



OWL NETWORKS
EXPECTATIONS & GUIDELINES

FAUTM

ALUMNI
ASSOCIATION

Florida Atlantic University

Dear FAU Alumni,

Thank you for your interest and excitement in becoming a Volunteer with one of our Owl Networks. We know that your time is valuable and we appreciate all that you do to empower and connect Owls in your community.

Our alumni population is constantly growing which makes it even more important for our Owls stay involved and connected with FAU wherever their lives may take them. Our goal is to sustain our strong community of prideful alumni through the growth of Owl Networks, and your role in achieving that is vital.

This guide serves as a reference to help current and potential network volunteers navigate through network operations. The entire Alumni Association staff is always available to help, support, and guide you.

We look forward to working with you!

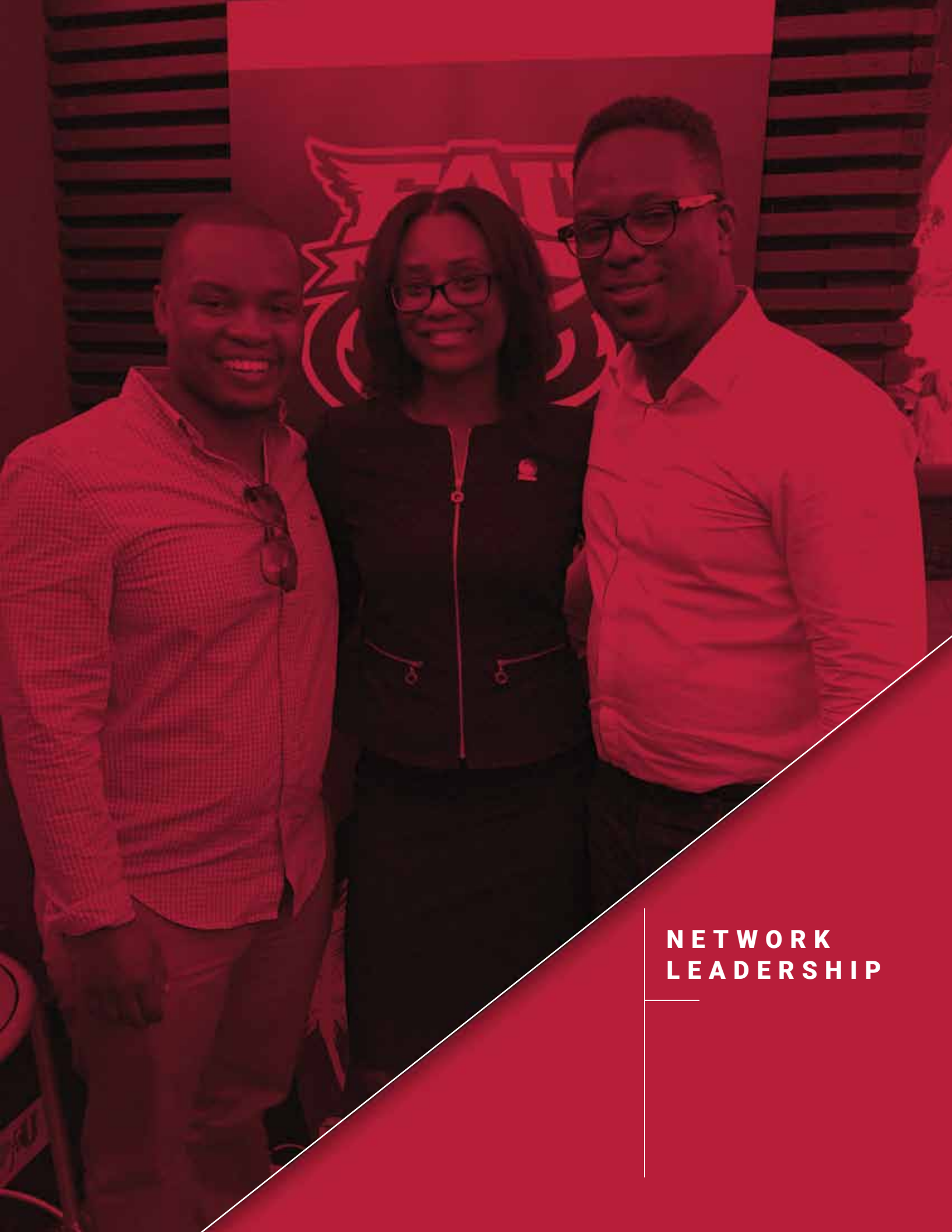
The FAU Alumni Relations Team

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WHAT IS AN OWL NETWORK?

An **Owl Network** is a location and/or affinity based group of FAU alumni that have an interest in maintaining a strong connection with the University and other alumni. With the help of each Volunteer Leader, Owl Networks comprise a yearly schedule of events and opportunities to bolster the growth of connection and pride with alumni, students, and community members.



**NETWORK
LEADERSHIP**

THE NETWORK VOLUNTEER LEADERSHIP TEAM

Volunteer Leadership provides guidance and leadership to interested members of an Owl Network, ensuring its effectiveness. Leadership develops and implements a yearly program of events, and identifies members and new volunteer leaders.

We encourage each network to have a board of 10 – 15 members, including the five (5) volunteer leadership roles which consist of one (1) Chair, one (1) Vice Chair, one (1) Events and Communications Chair, and two (2) Volunteer Leaders. The remaining 5 – 10 members are required to attend meetings and help promote all events.

All Network Volunteer Leadership members must have a current active status as a member of the FAU Alumni Association, regardless of graduation status.



VOLUNTEER LEADERSHIP ROLES & RESPONSIBILITIES

CHAIR

- Provides leadership and direction to the network
- Represents the network and serves as an ambassador of FAU in the local community
- Attends events hosted by the network
- Serves as the main contact between the network and FAU Alumni Association staff advisor
- Develops and steers membership and fundraising efforts
- Appoints new officers
- Creates committees
- Preps incoming Chair

VICE CHAIR

- Shadows the chair to learn leadership and direction, as chair-elect
- Attends events and represents the network when chair is not able
- Serves as secondary contact between the network and FAU Alumni Association staff
- Assist in steering membership and fundraising efforts
- Preps incoming Vice Chair

EVENTS & COMMUNICATIONS CHAIR

- Works with the Chair, Vice Chair, and Volunteer Leaders to plan and execute network events
- Manages network social media account
- Responsible for providing accurate event attendee information as well as event reimbursement when applicable
- Assist in steering membership and fundraising efforts
- Preps incoming Events & Communications Chair

VOLUNTEER LEADERS (2)

- Works with Chair, Vice Chair, and Events & Communications Chair to coordinate and execute networking events
- Assist in steering membership and fundraising efforts
- Attends events hosted by Network

TERM LIMITS

All positions are two-year appointments. The current network leaders in conjunction with their Alumni Association advisor will select new Volunteer Leaders or re-appointment of a member whose term has just ended. At the completion of a volunteer's term, they may have the option to apply for an additional term. Volunteers shall not serve more than three (3) consecutive terms.

The year of service is from July 1 – June 30. All elected volunteers must actively work to identify successors for their positions.



**NETWORK
EXPECTATIONS**

INTRODUCTORY PERIOD & NETWORK CHARTERS

INTRODUCTORY PERIOD

Owl Networks must go through an introductory period of at least one (1) year before requesting to become a chartered network by the Alumni Association Board, allowing the network to build its Leadership and work to fulfill all requirements to become a successful chartered network, including:

1. Building a Network Structure:

- Volunteer Leadership: Chair, Vice Chair, Communications Chair
- Volunteer Leaders: must have a minimum of two (2) Volunteer Leaders

2. Events (Minimum):

- One (1) athletic based (game watch, homecoming, etc.)
- One (1) volunteer/service event (Ideally April)
- One (1) social/networking event
- Optional: One (1) professional development, one (1) admissions, one (1) family friendly

CHARTERED NETWORK

To become a chartered network, the FAU Alumni Association Board of Directors must approve its continuation from its introductory period. An Owl Network will be eligible to apply to be chartered upon completion of the introductory period. Your alumni staff advisor will present the request to the FAUAA Board at the quarterly board meeting, and approval will occur based on the met requirements during the introductory period.

Events

As a chartered network, your network must maintain the standard in place during the introductory year. New goals will be determined based on the prior period's performance and demand.

Meetings

Meetings enhance productivity and success. The expectation for the Volunteer Leadership is to meet at least quarterly, and one full network meeting per year. Meetings can take place in person or via phone. Notes must be taken at each meeting and added to the Network shared Google Drive.

Membership

Volunteer Leaders are required to be members of the Alumni Association. Owl Networks will be required to promote Network and Association membership.





**NETWORK
GUIDELINES**

EVENTS & ACTIVITIES

PLANNING EVENTS

Events are an important aspect of Owl Networks. It is through programming that alumni are able to connect with each other and grow the relationship they have with FAU. It is important that events and activities are strategically planned and executed.

EVENT FINANCING

Discuss the terms of financing an event with your Alumni Association staff advisor. The amount of financial assistance provided from the Alumni Association is contingent upon the event, time of year, cost of event, and amount of funds available.

EVENT MARKETING

Emails

The Alumni Association will promote all network events and Alumni Association-sponsored events to targeted lists of alumni and friends through email.

Social Media

Use your network's social media page(s) to promote the events. The Alumni Association will also use its social media accounts (Facebook, Twitter, Owls Connect) to promote the events.

Personal Outreach

Call or email local alumni using information provided by the Alumni Association advisor or connections you have made with reoccurring guests and previous events, to encourage them to attend events.

EVENT REGISTRATION

All event registration must be done through the Alumni Association's website (by an Alumni Association staff member) to ensure accurate data collection. Your Alumni Association staff member will provide you with a final registration number and list of attendees prior to the event.

EVENT ATTENDANCE

Track attendance using the final registration list as a check-in sheet. Walk-in attendees' names, email addresses and graduation year(s) must also be tracked on the walk-in sheet.

EVENT FOLLOW-UP

Follow up is an important part of engaging alumni. Within 3 days after the event, send the attendee list to your Alumni Association advisor to ensure accurate data collection. If you were able to take any photos, send those to your advisor as well, as they will be used in the follow up emails.

Within one week, a 'Thank you for attending' email and a 'Sorry we missed you' email will be sent out to those who did and did not attend the event, respectively.

Be sure to reach out to any prospective volunteer you met that may be interested in joining the board or a future meeting.



EVENT CHECKLIST

❑ LOCATION/TIME/DATE

Choose a site that fits the theme of the event, and is easily accessible for guests. Conduct an in-person visit to determine if the size of the venue, parking, sound quality, etc. is adequate for the event.

❑ FOOD & BEVERAGE

Determine if food and beverage should be provided to the guests a no cost, a small fee, or if they will be responsible for purchasing their own food or beverage.

❑ SET-UP

Events should always be “FAU-themed”. FAU Alumni Staff can provide table decorations, welcome signs, branded table cloth for the check-in table, and small giveaways if needed. Determine whether name tags are needed, which will be distributed at the check-in table.

❑ PROGRAM

Determine whether there will be a speaker, and if there is a need for an emcee. Create a timeline of the length of time each speaker and emcee will talk.

❑ PROMOTION

Determine how often and through which platforms the event will be marketed on. Work with your Alumni Association staff advisor to create an evite, registration page, and graphic (if needed).

❑ POST-EVENT

Update registration information and forward to your Alumni Association advisor to input data into our records. A follow-up ***‘Thank you for attending’*** and ***‘Sorry we missed you’*** email will be scheduled to all applicable registrants.

COMMUNICATIONS

SOCIAL MEDIA

Each Owl Network will have one (1) official social media account for their network to engage with alumni and the community, and promote their events. All Owl Networks will have their own Facebook Group linked to the official Alumni Association Facebook Page. Additional social media accounts may be allowed on the discretion of your Alumni Association advisor.

Your Network Facebook group will allow you to directly interact with alumni, promote events, and networks online. The objective is for the Facebook Group is for it to become an online community where FAU Alumni can share their memories of FAU, how they can get involved now, and their excitement about where FAU is headed. Always represent FAU professionally on all social media platforms.

Moderating Your Facebook Group

Network Leaders will have administrative control of the Group and will need to play a large role in its operation. Network Leaders should not only moderate their Group, but also spur conversation and get feedback about past and upcoming events.

Building Your Facebook Group

Volunteer Leaders will invite relevant Alumni that they know will fit within the network and encourage them to invite their own friends who also fit within the group, and so forth.

Content

Some examples of content you may want to post include:

- Ask questions that spark conversations/debate. Example:
 - Where should we have our next meet up?
 - What was the best late night food spot?
 - What was the best dorm?
- Memorable photos of you at FAU
- Welcome new members (Tag them in the post)
- Craziest party you went to on campus
- Promote the next event(s)
- Post a link to a positive FAU story
- Networking shout outs (Set a specific day of the week for members to post about what they do for work). But be careful that it doesn't turn into too much self-promotion.

Questions?

If you are struggling with content or need help strategizing, please reach out to your Alumni Association advisor. We are always here to help!

EVITES

Email invitations for all events will be created by the Alumni Association staff and sent out via the University email system. FAU Alumni Association staff aims to send most e-invitations out about two weeks prior to the event date, and a follow-up email about three (3) days prior. Dates and times, however, are contingent upon the University email schedule and policy.

In order to provide ample time for scheduling, a list of events for the upcoming semester should be given to your Alumni Association advisor for review, prior to the end of the current semester. Additional event dates must be given to your Alumni Association advisor at least one (1) month prior to the event.

NETWORK EMAIL ACCOUNTS

Owl Networks may choose to have their own email accounts. A Gmail email address and password will be created by Alumni Association staff, but will be managed by Owl Network volunteer leaders. This email address may be used to answer questions from evites, communicate with members and potential members, and any other network business. Your Google Drive can be utilized to share meeting notes and other documents meant to be available to all network leaders.

LOGO USE

The University and Alumni Association maintain strict control over the use of its trademarked logos and marks. Any use of the trademarked logo on a flyer, invitation, or graphic, must be approved by the University's creative services department. A Network specific logo will be created and distributed to the network to use for Marketing and growing the network brand.

PROMOTING FAU BRAND

Owl Network members are expected to promote the FAU brand in a way that is consistent with the University branding theme.



