Vice President-Alumni Relations
Officer Packet

Duties of the Vice President-Alumni Relations (VPAR)
(from Policies and Procedures Manual section B, policy 18)

- To ensure the members of the chapter are informed on activities being sponsored by alumni chapters in their local area.
- To ensure the members of the chapter are educated on how they can continue to be involved in the activities of Delta Sigma Pi as alumni members.
- To ensure that the members of the chapter understand the purpose and activities of the Delta Sigma Pi Leadership Foundation and the importance of their support of the Foundation.
- To ensure the activities of the chapter are communicated to the chapter’s alumni, other local alumni and the Chair of the Provincial Alumni Development Committee through a chapter newsletter or other form of communication.
- To ensure timely information about the chapter and its members is provided to the editor of The DELTASIG.
- To oversee the orchestration of Founders’ Day, Alumni Day and Homecoming activities.
- To oversee the maintenance and accuracy of chapter member address information in the National Fraternity’s database and ensure that changes are promptly communicated to the Central Office.
- To ensure the chapter actively seeks lost alumni and reports “found” information to the Central Office.
- To oversee the acquisition, organization and maintenance of chapter historical information.
- To coordinate, maintain and oversee mentoring relationships between collegiate members and both chapter alumni and alumni living in the local area.

Additional Resources
Communicating with Alumni

The VPAR is responsible for the communication of chapter activities with the chapter’s alumni, other local alumni and the Chair of the Provincial Alumni Development Committee. Alumni should be informed on current professional and community service events, weekly business meeting times and chapter officer contact information. Alumni should also be notified and invited to initiation and any special events planned specifically for alumni members. Communication can be done through a variety of means such as a chapter newsletter, chapter calendars, invitations, the chapter website, social media, or a bulletin board in the campus alumni relations office.

Keeping an Alumni Database

To communicate with the chapter’s alumni and local alumni, the chapter will need to keep an alumni database. This database should include both a list of alumni members that have graduated from your chapter and a separate list for all alumni members that live in the area around your university (usually within 50-100 miles) whether they are from your chapter or not.

If you do not already have a database, contact Central Office to receive a complete chapter roster and a radius report. The contact information for each brother might not be correct, so it is your job to try and get most current contact information for all alumni. Some brothers might only update their contact information with the chapter while others might only update their information with the National Fraternity. You should consider as a best practice to regularly request a new roster once or twice a year to insure your alumni contact information is most up-to-date.

The list should contain the following data:

- Member’s Roll Number
- Name (first, middle, last, maiden, preferred first)
- Current Permanent Address (not a university address)
- Current Email (preferably a non .edu)
- Phone Numbers (home, work, and cell)
- Initiation Date
- Graduation Date
- Employer Information (for possible professional events)
- Birthday
- Information Last Updated
- Degree/Majors
- Last Known Action (email, phone call, etc)
- Date of Last Known Action

If you have other things unique to your chapter that you would like to keep track of (like family information), you can also add them to your database.

See the VPAR Resource Guide for additional information.

How to Maintain Your Alumni Database

Once you have your alumni database, you must maintain it. The most important group of alumni to receive updated contact information is from your graduating seniors. After graduation, we find that many of our graduating seniors venture forth into the business world and never look back. This is understandable as they are beginning a new life. However, your job as VPAR is to keep in contact with these soon-to-be graduates and gather information for your chapter’s alumni database...before graduation. This information will be valuable to help secure the future of your chapter and help the seniors with their transition to life after college.
You should be able to get updated contact information from most graduating seniors before they leave campus. However, if they are unsure what they are doing permanently after graduation, you should contact them a couple months later because they might still have access to their university email and probably still have the same cell phone number. By November 30th or April 1st of each year, have each senior complete a contact information form. Make sure that they include a non-edu email address and a mailing address that is not on campus. See the VPAR Resource Guide for additional information.

Although information from your graduating seniors is very important, you will also need to reach out to all alumni. You and your committee should reach out to alumni throughout the year to reconnect with them and make sure that their contact information is current. The easiest approach is to start by contacting alumni with email addresses. Send personalized emails to each alumnus including a quick update on the chapter and a request for current contact information. Next, you should send a survey to all alumni asking for updated addresses, job titles, marriages, children, etc. Be sure to include a stamped return envelope or postcard for increased response. You can also encourage alumni to mail in a business card and maintain a business card file of all members, encouraging them to send in new ones when their positions change.

When email and mail options have been exhausted, then, starting with your most recent graduates and working back, you and your committee can start calling other alumni. If there are five brothers on the Alumni Relations Committee, and each brother calls 5-10 alumni, over the course of the school term you would have reached out to 25-50 alumni!

See the VPAR Resource Guide for additional information including sample email and phone messages.

You should also use social media to search for alumni members. Facebook and LinkedIn are great resources to search for people and contact them. You should also obtain updated contact information from your chapter’s GIN System. You should also work with your alumni association on campus to get contact information for your alumni. If they are hesitant to give you the information, your chapter advisor might be able to assist.

Do not stress about contacting every alumni each year, the process is gradual. Again, start with the most recent graduates, they will be the easiest to get a hold of and may know contact information or location of other brothers from their pledge or graduating class. You may get some alumni’s parents, kindly tell them why you are calling and ask if they can provide a contact phone or email address for the brother. If they are still hesitant, leave your contact information and request them to have their son or daughter contact you. As always you may have some alumni or parents of alumni that do not wish to be contacted, respect their wishes by marking them in your alumni database. If you cannot track down an alumni do not worry, leave them on the list and be sure to remove any incorrect contact information from your list.

**Reporting Address Updates**

The VPAR is to work with the Vice President-Chapter Operations to ensure that the collegiate chapter annually reports its collegiate graduates and collegiate member address updates to the Central Office. In addition, the VPAR ensures that the chapter is actively seeking lost alumni and reporting “found” information to the Central Office through the Hub form. It is important to share this information with the Central Office so that the national database is correctly updated.

You can access your Recent Grad Report and Lost Brother Report anytime through the Hub’s Reports Module. The Recent Grad Report is a listing of alumni members that have graduated in the last five years. The Lost Brother Report is a listing of members who the Central Office does not have correct mailing addresses. You should submit all updated contact information for your alumni through the appropriate Hub form.

See the VPAR Resource Guide for additional information.
Communications Plan

Below you will find guidelines and best practices for a communications plan. The way you communicate, the frequency you communicate, and the strength of your message can make the integration between collegiate and alumni chapter members significantly more successful.

Alumni Newsletter

The chapter should try and send regular (monthly if possible) newsletters to the chapter’s alumni and local alumni using the chapter’s database as a mailing list. The newsletters can be mailed to members or emailed depending on the needs/wants of each particular chapter’s membership).

Items to include in every alumni newsletter (some of these are great to include in an email signature or in a “sidebar”):

- Sender’s name/contact info
- Chapter website link
- Fraternity website link
- Calendar of upcoming events
- Highlights of significant chapter events and accomplishments
- Job Board - as sought from and shared by alumni members
- Member Profile(s)
  - Interview a successful alumni member about career
  - Share favorite fraternal memories
  - Updates including new jobs or promotions, marriage and baby announcements (listed by member’s roll number)
- Professional Development Tip or Article – shared by alumni members
- Thank you for any donations (if approved by donor)

Remember that alumni members are the target audience for the alumni newsletter so your content should meet their needs and interests. Too many chapter newsletters contain an abundance of news about the collegiate chapter and little to no information about alumni. At least 70% of your newsletter should contain information of direct relevance to alumni. See the VPAR Resource Guide for additional information including a complete communication plan.

Other Routine Communication Mediums

- Facebook Fan Page or Group
  - Create events and invite members
  - Announce chapter news
  - Post pictures and videos from events
- LinkedIn Group Discussions
  - Share professional tips, insights, and stories – Engage alumni in discussions about professional questions you have, etc.
  - Post discussions about upcoming events
  - Post highlights from recent professional events
  - Share job opportunities
- Direct Emails or List Serve
  - Update contact information request
  - Ask for assistance or volunteers with events
  - Reminders before events, just a quick “Don’t forget tomorrow is…”
  - Be aware of the frequency – The best level of email frequency will depend on each chapter.
    - Unfortunately, trial and error will be your best way to determine how often emails should be sent and the number of reminders that are effective for your email recipients.
Do not excessively email/send reminders, but in some cases multiple reminders may drive up attendance numbers.

Once you learn what a good level of frequency is, communicate this to the next VPAR in your transition.

Also, if you use a system that allows you to exclude people who have already RSVPed “no” to a particular event, consider not sending them reminders once they have indicated they will not be able to attend.

- Printed Items mailed to members
  - For members who may not have email or you only have address
  - In addition to email and social media communications
  - Invitations to special events (chapter anniversaries, Initiations, etc.)

Alumni Chapter Activities, Promotion, and Education

As VPAR, your duty is to ensure the members of the chapter are informed on activities being sponsored by alumni chapters in their local area and to help educate your members about the differences and similarities between collegiate and alumni chapters.

First, alumni chapter life is easier and more casual than collegiate chapter life. Here are some other differences:

- Alumni chapter dues are much less; usually around $15-30 per year.
- Attendance is not mandatory. Members attend when their schedule permits.
- Business Meetings are typically two-four times per year.
- Dress is usually casual or informal.
- Alumni chapters are not subject to the Chapter Management Program (CMP)
- Programming is geared more toward aiding collegiate chapters, community service, and social activity with some professional and fundraising.

Please note, however, that alumni chapters do follow all the same bylaws and policies (including the risk management, insurance and conduct policy) of the Fraternity as the collegiate chapters.

The VPAR should be in contact with the Vice President-Collegiate Relations (VPCR) of the local alumni chapter for updated announcements. If you do not know if there is an alumni chapter in your area, you can search on the Chapter Locator on the Fraternity’s website. If there is one, you should be able to find contact information for the local VPCR through the officer contact section of the Hub or by contacting Central Office. If there is no alumni chapter in your area, then contact your District Director, Regional Vice President, or other local alumni for support.

When reaching out to the VPCR or other alumni brothers, you should not feel intimidated or nervous about making contact. Remember, a brother in Delta Sigma Pi is a brother, regardless of when you or they initiated. You are of equal rank no matter how long you have been in the Fraternity. Keeping this in mind will help you in your endeavors.

Of course, you may also make contact via phone, but sending an email or social media message first will allow you to “break the ice.” This will help your alumni brother(s) know the nature of the conversation ahead of time and help set the fraternal tone for your phone conversation. This will also give you an opportunity to introduce yourself, give the reason why you are making contact, and set up a future time to talk in more detail.

You will want to get information about future alumni chapter events and report these at the chapter’s weekly business meeting or through other communications like chapter newsletters, direct emailing, and other social media. This will help spark alumni interest in your chapter and relay your chapter’s passion for Delta Sigma Pi. You will also want to keep the alumni chapter updated on collegiate chapter activities and accomplishments by including the VPCR on all alumni communications about upcoming events and asking the VPCR to receive the same from the alumni chapter.
You might also be able to provide other opportunities to your chapter members through the alumni chapter. The VPCR may be able to facilitate:

- Volunteer Opportunities after Graduation
- Networking Opportunities
- Resume Exposure / Possible Job Opportunities
- Combined Collegiate / Alumni Programming
- Fund Raising ideas
- Professional Speakers
- Alumni to Collegiate Brother Mentoring Programs
- Chapter Sponsorships and Donations
- Alumni Chapter Presentation

Do not make contact when you just need something or are seeking help in your job search. Make sure you and your collegiate brothers get to know the alumni early in your fraternal careers. Although your alumni brothers will help when possible, alumni brothers will more likely provide help or recommendations for someone they know.

**Promoting Participation as Alumni Members**

A benefit of Delta Sigma Pi that many collegiate members fail to discover is that the Fraternity is for life, not for four years of college. This message is missed by a number of collegiate members. The VPAR can help improve each members understanding of their lifelong fraternal opportunities.

Chapter members (especially graduating seniors) should be aware that his/her fraternity career does not have to end with graduation. This is extremely important because your graduating seniors are your next alumni. Your duty as VPAR is to help educate all chapter members about the involvement and leadership opportunities available to them after graduation. The VPAR can also be considered an indirect recruiter for the alumni chapter because he or she is preparing their collegiate brothers to be active alumni.

Why is this so important? Again, your graduating seniors are your chapter’s next alumni. If your members and seniors are unaware of the opportunities available to them after graduation, he or she might not stay active and involved as alumni. Alumni involvement is detrimental to the Fraternity and your chapter. Active alumni are more likely to provide support for their home collegiate chapter and alumni chapter which in turn strengthens the Fraternity as a whole. Support from alumni may include networking, providing advice when needed, and monetary donations. Most members realize that when they joined this Fraternity, they knew it was for life, but once they graduate, they do not know how to continue their involvement. Your job as VPAR is to show them how.

One of the easiest ways to get involved is by joining an alumni chapter. Educating your brothers will help breakdown the impression that alumni chapter involvement is “more intense.” This will help those brothers who want to be stay involved as alumni but are hesitant because they need a break from collegiate chapter life. Promote the idea that joining an alumni chapter is a good option to stay involved because members can participate as much or as little as they are able while still staying informed about the national Fraternity.

Before your members graduate, you should find out where they will be living after they leave campus. You should compile this information and share it with the VPCRs in cities that your alumni are moving so the alumni chapter(s) can add these members to their chapter mailing list. You should also help your graduating seniors make contact with the alumni chapter in the city to where they will be relocating. This will allow graduating seniors to get familiar with their potential new city and respective alumni chapter prior to arrival. This also helps with better transition from graduating senior to alumni.

Remember, keeping your alumni connected to your chapter and the Fraternity will pave the way for future alumni support. There are a number of ways to stay involved on a variety of levels so a good idea is to make sure your
graduating seniors think about their own experience and available time when considering their level of involvement. Advise them to consider all possibilities, but to choose a position that will best fit their availability because time commitments vary for each. If time is an issue for your new alumni, ask them to at least join their local alumni chapter and participate when possible.

There are many ways to stay active including but not limited to:

- Joining an alumni chapter or help charter a new alumni chapter
- Serving as an alumni chapter officer
- Mentoring a collegiate member or recent graduate
- Being a professional speaker at chapter events
- Help a chapter with community service events
- Attending collegiate chapter meetings and events including initiation
- Attending or offer to present at National Events
  - Grand Chapter Congress
  - LEAD Provincial Conferences (usually in the spring)
  - LEAD Schools (usually in the fall)
  - Volunteer Leadership Training
- Leadership and Volunteer Opportunities
  - Certified Deltasig Leader (CDL)
  - District Director or Assistant District Director (if applicable to your area)
  - Chapter Advisor (if employed at a university)
  - Regional Vice President
  - Provincial Vice President
  - Board of Directors (Grand President, VP-Organizational Development, and VP-Finance)
  - Leadership Foundation Trustee
  - Regional, Provincial, and National Committee involvement
    - Scholastic Awards and Development
    - Alumni Development
    - Professional Development
    - Community Service
  - Contributor to The DELTASIG magazine or Delta Sigma Pi blog
- Offering Financial Support
  - Contributing to the Leadership Foundation
  - Helping to start a scholarship for an area or home chapter
  - Donating directly to a local chapter

As part of your duties, you are to ensure that the members of the chapter understand the purpose and activities of the Delta Sigma Pi Leadership Foundation and the importance of their support of the Foundation. The Board of Directors approved the Leadership Foundation’s PowerPoint educational presentation as a qualified professional activity to be reported for the CMP. The VPAR should work with the VP-Professional Activities to secure an alumni member to give the presentation. The PowerPoint Presentation can be found on the Leadership Foundation section of the website.

For more information about remaining involved or volunteering, members should be encouraged to contact their area leadership (District Director, Regional Vice President or Provincial Vice President) or visit [www.dsp.org](http://www.dsp.org).

**Planning Activities for Alumni**

In addition to communicating with alumni and promoting involvement following graduation, the VPAR has the opportunity to coordinate activities that will allow for collegiate and alumni member interaction. Start your term with a list of activities, such as:

- Founders’ Day - November 7th
• Alumni Day - April 25th
• Chapter’s Founding Date
• Initiation and Rose Formal or Initiation Banquet
• University Homecoming, Reunion Weekends or other campus traditions
• Commencement
• Service and Professional Events
• Social Events including sporting events and alumni dinners
• Pledge Class Reunions

Once you have a complete list of events, you will need to decide which events the chapter would like to invite your alumni and mark them on the chapter calendar. You should plan multiple events including some family-friendly events. Alumni need several weeks (or more) notice to plan to attend an event (if you really want your alumni to attend, please do not invite them the week of the event).

To have a successful event, you should start planning it at least 6 weeks prior to its scheduled date. Use the table below to help you determine when you will finalize steps in the planning process.

<table>
<thead>
<tr>
<th>Planning For Your Event</th>
<th>Timing</th>
<th>Example:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify date of event</td>
<td>Scheduled date of event</td>
<td>November 7—Founders’ Day event</td>
</tr>
<tr>
<td>Identify date to send reminder email</td>
<td>At least one week before the event</td>
<td>October 31</td>
</tr>
<tr>
<td>Identify date to send invites and add to chapter calendar</td>
<td>At least 4 weeks prior to the event—more if mailing printed invitation</td>
<td>October 10</td>
</tr>
<tr>
<td>Identify date to finalize details: date, time, location and other details</td>
<td>Prior to invitations sent out</td>
<td>October 5</td>
</tr>
<tr>
<td>Identify date to initialize planning the event: date, time, location and other details</td>
<td>At least 6 weeks prior to the event</td>
<td>September 26</td>
</tr>
</tbody>
</table>

Also consider the following:

• Invite
  o Your collegiate members
  o Your chapter’s alumni (graduates from your collegiate chapter)
  o Members from your local alumni chapter(s)
  o Other alumni in your area
  o Chapter Advisor and faculty initiates
  o Volunteer Leadership including District Director, Regional Vice Presidents, other national officers in your area and the Chair of the Provincial Alumni Development Committee

• Send an invitation specific for the event via
  o Printed Invitations
  o Emails or Evites
  o Chapter’s Alumni Newsletter
  o The chapter’s GIN System

• Give your alumni at least four weeks’ notice prior to the event. If you do not have all of the information by four weeks prior to the event, you should send a “save the date” notification and follow up with a formal invitation with the event’s details including place, time and dress code as soon as available.

• Let your alumni know when they may bring guests (such as socials, not ritual ceremonies).

• Collect RSVPs from alumni and collegiate brothers and bring the list to the event (this will help you remember what alumni will be showing up—since you are the host, you should greet them by name when possible)

• Thank the alumni for attending and follow up any conversations you had, if applicable within one week after the event.
• Submit your event information for CMP credit; send an article and pictures from your event to The DELTASIG magazine; add to your scrapbook; and include the event in your yearly awards applications.

Contributing Information to THE DELTASIG

The DELTASIG, the Fraternity magazine, is printed three times a year (usually in March, July and November). Submissions from both collegiate and alumni members that would be of interest to the Fraternity at large are encouraged. This gives the Fraternity as a whole the opportunity to see each individual chapter’s accomplishments. To submit items or for additional information, please contact magazine@dsp.org.

Categories of Submission:
• Feature Articles and Cover Stories
• Personal Mentions
  o “Kudos” (new employment)
  o “Mergers” (marriages); “Gains” (children); “Losses” (deaths)
• Chapter News (articles and photos submitted from collegiate chapters about their current events)
  o Exceptional professional programs
  o Special community service events or charitable projects
  o Banquets or formals
  o Special Events (Founders' Day, Alumni Day or Chapter Birthday)
  o Chapter/individual scholarship achievements
  o New Initiates (including Honorary or Faculty Initiates)
  o Sports accomplishments
  o Awards Presentations
  o Social activities
  o Other noteworthy events

Keeping Chapter Records

It is important for the chapter to keep historical records. Whether your chapter is among the older ones or just started last year, an accurate historical record provides a link to the past so the chapter can repeat successes and avoid previous failures. Although the VPAR typically oversees chapter historical information, the VPAR will need to work alongside the VPCO to obtain much of the information. The chapter could elect or appoint a separate Historian to maintain most of these items.

Documenting the history of the chapter is of interest to:
• Your current members (documenting their year)
• Your recruits (get a full understanding of what the chapter accomplishes each year)
• Your alumni (to see what you’ve accomplished and to reminisce on the past)

Chapter Records to Keep
• Photos/Videos
  o Take plenty of pictures.
  o Write short captions for each picture including the date, location and explanation of the event for each.
  o Identify everyone in the picture (including whether they are a collegiate brother, alumni brother, faculty initiate, pledge, guest, etc.)
  o Do not write full paragraphs of narrative to explain events. Rather, let the captions under pictures explain the events.
• Remember that people looking at the scrapbook may not know anything about the chapter, the school, chapter members, etc. Do not use "inside jokes" or assume the reader will know what activity is shown in a picture.
• Encourage numerous chapter members to bring cameras to all chapter activities.
• Use real cameras (camera phones do not have the resolution needed for most purposes).
• Use a video camera if available.
• Arrange for a group photograph or composite of chapter members each year. (Many professional photographers will provide a large composite photograph for display in the business school if each member purchases a small copy.)

• Chapter Records
  • A journal with descriptions of all chapter activities, successful chapter events and a list of activities to avoid
  • Yearly Chapter Management Program results
  • List of chapter awards or recognitions
  • All chapter meeting minutes
  • Chapter Newsletters
  • Invitations from special events and programs or bulletins from special events, banquets, etc.

Never include unprofessional content, conduct or references. Do not include any pictures with alcoholic beverages (bottles, cans, or cups indicating alcohol), sexually explicit poses or any other inappropriate references including quotes or song lyrics.

Scrapbook/Presentation
An annual chapter scrapbook or presentation should be kept; the VPAR, Chapter Historian, a committee, and/or the entire chapter can put a photo archive together. A scrapbook or presentation not only serves as a method to keep a historical record of chapter activities, but it can also serve as an effective recruiting tool.

Other ways to collect and share your chapter history:
• Create a slide presentation or PowerPoint to be used during recruiting activities, reunions, Homecoming, or other events where alumni may be present.
  • Add your slide show or photo journal to your chapter’s website or Facebook page.
• Keep a journal/calendar with descriptions of all chapter activities.
• Arrange for a group photograph of chapter members each year.
• Maintain files of newsletters each school term
• Collect invitations from special events and programs or bulletins from special events, banquets, etc.

If you need to purchase supplies, include these expenses in your planned budget to your executive committee for review.

Where to Find Assistance
If you have questions or need help, the first place to go would be the Fraternity website. You should be able to find many guides and resources for your position under the Resources section of the website.

If you still cannot find what you need, you should reach out to your volunteer leaders. You should be able to find contact information for your District Director, Regional Vice President, Provincial Vice President and Provincial Alumni Development Chair on the National Leadership Team page. If you want, you can use the Officer Contacts section of the Hub to find any national or chapter officer, such as other VPARs to gain insight from them.

You should also be sure to take advantage of your chapter’s alumni relations committee. If this is not a standing committee for your chapter, you should recommend that this be added to your chapter’s bylaws. You can use your committee to help send mailings, plan events, make phone calls and so much more.
If you would like guidance from your own alumni you might consider creating an Alumni Relations Advisory Council with alumni from various backgrounds. You would be able to use this group a sounding board to help plan successful alumni events and brainstorm new ideas.