



CHAPTER TIER PROGRAM FACT SHEET

What is the purpose of alumni chapters?

- To support and assist the university in realizing its academic goals.
- To establish chapter programming which strengthen ties between the alumni in the chapter's local area, the community, and the university.
- To bring together alumni from all of the university's campuses to network and socialize.
- To provide information about the educational goals and achievements of the university.

Why is the Chapter Program at the UT Alumni Association evolving into a new layout?

- To give the chapter program more structure and accountability for both the chapters and the UT Alumni Association.
- To categorize chapters so that they are not necessarily competing with other chapters for awards.
- To establish benefits for chapters who work hard and meet expectations.
- To help establish how chapters can support the university through the *Services to Tennessee*.

What is the layout of the Chapter Tier Program?

- The Chapter Tier Program is based on four categories of expectations and benefits for a chapter. The activities of the chapters and clubs build on one another allowing a chapter to decide how many activities and events they wish to promote each year. The program allows the chapters to have more control over their destiny. In addition, the new club level allows alumni across the country to have groupings of alumni without becoming an active chapter.

How will this affect chapters?

- Chapters will be expected to meet the expectations in their category in order to receive the benefits listed. Chapters meeting the expectations in their category will receive the benefits listed. If expectations are not met then the chapter will be moved tiers for the next year.

What is the *Services for Tennessee* component of the Chapter Tiers Program?

- Chapters provide programming for numerous alumni in their area. All of these alumni and friends have varied interests and chapter programming should reflect these interests. The *Services to Tennessee* allow a chapter to choose programming areas that are both beneficial to the university and the alumni and friends in their area.

How will this new layout benefit chapters?

- Chapters will receive various benefits for the hard work of the chapter leadership.
- The expectations from the alumni association are clearly instructed.
- Chapters no longer will be competing against larger or smaller chapters for awards.
- Chapters have the flexibility of moving from tier to tier each year.

Can a chapter move from tier to tier each year?

- **YES!** Tier selection will be a discussion between the chapter liaison and the president. Chapters will decide which category they would like to be placed in for the upcoming year based on how many activities and programs the chapter believes it can plan.
- Every tier is important to the University of Tennessee. We understand if a chapter has to reduce the chapter activities and leadership responsibility and move down a tier.

How does the Chapter Awards Program fit into the new Chapter Tier layout?

- The benefits and expectations of each category can be viewed in the attached sheets. The tier system expectations will be the foundation for the Chapter Awards Program. On top of the expectations there is a section listing “Outstanding” chapters criteria. If chapters meet the expectations and then go above and beyond to finish the “Outstanding” criteria as well, then they will be considered an “Outstanding” chapter for that particular category.
- Both chapters who met their expectations and chapters who meet the Outstanding criteria will be invited to the Chapter Awards Dinner.
- These guidelines have been used for awards beginning July 1, 2008. This first cycle will last until December 31, 2009. From that time on, the recognition year will be January 1 until December 31.

When will the new Chapter Tiers program go into effect?

- The Chapter Tiers Program will be implemented beginning on January 1, 2009. The first year will be a time of transition and activities completed in the Fall of 2008 will be considered for the first awards cycle under the new program.

How does a chapter know which tier it is associated with?

- Chapter representatives from the UTAA will be in touch with your chapter president to discuss the category that each chapter fits into for 2009 year.

SCHOLARSHIP *This service is demonstrated through aiding UT in scholarship efforts.*

- Endowing a Scholarship (\$25,000 minimum) in your chapter name or continuing your endowment growth
- Inviting scholarship recipients and parents to alumni events
- Give an annual scholarship in your chapter name, which the alumni association oversees

LIFE-LONG LEARNING *This service is demonstrated through ongoing learning.*

- Hosting an academic speaker from a UT campus
- Offering practical seminars: financial planning, buying a house, wine tasting with expert

COMMUNITY SERVICE *This service is demonstrated through providing for your community.*

- Hosting a community service event in your area

Examples Include:

- Habitat for Humanity Event
- Adopt-A-Highway
- Food or Clothing Drive
- Blood Drive
- Service day of labor to a local agency
- Creating a team for a cause-related walk or run (i.e. Race for the Cure, Down Syndrome Society's Buddy Walk)

RECRUITMENT *This service is demonstrated through Alumni and Student interaction.*

- Participate in a Student Recruitment Activity (VAN party, college fair, etc.)
- Speak to a local high school about importance of education
- Host a honors banquet in your area

SPIRIT *This service is demonstrated through sharing the UT excitement.*

- Hosting a TV Viewing Party
- Organizing a bus trip to a UT campus athletics event
- Hosting a UT system athletics speaker
- Hosting a Big Orange Caravan

PRIDE *This service is demonstrated through showing Club/Chapter Pride.*

- Submit article to the *Alumnus Magazine*
- Nominate a chapter member to Board of Governor's
- Obtain news coverage for an alumni event
- Invite local Legislators, Media Representatives, Guidance Counselors and Principals to an alumni event
- Sending a Club/Chapter Representative to Alumni Leadership Conference

NETWORKING *This service is demonstrated through Alumni to Alumni interaction.*

- Organizing an Alumni activity or annual meeting (other than TV Viewing party)
- Hosting and participating in local professional networking events
- Hosting a Young Alum Event in your area

BENEFITS FOR A CLUB

- 2 e-mails per year (no mailers)
- Events posted on UTAA website.
- Chapter contact information listed in the chapter section of the UTAA website.
- Alumni data listing of the alumni and friends of the university in relevant area. (Information can only be used for official UT Alumni Association purposes. Each volunteer with access to the list must follow the policies of the university and have a signed Data Confidentiality Agreement on file at the university.)
- UTAA chapter manual for the year.

EXPECTATIONS OF A CLUB

- Primary Contact must be a UT alum.
- Primary Contact must be responsive/open to inquiries from interested alumni, staff and students and return emails and phone calls in a timely manner.
- Timely submission of Statement of Intent and Year in Review (including summary report of chapter activities) – This is an NCAA requirement.
- Distribute campus/UTAA information to alumni.
- Follow UTAA/ UT data management protocols and submit signed confidentiality agreement.
- Submit annual Treasurers Report with financial statement summary each year by January 31st (*This is an NCAA requirement.*).

BENEFITS FOR A CHAPTER*

- 6 e-mails (no mailers).
- One (1) four hour rental of Alumni House on campus of your choice depending on availability and conditions of that location.
- One Chapter Kit per year (containing event supplies and UTAA literature)
- Opportunity to purchase autograph items at discounted rate.
- A webpage hosted through UT.
- Leadership Training from UTAA Alumni Staff.
- Events posted on UTAA website.
- Chapter contact information listed in the chapter section of the UTAA website.
- Alumni data listing of the alumni and friends of the university in relevant area. (Information can only be used for official UT Alumni Association purposes. Each volunteer with access to the list must follow the policies of the university and have a signed Data Confidentiality Agreement on file at the university.)
- UTAA chapter manual for the year.

EXPECTATIONS OF A CHAPTER *

- Officer Structure required (President must be a UT alum), including elections to be held every year at the same time.
- Conduct one general alumni activity, not including TV Viewing Parties, per year (may either be an annual meeting or alumni activity).
- Have at least 100 alumni in the area for in-state clubs and 250 alumni for out-of-state clubs.
- Fulfillment of two or more *Services to Tennessee*.
- Serve as UTAA and UT Information Contact for the area. Distribute campus/UTAA information to alumni.
- Encourage attendance for UTAA/ University events and programs in your area.
- Be in existence at least one year as a club.
- Have bylaws on file with UTAA.
- Ensure group managed website contains current and accurate information.
- Provide UTAA with updated chapter leadership contact information
- Chapter President must be responsive/open to inquiries from interested alumni, staff and students and return emails and phone calls in a timely manner.
- Timely submission of Statement of Intent and Year in Review (including summary report of chapter activities) – *This is an NCAA compliance issue to ensure institutional control of the chapter.*
- Follow UTAA/ UT data management protocols and submit signed confidentiality agreement.
- Submit annual Treasurers Report with financial statement summary each year by January 31st. (*This is an NCAA requirement.*)

OUTSTANDING CHAPTER *

Outstanding Chapter * will have completed all of the above and additionally:

- Create and utilize a phone or email committee.
- Complete a chapter community service project.
- Send at least one representative to attend annual leadership conference.

BENEFITS FOR A CHAPTER **

- 10 e-mails, one mailer per year.
- Campus speaker search assistance by alumni director for annual meetings.
- Subsidize expenses for speaker's travel to annual meeting.
- One (1) four-hour rentals of Alumni House on campus of your choice depending on availability and conditions of that location.
- A webpage hosted through UT.
- Leadership Training from UTAA Alumni Staff.
- Events posted on UTAA website.
- Chapter contact information listed in the chapter section of the UTAA website.
- Alumni data listing of the alumni and friends of the university in relevant area. (Information can only be used for official UT Alumni Association purposes. Each volunteer with access to the list must follow the policies of the university and have a signed Data Confidentiality Agreement on file at the university.)
- UTAA chapter manual for the year.
- UTAA Representative attendance at annual meeting.
- One Chapter Kit Per Year (*containing event supplies and UT literature in greater quantity.*)
- Opportunity to purchase autograph items at discounted rate and one free time per year.

EXPECTATIONS OF A CHAPTER**

- Expanded Officer Structure including board of directors required, (*President must be a UT alum*), including elections to be held every year at the same time.
- Have one annual meeting and one activity, not including TV Viewing Parties, for alumni in the area.
- Annual meetings rotate between academic, administrative, and athletic speakers.
- Fulfillment of four or more *Services to Tennessee*.
- Serve as UTAA and UT Information Contact for the area. Distribute campus/UTAA information to alumni.
- Encourage attendance for UTAA/ University events and programs in your area.
- Have bylaws on file with UTAA.
- Ensure group managed website contains current and accurate information. (*if applicable*)
- Provide UTAA with updated chapter leadership contact information.
- Annual State of UT and UTAA address with general members.
- Be in existence at least one year as a Chapter *.
- Maintain a Chapter Checking Account in the Chapter's Name.
- Chapter President must be responsive/open to inquiries from interested alumni, staff and students and return emails and phone calls in a timely manner.
- Timely submission of Statement of Intent and Year in Review (including summary report of chapter activities) – *This is an NCAA compliance issue to ensure institutional control of the chapter.*
- Contact local media to announce chapter events/activities.
- Follow UTAA/ UT data management protocols and submit signed confidentiality agreement.

- Have at least 300 alumni in the area for in-state chapters and 500 alumni in the area for out-of-state chapters.
- Submit annual Treasurers Report with financial statement summary each year by January 31st (*This is an NCAA requirement.*).

OUTSTANDING CHAPTER **

Outstanding Chapter ** will have completed all of the above and additionally:

- Send one representative to attend annual leadership conference.
- Complete a chapter community service project.
- Invite special guests to attend alumni chapter activities, including: legislators, media representatives, guidance counselors, and principals.
- Host at least one recruitment/retention activity. (example: Honors Banquet)
- Nominate a member of the chapter leadership as a Board of Governors representative (*if applicable*).

BENEFITS FOR A CHAPTER ***

- 10 emails and two mailers per year (*targeted audience for one mailer*).
- UTAA Representative attendance at key events.
- Campus speaker search assistance by alumni director for two annual meetings.
- Subsidize expenses for speaker's travel to annual meeting.
- Two (2) four-hour rentals of Alumni House on campus of your choice depending on availability and conditions of that location.
- A webpage hosted through UT.
- Leadership Training from UTAA Alumni Staff.
- Events posted on UTAA website.
- Chapter contact information listed in the chapter section of the UTAA website.
- Alumni data listing of the alumni and friends of the university in relevant area. (Information can only be used for official UT Alumni Association purposes. Each volunteer with access to the list must follow the policies of the university and have a signed Data Confidentiality Agreement on file at the university.)
- UTAA chapter manual for the year.
- UTAA Representative attendance at annual meeting.
- One Chapter Kit Per Year (*containing event supplies and UT literature in greater quantity*.)
- Opportunity to purchase autograph items at discounted rate and one free time per year.

EXPECTATIONS OF A CHAPTER ***

- Expanded Officer Structure including board of directors required, (*President must be a UT alum*), including elections to be held every year at the same time.
- Hold two Annual Meetings and one alumni activity per year, not including TV Viewing Parties.
- Fulfillment of five or more *Services to Tennessee*.
- Have at least 6,000 alumni in the area or special permission from UT.
- Minimum of one event targeting recent graduates per year.
- Serve as UTAA and UT Information Contact for the area. Distribute campus/UTAA information to alumni.
- Encourage attendance for UTAA/ University events and programs in your area.
- Have bylaws on file with UTAA.
- Ensure group managed website contains current and accurate information. (*if applicable*)
- Provide UTAA with updated chapter leadership contact information.
- Annual State of UT and UTAA address with general members.
- Have one academic and/or administrative or alumni speaker at event.
- Maintain a Chapter Checking Account in the Chapter's Name.
- Chapter President and executive committee must be responsive/open to inquiries from interested alumni, staff and students and return emails and phone calls in a timely manner.
- Timely submission of Statement of Intent and Year in Review (including summary report of chapter activities) – *This is an NCAA compliance issue to ensure institutional control of the chapter.*
- Contact local media to announce chapter events/activities.

- Follow UTAA/ UT data management protocols and submit signed confidentiality agreement.
- Submit annual Treasurers Report with financial statement summary each year by January 31st (*This is an NCAA requirement.*).

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Outstanding Chapter*** will have completed all of the above and additionally:

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- Host at least one recruitment/retention activity (example: Honors Banquet).
- Nominate a member of the chapter leadership as a Board of Governors representative (*if applicable*).