



THE VMI ALUMNI ASSOCIATION
SUPPORT FOR EACH OTHER, SUPPORT FOR THE INSTITUTE



PROCEDURES AND GENERAL OPERATIONS GUIDEBOOK

FOR CHAPTER PRESIDENTS



The mission of the Alumni Association is threefold: To keep our alumni body well informed, to facilitate engagement with fellow alumni throughout the world, and to inspire alumni to support our beloved alma mater through sharing time, talent, or treasure.

The chapter is the basic unit of the VMI Alumni Association. It is this worldwide chapter structure that remains key to the success of our association. Chapter members working together have been instrumental in carrying out projects and programs that focus attention on local activities while supporting VMIAA goals and objectives.

This handbook represents a compilation of general guidelines, suggestions, and best practices for the day-to-day operation of a successful chapter. What's new in this updated edition is that it provides more information, answers the most frequently asked questions, and supplies key points of contact for your daily use in resolving problems. Please take advantage of this handbook and use it as your guide. Comments or recommendations on improving the utility of our handbook would be most welcome.

We are dedicating this handbook to the many volunteers who lead our chapter membership throughout the world. We appreciate your service, innovation, and contributions to the VMIAA.

The chapter handbook is available to all members on the VMI Alumni Association portal. The portal will allow quick online access and make it easy to keep it up to date.

Thanks for your leadership!

Rah Virginia Mil!

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Johnson'. The signature is stylized with a large, sweeping initial 'E' and a long, horizontal flourish extending to the right.

Edward Johnson '79
Chief Operating Officer
VMI Alumni Association

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MISSION

The mission of the VMI Alumni Association is:

“The general purpose of the Alumni Association is to organize the alumni of Virginia Military Institute in one general body, so as the better to keep alive the memories of Institute life, and by their united efforts the more efficiently to aid in the promotion of the welfare of the Institute, and the successful prosecution of its education purposes in the future.”

The Alumni Association staff is committed to assisting chapters by providing support in many ways, which are detailed in this guidebook.

The VMI Alumni Association wants chapters to organize VMI alumni with four purposes in mind:

1. Engage

Keep the VMI spirit intact by having active alumni chapters that link alumni in a geographical area together and subsequently link them back to VMI.

2. Involve

Specifically consider our senior alumni (over 40 years after graduation) and young alumni (less than 15 after graduation), including holding special events for them when possible.

3. Network

Take care of each other, build professional and personal connections across generations, and use our bond to help those in need.

4. Recruit

Support the VMI Office of Admissions by helping to inform prospective cadets, their parents, educators, and others about VMI.

We also encourage each chapter to develop a plan of succession to identify new leaders who may be able to take over when someone is no longer able to lead.

We recognize that each chapter and chapter president is different, but this document should serve as a guide to assist volunteers and provide them with the information they need to maximize the chapter's potential. Chapter presidents help the Alumni Association by providing periodic updates, asking for assistance, and clarifying any concerns or questions generated by this guidebook or other VMI communications.

EXPECTATIONS

Chapter operations and reports will be organized and accounted for the July 1–June 30 fiscal year to be aligned with the Alumni Agencies and other agency boards. Elections for officers should also align with the fiscal year.

Chapter officers are elected for a term deemed practical for the membership. They may serve in their respective offices for multiple years, but they should be elected for the specified term at the annual meeting. Each chapter's slate of officers should strive to include a president, vice president, and secretary/treasurer. The chapter may include an officer to focus on assistance to admissions, career networking, young alumni and/or senior alumni. Additional officers can be added to meet the needs of the chapter and its constituents.

The slate may include a chapter representative to the VMI Alumni Association Board of Directors. Each alumni chapter having a membership of 25

or more association members may elect a representative to the Board of Directors. The chapter representative may attend the Board of Directors meetings held in Lexington.

Chapters may develop bylaws which will guide them on operations and procedures to ensure uniform practices and continuity over the years and ensure the opportunity for officers to serve in their respective offices for a consistent time period. A two-year term allows individuals to gain an appreciation for the requirements of the position but also provides critical continuity for the chapter as they have the time and longevity to train future officers of the chapter. This builds strength within the chapter. A sample set of bylaws is included on page 14.

The VMI Alumni Association will be effective in accomplishing its mission with the help of the work of our chapters throughout the world.



CHAPTER PRESIDENT POSITION OVERVIEW

The importance of the chapter president cannot be overemphasized. The president's importance goes far beyond the influence he or she exerts over the success of the chapter. He/she will contribute to the success of all chapter activities, such as meetings, social events, golf outings, and special events. The president and elected officers are the principal point of contact between the chapter and its members, the regional director, and the VMI Alumni Association. He/she should demonstrate sound leadership and organizational skills.

A chapter must have a well-developed plan incorporating goals and objectives. Ideally, the plan should be developed through consultation with the regional director and other chapter officers sharing responsibility for the coming year's operations. Having taken an active part in shaping the plan, other officers can be expected to provide effective support.

Position Overview:

The VMI Alumni Association strives to organize the alumni of Virginia Military Institute to keep alive the memories of Institute life through the development of active alumni chapters. The VMI Alumni Association wants chapters to organize our alumni with four purposes in mind:

1. Keep the VMI spirit intact by having active alumni chapters to link alumni together in a geographical area and to link them back to VMI.
2. Help recruit the best candidates to apply to VMI.
3. Involve our senior alumni (40 years or more of school) and young alumni (less than 15 years out of school)—including holding special events for them when possible.
4. Take care of each other, build professional and personal connections across generations, and use our bond to help those in need.

These alumni chapters should be advised under the leadership of a chapter president. This individual shall initiate/oversee all chapter operations, activities, and events. The president will establish committees on an as-needed basis to assist in chapter operations and events. The president will also serve as a communications liaison between the chapter and VMIAA (staff in Moody Hall) while also reporting events/activities to their respective regional director.

Responsibilities/Duties:

- Responsible for planning, facilitating, and executing chapter engagement events.
- Serve as a liaison with VMIAA staff to effectively communicate and market chapter events to chapter.
- Effectively support needs of chapter members to help the Office of Admissions and VMIAA recruit the best candidates to apply to VMI.
- Work with VMIAA to facilitate rat send-off events to welcome new cadets and VMI families into the community.
- Prepare annual chapter report to submit to regional director and VMIAA.
- Oversee chapter leadership team comprised of vice president and recruitment coordinator (if able).

In their official capacity as chapter presidents, individuals should not condone or communicate material that could be offensive to others, such as off-color remarks or jokes, political opinions, or religious biases. In addition, alumni chapters are open to foster the philanthropic spirit and encourage alumni to give back to VMI, but chapter presidents will not be provided any financial information for alumni, nor will they be encouraged to openly solicit donations from chapter members.

SUGGESTED CHAPTER STRUCTURE & ORGANIZATION

Chapters should be structured to meet local alumni and geographical needs and circumstances. It is recommended that every chapter have at least three officers: President, vice president, and chapter representative. They are supported by a regional director. Their key roles and definitions are:

- **President:** In addition to responsibilities and duties listed in the chapter president overview, the president can establish committees as needed to assist in chapter operations and events. The president should report events/activities to their respective regional director. The president is responsible for compiling an annual report and submitting it to VMIAA no later than July 31 each year.
- **Vice president:** Assists the president and prepares to replace the president when he/she no longer wishes to preside over the chapter. The vice president should assist the president with the execution of chapter events. There should be a succession plan in place so the vice president will be able to move into the president's position in the future.
- **Chapter representative:** The VMIAA suggests that each chapter has as many chapter officers as necessary. When possible, the Alumni Association recommends that each chapter assigns a chapter officer for young alumni, senior alumni, career networking, and support to admissions. Chapter officers may serve as a communications link between the VMIAA staff and the chapter. The chapter officers should assist with chapter leadership and other duties as assigned/needed and could succeed the vice president or the president if the need arises.
- **Committees:** The chapter can sustain the interest and enthusiasm of chapter members by involving as many members as possible in the active management of chapter operations. The chapter can accomplish this goal by encouraging participation in committee work. Maximum effectiveness results from establishing committees and selecting strong, imaginative chairpersons and committee members. The number and type of committees may vary by chapter. Suggested committees include Support of Admissions, Programs, Membership, Nominations, Senior Alumni, and Young Alumni.

The chapter leadership team should develop a chapter planning calendar and maintain a 12-month planning horizon with potential chapter event notes. As events are executed, lessons learned should be noted and used when similar events are held in the future.

The VMI Alumni Association Board of Directors meets three times per year. Chapter leadership may attend the board meetings. All committee meetings (except the Nominating Committee) are open to any alumni. The Saturday morning Board of Directors meeting is also open to all alumni, and all volunteers are encouraged to attend to learn more about how the VMIAA operates.

The regional directors are members of the Board of Directors and are elected to serve as a link between the VMI Alumni Association and chapters. Their mission is to strengthen chapters by offering guidance, counsel, and interpretation of VMIAA policies to achieve overall VMIAA goals and objectives. Their tasks are to establish communications with chapter leaders to provide a flow of information to and from the chapter and the Alumni Association to assist chapters in conducting activities, maintain chapter growth, attend chapter functions and represent chapters at VMIAA-sponsored meetings and planning sessions, and report the status of chapters in their region to the president and COO as requested.

Each year, the VMIAA holds a Volunteer Leadership Conference. This conference is an outstanding opportunity for chapter officers to interact with their fellow volunteer leaders from around the country. Meetings are held on a variety of subjects, and panel discussions and training programs are conducted. Chapter leadership volunteers are strongly encouraged to attend this conference.

The VMIAA maintains a webpage for each chapter located at vmialumni.org. Chapter president contact information and submitted photos are posted there.

CHAPTER NAMES AND TITLES

Chapter names and titles should represent the immediate city, region, or activity that is predominantly being served.

Chapters desiring a name or title change should submit their request to the regional director and VMI Alumni Association COO.

CHAPTER SUPPORT OF ADMISSIONS

Support of admissions is the lifeblood of the Institute. Recruiting high-caliber young men and women is essential to the continued success of VMI. Support of admissions requires collaborative efforts among the Alumni Association, the Office of Admissions, and alumni chapters across the country. For additional information or questions, call the director of alumni outreach at 800-444-1839, ext. 250.

1. Each chapter is encouraged to have a chapter representative responsible for support to admissions. This representative should keep the chapter president apprised of all efforts in recruiting. Where possible, it is suggested that chapters establish a team responsible for supporting the VMI admissions office staff. Ideally, this would be a three- to five-person team. The support of the admissions team will work with the Alumni Association director of alumni outreach. The director of alumni outreach will assist with all support of admissions functions. Support will include, but is not limited to, supplying informational literature, providing a list of college fairs that the Office of Admissions would like alumni volunteers to cover, working with the Office of Admissions to arrange registration for college fairs, and providing information about open house weekends.
2. The chapter's representative supporting admissions should file a brief report with the Alumni Association director of alumni outreach after each recruiting endeavor. This report should include the number of prospects met or contacted and any relevant feedback for consideration regarding the event.
3. Large college fairs are normally scheduled through the admissions office. If costs are incurred, they are paid by VMI admissions. Chapters are also encouraged to search out local college fairs in which they can participate. Contacting high school guidance officers is a good way to get information on local college fairs.

CHAPTER SUPPORT OF CAREER NETWORKING

Chapters can be a great place for VMI alumni to grow their network. It is suggested that each chapter appoint a chapter representative who oversees career networking. This chapter representative would be responsible for arranging alumni networking events. Hosting a chapter networking event works the same way as any other event. The team in Moody Hall can assist you each step of the way.

The chapter president should be familiar with the career networking resources available on the VMIAA website. Please feel free to refer alumni to the career networking page on the website as well as the VMIAA LinkedIn page, where they can find job postings and other important information. Assigning a chapter officer to be responsible for online resources and serving as a career networking point of contact will lead to more beneficial participation at chapter events. VMI Ranks on the VMIAA website will be a good resource to access career networking resources. A constituent ID and password is needed to access VMI Ranks, which can be obtained by contacting the VMI Alumni Association director of alumni engagement.

YOUNG ALUMNI

Young alumni are defined as alumni who are 15 years or fewer removed from VMI. It is important to try to get young alumni connected and involved with their local alumni chapters. The Alumni Association staff at Moody Hall is continuing to improve the education of the Corps of Cadets so that young alumni graduate with a better understanding of what being involved with a chapter and the VMIAA can do for them and how it can impact others.

The VMIAA suggests that each chapter appoints a young alumni representative who will lead the organization of young alumni gatherings. A simple but proven method to get young alumni involved is to show them the numerous other young alumni who are involved. Chapter events, happy hours, casual watch parties, and networking gatherings are successful ways to engage young alumni. That is why it is important to have a young alumni representative who can rally the troops.

SENIOR ALUMNI

Senior alumni are defined as being 40-plus years removed from VMI. It is important to provide senior alumni with opportunities to gather together as well, and many chapters appoint a senior alumni representative to lead their efforts. The Alumni Association has seen many chapters host successful, recurring senior alumni breakfasts, lunches, and brunches.

Due to myriad challenges, traditional chapter events do not work as well for some older alumni. It is important to have a senior alumni representative who is in tune with the pulse of a chapter's senior alumni population so they can develop opportunities particularly relevant to this important group.

HOW THE ALUMNI ASSOCIATION CAN HELP

The roles of the chapter president and the other chapter officers are very important, and we want you to know that the Alumni Association is here to help! If you are ever curious as to whether the Alumni Association can assist your chapter with something, simply contact us. When requesting event registration and chapter communications, please allow for 48 to 72 business hours from request to fulfillment. Direct support from the Alumni Association includes but is not limited to:

- Providing assistance with navigating the website: vmialumni.org
- Providing updated resources for recruiting
- Providing information about standing events like Founders Day, board weekends, and athletic events
- Building and managing event registration on the VMIAA website
- Sending email invitations for events
- Sending up to two chapter mailings per year
- Providing constituent data for chapter officers (pending signed privacy statement)
- Providing Alumni Agencies or VMI representatives to speak at chapter events (when possible). These requests must be coordinated through the staff in Moody Hall so that the appropriate financial and travel requests are submitted.
- Providing guidance on initiatives
- Covering down payments for events when funds are to be recouped through registration fees (when agreed to by both the chapter and the Alumni Association beforehand)
- Providing financial support for certain events or initiatives (at the discretion of the Alumni Association). Support requests must be submitted to the Alumni Association prior to the event taking place.

BEST PRACTICES FOR SCHEDULING CHAPTER EVENTS/GATHERINGS

The VMI Alumni Association looks forward to assisting your chapter. We hope that your chapter will be active and strive to bring alumni, family, and friends together. When you are ready to host an event, please visit vmialumni.org/submityourevent to notify the VMIAA of your intentions. Our team will then work with you to determine how to assist. Consider the information below before filling out the online event form.

1. Select a date: Start by choosing a date that works best for your chapter. Consider conflicting events in your area. Collecting the thoughts of the chapter officers or emailing a core group of alumni to get their input is suggested.
2. Meetings/events: Ideally, chapters should meet at least two to three times a year. To maintain “active chapter” status, you need at least one chapter event or activity annually. An annual cycle of activities/events may include something in these time frames:
 - A Memorial/New Market event (May 15)
 - An end of July/early August event for a rat send-off or summer chapter gathering
 - Founders Day (Nov. 11)
 - Mid-winter event (January–March)
3. Suggested events: Knowing the interests and activity level of your chapter is incredibly helpful in the event planning process, especially if your chapter is home to a broad range of alumni (senior through young). Events that do not require advance cost registration (happy hours, pay-as-you-go dinners, VMI athletic watch parties, etc.) are well received. Breakfasts,

dinners out, picnics, ball games, and other formally organized events have also worked well for our chapters.

4. Pick a location: The location of the event can range from a private home, a private club where an alumnus or alumna is a member, a local hotel, restaurants with a private dining area, a local park, etc.
5. Set event price and registration process: Give alumni a process by which to register in advance for events. The preferred method is an advance collection approach using the vmialumni.org website and its registration process. You may set up this approach by submitting the information for your event at the previously noted link. Alumni can then pay for the event with a credit card directly to the Alumni Association. The other option is a local collection plan. If the event is held at a restaurant, baseball game, etc., the attendee can send in an advance payment to a local alumnus or pay at the event. Please avoid being personally responsible for money that is not collected! If you have people register through the Alumni Association website and need to be reimbursed, it is important to make that clear at the onset of planning the event. After the event, send an email to the director of alumni engagement requesting reimbursement and provide receipts or explanations of cost.
6. Request a speaker: The Alumni Association will make every effort to assist with a speaker but cannot guarantee one for every event. If planning to have a speaker from Lexington, contact the VMIAA staff in Moody Hall and make a request. This must be done as far in advance as possible to allow time to get a commitment. A copy of the speaker's biography should also be obtained. To be responsible stewards of privately raised dollars, the Alumni Association tends to send speakers to events where a large crowd is expected. The Glee Club and the Brass Ensemble are also available to travel to events with enough notice. Consider this when planning your event. If you wish to have the Glee Club or Brass Ensemble perform at your event, please reach out to the VMIAA for coordination.
7. Send chapter mailing: The Alumni Association will cover the cost of up to two chapter mailings per calendar year. It is suggested that chapters come up with a quarterly mailing plan where the chapter officers can communicate important information regarding events and other chapter business. The Alumni Association can send mass emails at the request of the chapter, but we ask for as much advance notice as possible.
8. Consider "door prize drawings/giveaways" for events: Attendees at chapter events love receiving something—even if it is on a random basis. Think about a range of possibilities, from VMI-related items (through the VMIAA staff) to non-VMI items (possible donations from companies or alumni).
9. Chapter rosters: VMI alumni move often without notifying the VMIAA. Chapter leadership should update rosters and provide updated information on moves, changes, and deaths to the director of alumni engagement, who will ensure the proper member of the Alumni Agencies staff receives the update. The VMIAA staff will supply chapter leadership with updated chapter rosters; please note that an updated Chapter President Privacy Statement is needed on file prior to receipt of any chapter contact information by a chapter president. Chapter rosters include the contact information for all active members of the VMI Alumni Association in a specific geographic region, with the definition of chapter affiliation being tied to the individual's postal ZIP Code.

Definition of an active member of the VMI Alumni Association (Article 5.1a) "Each graduate of VMI is entitled to become an Active Member on the date of his or her graduation. Each matriculant of VMI who was in good standing on the date of his or her departure therefrom is entitled to become an active member on the date of graduation of his or her brother rat class; provided, however, in no event will an individual become an active member while still a member of the Corps of Cadets."

OTHER BEST PRACTICES



1. **VMI Mobile App:** The VMI Mobile App allows alumni to identify other alumni who may be present in their immediate area. Chapter presidents are also able to request for the staff in Moody Hall to send a push notification to all those alumni within the chapter who have downloaded and enabled push notifications on the app. This allows for last-minute event reminders, registration information, and save-the-date opportunities to be sent.
2. **Chapter emails:** Chapters can establish generic email accounts (ex. arizonachapter@vmiaa.org) through the Alumni Association, which can be used by the chapter president to then create chapter social media accounts. These generic accounts allow for continuity through leadership changes. Some chapters have previously set up email addresses through other email servers, like Gmail.
3. **Social media:** Chapters are invited to set up their own chapter leader-run social media accounts that help to engage and connect alumni within their respective areas. The platforms used may differ based on the predominant age and demographic of your chapter. These accounts would enable information to be posted, including photographs from chapter engagement events, advertisements for future events, and networking connections. The VMIAA is unable to manage any chapter-specific social media accounts.

CHAPTER REPORTING

Chapter presidents are required to compile annual reports covering their chapter leaders, activities, and future plans.

Enclosures 5(a) and 5(b) are a template and a sample of an Annual Chapter Summary. A copy of this summary needs to be sent to your respective regional director, as well as the Alumni Association director of alumni engagement no later than July 31 of each year.



Enclosure 1:

VMI Alumni Association Contacts and Information

Brandon Bissell '98
Director of Alumni Outreach

- New Cadet Recruiting initiatives
- Programs & initiatives
- Class agent efforts

Justin Tammelin '09
Director of Alumni Engagement

- Chapter operations
- Career networking & placement of alumni

Norma Robinson
Office Manager

- Overall Moody Hall management
- Overnight room reservations
- Event space reservations
- Class agent support

Jacob Peace '22
Alumni Program Officer

- New Cadet Recruiting support
- Chapter event support

CONTACT INFORMATION:

Call: 800-444-1839

| | | | |
|-------------------------------|---------|---------------------|---------------------|
| Chief Operating Officer | Ext 230 | Ed Johnson '79 | ejohnson@vmiaa.org |
| Director of Alumni Outreach | Ext 250 | Brandon Bissell '98 | bbissell@vmiaa.org |
| Director of Alumni Engagement | Ext 239 | Justin Tammelin '09 | jtammelin@vmiaa.org |
| Alumni Program Officer | Ext 204 | Jacob Peace '22 | jpeace@vmiaa.org |
| Office Manager | Ext 243 | Norma Robinson | nrobinson@vmiaa.org |
| Strategic Operations Officer | Ext 260 | Sydney Coffey | scoffey@vmiaa.org |

Mailing Address

*P.O. Box 932
Lexington, VA 24450*

Fax: 540-464-1011

Street Address (Fed Ex or UPS deliveries)

*Moody Hall
304 Letcher Ave.
Lexington, VA 24450*

Enclosure 2:

Sample Chapter Bylaws

ARTICLE I – NAME

The name of this organization shall be XYZ Chapter of the VMI Alumni Association.

ARTICLE II – PURPOSES

The purposes of this chapter are:

1. To renew and foster good fellowship among VMI alumni.
2. To strengthen our ties with and to provide support for VMI and to keep our members informed of what VMI is doing and planning.
3. To cooperate in programs of the VMI Alumni Association such as new cadet recruiting, rat send-offs, and helping those VMI alumni in need.

ARTICLE III – MEMBERSHIP

1. All graduates and matriculants of VMI in good standing at the time of their departure from the Institute are eligible for membership beginning on the graduation date of their class.
2. Individuals designated as honorary alumni of VMI are eligible for membership.
3. Present and former faculty members, spouses of deceased alumni, and parents of current VMI cadets living in a chapter area are eligible for membership upon invitation issued by the chapters.

ARTICLE IV – DUES

Chapters are discouraged from collecting dues unless the majority of the chapter agrees. Funds collected must be auditable, and a report should be generated to the chapter annually.

ARTICLE V – MEETINGS

The chapter will hold a minimum of one and is encouraged to hold three regular meetings or events a year. Additional meetings or events may be scheduled as deemed necessary.

ARTICLE VI – CHAPTER OFFICERS

Chapters will decide how to structure their leadership. The following formal chapter leadership positions are suggested: President, vice president, and chapter representative. Terms of office are at the discretion of the VMI Alumni Board and chapter membership. An appointment as a chapter president must be approved by the Alumni Association chief operating officer (through the appropriate regional director), and the chapter president should inform the program outreach officer of other chapter leadership team members and representatives.

ARTICLE VII – COMMITTEES

The following chapter committees should be considered and are encouraged based on the size and needs of the chapter: New cadet recruiting, career networking, senior alumni, and young alumni.

Enclosure 3a:

Suggested best practices for planning a VMI alumni chapter event

Event planning chronology:

- Decide on date/time and type of event.
- Secure venue.
- Arrange for food and speaker(s) – if appropriate.
- Decide on registration fee (Have attendees pay in advance!); online registration built through VMIAA website if available.
- Develop invitation and publicity plan/approach (see Communications Planning section).
- Submit your event information through the online form on the VMIAA website.
- Send invitations via email and postal mail through VMIAA staff at Moody Hall.
- Make coordination visit to venue and talk with appropriate manager(s); ensure that manager/person-in-charge at actual time of event is present at coordination meetings.
- Send out reminder messages about registering through VMIAA (Moody Hall).
- Make reminder telephone calls—ask them to bring someone else!
- Recruit enough alumni attendees to staff the event check-in/name tags/50-50 raffle.
- During the week prior to the event, make one last visit to the facility for review with manager(s).
- Record names of all people who attend. We can reopen registration on the day of if they'd like to offer walk-up registration.
- At the event, thank those involved in putting it together and manning the different roles during the event; recognize special visitors (oldest/youngest alumni, out-of-town alumni visitors, staff/board members of the VMIAA, and alumni widows).
- Take pictures at the event. Cell phones work just fine!
- Keep receipts for all expenses.
- Several days after the event (when all invoices/bills have been paid), submit a reimbursement request with the event attendance list and paid receipts to VMIAA for the release of any monies collected through the VMIAA website.
- Solicit feedback on the event.
- Keep written notes on lessons learned from the whole sequence of putting on the event.

Other “lessons learned” from multiple VMIAA chapter events (as applicable):

- Use each event as a forum to solicit help from your chapter members. With a smile, remind them that you are always looking for volunteers to help run the chapter.
- Have a “Plan B”—weather, overflow attendance, speaker no-show, etc.
- Coordinate the timing of food serving/eating with the speaker’s presentation.
- Ensure an adequate sound system is available.
- Provide name tags, banners, balloons, and centerpieces (as appropriate).
- Treat the event as a celebration.
- Provide and staff a welcome/sign-in table.
- Make sure the sign-in sheet has a spot for email address and phone number! This is a great way to stay current on communications with your chapter members.
- Rotate coverage of event roles so that no one is on duty for the whole event.
- Take pictures and share them on chapter social media and with the VMIAA staff in Moody Hall.
- Provide door prizes to raffle winners—contact VMIAA well in advance for some giveaways; tap into your alumni who may work for companies with products that they can donate.
- Solicit input from your regional director on the latest news from VMI; he/she can provide relevant news that you can share with alumni at the event.
- Make brief notes regarding the event as soon after the event as possible; this will make your end-of-year report simpler and less time-consuming.

Enclosure 3b:

Timeline for planning/executing a VMI chapter event

| Planning Timeframe | Action |
|------------------------|--|
| 3 to 9 months | Develop an idea of the event's content/purpose/general timing |
| 6 months (if possible) | Assign a person or team that will handle the event and designate the point of contact |
| 3 to 6 months | Contact Justin Tammelin '09 at the VMIAA for help with inviting a speaker for event (if applicable). Guest speakers from the Institute or the Alumni Agencies must be approved by the Association's chief operating officer so that costs can be handled accordingly. |
| 60 days | <ul style="list-style-type: none"> » Reserve/confirm event's physical site's details and arrangements » Choose the event's food menu (if applicable) and decide the cost/entrance fee per person/participant to the event |
| 45 days | Submit event to the VMIAA at vmialumni.org/submityourevent so that office staff can set up website registration and send out email/postal mailings (if applicable) to the desired alumni chapter mailing list |
| 20 to 30 days | Begin getting update lists from VMIAA that contain current/up-to-date lists of registrants; request any door prizes from VMIAA |
| 3 weeks | Start chapter telephone-tree calling of reminder calls to invitees (if desired) |
| 15 days | Confirm all arrangements with site facility and event speaker |
| 1 week | Arrange for two or three persons to handle name tags and welcoming |
| Day of event | <ul style="list-style-type: none"> » Have several persons at the event's location 30 minutes ahead of the designated start time » Ensure that the person introducing the speaker has the appropriate information |
| Days after the event | <ul style="list-style-type: none"> » Prepare an actual attendee list » Prepare a financial summary of the event showing all costs and all sources of funds to pay those costs » Prepare a lessons learned list from event » Submit request to program outreach officer for reimbursement of funds collected through the VMI Alumni Association website » Email photos and captions to program outreach officer for publication on the VMIAA website and in the Alumni Review » Send a follow-up email to attendees thanking them for their participation and tell them you are looking forward to seeing them at future events |

Enclosure 4:

Example – Annual Planning Calendar for Chapter Activities

Below is a “best case scenario” for planning activities for a chapter a year in advance. This is an optimal example in which a chapter is able to conduct multiple social events, New Cadet Recruiting events, and college fairs. Use it as a goal to strive toward while tailoring it to your chapter’s resources, available time, and pool of alumni volunteers. Ideally, each chapter will execute a subset of this schedule each year.

Winter

- Prepare summary of chapter’s activities in last fiscal year
- VMI info night for local high school juniors and sophomores
- Young alumni activity (ex., happy hour)
- Senior alumni gathering
- Plan an event around a VMI basketball game

Spring

- Senior alumni gathering
- Young alumni activity (ex., happy hour)
- Memorial/New Market event
- Attend and staff tables at local college fairs

Summer

- Rat send-off event
- Family picnic or informal gathering at local community event

Fall

- Attend and staff tables at local college fairs
- Visit local high school guidance offices
- Young alumni activity (ex., happy hour)
- Senior alumni gathering
- Plan an event around a VMI football game
- Founders Day event



Enclosure 5:

Annual Chapter Activity Summary and Report

PDF document will be distributed to chapter presidents and regional directors for submission each year. The below enclosure is just an example template of information requested and submitted via fillable PDF.

- » Name of region/name of chapter
- » Name of individual compiling report
- » Chapter leadership team (president, vice president, chapter representative, other)
- » Chapter events held (provide venue name and number of attendees if possible)
 - . Example: Aug. 10, 2022, Chapter Happy Hour and Social Networking Event at Heliotrope Brewing, Lexington, Virginia. 25 alumni and guests attended.
- » Highlights of past year (provide metrics and/or exciting chapter moments)
- » Projected events for next calendar year (provide small details of proposed events, including projected date, location, and brief description. Include anticipated financial aid request)
 - . Example: Sept. 23, 2023 – Tailgate at VMI versus Wofford game, Lexington, Virginia. We plan to gather on the Parade Ground and invite chapter members to attend tailgate. Food and beverage provided via a \$10 registration fee. No financial aid needed.
- » Request for VMIAA or Institute officials (provide anticipated dates of request for attendance at chapter event)
- » Request for updated chapter roster



Enclosure 6:

Quick Links and Frequently Asked Questions

Quick Links

- VMI Alumni Agencies website: vmialumni.org
- Find your chapter: vmialumni.org/chapters/find-your-chapter/
- Class agent: vmialumni.org/serving-you/class-agents/
- Job search information: vmialumni.org/serving-you/career-networking/job-search-information/
- Volunteer leadership resources: vmialumni.org/serving-you/leadership-resources/
- Reunion information: vmialumni.org/events/reunions/
- Event calendar: vmialumni.org/events/
- Submit your event: vmialumni.org/submityouevent
- Provisional appointments: vmi.imodules.com/newprovisionalappointments

FAQs

- **How do I get my constituent ID?**
 - . Email Brandy Hulvey (Brandy@vmiaa.org), and she will provide the ID.
- **What information do I need to submit for my event?**
 - . Go to vmialumni.org/submityouevent. There, you will be able to fill out a form with all the information about your chapter event, and the Alumni Association will help build the communications for the event.
- **I am an alumnus/alumna transitioning from the military to the civilian sector, and I am looking for jobs. Where can I go for help?**
 - . Email Justin Tammelin '09 and/or visit the Job Search Information page at vmialumni.org/serving-you/career-networking/job-search-information/
- **Where do I go to find my chapter president?**
 - . Go to vmialumni.org/chapters/find-your-chapter/ to find the list of chapters and chapter presidents. You can also search by ZIP Code.
- **How do I receive an up-to-date listing of alumni living in my chapter?**
 - . Email Justin Tammelin '09 to request a constituent listing. Please note this information can only be distributed once a privacy statement has been signed.



The VMI Alumni Association thanks
you for all you do to support VMI.



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