Jacksonville State University
National Alumni Association

Board of Governors
Chapter Officers
Manual
2015-2016

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700 Pelham Road North
Jacksonville, AL 36265
(256) 782-5404
(877) JSU-ALUM
www.jsu.edu/alumni
E-mail: alumni@jsu.edu
Introduction

Dear friend of JSU:

Welcome to the Jacksonville State University Alumni Association’s Board of Governors. Thank you for your volunteerism and serving in this capacity. This manual has been designed as a tool to help you better understand the functions of the Alumni Association and your role as one of its leaders. Your involvement is vital to the advancement efforts of JSU, and we appreciate your service to your alma mater. As an alumni staff, we are here to provide you with as much help as possible. If we can answer any questions, please feel free to call us at (877) JSU-ALUM or (256) 782-5404.

Sincerely,

Kaci Ogle          Alan Renfroe
Director          Asst. Director
JSU Alumni Mission:

The Mission of the Jacksonville State University Alumni Association is to:

- foster and strengthen the relationship between Jacksonville State and its alumni and friends

- preserve and promote the University's traditions, purposes, growth and development; keep alive the spirit of affection, respect and gratitude for our alma mater.
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Procedure for starting a new chapter of the JSU Alumni Association:

**Step 1** - Someone indicates an interest in the creation of a chapter

**Step 2** - The JSU alumni office is contacted: (877) JSU-ALUM or (256) 782-5404 or via email at alumni@jsu.edu

**Step 3** - The alumni office uses its database to generate a list of how many alumni we have within a certain geographic area, or that meet a common criteria.

**Step 4** - If the number exceeds 75 people, the procedure moves forward. If not, it is assumed that it would be most difficult to maintain a chapter. The JSU Alumni Association encourages all alumni to get involved and any group of fewer than 75 with a common interest should contact the JSU Alumni Relations office.

**Step 5** - An alumni survey is created. Individuals are asked to respond to the survey, and indicate their willingness to participate in chapter activities, how far they're willing to drive, what are the best days of the week for attending events, how often they would attend, etc.

**Step 6** - If 10% - 20% of the surveys are responded to positively, the procedure moves forward. (A minimum of 10 responses required.)

**Step 7** - An alumni social event is planned in the area. The person who is willing to initiate the chapter would work with the Assistant Director of Alumni Relations in planning the event. After all the details are worked out, the alumni office creates an invitation, has it printed and mailed. The alumni office MUST have all details provided by the volunteer at least 6 weeks prior to the date of the event in order to create invitations, have them printed, stuffed and mailed at bulk rate, allowing individuals sufficient time to respond.

**Step 8** – The event is evaluated to see if the group present is willing to commit to becoming a chapter. At this point, a group of potential officers would have to be identified, including a president & vice president. (Usually, the person taking the initiative to start the chapter serves as its inaugural president.)

**Step 9** - The organized group makes a request that the JSU National Alumni Association's Board of Governors officially recognize the group as a chapter.

**Step 10** - The chapter's president automatically becomes a member of the Alumni Association’s Board of Governors. This body meets 3 times a year, and it is requested that everyone attend at least one meeting per year. (Those within 100 miles of campus should make every attempt to attend all meetings.) A newly-formed chapter may be dissolved if communication with the JSU alumni office ceases for an extended period of time.
Chapter programming ideas

Are you a chapter officer and want to know some specific things you can do to help the chapter’s growth? The purpose of this page is to give you some ideas about things a chapter can do to grow, increase visibility, and become the best it can be. Here is a list of programming ideas for you to consider for your chapter.

- **Host an event** – nothing brings JSU folks together like a well-planned alumni event. These events provide networking and social opportunities for JSU alumni, as well as increasing visibility for JSU. They also facilitate a connection between alumni and their alma mater in accordance with the JSU Alumni Association’s mission statement. A list of possible event ideas is included in this manual.

- **Communicate through social media** – utilize social media sites, such as Facebook, Twitter, and Instagram to engage and interact with alumni. Most of these are very easy to start and there is no cost involved. Having an online presence can help you identify potential chapter officers and leaders. These groups allow alumni the opportunity to network with each other via the Internet. They also help you to communicate with alumni who share your common interest. It is a great way to advertise upcoming events, scholarship opportunities, etc.

- **Start a chapter scholarship** – if your chapter does not have a scholarship established, a goal can be set to establish one. A minimum of $500 annually is required in order to start a scholarship. Here’s the good news: for every dollar that your chapter awards in scholarship money, JSU President Dr. Meehan has agreed to match the funds dollar for dollar from other accounts! This means that if you raise $1,000 to give as a scholarship for your respective chapter, the scholarship is awarded as a $2,000 scholarship. If your chapter already has an established scholarship, spread the word that it exists and encourage others within your circle of influence to become involved as participants. You could even have a small silent auction at your alumni events to help raise money for the scholarship fund. See if you can get local businesses to donate items that would sell in a silent auction. An endowed scholarship can be created with a minimum of $25,000. This means that the principle would never be touched and scholarships would be awarded from the interest earned each year. If you have questions about setting up an endowed scholarship for your chapter, ask the alumni staff.
- **Mock interview sessions, alumni panels, or mentorships for current JSU students** – Your chapter could host mock interview sessions which would allow some of the current students to have an opportunity to work on their interviewing skills. A panel of alumni from your chapter could come to JSU to do a Q &A session with the students. In addition, JSU students who are a part of the STAT Club (Students Today, Alumni Tomorrow) are paired with alumni who serve as mentors in their individual fields of study.

- **Have an alumni membership drive** – A letter from the chapter president to all alumni that meet the chapter’s criteria could be mailed, informing them about chapter activities and encouraging them to become a member of the JSU National Alumni Association.

- **Hold a student recruitment event with alumni involvement** – Some chapters have hosted meet & greet sessions with current high school students who are considering attending JSU and local alumni. High school guidance counselors are contacted and requested to encourage student participation, and an invitation is mailed to alumni by the alumni office.

- **Create a chapter newsletter** – periodically, a newsletter could be printed to let everyone know all that is going on with the chapter.

- **Be politically active** – whenever possible, lobby politicians or those with whom you have influence to be politically active in supporting higher education and the funding of Jacksonville State University.

- **Keep chapter information on the JSU alumni web site up-to-date** – regularly check the alumni web site at www.jsu.edu/alumni. Specifically check the “upcoming events” and “chapter news” pages to make sure the latest information about your chapter is posted.
Chapter Event Ideas

* Several ideas for alumni events are listed below. This list is intended to give chapter officers ideas about what types of events have been effective historically.

- **Alumni After-Hours gatherings** (informal gatherings, usually at a bar or restaurant on a Tuesday or Thursday afternoon around 6pm – traditionally, these events are very successful)

- **Alumni Dinners** (usually have a guest speaker, usually held on a Tuesday night, Thursday night or Saturday night)

- **Student Recruitment/Alumni Meet & Greet event** (a letter is sent to high school guidance counselors and students who have applied to JSU announcing the event, in addition to inviting alumni in the area.)

- **Pre-game Tailgate Parties**

- **Wine & Cheese Receptions** (informal come-and-go type of events)

- **Game Watching gatherings** (when the JSU Gamecocks sporting events are televised)

- **Riverboat Dinner Cruise**

- **Major League or Minor League Baseball outings** (such as the Washington Nationals, Atlanta Braves, Rome Braves, Montgomery Biscuits, Birmingham Barons, Chattanooga Lookouts, etc.)

- **Alumni Luncheons** (usually with a guest speaker)

- **Outdoor picnics** (such as a cookout under covered pavilions, fish fry, shrimp boil, etc.)

- **Amusement Park Outings** (such as Six Flags, Lake Winnie)

- **Annual Reunions or Meetings**

- **Scholarship-raising events**
JSU
ALUMNI CHAPTER GOALS
For the year ________

Name of Chapter:___________________________________________________________

Officers:

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
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</table>

OUR SHORT-TERM GOALS
(those to be achieved within the next year)

1. ________________________________________________________________

2. ________________________________________________________________

3. ________________________________________________________________

4. ________________________________________________________________

Briefly describe an outline or plan for long-range goals for the chapter:

_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
_________________________________________________________________
Advantages to JSU of having established chapters

1. Harbors a sense of goodwill, furthering the mission of establishing productive relationships between the university and its alumni and friends.

2. Provides a means of support and networking within a geographic area or a particular field of interest.

3. Serves as ambassadors for the campus and helps with the recruitment of new students by providing testimonials.

4. Promotes continued education and graduate studies to further the career goals of motivated alums.

5. Helps keep alumni informed of campus news and events.

6. For graduates who move to a different area, chapters offer a community of support from other alums in that area who share a common bond.

7. Helps support JSU students through the establishment of alumni scholarships.

8. Provides social opportunities for people to meet, share common experiences, and network.

9. Enhances the overall image of the university.

10. Helps athletic programs by creating a demand for tickets to events and the recruitment of future athletes.

11. May serve as legislative advocates and help JSU make the case for higher education budget needs in Montgomery.

12. These efforts on behalf of the university lead to an alumni body that is dedicated to being loyal supporters, ambassadors, recruiters and donors.
Specific ways alumni can help:

- Become an active member of the JSU Alumni Association and recruit others to become members
- Be sure to keep your mailing address and email address current with the JSU alumni office
- Attend alumni chapter functions
- Help with the development of chapter scholarships
- Serve as a mentor to a current JSU student
- Sign up to participate as an interviewer in regularly held mock interview sessions on campus
- Serve as a chapter officer or as part of a chapter’s leadership team
- “Like” the JSU Alumni Association Facebook page
- Help plan or host events that bring alumni together and promote the continued relationships between the university and its alumni and friends
- Help with JSU’s recruitment efforts by providing testimonials to high school students in specific geographic areas or fields of study
- Help recent graduates through career networking and counseling
- Buy a brick at the alumni house
- Alabama residents can purchase a JSU car tag
- Provide products or services for silent auction items to help raise scholarships at alumni events
- Participate in alumni related events, such as dinners, golf tournaments, athletic events, on campus events, Homecoming, etc.
- Be a general ambassador of Jacksonville State University
- Visit the JSU web site often so that you’ll be knowledgeable about all alumni activities and news
- Promote continuing education at JSU
- Consider a graduate degree from JSU
- Nominate a deserving individual for an “Alumni of the Year” award
- Make a gift to the JSU Foundation
- Visit campus whenever possible

The alumni office can find a place for anyone who would like to volunteer their time or resources. Contact the Alumni Office at (877) JSU-ALUM and let us know your particular interests, so that we may direct you in the right area. To find out the nearest chapter, its leaders, and the latest news, go to our web site at www.jsu.edu. If you are interested in starting a chapter in a geographic or interest area where one does not currently exist, please contact us for guidelines and leadership.
• JSU Car Tag -

Want to ride with pride? Purchase a JSU car tag! You will be giving JSU more visibility on the roadways and supporting the General Scholarship Fund. For just $50 more than a regular tag, you can have an alpha-numeric or personalized JSU license plate. Tags are available for Alabama residents only and can be purchased at your local tag office.

• Buy a Brick Program -

Make a lasting mark! You can purchase a brick in front of the historic Alumni House for only $50! Up to 3 lines, 16 characters per line. You’ll be supporting the Alumni Scholarship Fund.

• JSU Framed Diploma -

Display your degree proudly with this handsome diploma display! The display features a hand finished wood frame and hand embossed gold foil JSU seal. Each frame is double matted in burgundy and ivory and is only $109.95.

• JSU Credit Card Program -

Show your school spirit every time you make a purchase by using your Jacksonville State University VISA card from U.S. Bank. A percentage of each purchase is donated to the JSU Alumni Association.

• Gem of the Hills Alumni Magazine -

The official magazine of Jacksonville State University’s alumni. Each issue contains unique stories about some of JSU’s most interesting grads, as well as ‘Alum Notes’ and other information pertinent to JSU enthusiasts.

• JSU Alumni Trips -

Take a break from it all and join us for one of our many JSU alumni trips! These trips are offered to all alumni at discounted prices. Past trips have included Ireland, Paris, New York City, and cruises to Alaska, Eastern & Western Caribbean. Visit the alumni web site often for announcements regarding future trips.
Alumni of the Year Criteria for awards:

Alumnus and Alumna of the Year Awards:
1. Recipient must have received a degree from JSU
2. Recipient must have evidenced support of JSU in one or more of the following areas:
   a. promotion    b. recruiting    c. financial    d. public relations
3. Recipient must be able to receive the award at an appropriate event on the campus of JSU, but not necessarily at Homecoming
4. Recipient must have shown outstanding achievement in his/her chosen profession and/or community service and civic activities
5. There must be “specific reasons/examples” given as to why you feel the nominee should receive the award

Young Alum of the Year
   Must meet all of the above requirements and:
   1. Must be 30 years of age or less at time of nomination
   2. Must have shown outstanding achievement in post-graduate work

Outstanding Faculty/Staff Member of the Year
1. Must have strong professional development and involvement
2. Must have strong ties with JSU Students
3. Must demonstrate campus/and or community involvement
4. Must have strong leadership skills
5. Must be able to receive the award at an appropriate event on the campus of JSU, but not necessarily at Homecoming

Military Alumnus of the Year
   For a Military Alumnus of the Year nomination form, contact the ROTC Alumni Chapter President or visit the ROTC alumni web page at www.jsu.edu/dept/rotc/ROTCalumni

Nomination forms can be obtained from the alumni office or online at www.jsu.edu/alumni. If you have any questions or concerns, please contact the alumni office at (256) 782-5404 or via email at alumni@jsu.edu
## Event Planning Worksheet

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Benefits of becoming a member of the JSU Alumni Association:

- Free chips & drink with purchase of any regular sandwich at Momma Goldberg’s Deli
- Free Whopper with purchase of Whopper from Burger King (Jacksonville only)
- Free regular fountain drink with purchase of any sub at Quizno’s of Jacksonville
- Free cupcake with purchase of five cupcakes at Mad Hatter Cupcake Shop
- $5 off oil change & 10% off mechanical at Express Oil Change #149 in Jacksonville
- $3 off any purchase of $15 or more at all locations of Strut’s Restaurant (Monday-Friday 11am-3pm)
- 40% off regular menu prices at Papa John’s Pizza (Jacksonville only)
- 10% off at Effina’s (excluding alcohol)
- 10% off the best available rate at the Hampton Inn in Jacksonville
- JSU Alumni Association Membership Card
- Free use of the Houston Cole Library (excluding online databases)
- $10 Off any Continuing Education class of $20 or more
- Discount tickets to all productions of the JSU Drama Department. Members receive the same benefit as JSU employees.
- $3.00 Off oil change from Express Lube in Jacksonville
- Free Subscription to Gem of the Hills magazine, the official magazine of JSU Alumni
- Special invitations to chapter events in your area
- Opportunities to book vacations on JSU Alumni trips at substantial discounts
- JSU Alumni E-mail Updates
- Discounts on car rentals from: Alamo, Avis, Budget, Hertz & National Rentals
- Discounts at Choice Hotels nationwide (Mainstay Hotels, Clarion, Quality Inn, Sleep Inn, Econo-lodge, Roadway Inn)
- Use of the recreational facilities at Stephenson Hall for an annual fee of $150, or $200 for couples. (Lifetime members only)
- Liberty Mutual Insurance discounts
- JSU campus guest alumni parking pass
Want to stay up-to-date with the latest happenings with the JSU National Alumni Association? Your source for all information pertaining to JSU’s alumni office can be found at the alumni web site.

- Upcoming events
- Chapter news
- Benefits of membership
- Announcements
- Alumni trips
- Alumni services
- Board of Governors list
- Nomination forms for Alumni of the year awards
- Staff contact information
- Online publications
- Update personal information
ARTICLE I
Name
The name of this organization shall be the Jacksonville State University Alumni Association. The Association shall operate on a calendar-year basis.

ARTICLE II
Mission
The Mission of the Jacksonville State University Alumni Association is:
- to foster and strengthen the relationship between Jacksonville State and its alumni and friends;
- to preserve and promote the University’s traditions, purposes, growth and development;
- to keep alive the spirit of affection, respect and gratitude for our alma mater

ARTICLE III
Organizational Headquarters
The organizational headquarters shall be situated on the campus of Jacksonville State University in the Alumni Affairs Office

ARTICLE IV
Governing Body
The management of this organization is vested in a Board of Governors comprised of the President, the Vice President, the Alumni Executive Director, the assistant Alumni Director, the immediate Past President of the organization, the President of each affiliated chapter, and other at-large members appointed by the Board. The Executive committee is comprised of the President, Vice President, the Alumni Executive Director, the Assistant Alumni Director, and the immediate Past President of the organization.

The at-large members of the Board serve by virtue of their appointment by the Board. They should represent cities/counties where large numbers of JSU alumni reside, other alumni organizations, and alumni serving on the JSU faculty and staff. At-large members of the Board will serve three-year terms. They can serve only two consecutive terms, for a total of six consecutive years. A previous Board member can be re-appointed one year after his/her previous term has expired.

The chapter Presidents/Vice Presidents serve by virtue of their appointment by the Executive Director or election. There is no term limit on Chapter Presidents however the Executive Committee of the Board may dismiss a Chapter President if he/she is not able to perform the duties of the position.
The Treasurer is not elected by the memberships, but is appointed to the position by a majority vote of the Board of Governors and serves at the pleasure of the Board.

It shall be the responsibility of the members of the Board of Governors to attend all Board meetings, set the membership dues, assist in membership drives, and to serve on any committees as appointed by the President of the organization.

During the intervals between meetings of the Board of Governors, the Executive Committee of the Board is empowered to transact the business of the organization.

**ARTICLE V**

**Officers**

The President and Vice President are elected by the active members at the Homecoming/fall general meeting. They serve a minimum of two years, beginning on January 1 of the first year and ending on December 31 of the second year.

**Section A- President/Immediate Past President**

The President chairs all meetings of the Board of Governors and of the Executive Committee. He/she appoints all committees, rules on matters of procedure and votes only to break a tie.

The Immediate Past President shall become a member of the Board of Governors after serving as President. The six-year term limitation will not apply to this position if he/she exceeds the term limit of six consecutive years. However, the Immediate Past President shall only serve a one-year term.

**Section B- Vice President**

The Vice President acts in place of the President in his/her absence or disability. The Vice President is the President-Elect of the organization and may succeed to the office of the President at the end of the term of the current President. This succession is not automatic, however, and must be approved by a majority vote of the Board of Governors and the membership.

**Section C- Executive Director**

The Executive Director of the Alumni Association shall be appointed by the President of Jacksonville State University as Director of Alumni Affairs.

The Alumni Executive Director shall have charge of and shall compile and revise all records of the organization and act as secretary at all meetings of the organization. In addition to the normal duties as an executive committee member, the Executive Director shall maintain an office on the campus of Jacksonville State University, keep all records of alumni members, transact the business of the organization, and direct all publications of the organization.

Moreover, the Executive Director shall keep in contact with chapters and provide assistance in establishing new chapters. The Director of Alumni Relations shall serve as the agent of liaison, communication, coordination, and administration in all matters pertaining to the mutual involvement of Jacksonville State University and the JSU Alumni Association within the framework of this Constitution.
Section D-Treasurer

Funds received are deposited into the University Foundation in alumni accounts only. Any funds specifically restricted to certain projects shall be placed in the alumni account and distributed to the earmarked recipient upon receipt of a written transfer request from the Alumni Executive Director. Before any disbursements may be made from the alumni funds, the Alumni Executive Director must approve and initial all invoices before sending them to the Foundation.

All expenses, other than those of a routine and recurring nature, must first be approved by the Board of Governors. Examples of expenditures that may be approved by the Executive Director are: cost of membership drives, postage, publishing, newsletters/magazines, hosting on/off campus activities on behalf of the organization, alumni public relations, Alumni House supplies not provided by the University, maintaining alumni records and property, sympathy gifts and stipends for student workers.

Section E-Nomination of Officers

The Nominating Committee shall nominate one candidate for President and for Vice President to be acted upon at the Homecoming meeting. The Executive Director shall send the nominations to the members no later than 30, no more than 60 days prior to Homecoming. Other nominations may be made by the members or submitted in writing to the Executive Director at least 7 days prior to the Homecoming meeting. When thus received, such nominations are valid and will be submitted to the members in the same manner as those names provided by the Nominating Committee. No further nominations are allowed.

Section F-Elections

At the Homecoming meeting, if there are no other nominations submitted as covered in Section E, the chair of the Nominating Committee shall propose that the entire slate of officers be approved in a single vote. If there are contested offices, a voice vote will be held for each office in the order of Vice President and then President.

ARTICLE VI
Meetings

Section A-Annual Board Meeting

The annual Board of Governors business meeting will be held at the beginning of each year (usually January or February) at a location determined by the Executive Director to conduct the annual business of the organization.

Section B-Summer Workshop Meeting

The annual summer workshop meeting of the Board of Governors will be held in June or July at a location to be determined by the Executive Director. The purpose of this meeting is to allow committees to meet and select Alumni of the Year recipients, nominations for the board to be voted on at Homecoming, chapter presidents to exchange ideas as well as any other business that needs to be conducted.
Section C-Annual General Membership Meeting

The annual meeting of the General Membership of this organization will be held on the campus of Jacksonville State University on the date of Homecoming each year. However, the Board’s Executive Committee may determine that the annual meeting should be moved to another date in the fall if holding it on Homecoming is not feasible. At the annual meeting, the slate of nominations for the board will be voted on as well as any other business that needs to be conducted.

Section D-Executive Committee Meeting

In addition to the regularly scheduled meetings, the Executive Committee will meet periodically when necessary. Any unscheduled meetings may be called at the request of any two members of the Committee. Issues may be resolved by telephone poll or email of the Executive Committee. Records of all meetings will be maintained by the Executive Director.

Section E-Attendance/Quorum

Members of the Board of Governors are expected to attend Board, Committee, Workshop and General Membership meetings. Any Board member who misses three consecutive meetings will be removed from the board. If unable to attend a meeting, a board member may have a proxy to attend the meeting in their place to report and serve on any committees. Any members who are not able to attend regularly and make a contribution to the organization should inform the President and request to be removed from the Board.

At the Annual Board meeting, the list of members of the Board shall be purged of members who have resigned or who are deemed non-contributing. At any meeting of the organization, regularly and properly called, those present constitute a quorum.

ARTICLE VII

Programs and Committees

Section A-Programs

The Association shall actively support the approved programs of the organization and Jacksonville State University programs such as Homecoming, alumni endowment fund, alumni and University public relations and Alumni of the Year/Outstanding Faculty Awards. New programs can be approved by a vote of the Board of Governors.

Section B-Committees

The following standing committees will be required: Nominating; Membership; Homecoming; and Alumni/Faculty Awards. In addition, special committees may be formed as the need arises.

All committees shall be appointed by the President and shall have at least three members each, with the Chairman being a member of the Board of Governors. All standing committees shall be appointed at the annual meeting of the Board each year. Special committees may be formed and appointed at any time by the President. Members of the Board of Governors may be
appointed by the President to serve on University and other organizational committee to represent the Alumni Association as needed.

ARTICLE VIII
General Membership

Section A-Eligibility
Any former student at Jacksonville State University is eligible for General Membership. In addition, friends and supporters of the University and the Alumni Association are eligible.

Section B-Honorary Members
Honorary members may be nominated by any member of the Board of Governors where the nominee has some connection with Jacksonville State University, other than that of former student, and subscribes to the mission of this organization.

Section C-Active Members
The active membership shall consist of those eligible members who have paid the current annual or life membership dues or who are granted complimentary membership. Complimentary membership is granted to graduating seniors for one year after the date of their graduation.
Active members shall have the right to vote at all general meetings of the organization, receive all publications of the organization and all notices or all general meetings held under the auspices of the organization.

Section D-Ex-Officio Members
The following are ex-officio members of the organization:
President of JSU
Vice President of Institutional Advancement
Director of Development
Student Government President

Section E-Advisory Counsel
All past presidents of the association are eligible to serve on a non-voting advisory counsel to the current President and Board of Governors. The Advisory Counsel is to receive an invitation to all regular meetings of the organization.

Section F-Dues
The Board of Governors shall set dues for all levels of membership. Each local chapter may set its own dues schedule.

ARTICLE IX
Miscellaneous

Section A-Amendments
This Constitution may be amended by a two-thirds vote of the active members who are present at any regularly called meeting of the organization, provided that the substance of the proposed amendment has been submitted to the members with the notice of the meeting.

Section B-Procedure

Roberts Rules of Order govern except where they conflict with specific provisions herein.

Revised 10/2012