PURPOSE & PRINCIPLES OF PRACTICE

Geographic Chapters of the Alumni Association conduct their activities in accordance with these principles of practice:

1. Promote the mission of the University in a positive and accurate manner.
2. Strive to engage alumni, parents and friends in the mission of the University.
3. Coordinate event planning and approval with the Office of Alumni Relations.
4. Utilize the Office of Alumni Relations electronic communication capability.
5. Use University-approved marks and images in correspondence and at events.
6. Use the University alumni data base for communication.
7. Use the Alumni Association's web site platform for Chapter web site.
8. Report Alumni Profile updates to the Office of Alumni Relations.
10. Produce a 12-18 month calendar as part of the overall University calendar of events.
11. Create opportunities for diverse Villanovans to participate in organization activities.
12. Support the University’s Annual Giving Program and Comprehensive Campaign.
13. Encourage alumni, students, parents and friends to utilize the Nova Network.
Interested in creating a Regional Chapter of the Villanova University Alumni Association?

Contact the Office of Alumni Relations at 1-800-VILLANOVA or at alumni@villanova.edu. We will help you through the following steps:

1) **Find out how many alumni live in the area you plan to start a chapter.** We recommend having at least 200 alumni, parents and friends in your region to build a successful chapter.

2) **Identify a minimum of 6 Leadership Council members and their roles in the chapter.** Our office will create and share an electronic survey with alumni in your area to identify potential chapter leaders. We will also conduct an Information Session to share plans and answer questions.

3) **The chapter’s Leadership Council will all read and sign a document agreeing to abide by the VUAA’s Purpose and Principles of Practice.** These signed documents need to be returned to our office before proceeding.

4) **Create a 12-18 month plan of events to engage alumni, parents, and friends of Villanova.** We will share a sample calendar for your chapter to assist in developing your plan of events.

5) **Establish social media sites (Facebook, Twitter, LinkedIn) for the chapter.** Our office will help with this process and suggest how to use these services. We will also assist you in the creation of a chapter website hosted by Villanova University.

After one year of operation, the Office of Alumni Relations will determine the success of the chapter and whether it should remain in operation. We will use the following criteria:

1) Did the chapter conduct 6 or more events made up of a combination of:
   - Community Service events
   - Networking events
   - Scholarship events
   - Game Watches
   - Social events
   - New Student Receptions
   - Information Nights
   *No more than half of the events that count towards this number can be game watches*

2) By year two, did the chapter conduct 6-10 (or more) events?

3) Did the chapter abide by the VUAA Purpose and Principles of Practice?

4) Did the chapter have consistent communications with its contact in the Office of Alumni Relations?

5) Did the chapter create a 12-18 month calendar of events for the upcoming year?

6) Did the chapter utilize its social media outlets?
The Office of Alumni Relations offers the following services to all Regional Chapters:

- A staff member who will serve as your chapter's point of contact with the University
- Event marketing on our website, alumni.villanova.edu
- Communication support including an email tool with a chapter-specific template
- Host your chapter's website and share contact information
- Social media account creation and support
- Online event registration and maintenance of attendee lists
- Collection and maintenance of event registration fees
- Use of official Villanova University logos and branding
- Up to date alumni contact information
- Use of space on campus for organization's meetings and events
- University Liability coverage

In return, we ask that your chapter:

- Use our online tools for event registration and the collection of any associated fees and costs
- Use only Villanova approved logos and branding
- Use our email tool to share messages with area Villanovans
- Not collect dues or any payments for membership
- Engage alumni, parents, students, and friends through a variety of activities
- Work with a staff member who will serve as a single point of contact for your organization with the University (Especially important when planning events with the University)
- Promote Villanova University by conducting all related business in line with Augustinian values
- Support Villanova University by philanthropically investing in its future (It is especially important for your organization's leaders to set an example in this area)
- Conduct an Annual Review including a Leadership Inventory, financial review, and the creation of a 12-18 month calendar of events to be shared with our office