



Marietta College

Regional Association Handbook

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Frequently Asked Questions

What is the Marietta College Regional Association Mission?

Marietta College Regional Associations are built upon the common bond among its members to create meaningful and lasting relationships by connecting and fostering interaction between Marietta College and its alumni, current and incoming students, parents and friends. Regional Associations provide career and life networking, education on the topic of development and work to promote a positive image of Marietta College.

Who Can Establish and Who Can Join?

Marietta College Regional Associations can be established anywhere in the country where large populations of active, committed and dedicated alumni, current and incoming students, parents, family and friends of Marietta College live.

Why Should I Join?

Regional Associations offer an opportunity to meet new people and network with alumni in your area while representing Marietta College in your region. Benefits of volunteering include the development of leadership skills, management, public speaking, marketing and event planning.

What Does it Cost to Join?

Marietta College Regional Associations follow a pay-to-play model and are non-dues collecting.

What Makes an Association Successful?

Strong leaders encourage teamwork, delegate responsibilities and involve others by asking them to help with the planning.

Organization stems from strong leadership, sound planning and following through. Remember to utilize the skills of your willing and capable members, and always call on volunteers to help plan events.

Dynamic Events have something interesting and substantial to offer members. Events that are exciting, diverse and effectively planned serve as the core of all worthwhile programs. Identify what works for your chapter and what misses the mark.

Regular Communication is vital to a healthy Regional Association. Regular meetings with volunteers are necessary to plan events. The frequency and medium of meetings must be determined by each individual Regional Association but open communication between volunteers, the Association and the Assistant Director is key.

Establishment Process

The Office of Alumni Relations provides a six-step process to becoming an established Regional Association.

This process will be completed with the help and review of the Office of Alumni Relations.

Review Materials

- Read through the Handbook completely. Think about the time and effort that will go into creating a successful Regional Association and what role you would like to play. Decide what job description suits you best. Do you have any questions about the documents?
- After reviewing the materials, contact the Office of Alumni Relations again to let us know if you are still interested or have any questions.

Gather and Evaluate Interest

- Ask the Office of Alumni Relations to send out an email and/or postcard to alumni, parents and friends living in your region to gather potential volunteers and members.
- Review regional interest and work with the Office of Alumni Relations to decide how to move forward.
- Will you have enough active members to establish and sustain?
- If so, and if approved by the Office of Alumni Relations, the establishment of a Regional Association will continue. If not, how can you build more interest? Contact the Office of Alumni Relations to work on a plan of action.

Recruit and Create a Volunteer Committee

- All Regional Associations will have a volunteer committee. There will be at least one identifiable person responsible for each important aspect of the Regional Association's activities. Full job descriptions of each position can be found under the Volunteer Committee section.

Build Membership

- Host 3 to 4 events with help from the Office of Alumni Relations (usually within a 9-12 month period) to help build interest and to create awareness of your Regional Association's upcoming establishment.
- Attendance at those events will be reviewed by the Office of Alumni Relations to help evaluate interest.
- The Office of Alumni Relations will set up a Facebook group to promote the forming group.

Complete Establishment Documents

- Sign and submit establishment documents
- Work with the Office of Alumni Relations to schedule and plan a formal Kick-Off Celebration

Congratulations! Once the above steps have been completed and you have been properly established, your region is considered an active member of the Marietta College Regional Association program. You will receive an official establishment document and a banner during a Kick-Off celebration hosted by the Alumni Association, to be used at all upcoming activities. In addition to completing all requirements in the establishing process, Active Regional Associations must remain in compliance with all policies and procedures set forth by the Marietta College Alumni Association.

Volunteers

Each Regional Association will be lead by a group of atleast five (5) volunteers; the Lead Volunteer, Co-Lead Volunteer and a minimum of 3 Events Volunteers. The volunteer committee has general supervision of the affairs of the Regional Association, including meetings, schedule of activities and performs such other duties specified in the following volunteer job descriptions. All Volunteers should be passionate Pioneers that are enthusiastic and willing to establish, sustain and enhance their Regional Association with ongoing support from the Marietta College Alumni Association.

Lead Volunteer

- Acts as the primary liaison to the Marietta College Alumni Association and the Regional Association by communicating timely and consistently with both volunteers and the Office of Alumni Relations.
- Expected to work with the Assistant Director to provide a yearly plan for their Regional Association.
- Oversees responsibilities of all volunteers.
- Calls all meetings.
- Helps identify and continually cultivate future leadership for the Association.

Co-Lead Volunteer

- Assumes all duties of the Lead Volunteer in their absence.
- Directly in charge of all membership activity of the Association.
- Responsible for producing and keeping track of all records including meeting minutes, event notifications and evaluations.
- Tracks attendance at all functions and meetings.

Events Volunteers

- Assists the Lead Volunteer to schedule, plan and execute all events of the Regional Association.
- Event Volunteers will serve as a “point person” for a minimum of 1 event per fiscal year.
- Duties while serving as point person for an event include...
 - 1.) Researching possible events and options for venues along with costs associated.
 - 2.) Filling out the event notification form and returning to the Alumni Office 12 weeks prior to the event.
 - 3.) Filling out an event wrap-up form after the event. (Includes a list of attendees and photos from the event.)

Volunteer Terms of Office

1. The Lead or Co-Lead Volunteers each hold a two year appointment that begins at the time of formalization for the Association, with the opportunity to continue the position for another two years, creating a four-year term.
2. After two consecutive terms (creating a four-year term) the Lead and Co-Lead volunteers are each eligible for another term only after waiting two years or after holding another position for this period of time.
3. Each volunteer must sign a commitment form at the beginning of their term.
4. Each initial volunteer is selected by the Office of Alumni Relations based on those who have self-identified.
5. There are no formal terms of office for Events Volunteers.

(Commitment forms are available online)

Volunteer Removal

The Alumni Association has the discretionary authority to request resignations or, if necessary, remove volunteers not meeting the needs of each individual Regional Association or the Office of Alumni Relations.

Time Commitment

The time commitment for being a volunteer for a Regional Association varies, depending on the individual and the Association. Each volunteer is expected to complete all responsibilities and work to fulfill the mission and purpose of their Regional Association.

Meetings

The Regional Association committee and its members decide the most appropriate way to hold meetings (i.e., in person, teleconference, e-mail, during a casual event, etc.). It is advised that there is a meeting held at least twice each year and at more frequent intervals as deemed proper.

- Every June, the Lead Volunteer and the Assistant Director should meet to evaluate the past year and set goals for the upcoming year. The Regional Association's year is the same as the College's fiscal year: July 1—June 30.
- Meetings require an agenda, which must include providing any updates for the Regional Association. Minutes should be recorded at all meetings and sent to the committee and Assistant Director for records.

Finances

Pay-to-Play Model

- The Marietta College Alumni Association is a non-dues paying organization therefore each Regional Association is non-dues paying.
- Each Regional Association can hold events based on monies collected by those attending to cover the entire cost of the event, providing the opportunity to hold many more events on a scale specific to the audience and region.
- Funds collected and expenses paid by the Regional Association will be processed through the Office of Alumni Relations.
- If there are any requests for expense reimbursements for out-of-pocket expenses, they should include an itemized list with explanation of the expense, and attached receipts. The Marietta College Alumni Association and Marietta College will not reimburse any expenses without a receipt and expense approval.

Office funding

Funding may be provided for events promoting the growth and development of Regional Associations and will be allotted at the discretion of the Office of Alumni Relations. The kick-off event, marking the one-time launch of a Regional Association, will be funded in full by the Office of Alumni Relations.

Events

Each Regional Association is responsible for creating a consistent event presence within the Regional Association. A minimum of four events is recommended to be executed over the course of one fiscal year (July 1 – June 30).

- It is important to work far enough in advance when planning events. A minimum of 12 weeks lead time should be allowed for each event.
- Marketing for each event will be handled by the Office of Alumni Relations including blast emails, postcards, Marietta College publications when appropriate, the Alumni website as well as promotion through social media.
- Volunteers are welcomed and encouraged to promote upcoming events on all social media outlets.
- Attendance needs to be tracked at all events, either by the event volunteer serving as point person, or by a Marietta College representative if in attendance.
- Events should be diverse in nature and can include but are not limited to social events such as happy hours and cookouts, networking events, sporting events, and community service projects.

Regional Association Confidentiality, Emergencies, Liability, and Suspension

Confidentiality

No Regional Association volunteer, member, constituent, or friend has permission to utilize mailing lists, membership directories or labels other than for their intended use in alumni programming and activities. Misuse of such information may result in removal of volunteers or members and/or Regional Association suspension. Please view the confidentially forms in the Marietta College Regional Association Resource Guide.

Liability

The Regional Association cannot endanger, legally imperil, or hold liable the Marietta College Alumni Association, its Board of Directors and staff through misconduct, insufficient funds, or mismanagement of said Regional Association programs, events, or activities. Neither can the Regional Association, its volunteers, and committee accept liability for the actions and behaviors of those who elect to participate or attend such functions. Please view the liability form in the Marietta College Regional Association Resource Guide.

Association Suspension

Any Regional Association in danger of suspension will work with the Office of Alumni Relations to closely evaluate the Regional Association, its leadership and how it will precede. If a Regional Association cannot continue their responsibilities in a timely and efficient manner, then the Regional Association will be in jeopardy of suspension. The Marietta College Alumni Association retains the discretionary authority to suspend Regional Associations for lack of activity or willful violation of guidelines and other restrictions that may apply. Please view the Regional Association Suspension form in the Marietta College Regional Association Resource Guide.

Contact Information:

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