Alumni Chapter Engagement Awards

There are two categories of Chapter Awards - Accomplished and Outstanding. All items listed below are for “Accomplished Awards” unless denoted with “Outstanding.”

1) Leadership
   a. Expanded Officer Structure including a Chapter board of directors is required. Elections/appointments should be held annually.

   b. (Outstanding) Elect a Philanthropy Chair to assist with fundraising for the university, specifically for chapter scholarships. This person may serve in multiple roles on the board.

   c. (Outstanding) Send a representative to at least one of the two the Leadership Conferences hosted by UT Knoxville or attend webinars.

2) Programming
   a. Hold minimum of four alumni activities per calendar year.
      - TV Viewing Parties count as 1 activity towards Athletic programming

   b. Fulfillment of Services to UT Knoxville.
      - Choose at least four: University Programming, Student Engagement, Athletics, Social/Networking, Community Service, Multicultural/Affinity, and Philanthropic.

3) Philanthropy
   a. Promote University philanthropic initiatives such as Big Orange Give during events, chapter scholarship fundraising, through social media, etc.

   b. (Outstanding) 100% board giving participation each calendar year and/or fully fund at least one $500 chapter scholarship.

4) Resources to Alumni
   a. Serve as the UT Knoxville contact for your area. Distribute campus information to alumni (via social media, at events, etc.)

   b. Chapter President and executive committee must be responsive and open to inquiries from interested alumni, staff, and students, including responding directly to the Join the Journey form submissions.

   c. Take time to share the university’s points of pride and campus news at each event or program.
4) Resources to Alumni (continued)

d. Ensure group managed social media presence.
   - Participate in The Volunteer Voice, UT’s social media ambassador program.
   - Usage of social media should be analyzed by marketing/communications chair
     and/or the UT Knoxville Alumni Associate Director of Communications to
determine which networks will be most effective for the target population.

e. Send your Chapter Director the attendance total and, when applicable, a list of the
   attendees within two weeks of the event.

5) Advocate on behalf of the University

a. Distribute University provided materials at Chapter events.
   - Examples include: Journey to the Top 25 materials (Join the Journey brochures),
     Admissions information, Big Orange Give information, etc.

b. Follow and share University social media on your Chapter’s social media pages.
   - This should include UT Knoxville Alumni, Departments, Administration, and
     Athletics.

6) Other Obligations

a. If applicable, maintain a balanced budget in your Chapter’s account and submit
   financial information annually (by December 31) to your Chapter Director.

b. Each UT Knoxville Alumni Chapter must have a signed Charter on file with the UT
   Alumni Association or UT Knoxville Alumni Office.

c. Communicate at least monthly with Chapter Director.

d. (Outstanding) Share updated board list (including all pertinent contact information)
   with Chapter Director quarterly.
Alumni Chapter Services to UT Knoxville

As alumni leaders, we have dedicated ourselves to uplifting the University of Tennessee, Knoxville. These “Services to Tennessee” provide a set of guidelines that support the UT Knoxville Alumni Program’s mission and six strategic directions.

**Be Proud. Be Involved. Be Invested.**

**University Programming** - Programming which is presented by a university designated speaker and/or a local notable or accomplished alumnus/a. Speakers must be coordinated through the UT Knoxville Alumni Office.
- Lifelong learning/continuing education programs with UT Knoxville faculty or administrators
- Presentations by notable or accomplished alumni
- Campus tours/Voluntours

*How does this area advance the university?* Enhance UT’s Reputation, Increased Alumni Engagement, Data Integrity, Increase the number of Alumni Donors, Enhance Donor/Volunteer Stewardship

**Student Engagement** – Participation in events designed to help in the recruitment of future students or in support of current students.
- Staff a local admission/recruiting event
- Work with your admissions representative to host an event with new students
- Invite scholarship recipient to events

*How does this area advance the university?* Enhance UT’s Reputation, Increased Alumni Engagement, Strengthen Student Engagement, Data Integrity, Increase the number of Alumni Donors, Enhance Donor/Volunteer Stewardship

**Athletics** – Any event which focuses on Tennessee Athletics.
- TV Viewing Parties
- Big Orange Caravan
- Assistance with Big Orange Tailgate Tour when held in the chapter area.

*How does this area advance the university?* Enhance UT’s Reputation, Increased Alumni Engagement, Data Integrity

**Social/Networking** – Any opportunity provided by the chapter which provides alumni with the opportunity to meet and develop personal and professional ties to their community.
- Social/networking event
- Local sporting/community event
- Partner with the UTAA Network when available to host a networking/career services event.

*How does this area advance the university?* Enhance UT’s Reputation, Increased Alumni Engagement, Data Integrity
Community Service – Organizing a hands-on volunteer opportunity within your community. These events should not be tied to a monetary contribution to the community organization.
  • Habitat for Humanity build
  • Assist with Young Alumni Day of Service
  • Participating in a local day of service
  **How does this area advance the university?** *Enhance UT’s Reputation, Increased Alumni Engagement, Data Integrity*

Special Interest/Diversity – Hosting an event that highlights the diversity within your city, and/or broadens the appeal of your chapter.
  • Co-host an event with a UT special interest/diversity group (Young Alumni, Black Alumni, etc)
  • Host a learning dinner at a local restaurant (Healthy cooking class)
  **How does this area advance the university?** *Enhance UT’s Reputation, Increased Alumni Engagement, Data Integrity, Enhance Donor/Volunteer Stewardship*

Philanthropic – Work with the Director of Alumni Student Recruitment and Scholarships to determine specific philanthropic needs.
  • Promote philanthropy within your chapter area
  • Contribute to UT Knoxville every year, and encourage 100% giving participation on your Chapter Board
  • Support and promote UT Knoxville’s annual giving efforts, including Big Orange Give, VOLstarter projects, and college-based initiatives
  **How does this area advance the university?** *Enhance UT’s Reputation, Increased Alumni Engagement, Data Integrity, Increase the number of Alumni Donors, Enhance Donor/Volunteer Stewardship*