Dear JSU alumni volunteer:

Thank you very much for serving as a leader for your alma mater. 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 and leadership is vital to the advancement efforts of JSU and we appreciate your service in this role. 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 (256) 782-5405 or (256) 782-8256.

Sincerely,

Kaci Ogle
Director

Alan Renfroe
Asst. Director
JSU Alumni Staff

Kaci Ogle
Director
(256) 782-5405
kogle@jsu.edu

Alan Renfroe
Asst. Alumni Director
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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.
<table>
<thead>
<tr>
<th>Chapter</th>
<th>President</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art Alumni</td>
<td>Iveta Staks</td>
<td>(256) 453-9191</td>
<td><a href="mailto:iveta.staks@gmail.com">iveta.staks@gmail.com</a></td>
</tr>
<tr>
<td>Atlanta Area</td>
<td>Brian Nay</td>
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</tr>
<tr>
<td>Birmingham Area</td>
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</tr>
<tr>
<td>Black Alumni</td>
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</tr>
<tr>
<td>Blount County</td>
<td>TBA</td>
<td></td>
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</tr>
<tr>
<td>Calhoun County</td>
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</tr>
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</tr>
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</tr>
<tr>
<td>Cherokee County</td>
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<tr>
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<tr>
<td>Dekalb County</td>
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<td><a href="mailto:bamacop@farmerstel.com">bamacop@farmerstel.com</a></td>
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<tr>
<td>Emergency Management</td>
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<td><a href="mailto:alison.welty@gmail.com">alison.welty@gmail.com</a></td>
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<tr>
<td>Etowah County</td>
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<td><a href="mailto:gkitchens@snead.edu">gkitchens@snead.edu</a></td>
</tr>
<tr>
<td>Florida Panhandle</td>
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<tr>
<td>Greater Huntsville Area</td>
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</tr>
<tr>
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<tr>
<td>International House Program</td>
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</tr>
<tr>
<td>Marshall County</td>
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<tr>
<td>Middle Tennessee</td>
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<td>(615) 822-6799</td>
<td><a href="mailto:lfsstws@comcast.net">lfsstws@comcast.net</a></td>
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<tr>
<td>North Texas</td>
<td>Greg Foster</td>
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</tr>
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<tr>
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</tr>
<tr>
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</tr>
</tbody>
</table>
JSU Alumni Chapter Officers – 2008

ART ALUMNI CHAPTER
Iveta Staks ('06) – President (iveta.staks@gmail.com)

ATLANTA AREA CHAPTER
Brian Nay ('92) – President (briannay@comcast.net)
Cindy Moon – Vice President (camoon@charter.net)
Shannon Dewitt ('96) – Vice President of Chapter Technology (Shannon@dewittsonline.com) (Shannon@jsuatlanta.org)
Shirley Smith ('76) – Planning Committee (cvshirls2000@yahoo.com)

BIRMINGHAM CHAPTER
Emily Clark ('99) – President (emily.clark.lvlo@statefarm.com)
Judy Roberts ('75) – Past President (jroberts@amsouth.com)
Lacey Bacchus ('00) – Vice President of Community/Media Relations (lbacchus@vulcanpark.org)

BLACK ALUMNI CHAPTER
Fred Pearson ('79) – President (highlandgrad@yahoo.com)
Antoinette Hudson ('03) – Vice President (ahudson@jsu.edu)
Patrice O. Williams ('91) – Secretary (lamell@aol.com)

BLOUNT COUNTY CHAPTER
No current officers

CALHOUN COUNTY CHAPTER
Lynn Burgess-Smith ('85) – President (lburgess@cableone.net)
Adrienne Curvin ('96) – Vice President (Adrienne.Curvin@wakm.com)
Andy Green ('05) – Vice President of Recruiting (andygreen@cableone.net)

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Mike Miller ('69) – Vice President (mmiller@trenholmtech.cc.al.us)
Krystle Bell ('07) – Vice President of Recruitment (KrystleB@alalm.org)
Pat White ('88) – Secretary (pat.white.gz4l@statefarm.com)
Tina Lett ('99) – Treasurer (pawspond@elmore.rr.com)

CENTRAL TEXAS CHAPTER
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Kristine Robinson ('75) – Vice President (pkrobinson1@msn.com)
CHATTahoochee Valley Chapter (auburn/opelika)
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Nicole Simmons (‘99) – Leadership Team (nrsimmons26@yahoo.com)
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Matt York (‘92) – Leadership Team (mattyork@charter.net)
Donald Crow (‘93) – Leadership Team (donldcrow@aol.com)

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Criminal Justice Chapter
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Dekalb County Chapter
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Susan Swann Shankles (‘90) – Vice President (Susan.Shankles@manatron.com)

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Florida Panhandle Chapter

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David Randolph “Randy” Robertson (‘05) – Vice President (kipownsme@bellsouth.net)
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Brice Wood (‘05) – Leadership Team (bdwjsu05@yahoo.com)
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James Joyner ('88) – Treasurer (drijoyner@yahoo.com)  
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Deyidra Tidwell – ('01) Leadership Team (deidrajsu@aol.com)  
Adam Pierce – ('00) Leadership Team (pierce0512@aol.com)

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Frank Joey Petruzella ('78) – Leadership Team (joe@netbreezieinc.com)  
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NW GEORGIA/SE TENNESSEE CHAPTER
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Allison George ('03) – Vice President of Chapter Events (ageorge@whitfieldcountyga.com)  
Don King ('03) – Vice President of Student Recruiting

NURSING CHAPTER
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ROTC CHAPTER
Clifford Lanham ('62) – President (clanham@knology.net)
Mark Pentecost ('75) – 1st Vice President (pentecostm@allandtrust.org)
Terry Quarles ('78) – 2nd Vice President (terry.quarles@dhs.gov)
Joe Serviss ('69) – Secretary/Treasurer (jserviss@jsu.edu)

STAT CLUB (STUDENTS TODAY, ALUMNI TOMORROW)
Candice Young – President (jsu7258m@jsu.edu)
Kimberly Megill – Vice President (kimberlymegillstat@yahoo.com)
Ashley Alton – Executive Secretary
Scotty Cato – Treasurer
Kandice Hall – Social Director
Procedure for starting up 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: (256) 782-5404 or by email at alumni@jsu.edu

**Step 3** - The alumni office pulls a list of how many alumni we have within a certain geographic area, or that meet a certain criteria.

**Step 4** - If the number exceeds 150 people, we move forward. If not, it is assumed that it would be most difficult to maintain a chapter.

**Step 5** - An alumni survey is created. We ask individuals 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 come back in positively, we move forward. (A minimum of 20 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 Affairs in setting up 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 worked out 6 weeks prior to the date of the event in order to create invitations, have them printed, stuffed and mailed bulk, and allow 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 requests 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.)
JSU Alumni Association – Chapter Officer Job Descriptions

President
The chapter president serves as the primary focal point for any given chapter. This individual will be responsible for the vision and growth of the chapter. The president will be the primary liaison between the chapter and the JSU alumni office. This individual will serve on the JSU National Alumni Association’s Board of Governors and represent his/her chapter respectively. (This board meets three times a year and chapter presidents are asked to attend all meetings. Exceptions are made, however, for chapter presidents in geographic places further from campus.) The president will strive to fill other chapter officer rolls, so that future leadership will be insured. A recommended term for president is two years, but each chapter may decide this issue separately. Should an individual become inactive in this role, the JSU Alumni Association reserves the right to replace the president or to dissolve the chapter. A chapter president must inform the alumni office of all details of any planned event at least six weeks prior to the date of the activity. The alumni office will support the chapter by creating and printing invitations, sending mail outs (on a limited basis,) and blast emails.

Vice President/President Elect
The individual in this role should be willing to serve as the next chapter president. This individual will be expected to be the president’s “right hand” in all efforts to achieve the best chapter possible. The VP/President Elect position may be asked to attend the Alumni Association’s Board of Governors meetings, especially if the president of the chapter is unable to be present. This individual should strive to assemble a small group of individuals, such as a planning committee or leadership team. By having a small group such as this in place, it insures that the chapter will have more resources, ideas, and overall support.

Vice President of Chapter Events – Will assist the president with all aspects of event planning, including researching venues for events, making calls to businesses, caterers, etc., working at the event (set up, registration, clean up, etc.)

Vice President of Community/Media Relations – This individual will primarily be responsible for bringing visibility to the chapter and JSU. Duties include: writing press releases, contacting media to pursue community announcements, signage at events, etc.

Vice President of Communications – This individual will insure that chapter members are given up-to-date information about events, news, etc regarding the chapter. Duties include: insuring the JSU alumni web site information regarding the chapter is up-to-date, coordinating blast emails with the alumni office, building & maintaining a chapter web site if possible. If the chapter produces a newsletter, this individual would be the person to coordinate the effort.

Vice President of Membership Recruitment – Responsible for making all efforts possible to recruit memberships to the JSU National Alumni Association. Memberships help the association maintain chapter activities, scholarships, etc.

Vice President of Student Recruitment – This individual would work within the parameters of the chapter’s community to actively encourage high school students to attend Jacksonville State University. This individual would act as an ambassador for JSU.
www.jsu.edu/alumni

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
- Photo gallery
- Nomination forms for Alumni of the year awards
- Staff contact information
- Online publications
- Update personal information
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.

- **Build an online support group** – online groups, such as yahoo groups, or myspace pages, are very easy to start and there is no cost involved. Having an online group can help you to 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 & maintain a chapter web site** – If you have the resources or the technology know-how, a chapter web site can be a great way to communicate with other alumni. It can also be a good way to collect email addresses and possibly recruit other chapter officers.

- **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)

- Alumni Dinners (usually have a guest speaker, usually held on 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)

- Riverboat Dinner Cruise

- Major League or Minor League Baseball outings (such as the Washington Nationals, Rome Braves, Montgomery Biscuits, Chattanooga Lookouts, Nashville Sounds, etc.)

- Alumni Luncheons (usually on a Saturday around noon 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
<table>
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<th>Event Planning Worksheet</th>
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<tr>
<td>Event Description -</td>
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<td>Date -</td>
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<td>How Much?</td>
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JSU
ALUMNI CHAPTER GOALS
For the Year _____

Name of Chapter

Officers: (complete all applicable positions)

President:
Vice President(s):
Secretary:
Treasurer:

OUR SHORT-TERM GOALS
(those to be achieved for the year listed above)

1. 
2. 
3. 
4. 

(use back of this sheet if additional short-term goals)

Briefly describe an outline or plan of action toward achieving these short-term 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.

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 a member of the JSU Alumni Association and recruiting others to become members
- Be sure to keep your mailing address and email address current with the JSU alumni office
- Attend alumni 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
- 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
- Help promote the sale of personalized bricks at the alumni house, which builds the general alumni scholarship fund
- Apply for a JSU Visa Card through U.S. Bank
- 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.
- By being 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
- By promoting continuing education at 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 (256) 782-5404 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 jsu.edu/alumni. 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 $99.95.

• 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 significantly discounted prices. Past trips have included cruises to Alaska, Hawaii, Paris, Eastern & Western Caribbean, and New York City. Visit the alumni web site often for announcements regarding future trips.
Benefits of becoming a member of the JSU Alumni Association:

- JSU Alumni Association Membership Card
- 25% Off the purchase of JSU Gamecock season tickets: football, baseball, or basketball
- 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.
- Free admission to the Berman Museum in Anniston (for the cardholder only)
- Join Club Fitness in Jacksonville for a $1 enrollment fee! (regularly $139)
- $3.00 Off oil change from Texaco Xpress Lube in Jacksonville
- Free Tea with buffet from Village Inn Restaurant (not valid with other discounts)
- Free beverage with the purchase of a meal from Roma's on the square
- 10% off any entrée at The Vault on the square in Jacksonville (excludes any other deals or discounts)
- 10% off any one item from Hidden Treasures in Jacksonville
- 10% off any one item at My Two Girls on the square 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)