



Affinity Groups

Kennesaw State University (KSU) Alumni affinity groups serve as official groups of alumni that are linked by a common identity or interest to advocate, advance, and support the Kennesaw State Alumni Association. Ideal affinity groups show a balance and share vision between affinity groups and the university. Volunteers and KSU Alumni staff provide opportunities for alumni to connect to the affinity groups through programs and events throughout the year.

Alumni Networks

Kennesaw State University Alumni networks serve as official groups of alumni linked by common experiences as a part of a Kennesaw State college or program and serve to advance and advocate for the current college or program. Alumni networks work alongside alumni staff, college network advisors, and the institution to provide opportunities for alumni to connect back with campus throughout the year.

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Each KSU Alumni affinity group and network is governed by KSU affinity group and network operating principles. Affinity groups are formed by a charter granted by the KSU Alumni Association Board of Directors. Affinity group executive officers must sign a letter of intent at the beginning of each fiscal year with KSU Alumni staff. Affinity networks are formed by signing a letter of intent at the beginning of each fiscal year with KSU Alumni staff and college network advisor.

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- » Engage KSU Alumni and constituents through volunteer opportunities, active social media, programs, and events
- » Serve as ambassadors of Kennesaw State University and assist in the execution of KSU Alumni goals of educating alumni, creating awareness, and engaging our diverse alumni base
- » Capture key engagement information for KSU Alumni Association

- staff to strategically use
- » Increase the number of graduates who engage with the Office of Alumni and Constituent Engagement
- » Improve ACE partnerships with campus and community units by demonstrating the impact of alumni activxt (B)TJ EMC /P Lang (en-US)/MCID 103BDC /T10 1 Tf 12 0 0 Csuportu da10 1 (Sy)19(eo)da10 (y uope)9atinnst. T)-1.9e iTJ EMC /P Lang



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- » Volunteer Terms begin the first day of the Fiscal year, July 1.

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- » Review Meetings: ACE staff meets with council members who have completed their first year on council to discuss previous year, future goals, and



- » Final month of fiscal year and council term
- » Annual philanthropic commitment due by June 1
- » New Leadership Council members have a 1:1 meeting with ACE staff before beginning term



Elections for president, vice president, and secretary are held annually consisting of Leadership Council members in good standing to begin their term on July 1 and end on June 30. Any member of the Leadership Council from the current fiscal year may be eligible to hold these offices. If a current Leadership Council member does not meet the listed criteria

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- » Coordinates, with the president, the agenda of all meetings and records pertinent information from these meetings
- » Prepares notices of all meetings and supplies meeting information to Alumni staff
- » Oversees all banking and financial reports with assistance from KSU Foundation
- » Provides creative content to Alumni office and maintains Affinity Group social media (if applicable)
- » Serve a one-year term



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- » Hold monthly meetings for committees that they actively serve in
- » Actively assist in the identification and recruitment of new council members
- » Work with executive officers on upcoming events or initiatives set by executive officers with assistance from Alumni staff
- » Submit events/programs at least three months in advance of event to officers for approval by full council before approval by ACE

Examples of committees:

- Student Engagement
- Alumni Giving
- Networking Events

- » If a council member resigns or is removed during their term, the vacancy will be filled at the discretion of the ACE staff.

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- » Provides guidance and counsel to executive officers
- » Advocates for affinity group on Alumni Association Board

Alumni



The executive officers consists of:

- » Immediate Past President
- » President
- » Vice President
- » Secretary

An up to 10-person Leadership Council consists of:

- » Committee Chairs
- » At-Large Leadership Council Members

An effective Alumni Network Leadership Council fosters volunteer training and development to establish a pipeline of future leaders. Leadership team members preferably must:

- » Have a history of demonstrated engagement with KSU and college or program
- » Exemplify strong leadership and relationship-building skills
- » Philanthropically support KSU. Suggested in the amount of \$120 annually or \$10 monthly
- » Be dedicated to advancing the goals and objectives outlined by the KSU Alumni Association and Affinity Network Executive Officers
- » Serve up to three years
- » To run for an executive officer position, candidates must serve at least one year on Affinity Group Leadership Council or at the discretion of ACE staff and current executive officers
- » Be approved by Affinity Network program advisor and ACE staff



All Alumni Networks Leadership Council members or executive officers are subject to release from duties by the Office of Alumni and Constituent Engagement or college and/or program for non-compliance with the KSU Alumni Association Operating Principles or

Alumni Network Handbook. KSU Alumni volunteers who engage in behavior or activities that do not represent Kennesaw State University in a positive or professional manner are also subject to release from duties at the discretion of the Office of Alumni and Constituent Engagement.



- » First month of fiscal year; everyone begins their term on July 1

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- » Review Meeti5oGtaplumni Networ (st m (wr)i2 (ffic)ou* [Encil 2 (gem)-1mb.1 (eer)ugust)TJ EMC /P ALang (en-US)/M0D 750BDC 4s wh)- [beha)10 (v)(ffic)or



The network advisor shall compile the list of candidates that have accepted the nomination for each position and distribute a ballot to Leadership Council. The candidates receiving the highest number of votes for each office shall be declared elected. In case of a tie vote, the KSU Alumni Association Affinity Group Committee shall elect one of the candidates. The slate of elected officers will be sent to the Office of Alumni and Constituent Engagement for approval and record-keeping. Elected officers and alumni constituency will be notified by the last week of January of the new executive officers.



Should a network not have a full Leadership Council to pull from, networks may nominate from the general alumni base or college advisory boards. Proven leadership and engagement in the college or program preferred. The network advisor or Office of Alumni and Constituent Engagement reserves the right to verify that applicants meet the criteria and reserve the right, in its sole discretion, to reject any applicant for any reason.



- » Serve as primary liaison with the network advisor
- » Convenes, sets agendas and presides over all meetings
- » Assumes responsibility for the success of each activity/project
- » Serves as chief representative if/when requested by the KSU Alumni Association Board of Directors, campus units, or schools and college boards
- » Works carefully with their successor to discuss duties, responsibilities, and continuity between administrators
- » Serves a one-year term
- » Has no voting privileges, unless to break a tie



- » Provides guidance and counsel to current president and executive officers
- » Has no voting privilege



- » Assumes duties of president in their temporary absence
- » Handles arrangements for programs and meetings by coordinating with network advisor
- » Works directly with committee chairs on their goal setting and achievement progress, collects committee reports, and shares with officers and network advisor
- » Assists executive officers at group functions in order to become familiar with and promote all operations
- » Serves a one-year term



- » Coordinates, with the president, the agenda of all meetings and records pertinent information from these meetings
- » Prepares notices of all meetings and supplies meeting information to Alumni staff and network advisor
- » Provides creative content to Alumni office
- » Serves a one-year term



- » Work with executive officers on upcoming events or initiatives set by executive officers with assistance from network advisor
- » Submit events/programs at least three months in advance of the event to officers for approval by full council before advertising
- » Examples of committees:
 - Student Engagement
 - Alumni Giving
 - Networking Events
- » If a council member resigns or is removed during their term, the vacancy will be filled at the discretion of the ACE staff and network advisor



- » Serve as primary liaison with the Office of Alumni and Constituent Engagement
- » Guides executive officers in vision setting, goal creating, and hitting target metrics
- » Works carefully with their successor to discuss duties, responsibilities, and continuity between administrators
- » Assists event leader with events request form submissions to Alumni staff



Signature Events

Signature events are events solely funded by the Kennesaw State Office of Alumni and Constituent Engagement. These events further the mission of the KSU Alumni Association and the University. Signature events are discussed with KSU Alumni staff at the start of each fiscal year.

Grant-Funded Events



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Social media is a tool that should be utilized to further engage your audience and spread awareness of programming. Content should be in line with University אורח אורח אורח and is subject to review/ approval by both Kennesaw State University Office of Alumni and Constituent Engagement and the Office of Strategic Communications and Marketing.

The Office of Alumni and Constituent Engagement will have access to all social accounts including username, handles and password credentials. If posts have not been vetted through the proper channels prior to posting or violate brand standards, it will be subject to removal. Content submission should be done in a timely manner so any feedback from the University can be implemented prior to posting.

Social content and captions will be submitted on a cyclical basis as determined by the Office of Alumni and Constituent Engagement. Content should rotate between event information, alumni spotlights and group information in order to ensure engaging and fresh material. A mixture of both graphic and photographic content is encouraged. Social media volunteers are encouraged to be mindful of accurately depicting Kennesaw State's diversity in age, race, religion, etc. If a social media volunteer has a question about any University policies, they should not hesitate to ask a staff member for help and/or clarification.

Quick tips

- » Captions should start with a hook to draw the audience's attention and then transition into post information.
- » Hashtags #אורח אורח אורח, #אורח אורח אורח, #אורח אורח אורח have high engagement and visibility in alumni audiences.
- » Images lifted from online resources tend to be granular or poor quality. Take advantage of University resources like אורח אורח אורח to find images that are high resolution.





Leadership Council Orientation

Through an evening retreat in March, newly selected Leadership Council members will attend a two-hour orientation. Topics include:

- » Who and what is the KSU Alumni Association?
- » Networking with other Leadership Council Members and Alumni Association Board of Directors
- » Team dynamics and get-to-know-you's
- » Expectations and resources
 - ACE processes
 - Events
 - Grant funding
- » Goal-setting for the next year

- » Communication plans must align with University brand standards and be given to staff in a timely manner.
- » Leadership Council members must make sure they are receiving the Wingspan newsletter and information from KSU Alumni correspondence.
- » Affinity groups and networks must go through the Office of Alumni and Constituent Engagement, along with Strategic Communications, to send out any official email correspondence to their constituency. Shadow lists or third-party mailing platforms are not permitted.
- » Submit Wingspan content one week prior to send out date. Visual should be high resolution and be 1080x1080 px.
- » Volunteers should not act as an official spokesperson, providing statements or opinions as they can be construed as the University's or the Alumni Association's stance on a particular topic. All media requests should be directed to ACE Staff and Strategic Communications.

How can I update my contact information?

Alumni and friends are encouraged to update their contact information to receive news on upcoming events and News from the Nest through our Wingspan Newsletter.

How do I become a member of the KSU Alumni Association?

All graduates of Kennesaw State University, Southern Polytechnic State University, and any iteration of those institutions are considered "members" of the KSU Alumni Association. There are no dues requirements, although some events or programs may include a

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Training

Every second Tuesday of the month, ACE staff will host one-hour training sessions on relevant topics to effectively lead your affinity group or network. Training can also be found in the online toolkit for Affinity Leaders. You are responsible for the information in these training courses every month.

