



# Saint John's

## UNIVERSITY

ALUMNI ASSOCIATION

### **Saint John's University Alumni Association** **Alumni Chapter Handbook**

#### **About the Saint John's University Alumni Association**

The Alumni Association was founded in 1882 and the mission of the Alumni Association remains the same today:

*To strengthen and perpetuate the bond of friendship formed in college days, to advance the welfare—spiritual and temporal—of its members and to further the interests of alma mater.*

Today, at over 23,000 strong, the Alumni Association encourages alumni to stay connected through alumni chapters, class committees, alumni clubs, events, alumni awards and communications.

#### **The Four Cornerstones of the SJU Alumni Association**

*Alumni Connections*  
*Student Preparation*  
*Resource Development*  
*Student Recruitment*  
*The Benedictine Way*

## **Alumni Chapters**

An alumni chapter is a group of alumni and friends of Saint John's who gather in a common geographical area to stay connected with each other and with Saint John's. An alumni chapter is a resource and point of contact for alumni, students, prospective students, parents and Saint John's.

## **Benefits of Starting an Alumni Chapter**

- Advocate for and help Saint John's University in reaching institutional goals and aspirations
- Maintain and grow your Johnnie network
- Stay connected with the university
- Utilize career and social networking opportunities with alumni and SJU/CSB students
- Participate in community service events in the spirit of Saint John's Benedictine values
- Educate prospective students on the benefits of attending SJU and CSB
- Enjoy meaningful and fun experiences with others who love Saint John's

## **Ideas for Alumni Chapter Events and Programs**

- Community picnics for alumni, students and parents
- Guest speaker events featuring alumni, professors or other members of the SJU community
- Johnnie Athletic Game Watches
- Volunteer and community service events
- Happy hours or evening socials
- Professional networking events

## **Chapter Leadership Duties and Responsibilities**

- Take photos and keep track of attendance lists
- Event-Specific Duties
- Coordinate event space, tickets, catering, or any other necessary logistics
- contact SJU alumni relations staff to process billing and approve catering selections
- Request alumni office mailings and notices
- Coordinate volunteer outreach by phone and email to alumni to drive traffic to events
- Serve as day-of contact for questions and inquiries from attendees

## **Chapter Events**

Alumni Chapters will hold events throughout the year to keep alumni connected with each other and Saint John's. Here are guidelines for how many events a Chapter should hold:

Under 250 alumni in Chapter area = 1 event/year

251-500 alumni in your area = 2 events/year

Over 500 alumni in your area = 3 events/year

These are guidelines, and more or less events may be appropriate depending on unique circumstances for each Chapter.

\*Chapter events are defined as gatherings in which Saint John's contributes financially or utilizes resources such as mailings, or social media to promote. Chapter volunteers are free to plan as many gatherings as they wish, but Saint John's reserves the right to deny promotion or investment.

### **How Saint John's Supports Alumni Chapters**

- Serves as a resource providing institutional priorities, and guidance during planning
- Promotes chapter events via email, internet, and/or printed invitations
- Provides contact lists of alumni and current students/parents located in the alumni chapter area
- Provides and/or helps obtain speaker and guest contact information
- Maintains the alumni chapter webpages found on SJUalum.com
- Travels to support a variety of events as needed
- Provides name tags, sign in sheets, and various other event resources

### **Saint John's University Alumni Relations Contacts**

#### **Adam Herbst '99**

*Director of Alumni Relations*

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*If there are any questions or concerns please contact Adam, Cody, or Leila via email or at 1-800-635-7303. We are here to help your chapter reach its full potential!*