

Service Chair Guide

University of Dayton Alumni Association

This guide is designed to assist Service Chairs in understanding their role within the Alumni Community and Community Leadership Team.

Service Chair

Position Purpose

Plan and execute service opportunities that fall in line with the mission of the Alumni Association as well as the University. Lead the coordination of service events from start to finish. Build engagement among alumni by bringing them together for a meaningful purpose.

Key Responsibilities

- Plan and execute at least two service events throughout the fiscal year (July 1–June 30). One of the events must be **Christmas off Campus (COC)**.
- Recruit others to help with the planning and execution of events.
- Be an active participant on the community leadership team. Communicate regularly with the leadership team about event details and communication needs. Attend other community events.
- Use peer-to-peer outreach, through personal connections, emails, phone calls and social media, to increase alumni participation at community events.
- Work with the Community Leader and the rest of the leadership team to make sure that service opportunities engage all life segments or are targeted to a certain group.

Support and Length of Term

Your position is part of the alumni community's leadership team and will be supported by other team members and the Alumni Relations staff. You will:

- Serve a one-year term with an option for renewal pending the yearly discussion with the Community Leader and Alumni Relations staff to evaluate the previous year's strengths, areas for growth and goals for the upcoming year.
- Help recruit and fill the position when the term expires or you transition out of the role.

Time Commitment

The amount of hours you work will be different each month. More time will be needed when planning and leading up to an event. You will also devote time to meeting with other members of the leadership team and staying updated on the community's events and priorities.

Qualifications

Basic knowledge of event planning; dependable; responsible; passion for University of Dayton; willingness to problem solve and reach out to others for assistance.

Communicating with Your Community

Proper lead time and communication of service events is key to a successful event. To communicate event details to your community, send the information to the Communication Chair. Whether it is for an email or a social media post, provide the details in plenty of time and with a sufficient amount of information.

Email

Emails can be sent to the entire alumni community once per month. These are important communications that reach a large audience. It is your responsibility to submit event information needed for emails on upcoming service events, including COC. Make sure the Community Leader and Communication Chair are informed of any event submission forms you have submitted. All event information and email content is due to Alumni Relations by noon on Friday (at the latest) the week before it is scheduled to be sent. Emails are sent on Wednesdays but cannot be sent the same week *UD Quickly* is shared; a list of approved dates will be shared monthly by Alumni Relations.

Social Media

Work with the Communication Chair to promote events through social media. Inform the Communication Chair of detailed information to be shared on the community's Facebook page or other social media avenues. Following events, please share photos and stories with the Communication Chair and Alumni Relations. When appropriate, these photos will be posted on the social media accounts.

Peer-to-Peer Outreach

Work with the leadership team, volunteers, friends and the Alumni Relations staff to promote events through word of mouth and personal outreach. Reach out to different segmented groups, which may include past attendees, current volunteers or alumni in a specific life stage or age range.

Event Planning & Execution

Recruit volunteers to help plan the event if needed. Allow for plenty of planning and advertising time. See the *Event Planning Guide for Alumni Community Programming* for detailed instructions on planning.

Service events can often support a local charity, such as:

- A food bank
- A homeless shelter
- A church or school
- Habitat for Humanity
- An Easter event
- A Ronald McDonald House

It is suggested that you attend all service events, as well as other community events. This helps raise the visibility of your support within the community, as well as helps provide other opportunities for you to network with fellow alums.

Focusing on Life Stages

Your alumni community contains alumni of various ages, which also means they are at different stages of life. Some communication channels and event types may appeal more to certain ages than others. Consider all the ages in your alumni community when planning social events.

Alumni Relations organizes alumni into the following life stages:

Life Stages

Young Alumni: 1–10 years after graduation (22–32 years old), which includes recent grads (1–4 years after graduation, 22–26 years old)

Second Decade: 33–45 years old

Established Alums: 46–64 years old

Legacy Alums: 65+ years old

Basic demographics are available for your community to help assist in making decisions. For more guidance on how to engage various life stages, contact Alumni Relations staff.

Resources

Your leadership team will help you stay up to date on what is happening in your alumni community. The Community Leader and Alumni Relations staff are also great resources for learning about University initiatives, requesting contact lists for your local alumni and inquiring about suggestions for upcoming events.

In addition, the following alumni community volunteer resources (and other valuable resources) are located at your.udayton.edu/communityresources:

- **Alumni Community Handbook:** This handbook includes valuable information regarding alumni communities, budgeting, policies and additional resources.
- **Chair Guides:** Each chair has a guide specific to his/her role. These guides, including the one you're reading, can be found online.
- **Event Submission Form:** This form will be used by event chairs to submit details on upcoming events. It is what the Alumni Relations staff will use to guide your alumni community email content.
- **Notable Dates:** This list of important University dates, including holidays and office closings, should be reviewed before scheduling an event.
- **Event Planning Guide for Community Programming:** This guide will help you plan and execute a community event from start to finish. Don't forget to check this guide early and often!

Christmas off Campus

Christmas off Campus (COC) aims to spread the campus-wide event, Christmas on Campus, across all our alumni communities to infuse the spirit of service from the Marianist community to all of our alumni communities. An optional spiritual component to this COC event is encouraged.

When planning COC, refer to the *Event Planning Guide for Alumni Community Programming* and the following guidelines:

Event Planning To Dos

- Recruit a COC planning team to help execute details.
- Submit COC program details by August 25.
- Communicate with Alumni Relations staff at the conclusion to report attendance and process reimbursement.

Timeline

July

- Begin brainstorming ideas for the COC event.

- Contact charity of choice and begin to solidify plans for the event.
- Alumni Relations will send you the event submission form that is specific to COC.

August 25

- COC program details and event form are due.

September

- Continue to make final plans and gather needs for COC event.
- Work with the Communication Chair, Community Leader and Alumni Relations to finalize the COC mailer.

October–November

- Work with the Communication Chair to create and schedule social media posts leading up to the event.
- Reach out to past participants, volunteers and friends to invite them to the COC event.
- Coordinate with Alumni Relations to get targeted lists of local alums to contact through peer-to-peer outreach.
- Be sure that all plans and needs are finalized.
- Recruit any other volunteers to help with tasks on the day of the event.

December

- Attend the COC event.
- Keep track of attendance.
- Take pictures.
- Report an event recap back to the Community Leader and Alumni Relations.
- Submit reimbursement forms and any checks immediately to Alumni Relations.