Management Checklist for Alumni Relations

Institutional Background

☐ A brief history of your institution with major milestones and traditions (myths, lore and hot issues).
☐ A list of members on your institution’s board of trustees or principal governing body.
☐ A list of your institution’s alumni board and other volunteer leadership.
☐ Your institution’s internal organizational chart.
☐ A list of your institution’s deans and other academic and administrative leaders.
☐ Your institution and alumni association mission statements.
☐ A recent set of admissions marketing materials
☐ A current academic catalogue.
☐ A list of the top 10 schools your institution competes against for students.
☐ The name of your institution’s athletic conference and schools in the conference.
☐ The last five institutional or presidential annual reports.
☐ The last five audited financial statements.
☐ The last published evaluation of your institution by its accrediting agency.
☐ Your institution’s most recent published long-range or strategic plan.
☐ The name of your institution’s legal counsel.
☐ The name of your institution’s auditing firm.
☐ A five-year history of your institution’s presence in the local, regional and national media.
☐ Major publications from the last five years from your institution.
☐ Listing of your institution’s most honored alumni – including award recipients.
☐ A list of your institution’s honorary degree recipients and commencement guest speakers.
☐ Sample of recent communications to alumni (president’s letter, newsletter, annual fund appeals, etc.).
☐ Current list of local and regional elected officials.
☐ National rankings (U.S. News & World Report, etc.).
☐ Policy and procedures related to acceptance of gifts, pledges and endowments.
☐ Comprehensive summary of clubs and chapter programs.
☐ Insurance coverage and policies.
☐ Lists of past alumni association presidents and executive directors.

Constituency Demographics

☐ Total number; by gender; by decade; by geography; by type (alumni/ae, parents, etc.).
☐ Top geographic locations of major alumni clusters.
☐ Top five types of employment.
☐ Top 10 employers of alumni/ae.
☐ Student body profile – age, gender, race, home city, home state, home country, undergraduate, graduate.
☐ List of industries in region.

**Fundraising Documents (Independent Association)**

☐ The last five annual reports.
☐ A copy of the last audit done by outside counsel.
☐ Alumni participation rate in annual fund.
☐ List of key alumni donors.

**Programmatic Evaluation**

☐ Copies of last five membership appeals.
☐ Overview of revenue generating programs.
☐ Overview of programmatic outreach (alumni/ae, students, faculty, parents, etc.).

**Policies and Procedures**

☐ Your program follows fundamental ethical principles of assuring confidentiality, accuracy, and security in the collection, recording, maintenance, use, and distribution of data and information on your alumni/ae, their parents, and friends.
☐ Your program has a policy for what information may be placed in files, who may have access, and the overall level of confidentiality that pertains.
☐ Your program has guidelines to ensure the integrity of your alumni/ae data.
☐ Your program has guidelines that define what individuals or organizations may receive lists of any sort, and the legitimate uses for these lists.
☐ You understand and follow applicable privacy laws.
☐ Your program has guidelines for determining whether an alumnus/a, parent or friend has died.
☐ Your program has guidelines for determining when an alumnus/a, parent or friend can be declared missing or unknown.
☐ Your program has guidelines for the circumstances under which an individual may request that his/her name be removed from your mailing and/or solicitation list.
☐ Federal and State laws regarding bylaws, articles of incorporation, accountancy standards, taxes, etc.
☐ Your program has guidelines for board and committee nominations and selection.
☐ Your program has guidelines for responding to media inquiries.
☐ NCAA guidelines relative to staff and volunteer conduct.
Program and Personnel

- You maintain a current organizational chart.
- You maintain a current job description for lead volunteers.
- You have job descriptions for all exempt and non-exempt employees.
- These job descriptions follow institutional guidelines.
- All programs have a written set of annual performance goals and objectives.
- You have an orientation program for all new employees.
- The orientation includes an introduction to the benefits and services of CASE.
- You conduct annual performance reviews.
- The format follows institutional guidelines.
- The format includes reference to annual performance goals and objectives, their attainment or non-attainment.
- You have a common understanding of when people report to work and when they depart.
- You have a common understanding of budget procedures and process.
- You have a common understanding about filing itineraries for business trips.
- You have a common understanding about filing contact reports and correspondence, including the matter of timeliness.
- You have a common understanding of appropriate attire.
- You have a common understanding on purchasing rules, proper use of credit cards for the institution, personal reimbursement policies.

Social Media

- Your organization has considered a presence on and strategy for appropriate social media. (Facebook, LinkedIn, YouTube, etc.)
- You have a common understanding with your communications and marketing colleagues on who monitors and maintains social media.

Reference Material

- The Handbook of Institutional Advancement
- The most recent Voluntary Support of Education, published by the Council for Aid to Education (CAE)
- CASE Principles of Practice
- The URLs for the following Web sites:
  - CASE
  - CAE

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