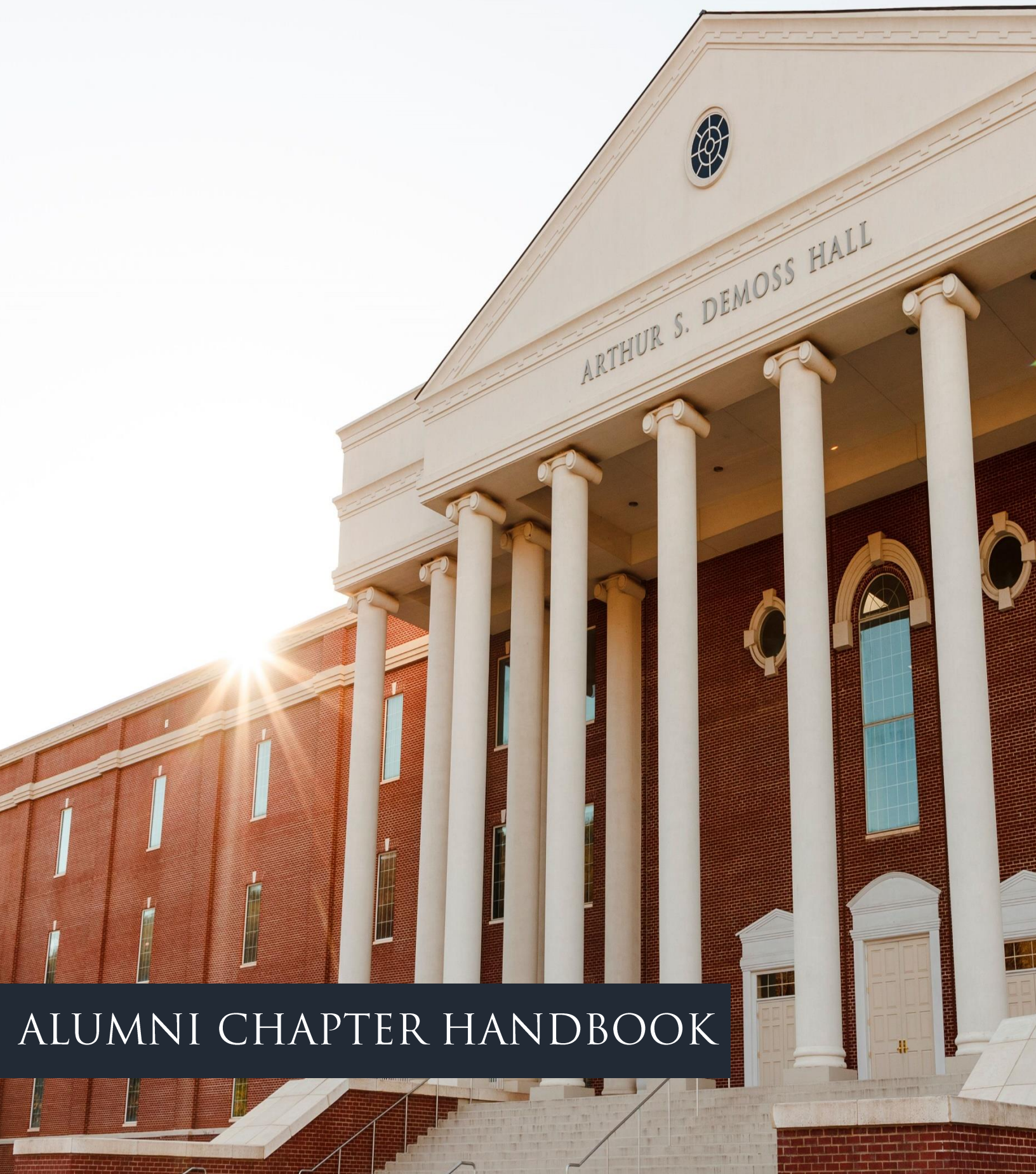


LIBERTY

UNIVERSITY
ALUMNI RELATIONS



ALUMNI CHAPTER HANDBOOK

TABLE OF CONTENTS

Mission, Goals, and Expectations of Alumni Chapters.....	3
Chapter Leaders.....	5
Communications and Branding.....	8
Support for Alumni Chapters.....	9
Events.....	10
How to Engage Alumni in Your Area.....	12
Finances.....	13
Awards and Recognition.....	14

MISSION, GOALS, AND EXPECTATIONS OF ALUMNI CHAPTERS

MISSION STATEMENT

Liberty University's (LU) alumni chapters will provide engagement opportunities in local communities to enhance student and alumni relationships with their alma mater.

WHAT IS AN ALUMNI CHAPTER?

An alumni chapter is a formalized group of alumni who reunite based on location, region, or other shared interests. Alumni Chapters serve to build mutually beneficial relationships among local alumni, inspire loyalty and financial support of the university, strengthen and grow the institution's reputation, and engage alumni in activities to advance the institution's mission. Alumni chapters also provide networking and mentorship opportunities to current students and alumni as they transition into life after college.

WHO CAN JOIN AN ALUMNI CHAPTER?

Liberty University, through its Office of Alumni Relations (LUOAR), defines "alumni" as "graduates of the institution and others with a prior academic relationship, including non-graduates, certificate and credential holders, distance learners, residents, post-doctorate, honorary degree recipients, and honorary alumni." Anyone meeting these criteria can join a Liberty-approved alumni chapter and the alumni community ([LU Alumni Community](#)).

NATIONAL LIBERTY ALUMNI CHAPTER ADVISORY COMMITTEE

The National Liberty Alumni Chapter Advisory Committee is the voluntary committee of alumni chapter presidents who serve to advise, guide, and support goals and events of local alumni chapters. The committee members will collaborate regularly and meet annually to discuss goals and upcoming events.

ALUMNI CHAPTER EXPECTATIONS

- Alumni Chapters are formed at the direction and sole discretion of the LUOAR upon the review of an Alumni Chapter Application.
- All alumni chapter members are volunteers and must be registered with the LU Alumni Community.
- Each alumni chapter should have a minimum of 25 active member volunteers.

- 25% of the active chapter members must be directly involved in recruiting, mentoring, or fundraising activities.
- Regional alumni chapters are expected to hold a minimum of 2 events per year.
- Each alumni chapter leader (described below) must train at least one future leader to succeed them in their leadership role.
- Alumni chapters should engage LU alumni, students, parents, and local churches to broaden their connections and involvement with Liberty University.
- Alumni chapters should engage their communities by supporting and serving local nonprofit organizations aligned with Liberty's mission.
- Chapter leaders must submit Annual Operating Plans and Financial Wrap-Ups
- All alumni chapter activities must align with Liberty's Mission and Doctrinal Statement ([Mission and Doctrinal Statements](#)).

ALUMNI CHAPTER ANNUAL TIMELINE

- June 1: Alumni Chapter Annual Operating Plan and Financial Wrap-Up due (to be sent to the LUOAR Assistant Director)
- June 15–June 30: LUOAR staff reviews Alumni Chapter Annual Operating Plans and Financial Wrap-Up and follows up with Chapter leadership teams as needed.
- July 1: New fiscal year begins at LU, and updated Alumni Chapter Annual Operating Plans take effect for all chapters.

CHAPTER LEADERS

Alumni Chapters rely on volunteers. To be successful, there needs to be a foundation of volunteer leaders that the alumni chapter can depend upon to stay engaged. Active volunteers keep the alumni chapter running efficiently and ensure responsibilities are appropriately delegated among the leadership team. At all chapter events, note highly engaged and involved alumni for future leadership roles.

Each alumni chapter will have an LUOAR-approved president, vice president, and secretary (the chapter officers or Leadership Team) unless otherwise determined by LUOAR. Chapter officers are volunteer alumni appointed by LUOAR. For each new alumni chapter, LUOAR approves the Leadership Team through an online application process. LUOAR has the sole right to approve, remove, and replace chapter officers. Successor Chapter officers will be selected using the leadership transition procedures discussed below.

The job descriptions for each leadership position are as follows:

PRESIDENT

- Manage the activities of the chapter
- Develop an annual chapter plan
- Act as a facilitator at informal chapter meetings and coordinate correspondence and communications with LUOAR
- Ensure chapter continuity by facilitating the involvement of all Leadership Team volunteers
- Register with the Alumni Community and consent to share your name and contact information with other Liberty alumni in the geographical region as the contact person for the Chapter

VICE PRESIDENT

- Assist the chapter president
- Be involved in the chapter program and planning of events
- Supervise activities of the committees

SECRETARY

- Maintain the chapter records and assist the president in preparing required reports to LUOAR

- Assist president in organizing chapter meetings, events, and activities and sending out notices
- Send necessary documents to LUOAR, including accurate event attendance rosters and guest lists

OPTIONAL ROLES

Alumni Student Recruitment Coordinator

- Organize local Student Recruitment activities and events
- Work with the president (or events committee if your chapter has one) to incorporate student-oriented chapter events into the yearly chapter plan

Alumni Chapter Committees

Chapter committees are optional and can vary depending on the size of the chapter. A network of committed volunteers that are organized with specific responsibilities can be beneficial, especially for larger chapters.

Possible committee options:

- Publicity Committee — seeks to promote the chapter activities through chapter newsletters, meeting announcements, or social media.
- Event Planning Committee — works with the chairpersons to plan events for the chapter.
- Hospitality Committee — extends a welcome to the new alumni moving into the area and encourages chapter participation. This committee would also be responsible for greeting attendees at all events.

Alumni Leadership Team Expectations

Before starting your role as an Alumni Team Leader, you must do the following:

1. Meet with LUOAR to discuss the leadership role and expectations.
2. Complete the LUOAR online application.
3. Read, acknowledge, and agree to this Handbook.
4. Sign the Volunteer Agreement and Confidentiality Statement.
5. Participate in required Liberty University events.

LEADERSHIP TRANSITION

When the time comes to transition leadership, a series of steps must be followed.

CHAPTER PRESIDENT

1. Notify LUOAR as soon as possible of the president's intention to resign or not seek a subsequent term.
2. The outgoing chapter president should alert the chapter leadership team that they will step down and solicit interest in the position from other chapter volunteers by sending an email to the chapter. The chapter president and vice president will review applications and coordinate with LUOAR to select a new leader for the chapter. LUOAR makes all final leadership team decisions.
3. If the outgoing chapter president cannot find a successor among the current leadership, they should train the vice president to serve as interim, and the chapter leadership team should continue seeking a replacement through a formal application process. In this case, it would be helpful to host a chapter leadership interest meeting for local alumni to encourage them to learn more about becoming a chapter leader and formally apply via the online application.
4. Once LUOAR has selected a new chapter president, the chapter will post a chapter president profile on social media pages and plan a leadership team meeting.
5. The outgoing and incoming president should meet to discuss chapter business, upcoming events, and long-term plans.

OTHER CHAPTER LEADERSHIP

If a chapter officer other than the president must step down, the president and other chapter officers should contact the departing officer for replacement recommendations. An in-person or virtual alumni interest meeting is also helpful in recruiting new chapter officers. The interested successor must complete the LUOAR online application process. If a replacement cannot be found, please reach out to LUOAR for support.

COMMUNICATIONS AND BRANDING

CHAPTER LEADERSHIP DIRECTORY

All alumni chapter presidents will be listed in a directory on the LUOAR website. This directory will feature each president's contact information and social media links. Presidents must promptly notify LUOAR of any changes to their contact information.

CHAPTER LOGOS AND DESIGN

Chapter officers will receive a Liberty-approved logo that can be used for social media, chapter communications, etc. All designs must follow Liberty brand guidelines for trademarks, logos, and merchandise ([LU Marketing Guidelines](#)). No other use or alterations of Liberty's marks or logos are allowed. Chapter officers must have written permission from Liberty to use a mark, logo, or verbiage on any printed merchandise. Chapter officers must receive prior written approval from LUOAR before distributing any print merchandise.

Please get in touch with LUOAR to request preapproval for all printed merchandise.

SOCIAL MEDIA

Chapter officers are permitted to use social media platforms, including Facebook, Instagram, LinkedIn, and Twitter, to promote chapter events, news, and activities provided all communications are in accordance with this handbook, Liberty Marketing Department guidelines, LUOAR instructions, and Liberty's Mission and Doctrinal Statement. In all cases, the LUOAR Assistant Director and Liberty University's Marketing Department representative must be named as administrators for all social media accounts and share login credentials for internal records and quality assurance.

SUPPORT FOR ALUMNI CHAPTERS

LUOAR offers the following support to alumni chapters and chapter officers:

COMMUNICATION SUPPORT

- Network presence on Liberty Alumni Relations website
- Assistance with social media accounts
- Access to LU chapter-specific email
- Access to official logos and branding materials
- Graduating student message to support network growth

EVENT SUPPORT

- Startup Kits — shipped to you before your first event with handouts for attendees
- Watch Party Kits — shipped to you before a watch party with handouts (coming Fall 2023)
- Event Marketing — events listed on the Alumni Relations website and announced via email and social media

LEADERSHIP SUPPORT

- Dedicated LUOAR staff liaison to help support chapter growth
- Opportunity to connect with other leaders through semiannual alumni chapter Leadership meetings
- LU alumni chapter leaders Alumni Community Group

EVENTS

Chapter officers are encouraged to plan diverse events to engage alumni. Alumni often have different interests, so providing a wide range of activities can help get more people involved.

Alumni Chapters must host at least two events per year. In addition, all alumni chapters are expected to participate in Giving Day, Liberty's annual crowdfunding day for alumni, students, and faculty/staff. A mix of social media engagement and in-person events like networking or group activities is vital to Giving Day's success.

EVENT CALENDAR

Chapter officers must submit a calendar of chapter events by June 1 each year. Additional events other than those identified in the event calendar must be approved in advance by LUOAR. Events with a vendor, speaker, or ticketing component must be submitted at least six weeks before the event.

EVENT PROMOTION & REGISTRATION

Consistent with this handbook, Liberty University Marketing Department guidelines, and instructions of LUOAR, chapter officers may promote upcoming events using only LUOAR-provided registration webpage links. Chapter officers are only allowed to collect event registration information with permission from LUOAR.

CONTRACTS

Chapter officers are prohibited from contracting on behalf of the chapter or the university for goods and services related to an event. This prevents chapter officers from becoming personally liable for contract expenses. All contracts and invoices exceeding \$250 must be preapproved by LUOAR and signed by an authorized Liberty representative. Contracts may not name the chapter officers as parties nor include their contact information except as a secondary point of contact for communications regarding planning and executing the chapter event or program.

Chapter officers are not permitted to front event costs, contracts, or invoices of any kind to submit for reimbursement later.

To avoid event disruptions, please submit all contracts to LUOAR at least 30 business days before the desired date for the contract to be signed.

DONATIONS AT EVENTS

With prior approval from LUOAR, chapter officers are permitted to accept cash or check donations on behalf of Liberty University at chapter events. All donations collected through the chapter are donations to Liberty University. Chapter officers must ensure that all communications (written or oral) soliciting donations disclose that donations are to “Liberty University, Inc.” and not the alumni chapter.

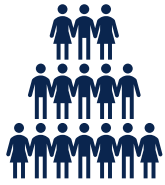
When accepting cash or check donations, Chapter officers must:

- Assign at least two individuals (one of whom must be a chapter officer) to supervise and maintain control of donations during and after the event.
- Assign individuals to account for all cash/checks received using a LUOAR-provided form, and each must sign the form affirming the accuracy of the accounting.
- Ensure that donations are not for expenses or for reimbursement.
- Transmit the donations in person or via mail to LUOAR immediately.
- Convert any cash collected to a cashier’s check or money order payable to “Liberty University Inc.” DO NOT MAIL CASH. Please get in touch with LUOAR for additional information on properly delivering donations.

EVENT SPONSORSHIPS

Local companies and/or individuals may offer to sponsor chapter events and programs by providing services or funds. In exchange for support, sponsors often request recognition in event marketing. Event sponsorships are permitted only if they comply with Liberty’s policies and procedures. Chapter officers must follow the same contract approval procedures for all proposed event sponsorship agreements.

HOW TO ENGAGE ALUMNI IN YOUR AREA:



SOCIAL

- Picnics
- Hiking
- Traveling Dinners



CAREER

- Networking Events
- Speakers
- Mentoring
- Local Résumé Workshops



EDUCATION

- Local Business Tours
- Alumni Panels
- Convocation Watch Parties
- Campus Community Watch Parties



VOLUNTEER

- Day of Service
- Admission Recruitment Volunteers



SCHOOL SPIRIT

- Game Watch Parties

FINANCES

ALUMNI CHAPTER MONEY HANDLING POLICIES

1. Chapter officers are not permitted to hold private bank accounts for use with chapter programming and/or operations.
2. Chapter officers are required to track all chapter expenses and revenue using financial wrap-up templates provided by the LUOAR. Chapter officers are required to submit financial wrap-ups to the LUOAR annually. Chapter officers are expected to keep records of submitted financial wrap-ups for future reference and, in potential cases, for cross-checking with the internal records maintained by LUOAR.
3. Each chapter will be given a yearly budget for events provided the alumni chapter complies with this handbook and other university policies. Chapter officers must ensure that the chapters operate in accordance with the chapter budget. Chapters are not allowed to set up bank accounts.

AWARDS AND RECOGNITION

LUOAR may award recognition to local alumni chapter officers. Chapter officers can be recognized for their accomplishments and efforts to support the LU community each year. Chapters may nominate their chapter officers for any or all chapter awards.

Please note that chapters and individual chapter leaders are only eligible to win up to one award per fiscal year, even if nominated for multiple awards. Award recipients will be notified ahead of the official award ceremony. They will be formally recognized among leader peers in attendance and receive a memento to commemorate their achievement and honor their service to the LU alumni community. Nomination forms and deadlines are emailed to chapter leaders each year.