



Affiliate Handbook

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Welcome

Welcome to the Cal State Fullerton Alumni Association Affiliate Handbook. We greatly appreciate the time, energy, and effort that you contribute back to Cal State Fullerton through the Association. Whether you are interested in starting a new club/chapter or joining the board of an established one, this handbook is designed to assist you in organizing, connecting, and engaging fellow alumni in your area of interest. As you read this document, we invite you to share your thoughts and feedback so that the handbook will continue to serve the needs of Association volunteers.

Titan alumni are Cal State Fullerton's most valuable resource. It is our desire that alumni chapters and clubs are designed to keep alumni in touch with other graduates and deepen their connection to the university.

Once a Titan, always a Titan!

Dung Vu
President, Board of Directors
Cal State Fullerton Alumni Association

Dianna Lopez Fisher
Executive Director, Alumni Relations
Cal State Fullerton



About the Cal State Fullerton Alumni Association

The Cal State Fullerton Alumni Association was founded in 1969 to improve the university's ties with the growing group of alumni. The Association now serves more than 245,000 alumni by connecting them to Cal State Fullerton through events like Homecoming, Night of the Pachyderm, alumni mixers, and communications such as [@Fullerton](#).

The Alumni Association is a dues paying organization. Though the Association's major events are open to all Alumni, there are benefits to membership, including member exclusive events and chapter and club participation. To join, Alumni pay for annual or lifetime access to the benefits and privileges of being a member. The current graduating class can receive two years of membership for the price of one during GradFest each spring (\$25 for two years).

The current membership price structure is:

Membership Type	Individual	Dual*	Recent Grad
Annual	\$45	\$60	\$25
Lifetime ⁺	\$500	\$600	\$400

*Dual memberships are available for two members living in the same household

+Lifetime memberships are available on a 10-month payment if desired.

Alumni Association Mission Statement

The mission of the Association is to build lifelong alumni relationships by:

- Contributing to a positive CSUF image
- Promoting university and alumni accomplishments
- Providing environments and opportunities for alumni engagement
- Encouraging educational, social and economic benefits for our student and alumni communities
- Advocating on behalf of the University to promote student success

Governance

The Cal State Fullerton Alumni Association governed by a volunteer board comprised of between 15 and 20 members. There are seven (7) officers and no more than 13 Directors-at-Large. There are four (4) voting members of the board who hold their positions by nature of their role on campus. These are known as ex-officio members.

2015-2016 Board of Directors

Officers

- President: Dung Vu '04
- Past President: Dorissa Martinez '01
- President Elect: Michael Bader '79
- Vice President, Programs: Vanessa Acuña '02, '03
- Vice President, Membership & Marketing: Cher Carrera '92, '02
- Vice President, Finance: Mark Krikorian '79
- Vice President, Chapters & Student Outreach: Michael Falkow '90 '94

Directors at large

- Brateil Aghasi '05
- Sylvia Contreras '96
- Theresa Harvey '81
- Darrell Jodoine '85
- Greg Nelson '74
- Matt Prince '07
- Jordan Poblete '14
- Jennie Phuong '13
- Bill Purpura '76, '79
- Liz Riede '79

Ex-officio members

- President of Associated Students, Inc.: Michael Badal
- Faculty Representative: Currently Open
- Executive Director, Alumni Relations: Dianna Fisher
- President's Representative: Greg Saks, Vice President, University Advancement
- Alumni Council Representative: Verne Wagner

Staff

- Associate Director, Membership & Marketing: Susie Forbath
- Associate Director, Alumni Events: Torria Thomas
- Assistant Director, Alumni & Campus Communities: Justin Gerboc
- Administrative Assistant: Diana Brown '81
- Financial Analyst: Open
- Student Outreach Coordinator: Open
- Web & Marketing Assistant: Open

Annual Alumni Association Events

- Concert Under the Stars (lawn entertainment & services)
- Dinner with 12 Titans
- Homecoming
- Vision & Visionaries
- GradFest
- Grad BBQ
- Night of the Pachyderm
- Grad Trip to Europe

Scholarships & Awards

The Association provides over \$14,000 in scholarships to eligible students each year. This is divided among 10 merit-based scholarships awarded to students from each of the eight colleges.

The Association also gives three university-wide awards recognizing an outstanding graduate student, outstanding senior, and a distinguished faculty member. These are announced at the annual honors and scholars awards event prior to Commencement in the spring.

Affinity Partners

The Association has partnered with a variety of companies in what is called affinity partnerships. These partnerships help generate revenue for alumni programming. Occasionally our partners send direct mail pieces and/or emails to alumni. There is an “opt out of affinity contract” opportunity listed in each winter issue of Titan Magazine.

- Liberty Mutual Insurance (auto and home), <http://www.libertymutual.com/fullerton>
- Mercer Affinity Groups (dental, health, and vision), <http://www.alumniplans.com/csuful>
- Automobile Club of Southern California - Alumni Association members **must** present their membership card to an agent in order to confirm eligibility.

Website

The Association operates a website <http://www.fullerton.edu/alumni>. Affiliates have the opportunity to have a page on this website listing their leadership and purpose. Additionally, the Association will promote chapter/club events on the Association events calendar.

@Fullerton

The Association sends out an e-newsletter each month to the Alumni Association's list of over 146,000 alumni and friends. Affiliate organizations have the opportunity to list their events and accomplishments in this newsletter. @Fullerton is typically sent out the first week of the month. To include your information in the upcoming edition, it needs to be received by the 20th of the preceding month.

Social Media

The Association maintains social media accounts on Facebook, Twitter, LinkedIn, and Pinterest. Chapters/clubs are encouraged to use these platforms to promote their activities and to use the hashtag #csufalumni while posting to their personal accounts. Affiliates can work with Association staff to coordinate postings on the official Alumni Association pages.

Facebook: CSUFalumni

Twitter: @CSUFalumni

LinkedIn: Cal State Fullerton Alumni Association

Pinterest: CSUFalumni

Location of Alumni

Of the 245,000+ Cal State Fullerton alumni, the vast majority – over 182,000 live in Southern California. Over 100,000 of these alumni reside in Orange County! Titan sightings are also high in Los Angeles County with over 45,000 alumni and the San Francisco Bay area with over 4,000 Titans.

About Cal State Fullerton Affiliate Organizations

A Cal State Fullerton Alumni Association Affiliate is an official group of alumni that has established a proud bond with Cal State Fullerton and with approval of the Association, has made a commitment to maintain the requirements for affiliate recognition as described in these policies and procedures. The primary purpose of an affiliate is to engage and connect alumni, friends, and students to one another and to the campus. They achieve this through networking events, professional development activities, and/or group volunteerism.

Policies and Procedures

To receive official recognition from the Association all chapters/clubs must:

- Have a clear and specific purpose that is consistent with the Association's mission.
- Maintain a minimum of roster 100 current dues-paying or lifetime members of the Association
- Chapters must hold at least two events each year. Please notify Association staff of these events at the beginning of each fiscal year.
- Clubs must communicate with their membership at least twice per year. Please work with the Association staff to send these communications.
- Get approval on all promotional materials (postcards, invitations, fliers, sponsorship solicitations, brochures, etc.) from Association staff before executing and distributing.
- Submit minutes from all meetings to the Office of Alumni Relations within two weeks.
- Submit event recap forms within two weeks of hosting an event.
- Be conversant about the Association and the University to alumni, friends, and students.
- Agree that all cash management, disbursement, and accounting services shall be handled by the Association, including monetary gifts and in-kind donations.
- Collect alumni contact information at events and submit it as part of event followup.
- Affiliate board members are expected to purchase their own tickets to chapter/club events, even if they helped coordinate the event.

Official affiliates must adhere to the following limitations:

- Representation of "official Alumni Association" only as authorized by staff.
- Affiliates are not authorized to commit the Association without staff knowledge.
- Affiliates cannot legally obligate the Association.
- All contracts must be between the University and the vendor. No chapter/club board member is allowed to sign a contract on behalf of the group or Association.

Association Support

Once officially recognized as an Alumni Association affiliate, the Association can provide the following, with the requested notice:

- Inclusion on the Association website, including ability to sell event tickets online.
Lead time: Two weeks prior to tickets going on sale
- Social media posting on behalf of the network on the Alumni Association's social media outlets.
Lead time: One week prior to desired post date
- e-Newsletters and eBlasts sent to your membership behalf of the group.
Lead time: Two weeks
- Financial statement.
Lead time: One week
- Financial recaps on chapter/club events
Lead time: Two weeks
- Staff support in the development and implementation of chapter/club activities.
Lead time: Six to eight weeks before the event (minimum)
- Event supplies including name tags, Association information, and door prizes.
Lead time: Two weeks
- Staff support in developing sponsor materials and soliciting sponsorships
Lead time: Six weeks
- Chapter/club account with the Cal State Fullerton Philanthropic Foundation.
- Overall general liability insurance.

Affiliate Financial Policies

Each chapter/club has an account established through the University Foundation and managed by Association staff. Association staff will seek affiliate board approval before incurring costs on behalf of the chapter/club. A financial statement will be provided to the chapter/club officers each quarter and upon request with one week's notice. Additionally, recognized affiliates must adhere to the following:

- The organizational and fiscal year of the Association is July 1 through June 30.
- All chapter/club monies shall be held in the Foundation account. No outside bank accounts permitted.
- Monies used by alumni chapters/clubs should be used for the purpose of recruiting new members, engaging alumni, aiding alumni in professional development, and student outreach.
- All expenses of the chapter/club should be approved in advance by Association staff.
- All contracts and agreements must be submitted to the Office of Alumni Relations prior to approval and signature.

Affiliate Funding

All recognized alumni affiliates should aim to be self-sustaining.

- The Association will provide \$300 each year to aid the chapter/club in engaging alumni.
- Chapters may petition for additional funds on a project by project basis (up to \$1,700 additional each year)
- Chapters/clubs are advised to solicit sponsorships for additional funding (staff can support groups in this and provide sample solicitation materials).
- Chapters/clubs are expected to charge a ticket price or entry fee for their events. Exceptions must be cleared by Association staff.
- All monies received by the group (ticket revenue, sponsorships, etc.) need to be deposited into their account with the Alumni Association.

Application to Become a Recognized Association Affiliate

To be recognized as an official affiliate of the Association, an application must be submitted to and approved by the Office of Alumni Relations and the Association Board of Directors. The process includes submitting the following:

- Chapter/club Request Application
- Board member applications for at least three members
- One year proposed action plan
- At least 50 alumni with paid Association memberships interested in joining the chapter or club

Chapter/club Suspension and Dissolution

The Association is committed in assisting all recognized affiliates in being viable and successful. However, the chapter/club may face suspension or dissolution under the following circumstances:

- Performs any action that is detrimental to the University or Association.
- Unauthorized or improper use of the University's or Association's name, stationary, mailing lists, or databases.
- There is no longer interest or ability by chapter/club leadership or constituents to maintain the group.

Alumni Contact Information

Due to concerns about personal information privacy and security, affiliate organizations are not permitted to maintain a shadow database of members/contacts. All information updates should be submitted to the Office of Alumni Relations for inclusion in the university database. Any communication to chapter/club members must go through the Office of Alumni Relations. This includes email and hard mailings. Staff can assist with pulling the appropriate data and sending desired communications to your members. **Lead time: Two weeks for digital communications; Four weeks for print mailings**

Roles of Leadership

President:

- Develop a one year plan for the chapter/club submitted upon establishment of the group and at the beginning of the fiscal year
- Manage correspondence and requests between your chapter/club and the Association
- Encourage and thank volunteers
- Arrange and preside at all chapter/club board of directors meetings
- Help identify and cultivate alumni leaders for your chapter/club
- Inform alumni of Association and chapter/club events
- Encourage support for the University
- Work with alumni staff to plan activities for your chapter/club
- Adhere to affiliate rules

Vice President:

This position is elected to fill presidency after office is vacated.

- Attend chapter/club board of directors meetings
- Perform duties of the president in their absence
- Work with other officers and committees to learn chapter/club operations
- Learn the duties of the presidential role
- Assist president in the fulfillment of his/her duties
- Assist with correspondence and requests between your chapter/club and the Association

Secretary:

- Take minutes of all chapter/club board of directors meetings
- Submit reports (minutes and event recap reports) to the Alumni Association
- Submit an updated board roster at the beginning of each calendar year.