

Contents



Foreword	iii
Preface	v
1 Alumni Clubs and Chapters: A President’s Perspective	1
<i>Malcolm Portera, Chancellor, The University of Alabama System</i>	
2 So You Want to Start an Alumni Club? Strategic Planning for Clubs and Chapters	6
<i>Barb Turanchik, Director, Athletics Partnership, Lehigh University</i>	
3 The Model Alumni Club Program	12
<i>Paul J. Clifford, Director of Outreach, Alumni Association, University of Connecticut</i>	
4 Measuring the Success of Alumni Clubs	18
<i>Nelson Armstrong, Director, Alumni Relations, Dartmouth College</i>	
5 Funding Alumni Clubs: An Example from Missouri	26
<i>J. Todd Coleman, Executive Director, Alumni Association, University of Missouri</i>	

6	Getting the Word Out: Marketing for Successful Alumni Clubs	29
	<i>Gene C. Crume, Jr., Vice President, University Advancement, Park University</i>	
7	A Day at the Races	37
	<i>Amee Meyers, Associate Director, Alumni Relations, Washington University in St. Louis</i>	
8	The Perfect Partnership: Working with Volunteers	40
	<i>Lynne M. Sheridan, Director, Alumni Relations, and Director, Faculty of Management Campaign, Dalhousie University</i>	
9	Orientation and Training: Giving Volunteers the Tools to Succeed	44
	<i>Kathy Bickel, Vice President, The Ohio State University Alumni Association, Inc.</i>	
10	Recognizing and Rewarding Volunteers	53
	<i>Veronica Gibbs Ritchie, Director, Alumni Relations, Albuquerque Academy</i>	
11	Corporate Constituent Associations	61
	<i>Steven A. Hall, President and CEO, Houston Alumni Organization, University of Houston</i>	
12	Virtual Clubs and Chapters: The Internet and the Future of Programming	66
	<i>Andrew Shaindlin, Executive Director, Alumni Association, California Institute of Technology</i>	
13	Successful Planning for International Clubs	73
	<i>Robert A. Kerr, Director, International Alumni & Visitors Program, University of California at Davis</i>	
14	The Future of Alumni Clubs	82
	<i>John A. Feudo, Executive Director, Alumni Association, University of Connecticut</i>	
	Bibliography	87
	About the Editors	91
	Index	93