

Sam Houston State University Alumni Association

# *Club Leader Handbook*

*Name of Club*

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*Connecting Alumni. Serving SHSU*

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*Special thanks to the University of Texas at Austin, Texas Tech University, Ohio State University, Stephen F. Austin University, and the University of Houston on whose own alumni club handbooks this publication is modeled.*

*Letter from the Director*

Dear SHSU Friends,

Thank you for your interest in the Sam Houston State University Alumni Association club program.

Our 12<sup>th</sup> President, James F. Gaertner, '65 & '70, remarked that the future of our university is an awesome responsibility that is larger than the capacity of any one individual to fulfill. It requires the attention, engagement, and support of all those who know and believe in Sam Houston State University.

Today the enrollment of SHSU is more than 16,300, and they are the most academically qualified students in our history. Our challenge is to sustain progress without losing our rich tradition as a special place that cares deeply about and nurtures the dreams and aspirations of our students.

The Alumni Association is committed to serving the interests of alumni, students and friends of the university by supporting the heritage and future of our institution by pursuing the development of regional clubs to strengthen the relationships among alumni and the university.

Wherever you live now, and whatever fond memories you recall of Sam Houston State University, I encourage you to become an active participant in our Alumni Association.

Connecting Alumni. Serving SHSU.

Warmest Regards,

A handwritten signature in black ink that reads "Charlie Vienne". The signature is written in a cursive, flowing style.

Charlie Vienne  
Director of Alumni Relations

## **Mission Statement**

**The Sam Houston State University  
Alumni Association serves the  
interests of alumni, students, and  
friends of the university by  
promoting and supporting the  
heritage and future of the  
university.**

*Connecting Alumni. Serving SHSU.*

## **A Members Contribution**

*Members are the lifeblood of the alumni Association here at Sam Houston State University. They provide leadership on University committees, work on fundraising drives to benefit a variety of alumni-related programs, pass on Bearkat traditions and pride, serve on college advisory boards, and volunteer their time and professional expertise.*

*Others host tailgate parties and receptions, help with homecoming activities, and provide scholarships for students. What's more, members are making a real difference for SHSU by advancing the educational opportunities and resources available for all students.*

*Currently the Alumni Association serves more than 80,000 graduates and former students who have attended or earned credit here at SHSU. These individuals share common history: All are members of the alumni family whose home place will be here for generations to come. And the Alumni Association is the tie that binds them together.*

*Active membership in the Alumni Association is more than just a state of mind. It is a powerful tool for action and a vehicle for connecting people with one another. And maintaining its current membership and attracting vital new members are essential to its continued well being and development. How can you help it grow?*

*Survey your friends, family members, former classmates and business associates. Tell them about the rewards and opportunities of membership and invite them to join. For as little as \$35 a year, an individual can become an active member of the Alumni Association.*

**2008 ALUMNI ASSOCIATION BOARD OF DIRECTORS**  
(Term begins January 1, 2008 and ends December 31, 2008)

**Officers**

President	Mr. Walter H. Bennett, Jr
President-elect	Mr. John Hoyt
Vice President	Mr. Ed Owens
Secretary	Mrs. Barbara N. Bright
Treasurer	Mr. Jack Compton, Jr.
Past President	Col. John A. McManners

**College of Arts and Sciences**

Mr. George K. Buckow, Jr.  
Dr. F. Marie Hayden  
Mr. Scott McCarley  
Mr. Kirby Nash  
Mr. L.N. "Sonny" Sikes  
Mr. Brian VanDelist  
Mr. Don Ward

**College of Education**

Mr. Jack D. Kyle  
Dr. Susan S. Lenamon  
Ms. Dianne Mackenzie  
Mr. Dennis Reed

**College Business Administration**

Mr. Ronald H. Carroll  
Mr. Chester Crawford  
Mr. Charles Mallery  
Mr. Jerry McGinty II  
Mr. Ken Ross  
Mr. Alan L. Tinsley  
Mr. Robert "Bob" Wallace  
Mrs. Summer Sanford  
Mr. W. Marcus Stephenson

**College of Humanities & Social Sciences**

Ms. Marta Edwards  
Mrs. Sara L. Kelly  
Mr. Ron Koska  
Ms. Jill Bell Myatt  
Mrs. Linda Bowers Rushing  
Mr. Michael Sizemore  
Mrs. Mary Ellen Thornton

**College of Criminal Justice**

Mr. B. Allen Fletcher  
Ms. Gloria "Cutty" T. Gilbert  
Mr. Richard L. Ryzdeski

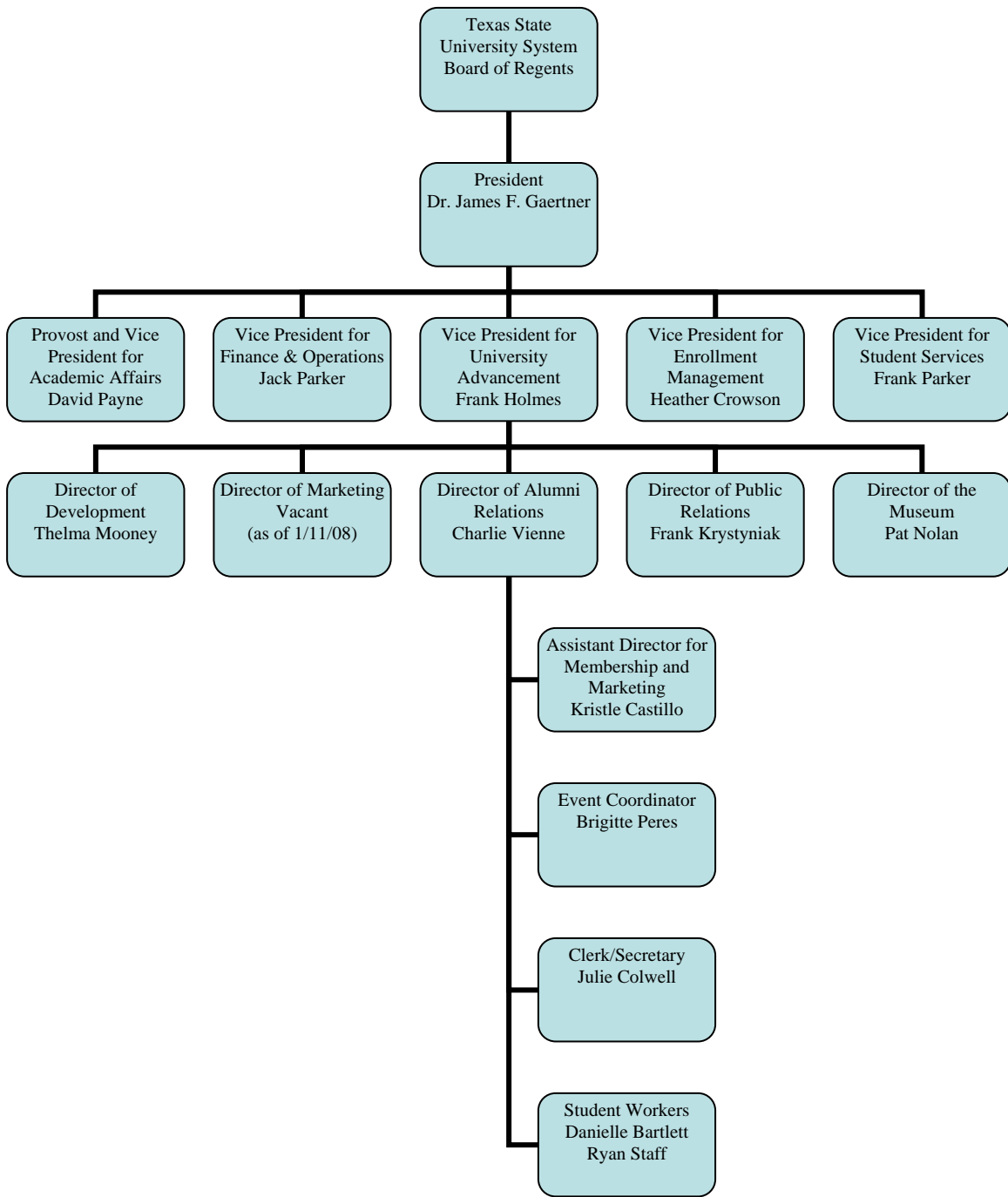
**Student Appointees**

Carol Lee Schwarzbach  
Angela Varner

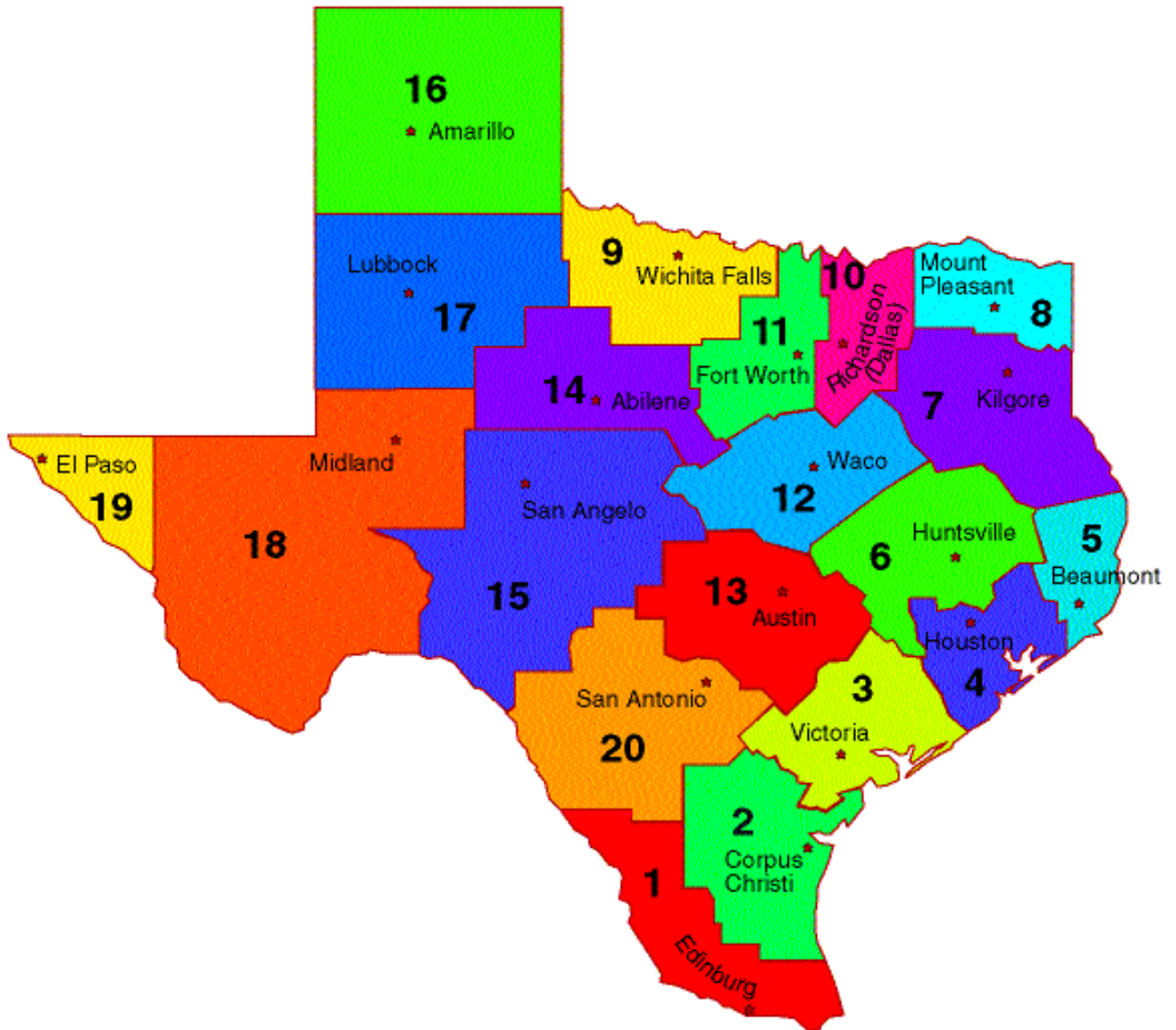
**Ex-Officio Members**

Frank Holmes  
Charlie Vienne

**Organizational Chart of Sam Houston State University – Office  
of University Advancement**



Map of the SHSU Alumni Organizations Texas Regions



### ***What is an Alumni Club?***

- Clubs are organized on a geographical basis in areas in which concentrations of alumni reside, usually 100 or more alumni.

### ***Purpose of Alumni Club***

- Provide networking opportunities for alumni
- Support the advancement of the university
- Engage alumni more fully with their alma mater
- Encourage participation of alumni in university events and special programs
- Sustain pride and traditions for alumni
- Develop leadership, membership, and support for the Alumni Association and the benefit of the university.
- Assist the university with projects and programs

A club is an excellent way to bring outstanding university programs to alumni in their area. In turn, the club provides the university with a unique opportunity to establish grass roots relationships with alumni.

The alumni club can be significant for Sam Houston State University through worthwhile projects such as:

- Recruiting students
- Alumni recognition programs
- Legislative advocacy
- Supporting the SHSU Annual Fund
- Assisting the Alumni Association in marketing membership and the university
- Development of alumni leadership
- Cultivating relationships with Sam Houston State students within the area and their parents

### ***Forming an Alumni Club***

Alumni clubs are organized on a city basis, including the surrounding areas. "Alumni" applies to both graduates and former students of Sam Houston State University. Parents of students as well as non-alumni, and friends, are welcome to participate. The following outline is suggested for starting an alumni club, or for revitalizing a formerly active club.

1. *How to Start*
  - A. Contact the Alumni Office at (936) 294-1841 for information
  - B. Plan an organizational meeting including at least six to ten alumni who want to be involved in a leadership role. A member of the alumni staff will attend the meeting to facilitate discussion and planning.

- C. The Alumni Office will provide leadership handbooks, a print-out of area alumni, and work with local alumni to develop a purpose for the club and an organizational plan.
- D. Work with the Alumni Office to arrange an organizational meeting to elect officers and board members, approve by-laws, and sign a charter petition.

2. *Organizational Committee Meeting*

- A. The committee should decide upon a time, date and place for an organizational meeting of the Alumni Club and notify alumni within that area.
- B. At the organizational meeting, leaders should be elected based on their ability to execute the necessary responsibilities for recruiting potential board members and scheduling and planning the club's first meetings and activities.
- C. The SHSU Alumni Relations Office will finance, prepare and mail announcements to all members living in the club area for the initial organizational meeting.
- D. A SHSU Alumni Relations Office staff person will be present to assist in the formation of the club.

3. *Annual Meeting/Event*

An annual meeting and/or event allows members to take part in the processes of governing the club. The meeting may attract members who have never before attended an event.

A program should be planned in conjunction with the annual meeting, to secure the interest of those alumni who might not otherwise find a "business meeting" attractive.

The meeting venue is significant in influencing attendance; Try to make arrangements at a private club, hotel, private restaurant room, or a member's home.

Contact the Alumni Relations Office ten (10) to twelve (12) weeks prior to the event to schedule it and to plan the program. Convey your plans – the who, what, where, when and why of the event – so that an announcement can be attractively prepared and mailed at the bulk postage rate. **The Alumni Office will not start preparations for a meeting or event with less than eight (8) weeks lead time.**

When the annual meeting date arrives, prepare an agenda that includes an overview of the past year's accomplishments, a report from the Alumni Relations Office, a program from the university and election of new leaders. A nominating committee must have prepared a slate of proposed leaders for the coming year prior to the meeting.

After the election, induct new officers with the official passing of the gavel to the new president. At the end of the evening, you will have presented an interesting and informative program and have your new board in place. In addition, you will have provided members with a reason for coming to the next event.

### ***Club Officers and Committee Chairs***

The following committee and officer positions are recommended for all clubs. A club may combine committee chairs with officer positions. Most clubs will have four or five officers and four or more board members. The election of officers should take place during the organizational meeting of the alumni club and yearly thereafter. The most common officer titles are: President, President-Elect/Vice-President, Secretary, and Treasurer. The most common committees are: Membership, Special Events, Publicity, Scholarship, and Student Recruiting. Each club may use the governance structure that works best for them, social or structured.

#### Basic Qualifications for Officers and Board Members:

1. Be graduates or former students (minimum of three hours) of Sam Houston State University;
2. Hold membership (annual or life) in the Alumni Association;
3. Possess a commitment to higher education and the university;
4. Have the capability to meet as necessary to plan, schedule, and implement programs;
5. Have the willingness and flexibility to participate fully on the board and in the group's functions; and
6. Possess the ability to involve other SHSU alumni in the activities and programs of the club or constituent association.
7. Alumni Club Presidents are ad hoc members reporting to the Alumni Association Board of Directors with no voting privileges.
8. Alumni Club Presidents are not eligible to serve on both the Club Executive Leadership and the Alumni Board of Directors at the same time.

## *Officers*

**President:** Preside at all meetings of the Club, become familiar with Alumni club resources, and attend necessary training workshops on campus. Serve as the liaison with the alumni office. Attend Alumni Association Board of Directors meetings and present a quarterly report. If the President cannot attend, an officer of the Club Executive Leadership should be appointed to attend in the president's absence.

**President-Elect/Vice-President:** Assist the president. In the absence or disability of the president, or at his or her request, perform the duties of the president. If the office of president becomes vacant, assume the presidency for the remainder of the unexpired term.

**Secretary:** Maintain the custody of the names and addresses of the officers and board members. Arrange for notices of meetings of the club to be mailed and send reports of all meetings to the alumni office, as well as forward address changes and class notes information to the alumni office. Submit minutes of each club meeting along with a quarterly report.

**Treasurer:** Supervise all receipts and expenditures related to club activities and fund raising programs. If dues, gifts, and fees are received, the treasurer will promptly forward them to the alumni office.

**Past President:** The immediate past president will have full voting privileges.

## *Committees*

**Student Recruiting:** Be familiar with student recruitment resources and admissions office brochures. Attend training workshops and informational sessions. Provide feedback to the admissions office and the association regarding recruitment materials and activities. Contact the Office of Alumni Relations for more information.

**Membership:** Spearhead the clubs efforts to secure members of the alumni association in cooperation with the alumni office. Promote membership at all events and meetings.

**Public Relations:** Work closely with local media to obtain adequate and favorable publicity for the university; cooperate with the alumni office to insure that publicity emanating from the club is brought to the attention of the news editors of the newspapers in the area; and be the liaison agency between the university and the local community.

**Scholarship:** Facilitate communications between the club and the alumni office. Distribute scholarship applications to local high schools and students. Screen and interview applicants for club scholarship(s) and make recommendations for club scholarship award winner(s).

**Events:** Work closely with the alumni office to organize meetings and events including board meetings and social events. Work with the publicity committee to secure the appropriate media coverage for each event.

### *Ten Tips to Maintain & Strengthen Alumni Club Participation*

1. The best leaders have busy personal and professional lives. Meeting agendas should merit their attention.
2. Complex issues and projects should be addressed by committees.
3. Club Executive Committee meetings should be held often enough to conduct meaningful business and to maintain the interest of directors.
4. Agendas, minutes, and meeting reports should be distributed in advance of Club meetings.
5. Well-planned and organized Club meetings should not normally exceed one and one-half hours in length. Future attendance will be discouraged if meetings are consistently long.
6. Each club member must have a specific leadership responsibility within the group. Remember the saying “Use them or lose them!”
7. While the best Club Executive Committees seem to govern by consensus, club members should not be timid about addressing issues.
8. Club leaders who fail to participate should be asked to resign their position until such time that their priorities permit greater participation. Otherwise, the entire organization suffers.
9. The Club should annually have an infusion of “new blood.” Ideally, one-third to one-fourth of the club leader membership should be comprised of new people each year.
10. The Club President and Vice President are required to attend the annual SHSU Alumni Organization Leadership Training conference. Any other club officers may attend as well.

### *Planning Programs and Activities*

Successful clubs and constituent associations are those that involve their general membership in a range of programs and activities. Nothing slows the momentum of a new group more than inaction on scheduling and implementing alumni functions.

Generally, two or three events per year should be offered for the general membership. On the other hand, more than four activities per year may be overly ambitious and dilute the group’s participation.

## *How to Implement Successful Programs and Activities*

1. Each club member should commit to attend the function and be asked to bring at least two alumni or special guests. If the club is not committed to the project, **do not proceed.**
2. An annual activity calendar should be planned prior to the close of the fiscal year on August 31 and submitted to the Office of Alumni Relations.
3. Notify the alumni office no less than 10 weeks in advance of the date of the proposed event for each function.
4. Avoid conflicts with other major events. To determine possible conflicts with university events, contact the Office of Alumni Relations and refer to the alumni website.
5. Select event sites that are convenient to the majority of the alumni and reflect the quality of an outstanding university.
6. Vary programs and activities to reflect the differing interests of alumni.
7. Seek input from the membership to learn what types of programs and activities they would like. Brief telephone and mail surveys work well to accomplish this task.
8. Confer with the alumni staff about university speakers or programs from the campus. In many instances, there will be no cost to the alumni association to bring a program from the campus.
9. Be sensitive to “room psychology.” Do not arrange a function for 50 alumni in a room designed for 200.
10. Detailed business is the club or constituent board’s responsibility. Do not schedule such matters for general membership functions.
11. Do not solicit alumni during social functions for dues, contributions, or to meet the group’s expenses. Never surprise alumni with an unadvertised fund-raising appeal.
12. Always prepare a written agenda or plan for each program or activity, and start and end on time.
13. For functions that require payment by alumni for a dinner or admission add a small surcharge to offset other expenses.
14. Personally contact the local media to secure publicity for the function.
15. Two meeting notices or invitations should be sent to the alumni of the club or constituent association – one to five weeks in advance – the other three weeks in advance. With proper lead time, the alumni office can handle this work for your group.
16. Alumni should be encouraged to reserve in advance (especially if there is a cost involved).
17. Encourage spouses and guests to attend SHSU functions and make them feel welcome.
18. A telephone committee should be organized and each board member should call five alumni who have not responded to the invitation two weeks in advance of the meeting to personally invite them to reserve.
19. Name tags and a reservations list should be prepared in advance of the meetings for those who have reserved.

20. Each director should have a specific responsibility related to the success of the function and serve as an official host of the function to insure that guests are made to feel welcome.
21. After the function, prepare an activity evaluation report.
22. Attendance is not the sole measure of success. More important are the quality of the event and the comments of those who attended. Over time, good functions will attract increasing participation.

### ***Membership Categories and Benefits***

<b><i>Annual Memberships (12 months)</i></b>	<b><i>Amount</i></b>
Recent Graduate (first year)	Complimentary
Recent Graduate (second year)	\$25
Sustaining	\$35
Century Club	\$100
Joint Century Club	\$150
<b><i>Life Memberships</i></b>	<b><i>Amount / Installment</i></b>
Senior Citizen Life Membership (65+)	\$400    \$125* (4 yrs)
Joint Senior Citizen Life Membership (65+)	\$600    \$175* (4 yrs)
<i>(Only one spouse has to meet the 65+ requirement)</i>	
Recent Graduate Life Membership (within 1 <sup>st</sup> two years)	\$400    \$125* (4 yrs)
Joint Recent Graduate Life Membership (within 1 <sup>st</sup> two years)	\$600    \$175* (4 yrs)
<i>(Only one spouse must meet recent graduate requirement)</i>	
Life Membership	\$1,000    \$275* (4 yrs)
Joint Life Membership	\$1,500    \$400* (4 yrs)
Life Endowed Membership	\$10,000    \$2,000* (5 yrs)
Joint Life Endowed Membership	\$15,000    \$3,000* (5 yrs)
<i>(Only one spouse must meet recent graduate requirement)</i>	

### ***Member Privileges***

- News & Updates: Stay in touch with the university and fellow alumni through the *Heritage Magazine* and alumni newsletters;
- Special Mailings and Events
- Alumni Association Web Page
- Raven Nest Golf Club Discounts
- Merchandise and Service Discounts: HKC membership (century club and above), alumni merchandise, and auto rentals;
- Networking & Career Services: Participate in programs and resources provided by the SHSU Career Services Department;
- Directory Service: Information provided to maintain contact with classmates.



## **Alma Mater**

**Hail to Sam Houston, School we love best,  
Mighty in battle, True to the test.  
Bearkats so loyal, Ever we'll be.  
Orange and white will lead us to victory!**

**Hail, Alma Mater Hats off to you,  
Ever you'll find us Loyal and true;  
Firm and undaunted Ever we'll be,  
Here's to the school we love  
Here's a toast to thee.**

*Club Petition*

**Club Charter Petition**

**SHSU Alumni \_\_\_\_\_ Club**

The SHSU Alumni Club named above does hereby apply for official club status from the Sam Houston State University Alumni Association.

We submit the minimum requirement of eight (8) signatures from Alumni Association dues paying members needed for approval as an official club and understand that we must maintain at least 8 active members in the club to retain our official club status. Active members are defined as annual or Life Members of the SHSU Alumni Association.

By presence of this application, we as organizers of this SHSU Alumni Club, pledge our support to promote Sam Houston State University and the SHSU Alumni Association.

As an official club of the SHSU Alumni Association, the SHSU Alumni Club of \_\_\_\_\_ agrees to:

1. Operate within the Club Bylaws and the policies and procedures of the SHSU Alumni Association and conduct at least one meeting each year.
2. Elect officers and board members prior to the beginning of each year and report such information through the SHSU Alumni Relations Office for the benefit of, and ratification by the SHSU Alumni Association Board of Directors no later than January 15<sup>th</sup> of each year.
3. Send one or more club officers and board members to an annual Club training meeting on the campus.
4. We understand that failure to fulfill the requirements of being an official SHSU Alumni Club may result in our club being withdrawn by the SHSU Alumni Association Board of Directors.

Local club dues are prohibited. Membership in the SHSU Alumni Association also constitutes club membership. Club are not authorized by Sam Houston State University to sign contracts or make purchases on behalf of the university or to establish off campus checking or saving accounts.

We understand that this SHSU Alumni Club works with the SHSU Alumni Association to help achieve its goals.

\_\_\_\_\_  
President of Alumni Club

\_\_\_\_\_  
Date

**Accepted:**

\_\_\_\_\_  
SHSU Alumni Association President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director, SHSU Alumni Relations

\_\_\_\_\_  
Date

*Club Petition Signatures*

Name	Graduation Year	Membership Level
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____
11. _____	_____	_____
12. _____	_____	_____
13. _____	_____	_____
14. _____	_____	_____
15. _____	_____	_____
16. _____	_____	_____
17. _____	_____	_____
18. _____	_____	_____
19. _____	_____	_____
20. _____	_____	_____



the president. If the office of president becomes vacant, assume the presidency for the remainder of the unexpired term.

**Secretary:** Maintain the custody of the names and addresses of the officers and board members. Arrange for notices of meetings of the club to be mailed and send reports of all meetings to the alumni office, as well as forward address changes and class notes information to the alumni office. Submit minutes of each club meeting along with a quarterly report.

**Treasurer:** Supervise all receipts and expenditures related to club activities and fund raising programs. If dues, gifts, and fees are received, the treasurer will promptly forward them to the alumni office.

**Past President:** The immediate past president will have full voting privileges.

- b. The Clubs Executive Committee shall prescribe duties of the officers in addition to those outlined by the Alumni Association, and is empowered to replace any officer and/or committee chairperson who does not perform the duties prescribed.
- c. At least four additional board members shall be appointed by the Executive Committee to, two (2), one-year terms. Board members will chair or serve on committees appointed by the president and approved by the board.
- d. The Executive Committee will serve as the nominating committee to accept recommendations for new officers annually.
- e. The Executive Committee will appoint new board members as necessary to keep the board membership at capacity.
- f. The Alumni Association Board of Directors will ratify the Club Executive Leadership Committee at its first meeting of the year in January.

Section 3. If an officer or board member is not able to fulfill his or her term, the President of the club may fill the remaining term by appointment, subject to approval by a majority of the board.

Section 4. The Clubs Board shall be comprised of a diverse cross-section of members who represent the interests and concerns of the university's alumni as they relate to the association and university. Board members shall stay informed of alumni and university issues and shall promote the SHSU Alumni Association and its activities to their constituencies.

Section 5. The annual term of office for the Club Board shall be January 1 through December 31, in accordance with the Association's leadership year.

Updated: 4/10/08

**ARTICLE VI**  
**USE OF FUNDS AND DISSOLUTION**

Expenditures for the Club shall be used only to accomplish the objectives and purposes specified in these bylaws. Funds received locally for the club and its activities must be forwarded to the SHSU Alumni Relations Office within 48 hours.

**ARTICLE VII**  
**MEETINGS**

The Clubs Board shall meet at least twice annually. The annual business meeting of the Club to include the election of officers shall be held at such time and place as may be designated by the Clubs Board. Other meetings and activities may be held as deemed desirable by the Clubs Board, in order to meet the clubs purpose.

**ARTICLE VIII**  
**AMENDMENTS**

These bylaws may be amended by a majority vote of members of the local club in attendance at any regular or special meeting. No amendments shall take effect until duly approved by the Board of Directors of the Alumni Association.