

Alumni Chapter Leader Terms of Reference AY 2019-20

The Alumni Chapter Leader is an important volunteer position tasked with facilitating a mutually beneficial, enduring relationship between alumni in your country and the university. This position requires good communication skills, enthusiasm and commitment. With your dedication to CEU and your community you can help us build and maintain a thriving international alumni network. We greatly appreciate your time, energy and commitment and we look forward to working with you.

What you can do:

- Plan, organize, and execute CEU and/or alumni activities with the help of other alumni volunteers.
- Serve as a liaison between your alumni group and CEU Alumni Relations Office (ARO).
- Reach out and welcome recent CEU graduates or students relocating to your country.
- Encourage alumni in your area to participate in chapter events.
- Organize at least two alumni events per year.
- Provide follow-up event materials (e.g. photos, videos, a list or number of event participants, event summaries and reflections) to us.
- Work closely with ARO to assist CEU faculty and staff in organizing events in your area.
- Maintain communications via your chapter's social media channels (e.g. Facebook group). The Facebook group is meant as a platform for you to engage with your alumni chapter, share relevant news, opportunities and vacancies, promote events etc. According to the Alumni Relations Office social media policy, only CEU alumni, students and faculty/staff are accepted as members of the Facebook groups. Please allow the CEU Alumni Relations Office staff to approve all new member requests, as they have access to the alumni and student database.
- For chapters with a National Alumni Scholarship, review scholarship applications.
- Promote a culture of philanthropy among fellow alumni and support ARO's fundraising efforts.
- Find local service providers that could potentially become CEU partners and provide added benefits for CEU alumni membership.
- Ensure that your position has a successor upon the completion of your leadership term.

Leadership term:

The term is one to three years, based on the mutual agreement between the volunteer and the ARO.

How we recognize you:

In order to facilitate volunteer recognition, we have a two-tier system that recognizes **levels and frequency of engagement**.

Involvement level	Criteria
Level 1: Volunteer Pro	Active as a chapter contact throughout the AY: <ul style="list-style-type: none"> • Posts on social media at least 3 times/AY • Addresses at least 3 queries from students or alumni/AY • (Co)organizes one alumni gathering /AY
Level 2: Volunteer Champion	Active as a chapter leader throughout the AY (at least two of the following): <ul style="list-style-type: none"> • Regularly engages on social media • Organizes at least two alumni gatherings/AY • Solicits donations for CEU in-person or online • Helps select Alumni Scholarship recipients if applicable • Attends Alumni Leadership Forum

A **Volunteer Pro** fulfills at least one Level 1 criterion. A **Volunteer Champion** either fulfills at least two Level 2 criteria or volunteers with several CEU teams (Alumni Relations, Career Services or Student Recruitment). For example, an active chapter contact who also volunteers as a career volunteer is eligible to become Volunteer Champion for that academic year.

To maintain a level status, a volunteer has to remain active and fulfill the criteria for that particular level during an academic year. Existing volunteers will be reviewed and categorized retroactively, based on their activity within the current academic year. Volunteer Champions who no longer fulfill the criteria will get a one-year grace period.

What's in it for you?

The first time you volunteer with us, you receive the following recognition:

- E-badges, updated each year (CEU Volunteer 2019, CEU Volunteer 2020 etc.), available to all volunteers
- Honor rolls of all volunteers on the ARO website
- Electronic holiday cards

When you reach the Volunteer Pro status:

- Volunteer spotlight article on the ARO website and in e-news
- Exclusive events, similar to donor and society member receptions
- Handwritten holiday cards
- CEU promo items to alumni speakers at career events, accompanied by 'Thank you' cards/messages

When you reach the Volunteer Champion status:

- Discounted tickets to the Reunion Gala
- Invitation to exclusive events during Reunion Weekend
- Invitation to ALF, public recognition during ALF

- Shortlisting for the Alumni Impact Awards (Community Category)
- Recommendations on LinkedIn profiles
- Access to select workshops and trainings for own professional development or for increasing alumni volunteer potential