

Judson College
Alumnae Association

Chapter Manual

(revised March 2000)

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Statement of Purpose for Local Chapters

The purpose of the Judson College Alumnae Association local Chapter is to establish and maintain among its members a strong commitment to Judson College; to promote, support and sustain the institution through volunteer service and to provide fellowship and a network of support for local alumnae.

*Formulated by
Judson College Alumnae Association
Executive Council
August 1986*

Chapter Objectives

The objectives of the local Judson College Alumnae Chapter are:

- A. To establish and maintain a well organized and active alumnae chapter by:
 - 1. Providing and implementing a chapter constitution.
 - 2. Providing a basic core of officers: President, Vice-President for Development, Vice-President for Admissions, Secretary, Treasurer and Reporter as prescribed by the Constitution.
 - 3. Promoting chapter officer training through the October Officer's Training Session on campus and Director of Alumnae Development chapter visits.
 - 4. Maintaining active and inactive membership lists and communicating those names to the College for changes.
 - 5. Providing stimulating and informative programs for regular meetings (see program and activities suggestions).
 - 6. Promoting campus visits for all chapter members.
- B. To enhance financial support of the College by:
 - 1. Encourage the Chapter Vice-President for Development to network with the JCAA in implementing association objectives for development.
 - 2. Promoting Annual Fund and special fund raising programs within the chapter encouraging Annual Fund Phonathon, etc.
 - 3. Sponsoring chapter scholarship support for local students.
 - 4. To encourage admissions support for the College by identifying and compiling a list of prospective students to be sent to the College admissions office.
 - 5. Promoting Judson through local media, churches, with high school guidance counselors, and the local community.
 - 6. See Appendix B for specific ideas.
- C. To promote local community awareness of Judson College through:
 - 1. The local media
 - 2. Churches
 - 3. Civic Clubs
- D. To promote participation of chapter members in campus activities by:
 - 1. Providing transportation when appropriate.
 - 2. Disseminating information on dates of events.
- E. To identify alumnae leadership for the Judson College Alumnae Association by:
 - 1. Assimilating chapter officers into the mainstream of the association through JCAA committee assignments, etc.
 - 2. Alerting JCAA Executive Board to alumnae who are interested in association leadership.

- F. To inform chapter members of accomplishments, events and needs of the College.
- G. To offer fellowship for local alumnae. This will strengthen college and class spirit.
- H. To promote communication between the chapter and the College so that alumnae may voice suggestions and ideas.

A Good Organization

At the American Council for the Arts Conference, Robert Young listed 10 factors that make an organization “good.” They are:

1. The organization exists to meet an important need.
2. It has defined a role and mission for itself.
3. It has established organizational goals and objectives.
4. It has developed programs to meet those objectives.
5. It routinely evaluates itself against those objectives.
6. It has attracted and maintained a responsible board of directors.
7. It is supported by a qualified professional staff.
8. It holds itself accountable for its actions through sound administrative practices.
9. It maintains its credibility by making frequent reports of achievements and problems.
10. It understands the proper roles of its staff and volunteers and how to maintain their relationship in a productive way.

The above criteria are used to structure and evaluate the Judson College Alumnae Association and her local chapters.

Chapter Officers and Duties

PRESIDENT:

1. Presides at all meetings and sees that guests and speakers receive proper introduction.
2. Encourages the other officers and sees that they carry out their duties.
3. Generates enthusiasm in the officers and chapter members.
4. Represents her chapter at all JCAA Executive Board meetings and makes reports to this Board of activities in her chapter.
5. Serves as a “good-will” representative in her community.

FIRST VICE-PRESIDENT for DEVELOPMENT:

1. Presides and serves in the absence of the President.
2. Serves as chairman of annual giving promotion for the Chapter.
3. Works with the College Director of Development and Alumnae President in fund raising endeavors as planned by the College.
4. May serve as chapter treasurer when necessary.

SECOND VICE PRESIDENT for ADMISSIONS:

1. Serves as chairman of admissions and recruitment in cooperation with the College Director of Admissions and the Alumnae President.
2. Maintains a “prospective student list” for her area.
3. Plans and leads recruiting programs and projects for her chapter.
4. Informs the Admissions Office of prospective students in her area.
5. Visits high schools with Admissions Counselors if possible.

SECRETARY:

1. Keeps minutes.
2. Assists the President with publicity (examples: newspaper articles, church bulletins, public service announcements on radio or television, etc.)
3. May perform the following duties in her chapter:
 - A. Send accounts of her chapter’s activities to the Alumnae Office for alumnae publications.
 - B. Send cards to members in case of illness, family deaths, etc.
 - C. Sends cards to inform members of chapter meetings.
 - D. Send notices of deaths, marriages, changes of addresses of chapter members to the Alumnae Office.

TREASURER:

1. Pays all bills incurred by the Chapter.
2. Collects chapter dues; sends notices to those who have not paid.
3. Collects money for projects or activities involving money for the chapter.
4. Encourages all members to contribute to the College Annual Fund.

Chapter Committees

Special committees may be necessary to carry on chapter work. Suggestions for chapter committees are:

A. **The Program Committee:**

1. This could be just a chairman which could be the First Vice President for Development.
2. Works with the President to determine the number of meetings; time and place of meetings; and balance of program content for meetings.
3. Arranges for all programs.
4. Makes arrangements for program personalities to attend meetings.

B. **Membership Committee and/or Chairman:**

The person or persons appointed to be in charge of membership:

1. Keeps an accurate updated list of alumnae in the area.
2. Sends additions or changes in membership to the Alumnae Office, making sure to include complete addresses and phone numbers.
3. Assists in informing membership of meetings by coordinating a phone committee, if feasible.

C. **Scholarship Committee:**

If the chapter chooses to establish a scholarship, the scholarship Chairman and/or committee is responsible for the following:

1. Stimulates ideas for fund raising for scholarships.
2. Leads the committee in soliciting applications for the scholarship.
3. Recommends to the chapter nominations for scholarship selection.

Meeting and Program Suggestions

- A. **Number of Meetings:** It seems most productive for chapters to have no less than two meetings a year. Three to four meetings yearly better facilitate the purpose and effectiveness of the organization. Each individual chapter must decide the number that best suits their needs.
- B. **Place of Meetings:** This again should meet individual chapter needs. Consider the particular purpose of the meeting. Suggestions are:
1. An alumna's home – for business.
 2. A woman's club or a hotel restaurant – for large luncheon meetings where dutch-treat luncheons are needed.
 3. A Baptist church parlor – for coffee.
 4. A fellowship hall – for receptions.
- C. **Time of Meetings:** Suit your members. Consider the following:
1. Age of members
 2. Working Alumnae
 3. Distance to travel
 4. Purpose of Meetings.
- Note: Do establish time and place of meetings well in advance so that information can be disseminated (a chapter calendar is a good idea). Try to have the first meeting early in the fall so that plans for the year can be made and new officers elected and reported to the Alumnae Office. A second meeting in the spring before J-Day is good so that plans may be made for that event. If not a meeting before J-Day, perhaps, a "report meeting" afterward for sharing from those who attended.*
- D. **Meeting Announcements:** It is suggested that written and/or called invitations be sent for each major meeting even though calendars are available. A telephone committee can be helpful with this. The secretary should publicize each meeting by newspaper and/or radio. If a chapter includes several towns, be sure to get information to those town newspapers.
- E. **Program Ideas:** Plan and present the following:
1. Programs providing development information with the Chapter Vice-President for Development presenting information from recent Annual Fund Materials sent from the College.
 2. Programs providing admissions "know-how" with the Chapter Vice-President for Admissions giving an "Admissions Strategy Program" each year outlining admissions chapter plans and listing helpful hints for the chapter members to use.
 3. Programs from campus with –

- A favorite professor.
 - A small student choral group or individual music major.
 - An organ or piano recital.
 - College administration to inform alumnae of college advancements needs.
4. Chapter alumnae programs with:
 - An “I remember When” program (of campus days, of course).
 - “Yearbook, Scrapbook Luncheon” where alumnae bring their college scrapbooks and yearbooks.
 5. Fund raising programs:
 - “Silent Auction” where everyone brings one or two items to be auctioned “silently” by putting a card by each item for guests to initial and record their bid. At the designated hour, the auction is ended and the last bid on the card is the buyer. Money raised goes to the scholarship fund.
 - Yard sales.
 - Special event luncheons where tickets are sold.
 6. Program Balance: It is desirable to plan programs of different types during the year. (example: A Fall meeting to center around admissions; a Spring meeting to focus on giving.)
 7. Meeting Agenda: It should include inspiration, fellowship, information, and communication.

F. Successful Meeting Tips:

1. Draw up a written agenda with a time schedule. This may be duplicated to be distributed, but is mainly for the presiding officers and program personnel.
 - a. Give time limits to program personnel well in advance.
 - b. Plan for balance in the agenda, allowing time for introductions, college representatives (if present), committee reports and other business, entertainment (optional), speaker, questions and answers, and fellowship.
 - c. Plan for large, infrequent meetings to be within a two hour frame of time. Chapters who meet more frequently can arrange shorter meeting times.
2. Designate two to four alumnae to serve as greeters. These should not be the president, since she may have last minute details to attend. Greeters should arrive early and be in charge of name tag distribution.
3. Provide a guest register at every meeting. Ask for names, addresses, phone numbers so updated information can be received by every member. Send a copy of this list to the Alumnae Office to be checked for new address updates.
4. Never conduct College solicitations at chapter meetings. Only chapter scholarship money and dues should be collected locally.
5. Sing the “Alma Mater” at every meeting. This is a great moral and spirit booster.

6. Have programs to represent interests of all members.
7. Mail meeting announcements at least two weeks in advance.
8. Request members to RSVP to every meeting. This helps members be responsible and gives the president a feel for attendance. Of course if meal reservations are involved, a deadline for reservations is a must.
9. Make arrangements for an attractive physical setting:
 - a. Have a member supply flowers, Judson memorabilia, etc.
 - b. Be sure table and chair arrangements have been made, if the meeting is to be held in a public place.
 - c. Check equipment: tables, chairs, speakers rostrum, movie slide projector, piano, charts, place cards, name tags (College personnel wear their Judson College name tag).
 - d. Be sure *Judson Alumnae Chapter Meeting Directional Signs* are well placed, if meeting in a public building or in a hard-to-find residential area.

Promoting the Chapter

The Chapter may want to choose an officer or appoint a committee to follow through with the following suggestions:

1. Get acquainted with media representatives in your area. One-to-one, face-to-face conversation is the most effective way to communicate the College's message.
2. Call and inform newspapers of an upcoming alumnae meeting and arrange for a staff photographer to come to the meeting. If the newspaper won't furnish a photographer, you can arrange to have someone else take a picture. Furnish the paper with a good quality black and white 5x7 photograph. Below the picture identify people from left to right.
3. Also, write up a short news release of the event including: who, what, when, and where.
4. Have the newspaper announce meetings to be held in the calendar of events column.
5. If there is an alumna in your area with an interesting angle for a feature story, call the feature section of the newspaper.
6. If someone has made a newsworthy accomplishment, such as received an award or honor, call the news department.
7. Send Judson's Public Relations Office some suggestions or clippings about alumnae for future alumnae publications.
8. Put together a newsletter for your chapter to promote unity among members. It may be simply a photocopied typed publication that only goes out four times a year. {The Mobile Chapter uses this as an effective way of encouraging Chapter communication as well as promoting Chapter and College events.}
9. If for some reason you are interviewed by the media, mention that you graduated from Judson.
10. If your local newspaper puts out a club-tabloid in the summer, be sure to have your chapter and picture of officers included.

Projects for the Chapter

Recruiting Projects:

- A. Parties for prospective students (contact the Director of Admissions for ideas and suggestions).
- B. Creating alumnae interest in present Judson students. It has been said that good alumnae are created when they are students. Our alumnae chapters can help to keep present Judson students aware of activities. The Alumnae Director and Alumnae President try to do this by attending various college functions and publicizing to the students the work of the alumnae.
- C. Alumnae chapters could be of further assistance by utilizing these other means of recognition:
 - 1. Small favors for students from your town during the year (cookies, snacks, etc.)
 - 2. A pool party or ice cream sundae party for upperclassmen during the summer before they go back to school in the Fall.
 - 3. Send birthday cards, Christmas cards, or special occasion cards to students from your area.

Planning for the Chapter

Strategic planning is essential in the functioning of a successful alumnae chapter. Meeting and program plans should be made according to suggestions in Section III, C, "Meeting and Program Suggestions."

Oral reports should be made by the chapter president at the Fall and Spring JCAA Executive Board Meetings. Written Chapter Reports are mailed to the Chapter President in January of each year. These reports are to be remitted to the Alumnae Office by February 1 of each year. These reports are used to select the Outstanding Chapter award, which is presented during the JCAA Business Meeting each J-Day.

Proposed Chapter Constitution

Some Chapters already have constitutions and have found them to be helpful. A formal document is not necessary, but a simple form might serve many purposes.

Here is a sample constitution which you could adopt to fit local conditions:

NAME: The Judson College Alumnae Chapter of _____.

PURPOSE: To provide fellowship for Alumnae of Judson College,
To encourage a better informed Alumnae body, and
To establish a medium for serving the College in the community.

OFFICERS: President: _____

First Vice President for Development: _____

Second Vice President for Admissions: _____

Secretary: _____

Treasurer: _____

LENGTH OF OFFICER'S TERM: _____