



YOUNGSTOWN STATE UNIVERSITY



Office of
**Alumni
Engagement**

REGIONAL ALUMNI GROUPS—CONNECTING PROUD PENGUINS EVERYWHERE TO YSU

So you want to become an alumni group of the YSU Alumni Society? We're glad you want to connect with your fellow alumni. The Office of Alumni Engagement has event-planning experience and a variety of resources to get you started, but first a few guidelines...

Alumni in your area

How many YSU alums need to live in your area in order to establish a formal group? There is no hard and fast rule here—we would never want to stop proud Penguins from congregating no matter the size of their city—but we've come up with a few guiding principles in an effort to be fair to all.

In order to receive the benefits listed below, an Alumni Group needs to have:

- 🐧 *At least 200 YSU alumni living within the community of interest.* (E.g., this could be the metro area of one city, two neighboring cities, county or multiple-county region).
- 🐧 Two or more alums willing to take on a leadership role.

If your city doesn't quite meet the criteria above, don't despair. The Office of Alumni Engagement will be happy to talk about ways in which it still might be able to provide some assistance. Just give us a call or an email at 330-941-3119 or emgoist@ysu.edu.

GETTING STARTED...

What we'll provide

- 🐧 Information on how many YSU alums live in the geographic area defined by your alumni group.
- 🐧 Digital invitation design services.
- 🐧 Email sending service. We'll send emails to alumni in your area about upcoming events, or surveys to determine interest. (Sending all communications through Alumni Engagement provides return mail, which can then be researched and resent.)
- 🐧 Website support. We will create a page for your group through the main YSU Alumni Engagement website. The web page will include your leadership contact information. We will post your upcoming event information on our Alumni Engagement calendar - www.ysu.edu/alumni.
- 🐧 Facebook support. We will list your upcoming events and post your event photos on our Facebook page.
- 🐧 Updates about what's happening at YSU. We even have a virtual campus tour for your use! See it here: <http://www.ysu.edu/campus360.html>.

- 📌 Ideas! You can always call our office—we're eager to brainstorm about events and alumni.
- 📌 Alumni Society membership applications! It is important to encourage alumni group members to join the YSU Alumni Society. In addition to the pride of being a part of the group, there are also many tangible benefits. Please make these applications available at each and every event.
- 📌 A limited amount of YSU materials for giveaways, raffles, etc. related to fundraising activities.
- 📌 At the end of the first year, we will work with your leadership and alumni group to evaluate initial progress and work to set goals.

What we need you to do

- 📌 Establish a chair, co-chair, and treasurer. YSU strongly encourages all leaders to be members of the Alumni Society or be willing to join as an Annual or Life Member. Additional leadership positions may be added at the discretion of your alumni group.
- 📌 Keep our Office of Alumni Engagement informed of meeting/event details so they can also be posted on the Alumni Engagement calendar and on the Alumni Engagement Facebook page.
- 📌 Take photos at your event so they can be posted to the webpage and Facebook.
- 📌 Encourage all alumni to also join the Alumni Society.
- 📌 Send us address, telephone and email updates when applicable, so we can update our database.
- 📌 Establish two or three goals for your group. Here are some suggestions:
 - To provide **opportunities for social and business networking** among alumni and friends
 - To **provide enrichment and lifelong education experiences** for YSU alumni and friends
 - To **inform alumni and friends of challenges and opportunities at YSU**
 - To **establish a YSU scholarship at the YSU Foundation to support students from your local area who plan to or are attending YSU**
 - To **promote recruitment of incoming students in your area**
 - To **recruit alumni in your area to join Pete's Pride** (YSU's volunteer initiative)
 - To **sponsor community service activities** that positively reflect YSU.
- 📌 Plan at least two events per year. Don't stress about this—an event can be as simple as a happy hour at a local restaurant or much more elaborate.
- 📌 Decide if you will collect fees or a cover charge at the door for events. Another popular alternative is to allow attendees to self-pay based on individual consumption (going "Dutch").

A note about scholarships...

If you host fundraisers to establish a scholarship, please know that your proceeds may be sent to the YSU Foundation to accumulate until enough money is raised to award a scholarship. Groups can also hold raffles to raise money for scholarships. Once a year, the YSU Office of Alumni Engagement can provide YSU items for use in a raffle to raise money.

Event ideas

An event doesn't have to be a black tie affair, and it certainly doesn't have to break the bank. Consider some of the following events and be open to ideas for free or low-cost activities. Don't be afraid to gather your group to attend other no-cost events already happening in your community.

- 🐧 Networking event—have alumni bring their business cards and get to know each other. This can be done as a “speed networking” event or a less structured format.
- 🐧 Sporting event—many minor league teams will offer great rates for groups.
- 🐧 Seasonal or cultural events such as a golf outing; holiday concert; visit to science or art museum, or historic site; family-friendly hayride.
- 🐧 Wine tasting (coupled with light food like cheese and crackers; local wine shops generally welcome these events, since they might be able to increase their customer base).
- 🐧 Behind-the-scenes tours; consider arranging an after-hours tour of places not generally open to the public. Some examples could be a zoo, aquarium, manufacturing plant, or television station.
- 🐧 Speaker events (organize a speaker event featuring a “hot” topic in your community or take advantage of an existing speaker series).

Estimating Event Cost

Here is a checklist of things to consider when estimating what an event will cost and how much you should charge each guest:

- ☐ Cost of reserving the facility (try to find places that don't charge a fee)
- ☐ Food and beverage costs
- ☐ Bar charges (cash bar or bar service is required—see “**a note on alcohol**” section that follows)
- ☐ Taxes/gratuity
- ☐ Costs associated with a guest speaker including travel, lodging, event admissions, etc.
- ☐ Any additional margin to cover future expenses or to help fund a local scholarship account

A note on alcohol ...

- 🐧 Food and non-alcoholic beverage must be available at events where alcohol is served.
- 🐧 Alcoholic beverages should not be served to minors or intoxicated individuals.
- 🐧 Alcoholic beverages must be served by a qualified third-party alcohol server.

Want to visit us?

The Office of Alumni Engagement is located in Room 120 of Tod Hall at YSU. Tod Hall is conveniently located directly behind the Butler Institute of American Art, with easy access to the F1 Visitors Lot. Please stop by and see us the next time you're on campus! We love to greet our alumni and show them what's new and talk about ways to cultivate the Penguin spirit in their respective communities.