



CHAPTER AWARDS CRITERIA

Based on fiscal 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.
- Provide welcome remarks to attendees, share points of pride, and/or give a brief campus update.
- 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 by:
 - Sharing information on your chapter's social media accounts.
 - 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](https://twitter.com/@tennalum)
-  [tennalum](https://www.instagram.com/tennalum)
-  [University of Tennessee, Knoxville Alumni](https://www.youtube.com/University of Tennessee, Knoxville Alumni)

UT Knoxville

-  facebook.com/UTKnoxville
-  [@UTKnoxville](https://twitter.com/@UTKnoxville)
-  [utknoxville](https://www.instagram.com/utknoxville)
-  [University of Tennessee](https://www.linkedin.com/University of Tennessee)
-  [University of Tennessee](https://www.youtube.com/University of Tennessee)

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.
- 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.
- Raise a minimum of \$5,000 towards your chapter endowment, annually. Chapters that raise at least \$5,000 in one year will be matched 10% of the total amount each year. The maximum match is limited to \$1,000 per chapter, annually.
- Send a chapter board member to the fall leadership conference, Chapter Leaders Workshop. 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: Welcome-a-Vol, 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 externally.
- 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.

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

Volunteer of the Year

