



ALUMNI ASSOCIATION

UWG Alumni Association Chapter and Network Leaders Guide



UNIVERSITY OF WEST GEORGIA

Becoming UWG

Strategic Plan Alignment

Chapter and Network leaders should be aware of and align their activities with UWG's current strategic plan. This focuses on evolving to be more relevant to student needs, enhancing competitiveness, and fostering a holistic "sense of place." For more information and to view the full strategic plan, please visit [Becoming UWG](#).

Watch the Video: Pillars of UWG's Strategic Vision:
<https://youtu.be/cBbGr2M7rPY>

UWG Alumni Association

Purpose and Membership

The UWG Alumni Association connects alumni with the university community to enhance engagement and support for UWG. All former students not currently enrolled as undergraduates are members. Chapters and Networks of the UWG Alumni Association help to foster connections among alumni with shared interests and are open to all alumni and friends of UWG.

To learn more about our mission, vision, and membership, please visit [UWG Alumni Association](#).

Chapters and Networks Overview

No matter where life takes you after graduation, UWG Alumni Association Chapters and Networks offer opportunities to stay involved with the university and connect with fellow alumni. Both chapters and networks support UWG by engaging students and alumni, encouraging philanthropic giving, and promoting academic excellence and tradition. They provide numerous opportunities to network, socialize, and cheer on the Wolves with other UWG alumni and friends. All chapters and networks are non-dues based.

Chapters

A **UWG Alumni Association Chapter** represents alumni in a geographic area with a formal structure, bringing together UWG graduates in communities around the world.

Networks

A **UWG Alumni Association Network** represents alumni with shared interests, providing connection points for affinity groups to stay connected with each other and the university.

Application Checklist

The following list includes items that are recommended when starting a new chapter or network.

At least 2 chapter/network leaders
At least 10 members (assistance available from the Office of Alumni and Constituent Engagement)
Chapter/Network Leadership sign MOU
Quarterly Plan of Events/Meetings/Philanthropy
Representation at Annual Chapter/Network Summit
Positively Enhance UWG Alumni Association
Adherence to guidelines presented in the Guidebook at the Chapter/Network Summit

Operating Guidelines and Principles

University of West Georgia Chapters and Networks are a component of the University of West Georgia Alumni Association. The Office of Alumni and Constituent Engagement must be aware of and approve any activities or initiatives.

All University of West Georgia Chapters and Networks must follow the following principles:

- Submit all fundraising events/ initiatives to the Office of Alumni and Constituent Engagement for pre-approval.
- Agree to protect alumni contact information as confidential and sign the University Advancement confidentiality agreement annually.
- Adhere to the [University's brand guide](#) regarding using the University of West Georgia name and logos.
- Use the Office of Alumni and Constituent Engagement as the primary point of contact for all other campus units regarding requests by a Chapter or Network for services.
- Remain neutral on all political and religious issues inside and outside the University of West Georgia community. The chapter or network activity must remain neutral to retain its 501(c)(3) status, but individuals are welcome to continue in their pursuits personally.
- Refrain from discrimination of any kind.
- Remain an independent organization.
- Chapters or Networks may not become an entity of any non-University of West Georgia organization.
- Chapters and Networks are governed primarily by alumni with oversight from the Office of Alumni & Constituent Engagement.
- Share any updated alumni contact information collected with the Office of Alumni and Constituent Engagement.
- Follow and comply with UWG social media policy.
- Coordinate with the Office of Alumni and Constituent Engagement before collecting any donations of items, goods, or funds.

The University of West Georgia Alumni Association reserves the right to determine the degree of adherence of the Chapter or Network to these Operating Principles.

NCAA Compliance

All alumni volunteers must uphold NCAA rules at events. For questions about NCAA rules, please contact the Office of Alumni and Constituent Engagement for guidance and assistance.

Leadership Team

A successful Chapter or Network relies on active leaders to stay engaged and energized.

- Leaders should be UWG alumni and annual donors.
- Leaders serve two-year renewable terms.
- Leaders must attend the annual Chapter/Network Summit.
- Leaders must sign the Memorandum of Understanding.

When seeking new leaders, identify highly engaged alumni at events as potential future leaders. If a leader steps down, consider reaching out to these individuals for replacement.

Leadership Position Descriptions

Chapters and Networks are suggested to have at least two leaders. **Positions may include Chair, Vice Chair, and Communications Coordinator, or similar titles.** Leaders may assume additional responsibilities if serving on a smaller team. Leadership structures must be submitted to and approved by the Office of Alumni and Constituent Engagement.

Examples of duties for each leadership position include:

- **Chair**
 - Oversee all Chapter/Network-sponsored meetings and activities
 - Act as a liaison with the Office of Alumni and Constituent Engagement with consistent communication.
 - Coordinate, promote, and attend network events and activities (or designate someone in their absence).
- **Vice Chair (or Co-Chair)**
 - Serve as chair-elect, assisting and learning all positions for future leadership roles.
 - Focus on networking and social events to promote membership growth.
- **Communications Coordinator**
 - Oversee communications including event promotions, social media groups, community outreach, etc.

Chapter/Network Leader Transition

When transitioning leadership, follow these steps to ensure consistent engagement and a positive member experience:

- **Open Positions:**
 - Notify the leadership team and begin seeking a replacement.
 - Outgoing leaders should inform the Office of Alumni & Constituent Engagement and the Chapter or Network of their departure.
 - The leadership team should review applications and select a new candidate to present to the Office of Alumni and Constituent Engagement for approval.
 - The Office of Alumni and Constituent Engagement will confirm the selection of the new leader.
 - The Office of Alumni and Constituent Engagement will select a new leader if no candidate is found.

Memorandum of Understanding

The **Memorandum of Understanding** outlines the expectations for Chapter or Network leaders, including:

- Upholding the UWG Alumni Association Mission.
- Preserving the UWG and Alumni Association brand.
- Fulfilling Chapter or Network responsibilities to the best of your ability.
- Using alumni data properly and confidentially.
- Assisting in the transition to the next leadership.

Before starting a leadership position, the **Memorandum of Understanding** must be signed and submitted to the Office of Alumni and Constituent Engagement.

Events Categories and Ideas

Chapters and Networks are encouraged to plan diverse events to engage alumni with varied interests. These events may coincide with Alumni and Constituent Engagement signature events or other existing events.

Alumni Connection

- Alumni Mixer: Social event with appetizers and beverages.
- Ticketed Sporting Events: Outings to sports games, supporting UWG teams.
- Watch Parties: Gatherings at local restaurants, sports bars, or homes to watch televised UWG games.
- Activities: Bowling nights, wine tastings, etc.
- Participate in Local Events: Attend local community events as a group.
- **Join UWG Events: Participate in existing UWG events together, such as Homecoming in the fall and Alumni Weekend in the spring.**

Academic Interest

- Educational Speaker: Faculty, staff, or alumni speak to educate attendees.
- Tours: Visit museums or historical sites.
- Book Club: Read and discuss selected books.

Professional Development and Networking

- After Hours/Alumni Networking Mixer: Evening networking events.
- Breakfast Club: Morning networking over coffee and breakfast.

Student-Focused*

- Freshman Send-Offs: Events to wish first-year students well before they move in
- Admissions Recruiting and High School Visits: Market UWG to prospective students.
- On-Campus Collaboration: Connect with students during campus events and student organizations.

*These activities should be done in conjunction with appropriate UWG departments and must be approved by the Office of Alumni & Constituent Engagement.

Outreach*

- Volunteer: Participate in river cleanups, soup kitchens, or clothing banks.
- Host a Drive: Collect coats, canned goods, or school supplies.

*Coordinate with the Office of Alumni and Constituent Engagement before collecting any donations of items, goods, or funds.

Fundraising

- Donation Option: Add a donation option to online event registrations.
- Partial Donation with Registration Fees: Charge a fee that includes a donation.
- Peer-to-Peer Solicitation: Support the UWG Foundation.

Alcohol Policy

The Office of Alumni and Constituent Engagement acknowledges that alcoholic beverages may be served at Chapter or Network events on occasion - either on campus, at a business, and/or at a private residence. Such service is subject to the following policy:

- Alcoholic beverages may only be served:
 - In a manner consistent with all local, state, and federal laws and regulations.
 - By a hired, qualified third-party alcohol server, particularly when served on campus (excluding football tailgates).
 - It is suggested that the event includes food service and nonalcoholic beverage service.
- Alcoholic beverages may not be served:
 - In a manner promoting the service of alcoholic beverages as "free" or "without cost," or in a "self-service" style, or by any other uncontrolled means, particularly when served on campus
 - At programs designed to attract current or prospective students who may be under 21 years old.
 - To minors or anyone who is visibly intoxicated.

Support for Volunteer-Hosted Events

SUPPORT TYPE	OFFICE OF ALUMNI AND CONSTITUENT ENGAGEMENT ACTIONS
Email Invite for Event	Sent from official UWG Alumni Association channels to applicable alumni contacts in the event area
Area Alumni Phone List	A list can be provided and must be kept confidential and used solely for event outreach
Social Media Support	Promotion on the Alumni and Constituent Engagement channels and the official Chapter/Network Facebook Group
Swag/Forever West Themed Giveaways	Provided, as appropriate
Event Registration and Alumni Event Calendar Listing on Alumni Website	Portal for RSVPs, bi-weekly RSVP reports, listing on website, and University calendar
Staff Attendance	Dependent on availability, event size, and strategy
Graphics and Design Support	Provided, as appropriate
Funding	Support for up to (2) signature events per fiscal year with approved event proposals
Bartenders/Beverages	May be provided, as appropriate and compliant with the Alcohol Policy and available funding
Fundraising Support	Provided, as appropriate and dependent on availability and strategy
Football Tailgating	Tailgate space fee waived for chapter/network tailgate reservations

Event Planning Guide and Timeline

The following timelines are recommended and subject to change based on specific event needs and sizes:

Annual Chapter and Network Summit:

- Chapter/Network leaders will attend the annual brainstorming and collaboration session to discuss event ideas for the upcoming year.

Monthly or Quarterly Meetings:

- Meet with the Chapter/Network leadership team to brainstorm event ideas.
- Consider how events will connect alumni and UWG.
- Determine if the event will require funding and consider possible sources.

2-6 Months Before the Event:

- Submit the Event Request Form on the UWG Chapter and Network Website.
- Contact venues and vendors.
- Determine if a registration fee is necessary and decide on the amount.
- Identify other funds needed for refreshments, activity fees, etc.
- Allow time for drafting contracts and sending them to the Office of Alumni and Constituent Engagement for signing.
- Allow sufficient time for the Office of Alumni and Constituent Engagement to review and share event details within our standard email communication schedule, which includes sending event emails one month ahead, two weeks ahead, and the day before the event.

At the Event:

- Chapter/Network leaders should serve as hosts.
- Have new attendees update their contact information.
- Take photos for social media posts.
- Alumni staff may be present as appropriate.

After the Event:

- Send a follow-up email to attendees, thanking them for their involvement.
- Thank other leaders or committee members who helped with the event.
- Share event photos on social media and with the Office of Alumni and Constituent Engagement staff.
- Fill out the Event Debrief Form—This data helps us update records, analyze event attendance for affinity and trends, and provide better engagement lists for future events.

Social Media Policy

Social media plays a vital role in the success of Chapters and Networks. If an existing Facebook group, Instagram account, or any other social media outlet does not already exist, the Office of Alumni and Constituent Engagement will initiate and serve as administrators. However, if a page already exists, the Office of Alumni and Constituent Engagement staff must have administrative access in addition to network leaders.

Dishonorable content, such as racial, ethnic, sexual, religious, and physical disability slurs, will not be tolerated. All exchanges on the Facebook group, Instagram page, or any other social media outlet should be respectful and uphold the reputation of the University of West Georgia. Please include all social media boosting plans in the event planning form.

Contracts and University Signatures

All contracts must be sent to the Office of Alumni and Constituent Engagement to be signed. This process ensures that chapter and network leaders are not personally liable for the contract. ***Under no circumstances should any Chapter or Network leader execute a contract on behalf of the University of West Georgia, the Office of Alumni and Constituent Engagement, the UWG Alumni Association, the UWG Foundation, the UWG Athletic Foundation, or any affiliated department or entity. If a signature is required for any reason or agreement, please send the document to your contact within the Office of Alumni and Constituent Engagement.***

Door Prizes

Chapters and Networks have the option to offer free door prizes at network events. Door prizes can be requested through the Event Request Form. However, **Chapters and Networks are not permitted to conduct raffles or other "games of risk or chance" at the event unless registered with the local sheriff's office or relevant community officials.** The Office of Alumni and Constituent Engagement will act as a liaison between other schools, colleges, departments, and units for prizes when necessary.

Money

Chapters and Networks are prohibited from maintaining private banking accounts. Cash can only be accepted at events if a member of the Alumni and Constituent Engagement staff is present, or a QR code can be provided for guests to pay online.

Official Chapters and Networks will be provided with a UWG Foundation account to collect funds if they meet the requirements. These accounts are managed by the Office of Alumni and Constituent Engagement.

Chapter and Network leaders are responsible for covering expenses and submitting reimbursement forms when necessary, using official UWG Foundation forms. A staff member in the Office of Alumni and Constituent Engagement may be able to use a Foundation Credit Card for certain expenses when reimbursement is not possible. All expenses, whether using reimbursement or a foundation credit card, must be approved by the Office of Alumni and Constituent Engagement before a purchase is made, and funds must be available in the chapter/network Foundation account. Sponsorship opportunities should be submitted in advance to the Office of Alumni and Constituent Engagement for approval.

Forms:

[Payment/Reimbursement Form](#)

[Vendor Profile Form](#)

[Gift-in-Kind Form](#)

[EFT Authorization Form](#)

[Confidentiality Form](#)

[Event Request Form](#)

[Post-Event Summary Form](#)

<https://www.westga.edu/alumni/chapter-network-leaders.php>

Event Request Form

Chapters and Networks are required to submit an Event Request Form for ALL events. It is recommended that the form be submitted at least two months before the event. Events involving vendors, speakers, alcohol, or ticketing components must be noted on the request form. The Event Request Forms can be found on the [Alumni Association webpage](#).

- **Once submitted and approved:**
 - Email invites will be sent out to your chapter/network via the official UWG Alumni Email
 - Engagement emails and social media channels will be utilized, and the event will be included on the UWG Alumni Association online events calendar
- **The Event Request Form requires all relevant event details, including:**
 - Date, Time, Location, Description, and category of the event
 - Registration details
 - Opportunity to request event supplies
 - Contact information for the event planner

The Event Request Form must be approved before planning the event.

Proper Use of University Logos/Identifiers

Alumni Association Logos:

The University of West Georgia Alumni Association has an identifier that should be used for all network events, social media presence, and communication. The Office of Alumni and Constituent Engagement will provide this logo as needed. Networks must obtain clearance from the Office of Alumni and Constituent Engagement before using the identifiers. The Forever West logo is reserved for use by Alumni and Constituent Engagement.

Official University Logos:

The logos of the University of West Georgia (academic and athletic) are trademarked and licensed. Alumni chapters and networks require prior permission from the Office of Alumni and Constituent Engagement, in collaboration with University Communications and Marketing, to use these logos on their pages or printed materials.

Protect the Trademark:

Refer to UWG Procedure Number 5.6 - Brand Identity Policy for guidelines on logo usage. Institutional logos and identifiers must not be shared with external parties without an approved licensing agreement and/or approval by University Communications and Marketing (UCM).

For more information, please consult the [UWG Brand Identity Policy](#).

We Are Here to Help You Succeed

The Office of Alumni and Constituent Engagement and Chapter/Network leaders should maintain communication before an event, based on the approved date and time proposed. While our staff handles multiple events concurrently, we aim to accommodate last-minute requests as workload permits, prioritizing guest experience and the overall strategy to foster a sense of belonging and connectedness to UWG. **Don't hesitate to reach out, ask questions, or seek advice. Our office is available to meet with your group quarterly to provide support and guidance.**

Alumni and Constituent Engagement

Reach Out to Us:

Mailing Address:

Office of Alumni and Constituent Engagement
1601 Maple Street
Carrollton, GA, 30118

Phone: 678-839-6582

Email: alumni@westga.edu

Office of Alumni and Constituent Engagement Staff

Amanda Moore

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Volunteer Code of Ethics

The University of West Georgia expects all volunteers to understand that they represent the University in their role. As a leader in your Chapter or Network, you are expected to uphold the reputation, integrity, and mission of the University of West Georgia.

As a Chapter or Network Volunteer, I will:

- Represent the University of West Georgia with professionalism, dignity, and pride, conducting myself with courtesy and appropriate behavior.
- Foster a sense of belonging and connectedness among alumni and friends.
- Celebrate and strengthen the sense of tradition.
- Display respect and courtesy for all individuals and property.
- Keep personal opinions and actions separate from those made as a representative of the University and the Alumni Association.
- Use information and contact details for alumni and friends appropriately, refraining from soliciting or marketing personal products or services.
- Follow through and complete accepted tasks on behalf of the Chapter or Network.
- Seek training for my volunteer role through meetings, self-study, or other opportunities.
- Keep staff informed of progress, concerns, and problems within the programs in which I participate.
- Ensure that all my actions, including responsible alcohol consumption at University of West Georgia Alumni Association-sponsored events, align with the guidelines and policies of the University of West Georgia Alumni Association to maintain the effectiveness of the Chapter or Network.

As a volunteer, I will not:

- Be under the influence of illegal drugs at Chapter or Network and/or University of West Georgia Alumni Association-sponsored events.
- Use vulgar or inappropriate language while representing the University.
- Hold events at venues that do not uphold the integrity of the University or the Alumni Association.
- Post inappropriate pictures and/or comments on UWG Alumni Association-affiliated websites, emails, or online social networks.
- Discriminate based on race, color, national origin, religion, sex, pregnancy, marital status, sexual orientation, gender identity, age, physical or mental disability, or covered veteran status.

The University of West Georgia Alumni Association Memorandum of Understanding

Chapter or Network Name: _____

The Network leader named below hereby applies for official recognition by the West Georgia Alumni Association.

I, _____, a UWG Alumni Association Chapter or Network leader, agree to:

- Be aligned with the UWG Alumni Association's mission and vision statements.
- Fulfill the expectations of a Chapter/Network to the best of my ability.
- Provide programming for diverse interests and age groups.
- Preserve the brand of the University of West Georgia and the Alumni Association in all communications.
- Use alumni data appropriately and submit a UWG Foundation confidentiality agreement.
- Assist in the transition of the next chapter/network leadership.
- Treat fellow volunteers and staff with respect and honor at all times.
- Spread goodwill in my actions.
- Foster positive relationships with my community as a representation of the University of West Georgia Alumni Association.

I have read the guide in full, and I agree to follow the regulations and expectations described within. I recognize that the University of West Georgia Alumni Association may replace any volunteer at any time if necessary to best serve the mission and vision statements listed above.

Signature:

Printed Name:

Email:

Phone Number:

Graduation Year:

Date: