

SIGMA PI ALUMNI CLUB/ASSOCIATION

DIRECTOR OF COMMUNICATION

Job Description

Primary organizer and developer of physical and electronic mailings, social media, line of communication to any undergraduate chapters, and maintenance of the website.

Responsibility

Develop and oversee robust communication efforts of alumni association. Communication efforts should also be coordinated with chapter, for inclusion in alumni communications. A standing communications committee can be formed to help with the following:

- Foster communication between the undergraduate Chapter and the Alumni Board.
- Foster alumni involvement through timely and consistent communication
 - Physical newsletters (2–4 per year)
 - Electronic communications (e-newsletters and general information)
 - Social media
 - Website

Estimated Time Commitment

Quarterly meetings with association leadership and 1–2 hours a week working with ongoing communication efforts

Recommended Weekly Tasks

- Collect information about alumni events and chapter updates
- Update the association's Facebook group, LinkedIn account, and Twitter account with information pertinent to alumni

Recommended Monthly Task

- Regular electronic communication with alumni association board of directors.
- Get updates and give updates to the undergraduate Chapter(s)

Recommended Quarterly Task

- Create and distribute a minimum of two physical alumni newsletters with electronic supplements

Recommended Annual Task

- Attend events sponsored by the Executive Office and/or Educational Foundation
- Attend the Province Meeting



SIGMA PI

Contacts

Position	Name	Phone	Email
President			
Vice President			
Secretary/Treasurer			
Director of Membership			
Director of Communication			
Director of Events			
Director of Fundraising & Philanthropy			
Alumni Relations Chair			
Undergraduate Chapter Liaison			

The Four Areas of Alumni Engagement

There are four areas of a successful alumni engagement program; identification, communication, cultivation, and solicitation. The association is charged with aligning efforts with the chapter to complete these areas.



Identify

Before the association can actively engage their alumni, they need to create an alumni database. An alumni database will provide the group with the information needed to reach out to their alumni. This is the first step in alumni involvement and one of the most important pieces in a strong alumni engagement program. The database can be started by contacting the Executive Office to talk about generating a list of all alumni within a certain area around a select zip code.

Communicate

Meaningful communication is essential when it comes to alumni engagement. The alumni want to hear about their chapter! Most alumni will not go out of their way to contact the association; this is why it is very important for the team to put extra time in communicating with the alumni. The best avenues of chapter-alumni communication is through a semesterly/quarterly newsletter and social media. It is also important to work with Chapters in the area/state/region so that you can aid in communicating with undergraduate members. This type of communication not only aids in the senior-to-alumni transition but also encourages those Chapters to communicate what is going on to any of their alumni.

Cultivate

Alumni cultivation is a major player in having an effective alumni engagement program. Once a line of communication has been created between alumni and the association, the next step is to host an alumni event. Chapter alumni events are generally held in conjunction with an alumni association event. Alumni events are just like recruitment. First impressions are essential to creating an atmosphere where the alumni will want to come back. An alumnus is most likely to attend an event that is family/spouse friendly.

Solicit

A comprehensive alumni engagement program, which properly identifies, communicates, and cultivates alumni annually, will help a chapter to build its local alumni entities. If the association executes steps one through three, they will be more successful when soliciting time from the alumni. Alumni will start to give their time when they see the association is actively engaging them. The three areas where alumni have an opportunity to get involved are alumni advisory boards, house corporations, and alumni associations. Once the alumni start to engage the association, there is an opportunity for fundraising. Historically a chapter led fundraising campaign leads to petty funds. The best opportunity for the chapter to raise money is through an alumni association led campaign. Alumni would much rather give when other alumni ask them to give then when the chapter asks.



SIGMA PI