



Marshall University  
Alumni Association  
Club Officers  
Handbook  
2005-2006

**W**hile those who live near Huntington can continue being a part of Marshall on a regular basis, many others are not so fortunate. Alumni Association Clubs can help restore and maintain that “We are... Marshall” connection that is so special to those who know and love our University by bringing a bit of Old Main to them.

Club goals include:

- Assisting and supporting Marshall University’s overall mission.
- Promoting and enhancing Marshall’s image in each club’s community.
- Helping the Alumni Association achieve its mission through activities such as student recruitment, active membership, community relations and student assistant programs.
- Providing an enjoyable opportunity for all alumni and Big Green members in a region to come together for social and intellectual enrichment.
- Providing other education and civic activities of interest for each club’s members.

On the following pages is information to help in the establishment and enhancement of Marshall University Clubs. It is based on experience gleaned through the development of successful clubs.

## **Alumni Relations**

[www.marshall.edu/alumni](http://www.marshall.edu/alumni)

(800) 682-5869 Toll Free

(304) 696-3134 Local

(304) 696-2299 Fax

## Establishing a Marshall University Club

The success of a new club usually depends on a small nucleus of dedicated and interested alumni. In the beginning it takes commitment from these individuals to make sure the club will organize itself in such a way as to ensure continuity. The Alumni Association is eager to assist in helping a group establish a new club. There are many resources available to provide guidance. The following items are helpful suggestions in establishing a new club, and are offered only as guidelines. The actual structure and process should be tailored to meet local needs

1. The first step is to send a survey to all alumni within your proposed region. The Alumni Association will prepare and e-mail the questionnaire on the club's behalf. (Several clubs have bypassed the questionnaire and planned an organizational meeting.) The office of Alumni Relations will provide a complete list of the names and addresses of questionnaire responses and talking with the Alumni Relations office, the club leaders are now ready to hold an organizational meeting, using the survey results to determine a core group. The club should plan an initial meeting of interested alumni in that specific area. The office of Alumni Relations will prepare and e-mail the announcement to all Marshall people in the club area (**Please note that there is a 4-week information deadline.**) The Alumni Association will try to send a representative to assist with the first meeting.
3. At the first meeting, a general discussion may take place regarding the purpose and mission of the club. Election of officers should occur.
4. In electing officers, consideration should be given to qualifications. The club president should be elected because of his or her unselfish interest in Marshall University and willingness to give time and attention to club affairs.
5. The club should open a bank account to make all accounting and financing easier.

## **CLUB FINANCIAL STATEMENT**

Each Marshall University club is required to provide the Alumni Relations office an annual financial statement of the past year's activities (July 1 - June 30). This should be submitted to the alumni relations offices no later than June 30 of each year.

### **CLUB FINANCES**

Each club should open a checking account in the name of the Marshall University Club. Accounts must be non-interest bearing and each check written on the account must require two signatures.

### **CLUB CONTRIBUTIONS**

All club contribution checks should be made out to the Marshall University Alumni Association or to the Marshall University Foundation.

For more information, contact:

**Nancy Pelphrey, *Coordinator of Alumni Programs***

Marshall University Alumni Association

One John Marshall Dr.

Huntington, W.Va.

(304) 696-3134

pelphrey@marshall.edu

# Leadership

The key to a successful club is effective leadership. As much as one would hope that the common interest in Marshall among potential members and exiting members would be enough to build and sustain a club, it takes a special person to lead a successful club.

Club officers' roles include:

- Creating an environment in the club's community which helps Marshall people meet and assist each other.
- Involving as many Marshall alumni and friends as possible in club activities.
- Offering interesting meetings where Marshall people can be together and learn about campus activities.
- Supporting Marshall through fundraising, scholarships, student recruitment, legislative relations, media relations, ticket sales and other opportunities as they develop.
- Developing new club leaders for the future.

## Club Officers

### President:

- Serves as primary liaison with the Alumni Association and with other club presidents.
- Represents Marshall within the club area.
- Serves as an ex-officio member of all committees.
- Convenes, sets agenda and presides over all meetings.
- Assumes responsibility for the success of each activity and project the club undertakes.
- Attends the yearly Club Presidents Council in Huntington or appoints someone to attend.
- Works carefully with his/her successor to discuss duties, responsibilities and any pending business, and to provide continuity between club officers.

### **Vice President and/or President-elect:**

- Performs the duties of the president in his/her absence.
- Handles arrangements for programs and meetings.
- Assists all club officers at club functions in order to become familiar with and promote all club operations.
- Ready to assume the presidential duties the next year.

### **Secretary:**

- Maintains the club's membership list and coordinates all address information and changes with the Alumni Association, this should include maintenance of an e-mail directory of all club members.
- Coordinates, with the president, the agenda of all meetings and records pertinent information from these meetings.
- Prepares the notices of all club meetings and supply a written or faxed copy to the Alumni Relations office.
- Forwards a complete report of all meetings to the Alumni Relations office, including election results and any photographs for use in Marshall publications and web pages.

### **Treasurer:**

- Serves as the custodian of all club funds.
- Reports on club finances at every officers' meeting.
- Prepares a detailed annual report of receipts and disbursements and provides a copy to the Alumni Relations office by July 31 of each calendar year.

## **Club Committees**

Committees are an effective way to organize the efforts of volunteers interested in particular areas of club activities.

### **Executive Committee**

This committee is composed of the elected officers and up to three at-large members appointed by the elected officers. A successful club is usually a direct result of an active executive committee. This committee should plan to meet at least on a quarterly basis.

### **Membership Committee**

This committee is designed to help increase attendance at club meetings. The Alumni Relations office can assist by providing e-mail addresses and phone numbers for alumni members in the club area.

### **Nominating Committee**

This committee consists of the current president and at least two at-large members (past club presidents, if possible) appointed by the president, exclusive of current officers. The purpose of this committee is to select a slate of officers who can successfully lead the club meetings and attend to the meeting details.

### **Program Committee**

This committee is formed after the planning session for each club meeting. Its functions are to assist the vice-president in coordinating the club meetings and attending to the meeting particulars and details.

# Recommendations for Club Success

## Club Meetings

- How to have great club programs!
- Plan well in advance
- Have announcements e-mailed on time
- Make personal contacts (telephone network)
- Keep meetings to less than 2 hours
- Prepare careful introductions of main speakers
- Vary the meeting program during the year

## Plan

The most successful clubs plan their event calendars a year in advance. Marshall University club programs include luncheons, dinners, cocktail parties (with or without hors d'oeuvres), or group outings to nearby attractions, sporting events and game watching parties.

Club officers are best equipped to make decisions concerning the preferred type of meeting. Try to plan an event that can be enjoyed by all. Remember, everyone has at least one thing in common: Marshall University. Your club could consider any of the following or variations thereof:

## **Social-Dinner Program:**

This format has been used in the following situations:

- Where a Marshall Club has only one or two “big” meetings per year.
- Where there is a desire to have somewhat of a more formal meeting.
- Where there is a major speaker(s) to provide the focal point of the program.

## **Informal cocktail parties (with or without hors d’oeuvres):**

This type of activity may be appropriate in the following situations:

- A. Reception for a newly appointed coach or university official with the intent of acquainting him/her with the alumni in the community.
- B. A kickoff or follow-up for a university event such as:
  - Athletic games and matches.
  - Community sponsored events that may have a university official as a guest. Build around this type of activity with one specially tailored for alumni.
  - An initial activity in areas of high alumni concentration. This will present an opportunity to identify those individuals who are interested in helping.
  - A reception in honor of a Marshall athletic team in your community for a game.

## **Club Picnics:**

This type of activity is appropriate for the following:

- A Summer or Spring activity.
- An event the entire family can enjoy.
- An excellent opportunity to introduce young people to the Marshall family and spirit.
- An excellent opportunity to involve current Marshall students and their families or prospective Marshall students and their families. Due to NCAA rules, athletes and their families cannot participate in events of this type.

## **Other Activities:**

There are many other activities that the club may consider such as:

Program speakers for your Marshall club program can be provided by the Alumni Association. Speakers requested may be academic or athletic personnel associated with the university, located on or off campus. No fees or honorariums, in general, will be required. Requests for speakers must be addressed to the office of Alumni Relations.

- Bus or car caravans to athletic events.
- TV game watching parties.
- Sunday brunch at a hotel or country club.
- Golf tournaments, tennis matches.
- Night at the dinner theater.

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## **Planning Concerns**

- Distance traveled — Effort should be exerted to select a centrally located site relative to the concentration of Marshall alumni and supporters.
- Accommodations — Enough space should be provided for the type of function being planned, whatever the format. In the case of buffets, serving lines should be provided to avoid long lines and delays. Invited guests should start the buffet line.
- Resource needs — Depending on the type of function, certain resources or equipment may be needed. Consider such things as a podium and microphone for speakers, registration tables, or electrical outlets, projectors, viewing screens and extension cords if a film or video is to be shown.
- Parking privileges or spaces.
- Reputation of food and/or service of establishment.
- Liquor license.
- Costs of meal and other services.
- Copy of liability insurance form of establishment where event takes place.

## **A. Establish the cost.**

- Each club function should be financially independent.
- In many cases, a nominal fee may be added to the cost of each drink or meal ticket. This may be used to defray expenses such as complimentary meats and drinks for guests or other costs the club leadership feels is justified.
- Where a meal is planned, the cost factor should be carefully considered and a price established that won't discourage younger alumni. Also we encourage spouses and guests to attend club meetings, and several club members will be paying for two. Reasonable cost is essential to good attendance.

## **B. Have announcements sent on time.**

Meeting announcements should be sent in a timely fashion. The Alumni Relations office will e-mail an invitation to every address on file for your area. The Alumni Association has developed a meeting announcement program that includes the following, all at no cost to the club:

- All that you need to supply is the information about the meeting, including date, time, location, program, etc. To avoid any errors in communication, please submit this information by fax, mail or e-mail.

The key to getting announcements out on time is having finalized copy four (4) weeks before your meeting's RSVP date. Announcements can typically be mailed within a week of that time. Club members then receive announcements at least three (3) weeks in advance of the meeting. This is achievable if plans have been made well in advance.

*Note: All club mailings must be approved by the coordinator of alumni programs prior to printing and mailing.*

## **C. Maximize attendance.**

Good attendance is essential to a good club program. It is the club's responsibility to take the necessary steps to ensure maximum attendance in consideration for the club membership, the visiting speaker(s), and for financial considerations. Here are a few tips to help you:

- Plan a quality, well-organized program.
- Set up a phone committee. Mailings do not always ensure maximum attendance. A phone call can always help remind someone of the upcoming event and help you personally touch each of your club members.
- Set up an e-mail campaign. Many of the alumni in your area will be easier to reach by-mail than by telephone, and this is a great way to send information quickly to everyone.

## **D. Keep the meeting to less than two hours.**

A well-organized meeting adds to everyone's sense of enjoyment. Experience indicates that meetings (including dinner, but not social time) should be less than two hours.

## **E. Speaker Introductions**

The tone and significance of a program is established by the introductions. Great speeches seldom follow poor introductions. Enthusiastic and informed introductions can lift a speaker and the audience's sense of excitement. A good introduction requires preparation, good information, and a sense of excitement about the speaker. Remember to keep your introduction brief. The Alumni and Big Green will provide background information on speakers they provide, at your request.

## **F. Offer Varied Programs**

Alumni and friends of Marshall are interested in a variety of programs and topics. A variety of carefully chosen speakers will appeal to the broadest group possible. There is no magic formula for club programs. We recommend at least one main athletic program, one educational program and one social event during the year. Within each meeting, variety can be created with brief slide shows and videotapes to complement the main speaker.

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# **Marshall University Alumni Association**

## **Mission Statement**

The mission of the Marshall University Alumni Association is to foster the spirit of loyalty and fraternalism among graduates, former, present and future students, and friends, in order to achieve a unity of purpose and action in promoting the best interest of Marshall University.

# Meeting Check List

\_\_\_\_\_ Have your invitation letters been mailed to all members of the club? Has a return card or phone number been enclosed so that the invitees can respond?

\_\_\_\_\_ Have you formed a telephone committee to contact the members, particularly those who have not responded?

\_\_\_\_\_ Do you have an e-mail address book to send a reminder notice to your club members?

\_\_\_\_\_ Have you assured yourself (by visit), that your meeting place is:

- \* large enough to comfortably accommodate your expected attendance?
- \* well-lighted?
- \* appropriate, with a friendly atmosphere?
- \* adequately provided with the necessary service facility
- \* one at which adequate parking facilities are available?

\_\_\_\_\_ Have you confirmed your menu?

\_\_\_\_\_ Is a speaker podium and public address system available, or must you provide these items? Is there a need for other audio-visual equipment, projectors, screens, etc.?

\_\_\_\_\_ Has an agenda been prepared, in adequate numbers, for participants in your program? (See attached approval agenda.)

\_\_\_\_\_ Has a photographer been alerted in order to have pictures taken at your gathering? (black & white 5 x 7 for Marshall topics; please send the negatives.)

\_\_\_\_\_ Have you arranged to have name tags, welcome signs and alumni signs available?

\_\_\_\_\_ Do you have biographies on the speakers?

\_\_\_\_\_ Is someone bringing door prizes?

\_\_\_\_\_ Do you have a copy of proof of the establishment's liability insurance?

## CLUB MEETING ANNOUNCEMENT

(Fax or email to the Alumni Relations office at least six weeks prior to the date of your event)

Club: \_\_\_\_\_

Event/Speakers: \_\_\_\_\_

\_\_\_\_\_

When (Day, Date): \_\_\_\_\_

Where (please include street address, city, directions or a map): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Time (Social, Program): \_\_\_\_\_

Cost (per person): \_\_\_\_\_

RSVP (to whom, by what date, where to send checks): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Telephone numbers of establishment and club officer: \_\_\_\_\_

Additional Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Fax this form to:

Nancy Pelphrey at (304) 696-2299

or

e-mail the above information to [pelphrey@marshall.edu](mailto:pelphrey@marshall.edu).

# MARSHALL UNIVERSITY CLUB MEETING REPORT

CLUB NAME: \_\_\_\_\_

DATE: LOCATION: \_\_\_\_\_

NUMBER OF ATTENDEES: \_\_\_\_\_ NUMBER OF MU ALUMNI: \_\_\_\_\_

START TIME: \_\_\_\_\_ END TIME: FORMAT: \_\_\_\_\_

NO. OF INVITATIONS SENT: *(THE CLUBS DEPT. WILL FILL THIS PART IN)* \_\_\_\_\_

ALUMNI/BIG GREEN REPRESENTATIVES IN ATTENDANCE: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

TOPIC: \_\_\_\_\_

Meeting Comments: \_\_\_\_\_

PLEASE ATTACH LIST OF NAMES OF THOSE ATTENDING MEETING.

Report Submitted By: \_\_\_\_\_ Date: \_\_\_\_\_

**PLEASE FAX TO: ALUMNI RELATIONS, (304) 696-2299**

**OR MAIL TO:**

NANCY PELPHREY, COORDINATOR OF ALUMNI PROGRAMS  
MARSHALL UNIVERSITY ALUMNI ASSOCIATION  
ONE JOHN MARSHALL DR.  
HUNTINGTON, WV 25755