM A LEADERSHIP STANDPOINT, AND RECRUIT AND RETAIN EFFECTIVE VOLUNTEERS

An alumni club needs to have minimum four board members to function: President, Vice President, Secretary and Treasurer.

The Board members shall:

- Meet at least four times per year
 - Meetings may be in-person, online/video, or conference call.
- Conduct board and officer elections as set forth in the bylaws and ensure an efficient transition.
- Keep the MSU Alumni Office informed of current board members by updating board member information in the **Admin Panel**. Check with Skyin on how.
- Maintain bylaws and review every three years.
- Participate in at least one MSU Alumni Office volunteer training opportunity – check with Skyin Yin for details.
- Actively recruit new volunteer leaders to prepare for succession.

The President of the Board shall:

- Communicate directly with Skyin Yin at least four times per year.



FISCAL

ENSURE THAT ALUMNI CLUBS ARE OPERATING AT THE MOST EFFECTIVE LEVEL FROM A FINANCIAL STANDPOINT

Alumni clubs are:

- Independent of Michigan State University and are expected to operate like a business – be fiscally-responsible, cover expenses and communicate professionally.

Alumni clubs shall:

- Maintain an account at a financial institution if an alumni club conducts any financial transactions e.g., event expense.
 - The account shall be in the alumni club's name, not an individual's name.
 - The signatories on the account shall not be related.
 - For areas where an organizational bank account is not available, the board can check with Skyin Yin regarding MSU policy.
- Not use Michigan State University's non-profit status or tax-exempt number for club business.
- Alumni club activities are not covered under Michigan State University's insurance.

COMMUNICATIONS

AMPLIFY MSU'S BRAND WITHIN THE MARKET, AND INFORM ALUMNI OF OPPORTUNITIES TO ENGAGE WITH MICHIGAN STATE UNIVERSITY

Alumni clubs shall:

- Decide the communication channels based on the region and the audience. For example, for the alumni in China, MSU Alumni Office WeChat account and regional WeChat groups can be the main communication channels, and use emails as a secondary channel.
- Send a mass communication to alumni in the market at least two times per year.
 - Contact Skyin Yin to request contact information of the alumni in the market; do not maintain a shadow/separate database.
- Encourage alumni to update their profiles with MSU Alumni Office.
(<http://alumni.msu.edu/update>)
- Adhere to the MSU Alumni Community Brand Basics
(<https://alumni.msu.edu/assets/PDFs/Brand-Basics-2019.pdf>)



- Work with the University Licensing Programs on all applicable products, advertisements or any other commercial purposes.
(<https://licensing.msu.edu/>)
- Check the MSU Alumni Club Social Media Guidelines and Best Practices
(https://alumni.msu.edu/assets/PDFs/MSU_Alumni_Club-Social_Guidelines.pdf)

It is desired that alumni clubs:

- Send a mass communication to alumni in the market at least six times per year.
- Actively maintain at least one social media channel.
- Include the link (<http://bit.do/updatemsuprofile>) to update alumni members' profiles with the MSU Alumni Office on all the communications channels.
- Promote Michigan State University and the MSU Alumni Office social media through the alumni channel e.g., share a WeChat post from MSU Alumni Office's official account.

International Alumni Social Media:

MSU Alumni Office WeChat account ID: MichiganStateAlumni

International Alumni Facebook Groups or Pages:

Michigan State University International Alumni

https://www.facebook.com/groups/msuinternationalalumni/?ref=br_rs

Michigan State University Korea Alumni

<https://www.facebook.com/msu.korea.alumni/>

Michigan State University 한국 동문회

https://www.facebook.com/groups/msu.korean.alumni/?ref=group_header

MSU Spartans in Japan

<https://www.facebook.com/groups/1481975925367385/>

Michigan State University Alumni Club of India

<https://www.facebook.com/msualumniclubindia/>

Michigan State University Alumni Club of Hong Kong

<https://www.facebook.com/HKSpartans/>

Michigan State University, USA (Malaysian Group)

<https://www.facebook.com/groups/161990757155540/>

Michigan State Univ. Alumni Indonesia

<https://www.facebook.com/groups/391561336423/>



Michigan State University Alumni - Asia

https://www.facebook.com/groups/221646544642130/?ref=br_rs

Michigan State University 台灣校友會

https://www.facebook.com/groups/147745026501/?ref=group_header

Michigan State University Alumni - United Arab Emirates

https://www.facebook.com/groups/202435230291454/?ref=group_header

MSU Alumni Germany

https://www.facebook.com/groups/82489213835/?ref=group_browse_new

London Spartans -- MSU Alumni Office

https://www.facebook.com/groups/LondonMSUAlumni/?ref=br_rs

MSU Alumni Association of Toronto

<https://www.facebook.com/MSUAlumniOntario>

WeChat Groups (email skyin@msu.edu to be added into any groups)

We currently have WeChat groups of Spartans (mix of mostly Chinese and other nationalities) in:

- Beijing, Shanghai, Guangdong, Silicon Valley, U.S West Coast, New York City, and Boston.

We also have WeChat groups in the fields of:

- Supply Chain Management, Financial community in Shanghai, Hospitality Business and Human Resources and Labor Relations graduates

What's App Groups (email skyin@msu.edu to be added into any groups)

MSU Alumni Kenya Chapter

MSU Alumni & Friends (Southeast Asia/India)

MSU Alumni Club of India

Hong Kong Spartans

MSU Singapore Spartans

MSU Brazil Alumni

LINE: Taiwan Alumni Group

LinkedIn Groups:

MSU Alumni Office

<https://www.linkedin.com/groups/2854>

MSU Alumni Club of the Netherlands

<https://www.linkedin.com/groups/8573563>

London Spartans - Michigan State University Alumni Chapter of London, UK

<https://www.linkedin.com/groups/3858603/>

Paris Spartans - MSU France Alumni Group

<https://www.linkedin.com/groups/3873544/>



Michigan State University Alumni - United Arab Emirates

<https://www.linkedin.com/groups/10357032/profile>

Thailand Spartans

<https://www.linkedin.com/groups/13607131/>

MSU Alumni Club of India

<https://www.linkedin.com/groups/6745232/>

MSU Alumni Club of the Netherlands

<https://www.linkedin.com/groups/8573563/>

ENGAGEMENT

CONNECT SPARTANS THROUGH EXPERIENCES THAT ADD VALUE TO THEIR LIVES, PERSONALLY AND PROFESSIONALLY

The five engagement objectives are: collaboration and sharing data, building and sustaining relationships, service, philanthropy, and professional and personal enrichment.

Alumni clubs shall:

- Organize, or partner with another local organization(s) and/or campus program, to host at least two experiences/events per year that all alumni and friends in the market are invited to attend.
 - At least one experience/event must be the creation of, or participation in, Global Day of Service.
- Promote upcoming and existing MSU Alumni Office virtual experiences e.g., webinars, livestreams.
- Welcome new graduates and alumni new to the region.
- Encourage alumni to update their profiles with the MSU Alumni Office at all experiences/events.

For experiences/events:

- Use Nvite/Eventbrite or MikeCRM for experience/event registration (discuss with Skyin Yin if none of above applies).
- Contact Skyin to request alumni contact information; do not maintain a shadow/separate database.
- Be knowledgeable about MSU Alumni Office resources (<https://alumni.msu.edu/get-together/alumni-clubs/club-toolkit.cfm>)

PHILANTHROPY



INCREASE AWARENESS AND VALUE OF GIVING TO MICHIGAN STATE UNIVERSITY

Alumni clubs shall:

- Promote Michigan State University's annual fund initiatives, e.g., Give Green Day, and designated club scholarship, if relevant.
- Promote the giving of alumni's time and/or talent on behalf of Michigan State University as a form of philanthropy which may include:
 - Creation of, or participation in, A Global Day of Service project.
 - Volunteering for a charitable organization.

HOW TO START AN ALUMNI CLUB

If you didn't find an alumni club in your area from the club list (<https://alumni.msu.edu/get-together/alumni-clubs/index.cfm>) and are interested in beginning one, below is a brief overview of the general steps to launch an alumni club. Please contact Skyin Yin (skyin@msu.edu) to start the process if you are interested or if you have questions.

STAGE 1 – GAUGE INTEREST AND OUTLINE BASIC CLUB EXPECTATIONS

- Initial contact between Skyin and interested alumni living in the region.
- Skyin arranges an in-person meeting or phone/conference call with the interested alumni to discuss club expectations.

STAGE 2 – TEST MARKET

- The interested alumni plans a test event.
- Evaluate the event to see if there is potential (sufficient alumni in terms of numbers and interest) for an alumni club.

STAGE 3 – CLUB CREATION

- Identify a core group to be involved in the club creation.
- Skyin arranges a conference call with the core group to discuss club expectations and resources.

STAGE 4 – CLUB ON-BOARDING/ORIENTATION

- Overview of related MSU units and offices (MSUA, University Advancement, and constituencies etc.) and their functions.



- Club standards details

STAGE 5 - CLUB ACTIVATION

- Activate club presence in MSU systems.
- Train designated member(s) on how to use the tools.
- Draft bylaws.
- Create social media presence.

The club is considered “active” after completing the above steps.

STAGE 6 - CLUB GOES PUBLIC

Once an alumni club is activated, the MSU Alumni Office and the Office for International Advancement will send an email and social media announcement officially recognizing and congratulating the new club.

STAGE 7 - CLUB IS OPERATING

Within six months of activation, an alumni club must:

- Elect a board of members and update this information in the Admin Panel.
- Approve the bylaws.
- Hold at least one meeting of the board members.
- Send at least one mass communication to the alumni in the market.
- Have hosted, or be planning, at least one event.

An alumni club may also (in the near or long-term):

- Open an account at a financial institution.
- Establish a scholarship.



Event Protocol & Best Practices

The event protocol and practices below are a sample of what's been successful for other clubs.

Event Ideas

- **Service/Volunteer Events**

Service is one of the core values of Spartans and how we connect and contribute. A service/volunteer event is a great way to get people involved in your club.

- Clubs are required to participate in MSU's Global Day of Service (<https://alumni.msu.edu/give-back/global-day-of-service.cfm>)
- serve.msu.edu is available for clubs to post projects and recruit volunteers all year round.

- **Social/Networking**

Find gathering spots in your area for social or networking events that can bring alumni and their family and friends together and/or help introduce recently relocated alumni to the area. Examples include:

Happy hour, local restaurant meals, gathering around local events (art shows, concerts, area festivals etc.), wine/beer tastings, scenic tours, escape rooms. Be creative!

- **Athletic/Fitness**

- MSU game watch parties
- Local sports events
- Form Spartan sports teams for informal group fitness or competition. For example, Shanghai Spartan Running Team.
- Attend local fitness event together. For example, run a charitable 5K together.

- **Educational & Professional Development**

- Invite guest speakers (alumni or not) who specialize in topics of interest to share their insights with the alumni community.
- Professional networking events in any specific field, such as business, technology, finance or education etc.



- **Student Support**
 - Share your professional tips and resources (referral, internship or job positions) with current MSU students.
 - Help MSU Admissions at recruitment events and/or attend pre-departure events to share your MSU experience with prospective and/or newly admitted students.
 - Host welcome events for newly graduated students to connect them with alumni and share advice on living and working in the area.
- **Give Back to MSU/Support MSU Events**
 - Host an event with a fundraising component where a portion of the funds go to a specific scholarship or MSU fund. Please contact Skyin Yin to learn more about these types of opportunities.
 - Provide on-site support in terms of booking venues, promotion and communication, translation etc. for university events and visits.

Pre-Event

Promptly communicate with Skyin Yin with your idea and see how MSU could collaborate.

- **Registration**
MSU has tools available to create registration forms. Send out the registration one month, one week and one day before the actual event date.
- **Promotion**
Use popular social media channels to promote your events. The MSU Alumni Office could help promote using its official channels, depending on the event. Please check with Skyin Yin in advance.

At the Event

- Attend and host the event. This includes, but is not limited to: set-up, attendee check-in, welcoming, talking points, collecting information from conversations.
- Make sure you take group photos with MSU flag and share with Skyin Yin to publicize the program and for record keeping.
- Engage with attendees, learn about their MSU experiences. Collect quotes from attendees about the event and share with Skyin Yin as part of the event recap.



Post Event

- **Thank You Message**
 - Send out Thank-You email or message through social media to those who registered, including those who didn't attend.
 - Include photos from the event, a brief survey and a link to club's social media account and any upcoming event announcements.

Other Club Operation Best Practices

Budget

In general, every alumni club has to run like a business with its own budget and income source, similar to a non-profit. However, it is possible for MSU to provide financial support for programs or events, upon discussion between the clubs and Skyin Yin.

Sources of income to cover club operation costs:

- "Pay-on-your-own" event. You can charge the minimum amount to the attendees to cover the basic costs.
- Seek individual donations or organizational sponsorship. For example, corporations, government units, international organizations etc. We have sponsorship package templates available to be customized for your club and area to seek financial support.

Succession Planning

It is important to constantly recruit, train and prepare new alumni volunteers to help with events and for alumni club board succession purposes. Use the Appendix B - Volunteer Interest Survey to gauge interest from potential volunteers.

(Reference: https://www.gvsu.edu/cms4/asset/25867353-94CC-EA07-36E3D4DCA04D10A3/gvsu_club_leader_handbook_2018.pdf)



Resources & Support from MSU

- **International Alumni Club Leader Handbook** – this document
- **Dedicated MSU staff for support – Skyin (Xiaoyu) Yin**
Skyin serves as the point of contact for International Alumni Club Leaders to provide support from MSU. See Skyin's contact information on page 2
- **MSU International Advancement website**
<https://www.isp.msu.edu/alumni>
- **MSU Alumni Office website**
<https://alumni.msu.edu>
- **Free marketing communications and club management tools:**
Admin Panel, iModules, Nvite, WeChat post and event registration etc.
- **Alumni Club toolkit**
<https://alumni.msu.edu/get-together/alumni-clubs/alumni-club-toolkit.cfm>
 - This toolkit provides answers to some of the most commonly asked questions from other club leaders.
 - If the content from the toolkit does not apply for your market or situation, you can always contact Skyin Yin to see other alternatives.
- **MSU events and communications channels** to promote the clubs' information and events



Appendix A





New International Alumni Club Volunteer Leader Questionnaire

Updated in May 2019

Thank you for your interest in serving as an alumni volunteer. To help navigate the process of a potential club launch, please take some time to think about and answer the following questions. Skyin (Xiaoyu) Yin, the Associate Director of International Advancement will follow up with you to discuss in more depth the process of club launch, your market, and volunteer expectations. Thank you again for your interest in serving Michigan State University.

- What are your goals and the proposed club goals?
- Is an MSU Alumni club right for the market, if so, why?
- Do you already have a good working list, with contact information, of alumni in the market?
- Are there volunteers in the market who have participated in MSU-related events outside of an organized club e.g. college fairs, freshman send-off, etc.
- Is there a strong core of volunteers in the market ready to lead, and potentially serve on the club board?
- What type of activities do you anticipate your club undertaking?
- What obstacles do you anticipate when it comes to getting a club started and up and running?
- What obstacles do you anticipate when it comes to keeping members-at-large and board members involved in the coming months and years?
- How do you plan to make other alumni aware of the club?
- What kind of assistance do you anticipate from MSU?

Appendix B





VOLUNTEER INTEREST SURVEY

Please take a few minutes to tell us a little bit about yourself and your interests!

Full Name: _____ Birthdate: _____

(Maiden name/ name at MSU if different, if applicable) _____

Preferred Phone: _____ Email: _____

Address: _____ City: _____ Country: _____

1. I'm interested in being involved with a committee of local Spartans because:

2. Special skills and strengths I wish to share are:

3. I'm available: ☐ Weekdays ☐ Evenings ☐ Weekends

I'm able to commit to volunteering: ☐ 1-2 hours ☐ 2-3 hours ☐ 3-4 hours ☐ 4 hours+

per: ☐ Week ☐ Month

4. I have been or am currently involved with Michigan State University: ☐ Yes ☐ No

If yes, please explain in what capacity you have been involved (event attendee, donor, alumni board member, in a different club, alumni board, recipient of the MSUAA magazine, etc.)

5. I'm interested in learning more about/being involved with the following:

- | | | |
|---|---|--|
| <input type="checkbox"/> Community service projects | <input type="checkbox"/> Scholarship/fundraising | <input type="checkbox"/> Local sponsorship |
| <input type="checkbox"/> Professional enrichment | <input type="checkbox"/> Communications, website and social media | |
| <input type="checkbox"/> Networking opportunities | <input type="checkbox"/> Social activities | <input type="checkbox"/> Student recruitment |
| <input type="checkbox"/> Other: _____ | | |

I'm interested in: ☐ Leadership Role/ Committee Chair
☐ Supportive Role/ Committee Member

6. Please feel free to share any additional information or list any questions you may have

THANK YOU AND GO GREEN!

Appendix C





Updated in May 2019

REQUIRED POSITIONS TO LAUNCH AN ALUMNI CLUB:

President	2
Vice President	3
Treasurer	4
Secretary	5

OPTIONAL POSITIONS:

Special Events Chair	6
Scholarship Chair	7
Fundraising Chair	8
Communication Coordinator	9
Young Alumni Chair	10

Feel free to edit any/all of these descriptions to meet the specific needs of your alumni community.

These board member positions are volunteers who are willing to serve the alumni community in the area and lead the planning, execution and communication of the club operation.

To start an alumni club, the minimum positions that need to be filled are: President, Vice President, Secretary and Treasurer.

The rest of the positions are completely optional and the content here only serves as references for the clubs which are ready to fill those positions.

PRESIDENT

Length of Commitment:

- 2-3 year(s)

Time Involved:

- 3-6 hours per month, with greater time commitment surrounding events
- Alumni group board meetings (monthly/quarterly/as scheduled)
- Regular communication with Skyin (Xiaoyu) Yin, Associate Director of International Advancement

Position Requirements:

- Strong interest with the availability and capacity to serve as leader of the alumni club.
- Strong communication and public speaking skills
- Project management/organization skills
- Exceptional interpersonal skills, including diplomacy and sense of humor.
- Experience working with and leading volunteers

Key Responsibilities:

- Active participation in alumni club board meetings
- Provide leadership and direction to alumni club board
- Serve as chief ambassador of MSU to alumni and local community
- Serve as primary contact for local alumni
- Serve as primary contact for Skyin (Xiaoyu) Yin, Associate Director of International Advancement

General Duties:

- Lead board in developing plan and establish goals for the year
- Ensure each project has a lead and that person is held accountable for deadlines
- Schedule and preside over meetings
- Solicit agenda items and distribute final agenda in advance of meeting
- Assign responsibilities for individual duties or events and follow-up on progress
- Ensure bylaws are followed

Administrative:

- Record all pertinent information for successor (including login credentials to the MSUA's administration panel)

VICE PRESIDENT

Length of Commitment:

- 2-3 year(s)
- Vice president traditionally ascends to president after 1-2 year term

Time Involved:

- 1-3 hours per month, with greater time commitment surrounding events
- Alumni group board meetings (monthly/quarterly/as scheduled)
- Committee meetings (as needed)

Position Requirements:

- Strong interest with the availability to serve on the board
- Strong communication and public speaking skills
- Project management/organization
- Exceptional interpersonal skills

Key Responsibilities:

- Active participation in alumni group board meetings
- Oversee the transition of leadership of alumni group board
- Assist the President in the club operations

General:

- Preside over meetings when president is unable to attend
- Oversee any committee assignments (as needed)

TREASURER

Length of Commitment:

- 2-3 year(s)

Time Involved:

- 1-3 hours per month, with greater time commitment surrounding events
- Alumni group board meetings (monthly/quarterly/as scheduled)
- Communication Committee meetings (as needed)
- Work on the financial component of the Annual Planning and Report

Position Requirements:

- Be a member in good standing with the MSU Alumni Office
- Experience in budget management, and/or interest in managing club's finances & expenses
- Attention to detail

Key Responsibilities:

- Active participation in alumni group board meetings
- Serve as financial manager of alumni club
- Manage group's bank account
- Make deposit from events and fundraisers
- Manage withdrawals and checks for bills, scholarship payments, etc.
- Receive and process receipts from group event admission
- Ensures timely payment of all bills incurred by the group
- Provides monthly updates to board at meetings
- Prepare annual financial statement to be submitted to the Alumni Office
- Support alumni group events and programs throughout the year
- Act as liaison for all financial matters between alumni club and Alumni Office

SECRETARY

Length of Commitment:

- 2-3 year(s)

Time Involvement:

- 1-3 hours per month, with greater time commitment surrounding events
- Alumni group board meetings (monthly/quarterly/as scheduled)

Position Requirements:

- Be a member in good standing with the MSU Alumni Office
- Exceptional organizational skills

Key Responsibilities:

- Active participation in alumni club board meetings
- Send out notice of board meetings and track RSVPs and attendance
- Record and distribute minutes and an activity report to the regional engagement director and board within one week of alumni group meetings
- Record significant milestone's for the group's history (e.g., record number of applicants from your area, first scholarship, signature enrichment offering, etc.)
- Support alumni club events and programs throughout the year
- Act as liaison between alumni, friends and alumni club, as well as alumni group and Alumni Office

SPECIAL EVENTS CHAIR

Length of Commitment:

- 2-3 year(s)

Time Involved:

- 2-4 hours per month, with greater time commitment surrounding events
- Alumni group board meetings (monthly/quarterly/as scheduled)
- Special Events Committee meetings (as needed)
- Coordination of events you are planning, as well as support of committee members planning other events

Position Requirements:

- Convene at least three committee meetings annually
- Report volunteer service
- Strong interest and basic experience in event planning and marketing
- Project management/organization

Key Responsibilities:

- Leads Special Events Committee
- Oversee recruitment and selection of alumni volunteers for Special Events Committee that may organize the following events:
 - Networking: Organizing events that allow alumni to expand their professional networks, including partnering with alumni groups from other universities to host joint events
 - Enrichment: Orchestrating events with an educational component, including university speakers, alumni panels, etc.
 - Volunteerism
- Act as liaison between committee, board and Alumni Office staff, reporting activity, feedback on events and attendance

SCHOLARSHIP CHAIR

Length of Commitment:

- 2-3 year(s)

Time Involved:

- 1-2 hours per month, with greater time commitment in the spring
- Alumni group board meetings (monthly/quarterly/as scheduled)
- Scholarship Committee meetings (spring)
- Presentation of scholarship(s) to recipients at award ceremony (spring)
- Communicating with scholars throughout each semester
- Responding to inquiries about scholarship program

Position Requirements:

- Be a member in good standing with the MSU Alumni Office
- May not have a child or relative in consideration for a scholarship
- Ability to maintain confidentiality and practice impartiality

Key Responsibilities:

- Leads Scholarship Committee
- Oversee recruitment and selection of alumni volunteers for Scholarship Committee that will select recipients
- Adhere to specified scholarship deadlines, particularly those pertaining to financial deadlines
- Ensure volunteers participate in scholarship review
- Present scholarship or delegate appointee to present scholarship at recipient's high school awards program
- Maintain contact with scholars to request update each semester and provide to alumni group leadership and members
- Work with Communications Committee to publicize current recipients of scholarship(s) on website and in group's e-communications
- Act as liaison between committee, board and MSU Undergraduate Scholarships & Fellowships, reporting activity and feedback

FUNDRAISING CHAIR

Length of Commitment:

- 2-3 year(s)

Time Involved:

- 1-3 hours per month, with greater time commitment around fundraising initiatives
- Alumni group board meetings (monthly/quarterly/as scheduled)
- Fundraising Committee meetings (spring)

Position Requirements:

- Be a member in good standing with the MSU Alumni Office
- Clean credit history, applicant subject to background check

Key Responsibilities:

- Leads Fundraising Committee
- Oversee recruitment and selection of alumni volunteers for Fundraising Committee that will participate in the following projects:
 - General: Develop annual fundraising strategy (e.g., merchandise sales, special events, sponsorship opportunities, etc.), including funding needs for scholarship(s) and other alumni group needs
 - Communications: Working with Communications and Scholarship Committees, develop solicitations and appeals to support fundraising goals
 - Event Planning: Working with the Special Events Committee, coordinate fundraising events
 - Finances: Work with treasurer/administrator and president to ensure funds raised are stewarded appropriately
- Act as liaison between committee, board and Alumni Office staff, reporting activity and feedback
- Support alumni group events and programs throughout the year

COMMUNICATIONS COORDINATOR

Length of Commitment:

- 2-3 year(s)

Time Involved:

- 3-4 hours per month, with greater time commitment surrounding events
- Alumni group board meetings (monthly/quarterly/as scheduled)
- Membership programs and events (as needed)

Position Requirements:

- Strong interpersonal and communication (verbal and written) skills
- Experience in effective communication using social media outlets

Key Responsibilities:

- Leads Communications Committee
- Oversee recruitment and selection of alumni volunteers for Communications Committee that will lead the following projects:
 - Brand the Message: Coordinate, develop, and enforce group's brand and message, consistent with the standards of Michigan State University
 - Publicity: Work with officers and other chairs to ensure publicity requests, meetings and important dates are submitted and conveyed to members and Alumni Office and that you are up-to-date regarding plans, goals, etc.
 - Forward alumni contact information to regional engagement director to update into the MSU database (email, addresses, phone, employment information, bios, etc.)
- Communication: Depending on activity level, you may need to break responsibilities into subcategories such as:
 - Public relations and marketing – calendar entries, outreach to local media
 - Website maintenance
 - Content writing – articles to be published, email publications
 - Social media
 - Photography
- Support alumni group events and programs throughout the year

YOUNG ALUMNI CHAIR

Length of Commitment:

- 2-3 year(s)

Time Involved:

- 1-3 hours per month, with greater time commitment surrounding events
- Alumni group board meetings (monthly/quarterly/as scheduled)
- Young Alumni Committee meetings (as needed)
- Coordination of events designed for young alumni

Position Requirements:

- Be a member in good standing with the MSU Alumni Office
- Graduated from Michigan State University in the past 10 years

Key Responsibilities:

- Lead Young Alumni Committee
- Oversee recruitment and selection of alumni volunteers for Young Alumni Committee that will contribute to the following topics:
 - Networking: Planning events geared toward expanding the professional and personal networks of recent graduates, including luncheons for targeted career groups (e.g., non-profits), job fairs, etc.
 - Social: Organizing casual social events for area young alumni, including happy hours and participation in intramural sports
 - Educational: Offering cultural and educational events for young alumni, including wine tasting, tours of local museums and first-time home buyer's seminars
- Act as liaison between committee, board and Alumni Office staff, reporting activity, feedback on events and attendance

Appendix D



**BYLAWS
of the
<<City/State/Region/Interest>> Spartans**

Adopted <<Date>>

ARTICLE I: NAME

The name of this organization shall be the <<City/State/Region/Interest>> Spartans <<, also known as <insert former club names if relevant>. NOTE: If club is a 501c3, has a scholarship, and/or a bank account or other financial documents with different names, insert these names here.

This organization is formed as a volunteer-based alumni club affiliated with the MSU Alumni Office of Michigan State University.

ARTICLE II: PURPOSE AND OBJECTIVES

The objectives of the <<City/State/Region/Interest>> Spartans shall be:

1. Fellowship: Providing opportunities for Spartans to find, connect and engage with fellow Michigan State University alumni in their community, where they work and online through a variety of programs, events and experiences.
2. Service: Participating in and creating service initiatives connected to causes Spartans care about in their local community, and encouraging them to get to know fellow alumni from their personal and professional communities through these service opportunities.
3. Invest: Supporting current and future Spartans with the gifts of time, insight, connections and financial assistance by contributing to the recruitment of students and the funding of scholarships at Michigan State University.

Article III: MEMBERSHIP

The MSU Alumni Office is no longer a dues-based organization. All alumni, current students, faculty and staff, former faculty and staff, parents of alumni and students, and friends living in the <<City/State/Region/Interest>> are eligible to participate in <<City/State/Region/Interest>> Spartans events and initiatives.

The <<City/State/Region/Interest>> Spartans strongly encourages all alumni, faculty and staff, former faculty and staff, parents of alumni and students, and friends living in the <<City/State/Region/Interest>> to contribute to Michigan State University at a minimum of the “Spartan Loyal” level (annual gift of \$100 or more).

ARTICLE IV: BOARD OF DIRECTORS AND OFFICERS

Section 1: Board of Directors

The governing body of this organization shall be a Board of Directors consisting of <<number>> officers and up to <<number>> additional members-at-large, for a total of <<number>> members.

Section 2: Officers of the Board of Directors

Four of the directors shall serve as officers of the Board of Directors in the following roles: President, Vice President, Secretary, and Treasurer. The officers’ responsibilities include setting overall strategy for

the <<City/State/Region/Interest>> Spartans and leading efforts to revise these bylaws, as needed. General responsibilities for each officer position are set forth below.

Duties of the President. <<insert duties>>

Duties of the Vice President. <<insert duties>>

Duties of the Secretary. <<insert duties>>

Duties of the Treasurer. <<insert duties>>

Section 3: Ex-Officio

The past president/retiring president shall serve as an ex-officio (non-voting) member of the board of directors. This will not count against the maximum of <<number>> board positions.

Section 4: Terms of Office

Directors are elected for an initial <<number>> -year term and may be re-elected for <<number>> additional <<number>>-year term(s).

Officers are elected for an initial <<number>>-year term and may be re-elected for <<number>> additional <<number>>-term(s) for a total of <<number>> consecutive years in a single office.

Directors, including officers, shall not serve more than <<number>> consecutive years on the <<City/State/Region/Interest>> Spartans board. Following these consecutive years of service, a director must take a mandatory sabbatical one-year off prior to standing for re-election as a director.

The terms for members of the Board of Directors shall be staggered so that each year, <<number>> retire from the board and a like number of new directors are elected to the board, as much as is practicable

All new terms begin <<date and month or event, e.g., at the January board meeting following the November annual meeting>>.

Section 5: Elections

If board members will be elected by the Board of Directors:

Members of the Board of Directors, including officers, shall be elected by a simple majority vote of the Board of Directors each year at the <<month or meeting type, e.g., annual>> meeting.

If preferred, the board can call a general membership/annual meeting, noting that the purpose of the meeting is to vote on the candidates for Board of Directors. The board may choose to include an open invitation for <<City/State/Region/Interest>> Spartans to attend the meeting as guests.

If board members will be elected by the general members of the <<City/State/Region/Interest>> Spartans:

Members of the Board of Directors, including officers, shall be elected by a simple majority vote of the general members of the <<City/State/Region/Interest>> Spartans each year in <<month>>. <<Describe the election method - online, in-person, a combination of both, etc.>>.

The nomination and election process will have clearly communicated timelines agreed upon by the Board of Directors to encourage the highest level of engagement by <<City/State/Region/Interest>> Spartans.

The President shall appoint a Nominating Committee consisting of not less than three and no more than <<number>> members of the Board of Directors no later than the <<month or meeting type, e.g., annual>> meeting of each year for the purpose of selecting candidates for election to the Board of Directors.

The Nominating Committee, based on vacancies created by term limits or any other circumstances, will prepare a slate of candidates for election to the Board of Directors at the <<month or meeting type, e.g., annual>> of each year. Candidates for the Board of Directors shall be a donor at the "Spartan Loyal" level prior to the election, and shall remain "Spartan Loyal" for the duration of their term.

The <<City/State/Region/Interest>> Spartans shall notify the MSU Alumni Office of the results of the election of the Board of Directors and shall record these changes in the Club Admin Panel within thirty days of such election.

Section 6: Removal, Resignation, and Vacancies

The Board of Directors may remove any member, with or without cause, by a majority vote of the remaining members.

Attendance at the Board of Directors meetings is of vital importance and shall be mandatory and effective. A board member who misses three unexcused consecutive meetings of the Board of Directors within a one-year period, or fails to remain Spartan Loyal during their term, shall be requested by the President to resign.

Any member of the Board of Directors may resign at any time, by delivery of written notification to the President or Secretary. Such resignation shall become effective upon its delivery to the President or Secretary or at the time specified therein.

Between annual elections, the Board of Directors shall, by a majority vote of its members, fill all vacancies on the board that occur due to removal, resignation, or for other reasons, until the next annual meeting at which time a replacement will be elected for the remainder of the unexpired term.

Section 7: Quorum and Voting

A quorum for the Board of Director shall consist of at least half (50%) of the directors plus one, including at least one officer. Attendance may be telephonic or video. In the absence of a quorum, no formal action shall be taken except to adjourn the meeting to a subsequent date.

Actions by the board/passage of a motion requires a simple majority of a quorum, unless otherwise stated in these bylaws.

Section 8: Compensation

Members of the Board of Directors shall serve without compensation, with the exception that reasonable expenses incurred related to the mission of the <<City/State/Region/Interest>> Spartans are allowed to be reimbursed with the approval of the board.

Section 9: Spartan Loyal

All members of the <<City/State/Region/Interest>> Spartans Board of Directors shall be “Spartan Loyal” level donors.

ARTICLE V: COMMITTEES

It shall be the duty of the President, and of the other officers of the <<City/State/Region/Interest>> Spartans at the beginning of their terms, to review the need for continuing the previous year’s standing committees and the need for ad hoc or additional standing committees.

With approval of the Board of Directors, the President shall create and dissolve committees necessary for the proper function/to assume responsibility for certain tasks of the <<City/State/Region/Interest>> Spartans. The President shall appoint all committee chairs and committee members, and these appointments shall be presented to the Board of Directors for their approval by a majority.

ARTICLE VI: MEETINGS

The Board of Directors shall meet at least <<number>> times each year – in the months of <<insert months>>.

Meetings shall be held at a reasonable time and location to accommodate attendance by as many members of the Board of Directors as possible, with adequate notice given to all members.

Roberts’ Rules of Order shall govern any parliamentary questions that arise at any board meetings

Additionally, the President may call a meeting of the Board of Directors at any time business of the club may require giving a minimum seven day advance notice for any such ad hoc meeting and requiring a quorum to be officially valid.

The Secretary shall keep a record of the proceedings of all meetings, including committee meetings, and distribute afterwards to all members of the Board of Directors. Records include attendance, all decisions made, identified action items and owners, and results from all votes.

ARTICLE VII: FINANCIAL ADMINISTRATION

Section 1: Fiscal Year

The fiscal year of the <<City/State/Region/Interest>> Spartans shall be <<insert date; ideally, this corresponds to MSU’s fiscal year of July 1 – June 30>>.

Section 2: Dissolution

In the event of the dissolution of the <<City/State/Region/Interest>> Spartans, any and all remaining assets shall be submitted to the <<insert name of recipient and what funds will be used for>>.

ARTICLE VIII: AMENDMENTS

These Bylaws may be repealed or amended by a 2/3 vote of the members of the Board of Directors.

Written notice of the proposed amendment(s) shall be sent to all board members at least seven days prior to the meeting where such action shall take place.

When any changes are made to these Bylaws, <<City/State/Region/Interest>> Spartans shall provide a copy to all members of the Board of Directors and the MSU Alumni Office, and shall upload the new bylaws in the Club Admin Panel within thirty days of such vote.

AUTHORIZING SIGNATURES

<<Name>>

President

<<Name>>

Vice President

<<Name>>

Secretary

<<Name>>

Treasurer

<<Name>>

Director, Alumni Engagement - <<Region>>
MSU Alumni Office

Date of Adoption