

# SEA GULL ALUMNI ALLIANCE HANDBOOK



Salisbury University Alumni Engagement  
[salisbury.edu/alumni](https://salisbury.edu/alumni)





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## INTRODUCTION

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A Salisbury University Sea Gull Alumni Alliance group is made up of SU alumni who share common interests. A Sea Gull Alumni Alliance group can be based on interest, campus organization, geographical region, culture or shared identity. All Sea Gull Alumni Alliance events and membership in a group must be open to all graduates and non-degreed SU alumni regardless of race, color, religion, sex, gender identity or expression, sexual orientation, national or ethnic origin, age, or level of able-ness. A non-degreed alumnus/a is defined as a student who attended Salisbury University for at least two semesters but did not receive a degree and has contacted the Office of Alumni Engagement requesting associate membership.

### **Purpose Of Sea Gull Alumni Alliance**

The purpose of Sea Gull Alumni Alliance is to connect alumni with one another and their Alma Mater through programming that is geared to a specific population of alumni with a common interest while encouraging engagement and philanthropic giving to benefit students of Salisbury University.

### **Benefits To Alumni**

Sea Gull Alumni Alliance groups enable alumni to stay connected to the university through:

- social relationships
- professional connections
- relationships from alumni activities and interests
- access to the SU community through enjoyable and meaningful activities
- an enjoyable central hub as a source of pride and a place of welcome

## SEA GULL ALUMNI ALLIANCE GROUP STANDARDS

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### **Starting A New Sea Gull Alumni Alliance Group**

Visit the SU Sea Gull Alumni Alliance webpage to see what alliances currently exist. If you want to create a new group that is not listed online, you can propose one! We encourage alumni to create new groups, and we'll support your efforts by posting communications on the SU alumni website and social media channels to gauge interest. All Sea Gull Alumni Alliance groups are non-dues based, and the primary leader must be an alumnus/a of Salisbury University. When naming your group, please include **Salisbury University Alumni** or **SU Alumni** in the name and make it clear and specific to the interest group you are targeting. Email [seagullalliance@salisbury.edu](mailto:seagullalliance@salisbury.edu) to learn more or fill out the Sea Gull Alumni Alliance form on our website.

You can join a pre-existing group by visiting [salisbury.edu/alumni/alliance.aspx](http://salisbury.edu/alumni/alliance.aspx).

### **Gaining Members**

Once you let Office of Alumni Engagement know you're interested in starting a Sea Gull Alumni Alliance group, they will review the request and, if approved, will create a group. All groups begin as units, and at that time an email from the Office of Alumni Engagement will be sent to all alumni in that geographic or shared demographic audience to gauge interest and invite them to join your Facebook page. If there is a response of at least 30 Salisbury University graduates, the Office of Alumni Engagement will change your status to an official Sea Gull Alumni Alliance group and will work with you to begin planning your first event. Once you are an official group, you will be eligible to submit a funding request form. Non-degreed alumni and non-degreed faculty and staff may join your group but will not count toward your 30-person membership minimum.

# SEA GULL ALUMNI ALLIANCE HANDBOOK

A Sea Gull Alumni Alliance group is an officially sanctioned cluster of alumni that is managed by SU alumni volunteer(s) who have agreed to the terms and policies included in the handbook. By agreeing to these conditions, groups are eligible to receive staff support from the Office of Alumni Engagement, funding for engagement efforts and marketing/communications assistance. Units are more casual and do not need to meet the requirements of the Sea Gull Alumni Alliance handbook. Units are not eligible for funding from the Office of Alumni Engagement.

## Maintaining Membership

In order to request funding, the Office of Alumni Engagement requires each Sea Gull Alumni Alliance group to maintain at least 30 SU alumni as members. If your group drops below 30 active members, the Office of Alumni Engagement will help you recruit members by sending electronic communication through Alumni Engagement channels. If you cannot meet the membership minimum, your group will not be eligible to submit a funding request that term. If it remains below the minimum for over two years, your group status will be deemed inactive.

## Ongoing Requirements

While each Sea Gull Alumni Alliance group has unique characteristics reflecting different cultures and social interests, some guidelines apply to all groups to ensure the best possible experience for everyone involved.

### *All alliances must:*

- Have the primary leader sign the Sea Gull Alumni Alliance Agreement Form.
- Have at least one group leader participate in biannual meetings to receive program updates.
- Actively recruit members to join their group.
- Hold at least two regular meetings each year to keep members of the leadership team informed and engaged.
- Coordinate all activities with staff in the Office of Alumni Engagement.
- Stay informed of university activities in their area.
- Plan at least one program or event per calendar year and complete a post-event report for each event funding is received for.
- Create engaging discussion posts and actively communicate with group members through their Facebook page.

Failure to comply with these rules will jeopardize your status. Additionally, your group status may be revoked at any time by not complying with Salisbury University policies.





## SEA GULL ALUMNI ALLIANCE BENEFITS AND SUPPORT

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### Financial Support Overview

Each Sea Gull Alumni Alliance group can request a maximum of \$300 annually. In order to request funding, the group leaders will need to fill out the Funding Request Form. For more information see the Financial Support section. The annual allotment of funding for groups is limited and competitive. Requesting funds does not guarantee your group will receive the total requested amount.

### Advertising and Marketing

Sea Gull Alumni Alliance groups are encouraged to take advantage of additional marketing opportunities available to them. These include the website, email communication and social media promotion. For any engagement efforts where funding is awarded, alliances must host a registration page on the SU Alumni Engagement registration website. Groups must also send out at least one official email through the Office of Alumni Engagement related to the event. See Planning Events with Funding from the Office of Alumni Engagement for additional information. The Office of Alumni Engagement reserves the right to restrict marketing of events that do not follow SU policies and standards.

### Event Collaboration

The Office of Alumni Engagement coordinates numerous events throughout the year, including Homecoming, campus events and regional activities that are wonderful opportunities for collaboration.

**Homecoming:** Groups can host an event as part of Homecoming weekend and enjoy the benefit of alumni on campus and in the Salisbury area. Because the weekend requires extensive planning, your event ideas should be discussed with the Office of Alumni Engagement staff at least four months prior to Homecoming. In addition, onsite staff support may not be available during Homecoming weekend.

**Collaboration on existing events:** The Office of Alumni Engagement may reach out to Sea Gull Alumni Alliance groups to partner with them for official Alumni Association events that are planned in their area. Involvement may include ways to encourage alumni participation and/or awareness of the group.

**Follow-up messaging:** The Office of Alumni Engagement can assist with follow-up messages to Sea Gull Alumni Alliance group event attendees. Contact the office for further details.

### Event Space

Groups can host events in one of the numerous event spaces located on SU's campus. Once you have considered your event details, a group leader should contact the Office of Event and Conference Services (410-543-6172) four to six months prior to your event date. Please note space availability on campus is extremely limited.

## FINANCIAL SUPPORT

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Sea Gull Alumni Alliance group are expected to be self-sufficient and are required to develop and submit budgets for events and activities. **Groups can request a maximum of \$300 per calendar year.** There are two funding terms that run January 1-June 30 and July 1-December 31. In order to request funding, group leaders must complete and submit the Funding Request Form provided in this handbook by each term's deadline. **November 1** is the deadline for term 1 (January 1-June 30) and **May 1** is the deadline for term 2 (July 1-December 31).

The annual allotment of funding for groups is limited and competitive. Requesting funding does not guarantee your group will receive the total requested amount and there is a possibility the allotment of funding will be depleted in term 1. The SU Alumni Association Outreach and Development Committee is responsible for approving/denying funding for events. The committee will review all requests and award funds accordingly by the start of the following term.

All funding requests received after the deadline will be held until the next reviewing period unless all funding is depleted in term 1. The funds you are granted must be used by the end of each term and for the engagement initiative that was submitted on the Funding Request Form. Unused funding does not roll over into the next term. Group leaders must submit written communication to the Office of Alumni Engagement with any logistical changes made to an event after the original funding request is submitted and/or approved.

All university and SU Foundation, Inc., funding procedures must be followed. Examples of prohibited university funding items include:

- Alcohol
- Events, programs and marketing in direct conflict or competition with official Salisbury University Office of Alumni Engagement events
- Personal reimbursements. Payment for events will be made directly to vendors from the Office of Alumni Engagement.

## PLANNING EVENTS WITH FUNDING FROM THE OFFICE OF ALUMNI ENGAGEMENT

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Plan activities that appeal to the broadest range of alumni and offer opportunities for fellowship, personal enrichment and new opportunities to establish SU connections. Such activities include, but are not limited to:

- Continuing-education events (university speakers, local speakers with SU ties or speakers with unique appeal to local alumni)
- Community service events
- Cultural and arts-related events
- Family-oriented events
- Young alumni events
- Athletic viewing events
- Welcome events for alumni new to the area
- Networking and career-oriented events

## Event Planning Tips And Guidance

Create an event plan with your leadership team and event volunteers.

- What is the goal of the event? What does success look like?
- Who is the target audience? What do they get out of it?
- What is your budget? What is the cost for each guest to attend?
- What program elements do you want, such as food, speakers, etc.?

Choose events that the group leaders are passionate about hosting, as a successful event requires time to plan and implement. Diversify your calendar of events to attract different constituencies.

Choose a date and check campus and other university calendars for SU Athletics, major campus events, SU alumni events, etc., to ensure there are no conflicts with your potential event date. It is also beneficial to check local entertainment and holiday calendars. Secure venue, keynote speakers and any catering services at least three to four months ahead of time.

Make sure you understand the terms of the venue/catering contracts and note when deposits and guarantees are due.

Confirm travel arrangements, topic and other arrangements for keynote speakers.

Decide how you are going to promote your event. Using a save-the-date communication, followed by an RSVP, then a final reminder communication is good practice. All events that have received funding through the Sea Gull Alumni Alliance program are required to host a registration page through SU Office of Alumni Engagement and at least one email sent out through the Office of Alumni Engagement.

All event information must be submitted to the Office of Alumni Engagement **two months** prior to the event date and Alumni Engagement staff will help schedule emails to requested alumni.

To make your communications the most effective, make sure to include the following:

- Name of event
- Description of event
- Time of event
- Location of event
- RSVP deadline
- Cost per person (if applicable)
- Event details, including dinner, cash bar, etc.
- Parking information
- Contact information for questions
- Information on speaker (if applicable)

Provide clear, concise and consistent communication. Make sure all of your communication channels (email, print, website, etc.) have the same and accurate information about the event.

Put yourself in the shoes of an attendee and “walk through” your event, starting with the communications you receive (Do you understand what the event is?), to arriving on site (Is it obvious where to park?), to the enjoyment of the event (Can a person hear in the back of the room?).

Group leaders are to be the point of contact on site for events. This includes setting up a check-in table for attendees and putting out any alumni promotional materials. Leaders are required to track all event attendees and gather their contact information. Pictures and videos are encouraged for use in future promotions.

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Events focusing on philanthropic fundraising are welcome and need to be coordinated with the Office of Alumni Engagement.

After your event, a group leader must complete a Post-Event Form that includes a list of all attendees with updated contact information and any photos or videos from the event within **two weeks**. Coordinate with Alumni Engagement staff to send a post-event survey to your attendees to assess your event.

## What Will Be Provided By The Office of Alumni Engagement For Events?

- Email communication and an event registration page for all funded engagement efforts
- Promotion on SU alumni communication channels (e-newsletter, website, social media) at the discretion of the Office of Alumni Engagement
- Supplies for events will be provided as appropriate (e.g., raffle items or giveaways, nametags, sign-in sheets, printed materials)
- An Office of Alumni Engagement staff member may attend Sea Gull Alumni Alliance events, and a staff member is always available to assist with event ideas, planning, and attendance strategy decisions.
- Post-event survey

## BRAND MARKS, LOGOS AND COMMUNICATIONS

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The university name and associated logos are the university's property and may only be used with the advance consent of the Office of Alumni Engagement and in compliance with applicable university policies. The Office of Alumni Engagement may provide each Sea Gull Alumni Alliance group with a logo to be used for promotional materials, communication and recruitment.

Sea Gull Alumni Alliance groups represent SU at all times. Utilize SU alumni communication channels (e-newsletter, alumni magazine, social media) to promote group activities. Information must be provided to the Office of Alumni Engagement two months prior and will be included in communications at the discretion of the Office of Alumni Engagement.





# SEA GULL ALUMNI ALLIANCE HANDBOOK

## Emails

All mass emails must be coordinated through the Office of Alumni Engagement. This **does not** include emails to your leadership team about planning events and meetings. However, this **does** include any information you would like to go to a large audience. Groups are prohibited from keeping their own member databases and all mass communication should be requested and sent through the Office of Alumni Engagement. The more updated our official university alumni database is, the more successful your group will be. If you are collecting updated group member information, please share it with the Alumni Engagement staff. The Alumni Engagement team is prohibited from sharing Personal Indefinably Information (PII) with any non-employees.

## Tips For Creating Content On Sea Gull Alumni Alliance Pages

Keep your social media groups current by consistently posting relevant information and news. The Office of Alumni Engagement staff will determine if content posted is consistent with university policies and standards.

Drive traffic to site and encourage members to engage. Provide links to your pages on event signage and in emails and include direct requests for your group members to participate online.

Encourage alumni engagement through posting interesting photos, videos and questions.

Keep posts relatively short – two to three sentences.

Do not post items that have any potential to be offensive, inappropriate or inconsistent with maintaining a positive image of SU, SU alumni or the Sea Gull Alumni Alliance groups.

Develop a content strategy and brand voice. What are your goals? What are your audiences' needs? Think about how you want your followers to feel when they engage with the group.

Get topical. Followers are more likely to engage with topics that are already top of mind, such as current events, holidays or news.

Make sure this information is consistent with all other communication pieces.

Ask questions about a shared experience. SU is the common theme that connects your followers, so ask questions about SU. Example: "We all have had people who have touched our lives and influenced who we are today. Who had the largest impact on you during your years at SU?"

Share and collaborate. Slow news week for your page? Share content from fellow SU organizations, groups and schools.

## Managing Content

Keep it short. Posts between 100 and 250 characters (less than three lines of text) are often most effective, receiving about 60% more likes, comments and shares than posts that are longer.

Look for timing trends of posts with high engagement (likes, comments, shares). Weekends typically generate more engagement.

Listen. After posting content, check it often for comments, messages and respond to questions.

Avoid inappropriate posts. We welcome your thoughts, comments, suggestions and questions, but when you post, make sure your postings are of general interest to most readers. Any use of profanity, racial or ethnic slurs or disparaging personal remarks will not be tolerated. We also reserve the right to call for the deletion of all posts involving political endorsements, unrelated outside links, advertisements and promotions of any sort, or spam. Please flag and notify the Office of Alumni Engagement if there is inappropriate content posted or shared on your Sea Gull Alumni Alliance groups.

## APPENDIX

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### Sea Gull Alumni Alliance AGREEMENT FORM

**This form must be signed by the primary Sea Gull Alumni Alliance group leader in order for the group to be recognized as an official Salisbury University alumni Sea Gull Alumni Alliance group and be eligible to apply for funding.**

Sea Gull Alumni Alliance Name \_\_\_\_\_

Primary Group Leader \_\_\_\_\_

Primary Group Leader's Email \_\_\_\_\_

Primary Group Leader's Cell Phone \_\_\_\_\_

Who is the target alumni audience? \_\_\_\_\_

What are the primary goals for this Sea Gull Alumni Alliance group \_\_\_\_\_

By signing this Sea Gull Alumni Alliance group agreement, I understand that I, the primary Sea Gull Alumni Alliance group leader, am responsible for adhering to all of the Sea Gull Alumni Alliance group policies and procedures included in the *Sea Gull Alumni Alliance Handbook*. I have read and agree with the conditions required in order to be eligible to receive funding for the \_\_\_\_\_ alumni group. I understand that failure to comply with these policies and procedures will jeopardize the status of the alumni group. Additionally, I acknowledge our alumni group status may be revoked at any time, for any reason, at the sole discretion of the Salisbury University Office of Alumni Engagement.

Primary Sea Gull Alumni Alliance Group Leader's Signature \_\_\_\_\_ Date \_\_\_\_\_

Alumni Engagement Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

# SEA GULL ALUMNI ALLIANCE HANDBOOK

## Sea Gull Alumni Alliance FUNDING FORM

Please note that funding proposal requests must be submitted by November 1 for funding January 1-June 30 and by May 1 for funding available July 1-December 31.

Sea Gull Alumni Alliance Group Name \_\_\_\_\_

Program/Event Title \_\_\_\_\_

Group Leader Name\* \_\_\_\_\_  
(Must be an alumnus/a of SU)

Cell Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Secondary Sea Gull Alumni Alliance Group Leaders \_\_\_\_\_

Total Funding Amount Requested for This Term (maximum \$300 per calendar year): \_\_\_\_\_





# SEA GULL ALUMNI ALLIANCE HANDBOOK

## PROGRAM/EVENT DESCRIPTION FOR EVENT

Event Name \_\_\_\_\_

Date \_\_\_\_\_

Time \_\_\_\_\_

Location \_\_\_\_\_

**Group leaders must send written communication to the Office of Alumni Engagement with any logistical changes made to an event after the original funding request is submitted and/or approved.**

Has this program/event been held previously?

Yes  No

Has the group previously received Office of Alumni Engagement funding for this Program/Event?

Yes  No

Has the group previously received Office of Alumni Engagement funding for this Program/Event?

Yes  No

Will alcohol be served?

Yes  No

Will you be charging a registration fee for guests?

Yes  No

If yes, how much is the ticket cost per person? \_\_\_\_\_

Please provide a complete, concise description of the program/event and explain how the event will support one or more of the strategic initiatives of the alumni association as listed below:

- Increase the interaction between students and alumni
- Promote tradition
- Support academic excellence
- Reconnect alumni to the university
- Create a greater awareness of the alumni association
- Promote the alumni association as a relevant and integral part of the university community

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**Outreach Potential:** Describe the expected number and composition (students, alumni, faculty, staff, community members, etc.) of the persons or groups whom you intend to participate in the project.

# of Students Expected: \_\_\_\_\_

# of Alumni Expected: \_\_\_\_\_

# of SU Faculty/Staff Expected: \_\_\_\_\_

# of Other Guests Expected: \_\_\_\_\_

Please describe the outreach potential of the program/event:

**Communication Plan:** Outline your proposed plan for communicating this event and indicate within your plan through which publicity channels the alumni association will be recognized as a program sponsor (web pages, posters/banners, flyers/pamphlets, radio/television, etc.). Please include a timeline for communication.

**Promotional Partnerships:** Outline any promotional partnership opportunities that you would propose related to this event (tabling opportunities to display/distribute SU Office of Alumni Engagement materials, speaking opportunities for SU Alumni Association representatives to attend, sponsor acknowledgement at event, SU Office of Alumni Engagement logo placement in communication materials etc.)



# SEA GULL ALUMNI ALLIANCE HANDBOOK

## SUMMARY OF PROJECTED EXPENSES

<b>Expense Category</b>	<b>Description</b>	<b>Expenses</b>
<b>Communication</b>	Advertising Posters	\$ _____
	Flyers	
	Programs	\$ _____
	Brochures	
	Other (specify: _____ )	\$ _____
		\$ _____
<b>Materials and Supplies</b>	Equipment (rental/purchase)	\$ _____
	Event Tickets	
	Other (specify: _____ )	\$ _____
		\$ _____
<b>Hospitality</b>	Transportation Catering/ Food/Reception	\$ _____
	Accommodations/Space	
	Rental	\$ _____
	Other (specify: _____ )	\$ _____
		\$ _____
<b>Miscellaneous</b>	Other (specify: _____ )	\$ _____
	Other (specify: _____ )	\$ _____
	Other (specify: _____ )	\$ _____
		\$ _____
<b>TOTAL EXPENSES</b>		\$ _____

Submit proposal to [alumni@salisbury.edu](mailto:alumni@salisbury.edu).

Questions? Contact the Office of Alumni Engagement at 888-SBY-ALUM (729-2586)



# SEA GULL ALUMNI ALLIANCE HANDBOOK

## Sea Gull Alumni Alliance POST-EVENT FORM

**You must submit this form within one week following the conclusion of your event. Include a sign-in sheet or list of all attendees and any cash that was collected from walk-ups. In addition, email any photos that were taken at the event to the Office of Alumni Engagement at [alumni@salisbury.edu](mailto:alumni@salisbury.edu).**

Sea Gull Alumni Alliance Group Name \_\_\_\_\_

Event Name \_\_\_\_\_

Event Location \_\_\_\_\_

Event Date \_\_\_\_\_

Ticket Cost Per Person if Applicable \_\_\_\_\_

Total Number of Attendees \_\_\_\_\_

Please share an overview of your event that includes an event description.

What went well with this event and/or what would you have done differently?

How did you use the awarded Sea Gull Alumni Alliance funding this event/program?

If more Sea Gull Alumni Alliance funding was awarded for this event, what would you have done better or differently?

Would you do this event again? Explain why or why not.

# SEA GULL ALUMNI ALLIANCE HANDBOOK

What feedback do you have on the venue? Please provide the name and contact information for the event manager that you worked with at the location.

Venue Event Manager Name \_\_\_\_\_

Venue Event Manager Phone \_\_\_\_\_

Venue Event Manager Email \_\_\_\_\_

Suggestions for next event or event takeaways: