FRANKLIN & MARSHALL COLLEGE
REGIONAL CHAPTERS LEADERSHIP WORKSHOP
The Road to Building a Stronger Chapter

Brought to you by the Alumni Board Chapters Committee, in collaboration with the Alumni Board Volunteer Development Committee and the Office of Alumni Relations
Welcome!
Christine Corkran ’05 and Bill Curtis ’61
Co-chairs, Alumni Board Chapters Committee
THE ROLE OF CHAPTER LEADERS AND ALUMNI BOARD LIAISONS (ABLs)

Chapter leaders manage Regional Chapter Councils, work with the College to plan successful events in their regions, foster relationships among Chapter members, and strengthen their connections to the College.

ABLs serve as a link between the Alumni Board and the Regional Chapter Councils, assist Chapter leaders with event planning and volunteer development, and conduct outreach within the Chapter to promote the mission of the Chapter program.
TIPS FROM THE VOLUNTEER DEVELOPMENT COMMITTEE

AMY FEIFER ’81
CHAIR, ALUMNI BOARD VOLUNTEER DEVELOPMENT COMMITTEE
1. Recruit New Volunteers to the Council

Always actively be on the lookout for new volunteers

Volunteer Development Committee creating “Talking Points” to help with informing other alumni about current F&M initiatives and how to engage – Coming Soon!

2. Share Best Practices

Not just today, but keep in touch with each other via email and phone.
3. **COMPARE PROGRAMS AND EVENTS**

Regularly look at what other regions are doing and what is successful for ideas:

   Social Media
   Event Handbook

Look at what peer schools are offering for more ideas.

*Thank you for your volunteer efforts for F&M!*
THE COLLEGE’S ROLE IN CHAPTER PROGRAMS

AIMEE FASNACHT, ASSOCIATE DIRECTOR OF ALUMNI RELATIONS
Our Partnership

Together, we devote our unique talents and resources to build exciting and thriving regional communities for Franklin and Marshall College alumni, parents and friends.

Associate Director of Alumni Relations

Chapter Leaders

Alumni Board Liaisons

Alumni Association Board Chapters Committee
THE COLLEGE’S ROLE: PROGRAM DEVELOPMENT AND LOGISTICS

Funding Chapter Program Events

Directing and managing program budget

Directing and managing program development with faculty, OSPGD, Athletics, and other region-specific programs

Researching topics and speakers, building relationships with program resources

Planning logistics and details

Signing contracts, making deposits and payments

Managing registration

Staffing events with 50+ attendees
THE COLLEGE’S ROLE: COLLABORATION WITH VOLUNTEERS

Regular and clear communication strengthens our work together:

Associate Director hosts bi-annual planning meetings with Blue Chapter Councils and planning calls as needed with White Chapter Councils, helps to plan the year ahead.

Associate Director is a resource and a sounding board.

Monthly calls with Chapter leaders and ABLS.

Quarterly calls with Chapters Committee co-chairs, Chapter leaders, and ABLS.

Training opportunities – webinars, calls, meetings, possible on-campus leadership training.

Recruit and train volunteers.

Save the Date: **May 13, 8 p.m.** call for Chapter leaders and ABLS.
THE COLLEGE’S ROLE: PROGRAM PROMOTION

F&M Connections: 2nd and 4th Wednesday of each month, segmented editions for targeted promotion, need copy details four weeks prior to first announcement in Connections, ideally three mentions in Connections per event

F&M Magazine: Save-the-dates and Chapter spotlights

Postcards – Deadline for Fall Semester cards (TBA)

Student Callers

Website and Social Media
BEST PRACTICES IN EVENT PLANNING AND OUTREACH

AIMEE FASNACHT, ASSOCIATE DIRECTOR OF ALUMNI RELATIONS
Program Quality Over Quantity

Blue Chapters, 4-6 events annually

White Chapters, 1-2 events annually

Allow yourself time for the full spectrum of program development, outreach, promotion, and post-event community building

Allow time to attract your guests’ attention with future programs

Discuss possible event dates with College well in advance

Leave them (and you) wanting more
Chapter Leaders and ABLs Reach Out

Chapter directories

Personal emails and phone calls

Targeted invitations for coffee, relationship development through personal outreach

Facebook meet-ups, social media outreach (posts, photos, videos)

Comb the magazine and website

Each Chapter member has different skills to devote to one or more of these activities. Play to your strengths!
**Chapter Leaders and ABLs Are Active Hosts**

Arrive early, having done your homework on attendance list

Welcome guests on arrival

Work the room, get to know your guests, recruit volunteers, connect your fellow alumni with one another, and identify possible event resources

Make sure guests are receiving information from the College (and update their contact information)

Opening remarks with key talking points

Thank your guests as they leave

Let your guests know you are a proud alumnus in all ways

Identify attendees you would like to engage more deeply, and call them for their feedback

Thank you notes to attendees

Take pictures of program and attendees for use in magazine, website and Chapter promotion
**Great Events Deliver the College to Their Door**

*Your leadership efforts and events should provide a special experience that attendees can only get through F&M:*

- Through personal outreach, inviting engagement and building community
- Delivering welcome remarks at events that are tailored to connect your guests with F&M
- Sharing special access to speakers, topics, venues and experiences through F&M
- Showcasing F&M’s achievements, resources and priorities
- Programming around the needs of your unique audience
- Delivering F&M's mission, vision and value in ways that speak to your diverse audience
REGIONAL CHAPTER COUNCIL
SUCCESSION PLANNING
CHRISTINE CORKRAN ‘05 AND BILL CURTIS ’61
CO-CHAIRS, ALUMNI BOARD CHAPTERS COMMITTEE
WHAT IS SUCCESSION PLANNING?

Ongoing process

A process to recruit outstanding and engaged alumni

Prepare them to assume more challenging leadership roles
**Why is succession planning important?**

Increases pool of experienced and capable alumni leaders

Maintains pool of candidates for Chapter Chair

Encourages natural turnover of volunteers

Keeps Council fresh, boosts energy level, ensures flow of creative ideas
WHO IS RESPONSIBLE FOR SUCCESSION PLANNING?

Chapter Chair
   Identifies volunteers to replace him/her
   Drafts a written succession plan

ABL (Alumni Board Liaison)
   Provides guidance and experience to current Chair
   Identifies potential leaders among Council members and event attendees

Office of Alumni Relations
   Communicates with current Chapter Chair regarding succession plan and timing of leadership transition
   Provides introduction to Chapter Program for prospective new Chapter Leaders

Other Regional Council Members
   Assist Chair to recruit new members
   Consider and communicate own abilities and interest in leadership, if any
WHAT ARE SOME OF THE COMPONENTS OF SUCCESSION PLANNING?

A set of expectations for Chair, including an estimated tenure

Identification of future leaders currently involved or found through alumni events

“Second-line” leadership roles

Recruitment plan for current and prospective Council members

Contingency plan if Chair must step down, is temporarily unavailable to serve or does not meet responsibilities

Helping other volunteers understand the process

Education for other volunteers regarding succession planning
Utilizing the Alumni Webpage

Vanessa Christman ’83, Alumni Board Chapters Committee and Stephanie Brooks ’13, Alumni Fellow, Office of Alumni Relations
fandm.edu/alumni
Central Pennsylvania Regional Chapter

Upcoming Events:
Check back again soon!

Get Involved:
The Central Pennsylvania Regional Chapter has the third largest concentration of Franklin & Marshall alumni – more than 2,900! The Central Pennsylvania Chapter consists of regions surrounding Lancaster, York, Harrisburg, and Reading.

Volunteer to help with a regional event!

To learn more about exciting activities in Central Pennsylvania, contact the Chapter Chairperson.

Visit tandm.edu/alumni to:
- view and register for upcoming regional chapter events,
- learn more about the benefits and services of the alumni association,
- access the alumni directory,
- read the latest campus news.

New to the area? Click here to update your contact information and receive chapter news.

Great times had by all at the Lancaster County Historical Society and Yuletide tour on December 5, 2015. It was a very festive evening!
New Jersey Regional Chapter

Upcoming Events in Your Region:

'Think Pink Floyd' with Field Reception
February 6, 2014
6:30 p.m. Reception, 8:30 p.m. Performance
Englewood, NJ
Register

Join field friends for an evening of great music and fun at the Bergen Performing Arts Center in Englewood.

"Glen Norwalk's Summer of Love" Concert with Field Reception
March 15, 2014
6:30 p.m. Reception, 8 p.m. Performance
Red Bank, NJ
Register

Join field friends for an evening of classic music and fun at the Count Basie Theatre in Red Bank.

The newly-revived New Jersey Regional Chapter has over 3,000 alumni and friends in the state! The Chapter covers the entire Garden State, and plans are underway to conduct both state-wide events (such as our soon-to-be announced "kickoff" event down the shore) as well as regional events throughout various parts of the state so that everyone will have an opportunity to participate. More details to follow!

To volunteer for a regional event or to learn more about exciting activities in New Jersey, contact the Chapter Chairperson, Andy Wolfenson '89.

Visit fdu.edu/alumni to:
• view and register for upcoming regional chapter events,
• learn more about the benefits and services of the alumni association,
• access the alumni directory,
• read the latest campus news.

New to the area? Click here to update your contact information and receive chapter news.

F&D Friends and alumni celebrate the pre-launch of the New Jersey Chapter at Sonja Theresia in Morristown, NJ 3/2013
Utilizing Chapter-Driven Social Media

Vanessa Christman ’83, Alumni Board Chapters Committee and Stephanie Brooks ’13, Alumni Fellow, Office of Alumni Relations
Facebook & LinkedIn
BEST PRACTICES
KAREN KEGELMAN ‘88 AND CHRIS MAHON ‘05
WHY THIS EVENT?

Survey of alumni done a few years ago showed that alumni are interested in attending cultural events.

Successful holiday events at similar venues in the past.
THE PLANNING:

Hosted annual holiday events on or around this date for the past few years, and it has proven to be a good date

Attendance fee: $40/person before December 19, $50/person after December 19
-Night at the Hagley Museum & Library-
-January 4, 2014-
Karen Kegelman ‘88, Delaware Chapter

Promotion

F&M Connections
Delaware Chapter webpage
Personal Invitation: oversized postcard
Delaware Chapter Facebook group

David Stameshkin as Guest Speaker

Very popular among alumni from many generations

5.5 x 8.25”
Vista Print
500 for $250

Celebrate the New Year with F&M Alumni at Hagley Museum & Library!

Saturday, January 4, 2014
Tour the du Pont estate, Eleutherian Mills, decorated for the holidays!
Meet friends old and new!
Register early and save!
For information and to register, visit www.fandm.edu/alumni
717-291-3955 Alumni Office
Reach out to alumni one-on-one

Setup face-to-face conversations
   What are their interests? What events would they like to see?
   What organizations are they involved with? Do they know other alumni in the area?

Reconnect every couple of months; poke them when you have an event on the books
HOW TO CONNECT:

Parents of current Dips or recent Grads

- Heavily Financially Vested
- Have been to campus more recently than most of us
- More than likely, their children will move home after graduation
  - Networking (need a job)
  - Chapter Involvement
Q&A
Wrap-up
Mary Mazzuca, Executive Director of Alumni Relations & Annual Giving
-Thank You-

-YOU make the difference-

-We know you will be successful-

-You are an ambassador and an influential member of the F&M community. For this, we thank you.-
# The Alumni Board Chapters Committee

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<thead>
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