



CHAPTER AWARDS CRITERIA

Based on calendar year, chapters must electronically submit an end-of-year report (link will be provided by your chapter staff liaison) to be considered for an award. By achieving an award, a chapter is positively impacting its community, and the awards recognize the chapter's hard work.

ACCOMPLISHED AWARD

- Each chapter leader positively represents UT. See Code of Conduct for questions.
- Communicate at least monthly with your chapter's staff liaison.
- Serve as the UT Knoxville contact for your area by responding to Inquiries from alumni, fans, staff, and students.
- Annually elect expanded officers with term limits and a succession plan.
- Hold a minimum of four different alumni activities per calendar year.
 - *Choose at least four:* University Programming, Student Engagements, Athletics, Social/Networking, Community Service, Multicultural/Affinity, and Philanthropic. (See below for more detailed explanation of each category.)
 - *Note:* Vol Watch Parties count as one activity toward Athletics.
- Assign a Welcome Committee for each event to greet guests and answer questions.
- Share Be Proud. Be Involved. Be Invested. messaging and campus news at each event.
- Send your chapter's staff liaison an event summary and attendance for all events.
- Create and maintain a chapter social media account and expand your online presence.
- Follow and share university social media posts on your chapter's social media pages.
- Promote university philanthropic initiatives such as Big Orange Give and the Alumni Scholarship Challenge by:
 - Sharing information on your chapter's social media accounts.
 - Giving the Be Proud. Be Involved. Be Invested speech, promoting the initiative, and instructing alumni/friends on how to give at events leading up to the philanthropic initiative.
 - Making personal asks to contacts via email, phone call, text, social media, etc.

CHAPTERS HELP ENGAGE ALUMNI, FRIENDS AND STUDENTS IN ITS AREA BY:

1. Providing leadership and programming for its area
2. Promoting UT philanthropic initiatives and raising funds for chapter scholarships
3. Serving as a resource to alumni
4. Advocating on behalf of the university

THE OFFICE OF ALUMNI RELATIONS' MISSION:

To advance the university and enrich the lives of students by engaging alumni and friends.

OFFICIAL UT SOCIAL MEDIA UT Knoxville Alumni

-  facebook.com/tennalum
-  @tennalum
-  tennalum
-  University of Tennessee, Knoxville Alumni

UT Knoxville

-  facebook.com/UTKnoxville
-  @UTKnoxville
-  utknoxville
-  University of Tennessee
-  University of Tennessee, Knoxville

OUTSTANDING AWARD

Chapters must achieve all points listed under Accomplished Award plus the following:

- Share an updated board list with your chapter's staff liaison quarterly.
- Elect a Philanthropy Chair who will focus on fundraising for chapter scholarships/endowments. This person may serve as multiple roles.
- Provide a year-at-a-glance timeline of major events to your chapter's staff liaison at the beginning of the year.
- Achieve 100% Chapter Board Giving.
- Fully fund at least one \$500 chapter scholarship and/or contribute \$5,000 toward your chapter endowment annually.
- Send a chapter board member to the spring leadership conference, Volunteer Leadership Weekend. Chapters can use operating funds toward travel expenses if necessary. If there are extenuating circumstances that keep your chapter from sending a representative, contact your chapter's staff liaison.
- Participate in at least one of the following student recruitment campaigns: Write-A-Vol, Welcome-a-Vol, attend a college fair, host a summer send off, attend an Admissions event, or recommend a Future Vol.
- Provide a list of attendees within two weeks of an event where registration was collected (i.e. Eventbrite).
- Maintain UT's brand integrity by using the updated chapter logos provided in the toolkit for social media accounts and other materials/merchandise.

SPOTLIGHT AWARDS

100% Giving—Chapters that achieve 100% board giving in a calendar year.

Best Event—A chapter that was resourceful and creative in planning a well-attended event with an engaged audience.

Best Use of Social Media—A chapter that effectively and frequently posted positive chapter and university content on its social media pages.

Most Collaborative—A chapter that has partnered with departments on campus (i.e. Admissions), within their community (i.e. community events), or with other chapters for events or fundraising initiatives.

Most Philanthropic—A chapter that successfully raised funds for its chapter scholarship creatively and efficiently through an event or other fundraising initiative.

Rising Star—A newly formed or reinvigorated chapter that has made outstanding strides to engage alumni, friends, and student in their area.

Student Engager of the Year—A chapter that has gone above and beyond to engage students in its area.

