

AADC Regional Connection Groups Standard Guidelines as of June 2017

Objectives

AADC Regional Connection Groups are regional alumnae networking groups. They are required to follow standard guidelines put forth by the AADC, have strong volunteer leaders, and a group of alumnae who are interested in reaching out to other alumnae for occasional gatherings and events. One of the main goals of a connection group is simply to create opportunities for alumnae to connect.

Chair Expectations

- Every Connections group is required to have a Chair (or two co-chairs).
- Sign an AADC Confidentially Agreement and receive a list of area alumnae.
- Plan and organize occasional gatherings and events for their area. (The number of gathering or events is determined by the Chair based on the interest of her area alumnae, but two per year is recommended to maintain and increase interest.)
- Recruit additional alumnae to join a Planning Committee charged with planning and organizing gatherings and events, and to assist with outreach to sister alumnae for attendance.
- Communicate gathering and event plans to an assigned AADC staff liaison and report back to the liaison after each gathering with attendance and pictures.
- Assure that all activities are consistent with the mission of the Associate Alumnae of Douglass College and welcoming to all area alumnae. (For example, a gathering at a private club that has discriminatory policies, or for a religious service is not allowed.) While it is expected that area alumnae will network at events, soliciting for business or charitable donations is not allowed at gatherings. (So a Mary Kay cosmetics party would not be allowed as a gathering).
- Participate in quarterly conference calls with Chairs of other Connection groups, where AADC updates will be given, issues and best practices will be discussed.
- Send updates on contact information of area alumnae (bad phone numbers or e-mail addresses) to their assigned AADC staff liaison.
- Send lists of event attendees to the assigned AADC staff liaison after each event.
- Serve as an ambassador of and for the AADC.

Planning Committee Expectations

- Ideally, the Planning Committee should consist of five to seven alumnae.
- Sign an AADC Confidentially Agreement and receive a list of area alumnae.
- All committee members, including the Chair (or Co-Chairs) are responsible for the planning and organizing of occasional gatherings and events for their area.

- Reach out to area sister alumnae for attendance at gatherings and events.
- All committee members are to attend all gatherings and events, helping Chair where needed.
- Designated member of the Planning Committee should record and disseminate minutes from the meetings of said committee.
- Serve as an ambassador of and for the AADC.

AADC Expectations

- Forward an address list of area alumnae and update the information twice a year.
- Assist in promoting gatherings through targeted e-mail blasts to area alumnae, e-news, website calendar, and social media (Facebook, Twitter, etc.)
- Forward nametags, information update sheets, and any pertinent AADC materials to the Chair in advance of each gathering.
- Share tips and best practices with Chairs.
- Receive post-event information from the Chair and disseminate it as needed, e.g. forward items for class notes to the Communications Department, making address and business updates to the alumnae database, or forwarding information requests from event attendees to the appropriate AADC staff member.
- AADC staff attending event as scheduling permits.
- Provide current and consistent communication about initiatives at the AADC to share with your Connection group.
- Plan and execute quarterly conference calls for Chairs to hear about AADC updates and what is going on with other groups and chairs.
- May possibly assist Chair in securing committee members.

General Member Expectations

- No e-mail list serve. Everyone in area gets messages, provided we have a valid e-mail address for them.
- E-mail list serve may be a possibility in some areas, if members consent to sharing their contact information with other area alumnae.
- Continue to reach out to alumnae peers in respective area, attend gatherings and events, and consider joining the Planning Committee.
- Serve as an ambassador of and for the AADC.

Event Planning

- There should be a minimum of one phone call meeting for event planning. Other follow-up may done via e-mail or phone.
- Chair will work with the AADC liaison to set up event dates and times.
- Chair is responsible for the event timeline, with assistance from the AADC liaison. The Chair may also delegate assignments to committee members for these events.
- AADC liaison assists with selection of event dates, reviews event proposals, answers questions about planning, promotes event through social media/e-mail.
- Chair attends and runs the event, serves as its point person; may be assisted by committee members.
- Chair keeps a list of event attendees and forwards to AADC after each event.
- There should be a post-mortem phone call with the AADC liaison to discuss event.

Event Proposal Submissions

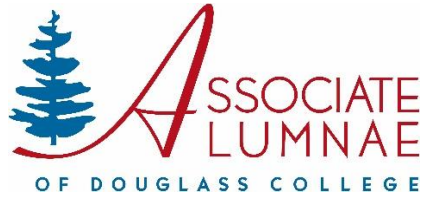
- All events must be approved by the AADC in advance
- Proposals should be submitted 12 weeks prior to event
- Time to review and agree, or make changes and resubmit
- Will continuously accept proposals at this current juncture
- Eventually move to quarterly submission deadlines
- Chair must always put forth proposals; may be done in conjunction with committee member(s).
- Proposals will be reviewed by the AADC Staff Liaison to the AADC Regional Connection Groups, the Director of Alumnae Relations, and the Executive Director.

Event Communications

- AADC Responsibility:
 - Social media
 - General announcements
 - Week of reminders/registration deadline approaching
 - Build event registration
 - E-mails via Constant Contact
 - General announcements
 - Week of reminders/registration deadline approaching
- Planning Committee:
 - Members to conduct personal outreach via phone, e-mail and social media

Event Funding

- AADC Regional Connection Groups do not collect dues.
- Events should be either self-supporting/break even or alumnae pay their own way. This must be the plan for every event proposal put forth.
- Expenses may be available to offset cost of AADC staff travel to visit with select regional groups.
- Typical events would involve attendees paying for themselves; no member should be collecting funds for the group or for an event.
- AADC staff liaison may assist groups with securing spaces where the tax exempt status is beneficial to the overall cost of the event.
- Smaller scale events would be the norm, events requiring online registration would be the exception.
- No fundraising can be held without AADC approval.
- Alumnae should not purchase or secure anything with an expectation of be reimbursed unless approval was granted by the Executive Director.



AADC Regional Connection Groups Event Proposal

Today's Date _____

Group Information

AADC Regional Connection Group & Chair Name _____

Other Committee Members _____

Event Information

Event Title & Date _____

Event Location & Description _____

Proposed Start & End Times _____

Event Purpose (select as many as apply):

Community Impact

Lifelong Learning

Networking

Philanthropy for the AADC (must have the AADC's prior approval)

Will nametags be needed for this event?

Yes **No**

Additional detail :: Please describe or attach information for attire, parking, menus, etc.

Budget/Cost/Logistics Information

(Prior approval must be obtained. Please attach additional contracts, quotes/invoices, and information, if needed)

Suggested cost to alumnae _____

Suggested cost to guests _____

Room/venue/event capacity _____

Deadline To Register _____

ESTIMATED TOTAL COST OF EVENT _____

Other Issues _____
