



Office of Alumni Engagement and Annual Giving

Establishing a New Alumni Chapter

Special Interest and Academic-based Affinity Groups

Alumni Chapters are referred to approved alumni groups that are 1) affiliated with one of the colleges on campus such as the Coggin College of Business Alumni Chapter, or 2) special interest groups that form based on shared common interests or attributes such as the UNF Surf Alumni Chapter.

Special Interest Groups: these groups are approved by the Office of AEAG and the UNF Alumni Association Board of Directors. Other on-campus units may be the beneficiary of these types of groups and will play a role in supporting these types of groups.

Academic-based Groups: these groups are approved by the Office of Alumni Engagement and Annual Giving (AEAG), the UNF Alumni Association Board of Directors, and also have a signed letter of endorsement from the Dean of the specified college. The Dean's office of any specific college should be notified and kept in the loop when these types of groups are being formed.

To become a certified UNF Alumni Chapter, groups must satisfy all prerequisites and steps listed below. In addition, groups must be certified by the Office of AEAG as well as the UNF Alumni Association Board.

Steps to establish an Alumni Chapter:

1) Organize a Core Group

- A group must have at least (5) alumni that will make up the core group that will lead the initiative to form an Alumni Chapter. One member of this core group will be the primary contact person to the Office of AEAG – this could be you!
- Through this process, non-certified groups are financially independent entities that are funded by the various members of the group

2) Reach out to alumni and plan an Interest Meeting

- Submit a draft for the interest meeting agenda to the Office of AEAG.
- The core group will be responsible for reaching out to other alumni (i.e. word of mouth, friends, social media, etc.) with similar interests or college affiliation on campus to promote the idea of forming a chapter.
 - The Office of AEAG will help promote the core group's initiatives by sending out e-mails to alumni. **Note: there is a marketing lead time of at least 6 weeks (4 weeks if data and email addresses are already available). Please refer to the Marketing and Communications Guidelines for additional information.**
- Continue to keep the Office of AEAG in the loop about all outreach efforts.

3) Host an Interest Meeting

- Once the interest meeting plan is approved, the group can move forward with hosting the meeting.
- Host the interest meeting with a goal of at least 20 UNF alumni in attendance. Attendance should be recorded and the sign-in sheet should be submitted to the Office of AEAG within (1) week of the meeting.

4) Plan and Host events to become a certified Alumni Chapter

- If the viability of continuing the process is approved, the core group and other alumni volunteers, can move on to the next step of completing the following tasks within a 12 month (or less) time-frame:
 - Host at least (1) event in each of (3) different O.S.P.R.E.Y. programming categories.
Note: Please refer to the [O.S.P.R.E.Y. Programming Guide](#) for more information and event types and categories.
 - Collect alumni contact information for all hosted events and submit information to the Office of AEAG within 1 week.
 - The group should be thinking about which alumni will serve in the various leadership positions.

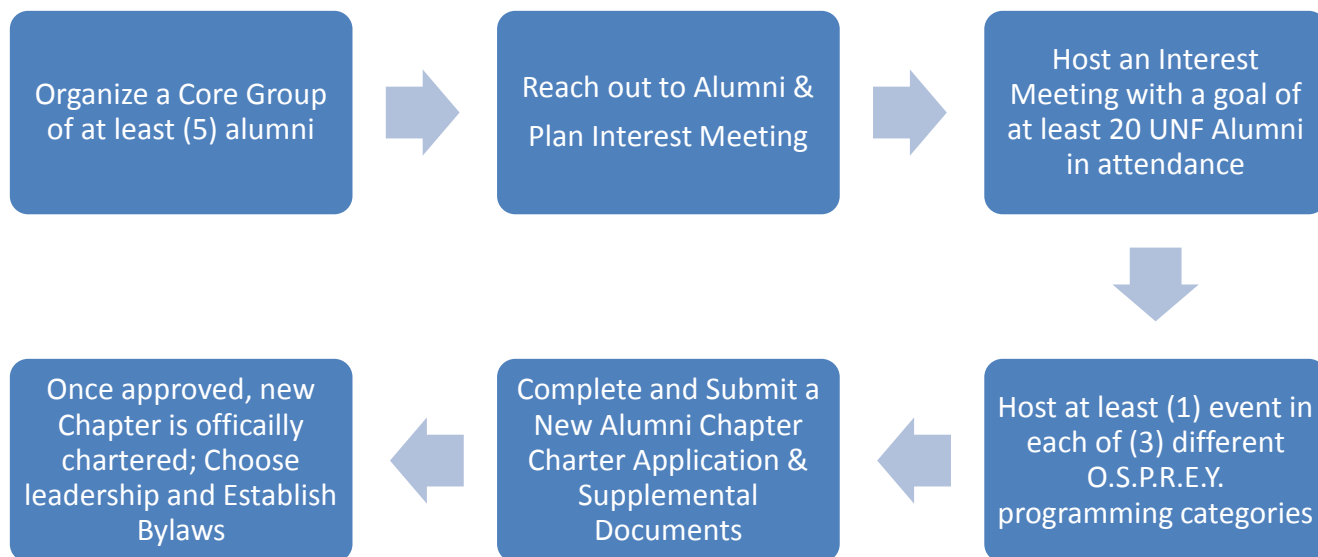
5) Certify the Alumni Chapter

- Upon successful completion of the tasks required to establish a Chapter, the contact, in conjunction with the leadership group will be provided a new [Alumni Chapter charter application](#) to complete and submit to the UNF Office of AEAG for review.
- Organize a formal leadership group of at least (5) members that includes a President, Vice President, Secretary, Treasurer, and Marketing and Outreach Chair. Refer to the [Leadership Roles and Positions](#) document for details.
- Along with the Charter Application, groups should include: 1) a letter of intent stating the purpose of the chapter, 2) the names, contact information and graduation years or dates of attendance of the alumni wishing to organize the club; a goal of at least 20 alumni should be included in the roster, and 3) all academic-based group requests shall also include written endorsement by the college dean.
- Upon approval, the Office of AEAG will formally recommend establishment of a new Chapter, and its purpose, to the UNF Alumni Association Board.
- After Alumni Association Board approval, the Office of AEAG will notify the group leader through written approval of the certification of a new Chapter.
- Within (90) days of written approval, the OAC must draft Bylaws consistent with the Alumni Association bylaws and submit such bylaws to the Office of AEAG for approval. Failure to submit Bylaws within (90) days of written approval shall negate said certification. All subsequent changes and revisions to such bylaws must be submitted to the Office of AEAG for approval. Each Alumni Chapter will refer to the UNF Alumni Association Bylaws should outlying circumstances, matters, and questions arise.

Notes: 1) The process for establishing a new Alumni Chapter is subject to change by the UNF Office of Alumni Engagement and Annual Giving and the UNF Alumni Association Board.
2) Only Chartered UNF Alumni Chapters or Clubs will be recognized as official representatives of the University of North Florida, the Office of Alumni Engagement and Annual Giving, and the UNF Alumni Association.



Office of Alumni Engagement and Annual Giving
Flow Chart | Establishing a new Alumni Chapter



Note: Each step in this process for establishing a new Alumni Chapter is contingent on approval by the UNF Office of Alumni Engagement and Annual Giving and the UNF Alumni Association Board. These steps are subject to change.

Please refer to the detailed process for [Establishing a new Alumni Chapter](#) section for more information.



Alumni Association
UNIVERSITY of NORTH FLORIDA.
Office of Alumni Engagement and Annual Giving
O.S.P.R.E.Y. Programming Guide

Groups should complete a minimum of (1) event in each of (3) different categories – annually

O.S.P.R.E.Y Event Model	Examples
O. – Ospreys Give Back to UNF	
<ul style="list-style-type: none"> Scholarship/Fundraising events for the university, a university entity, or the alumni Chapter/Club 	Plan an event where proceeds go back to UNF i.e. Scholarships Student Clubs/Organizations, or to support your Alumni Chapter/Club.
S. – Social / Networking Event	
<ul style="list-style-type: none"> Happy Hours, Mixers, Themed Gatherings 	Host a social at a venue or home
<ul style="list-style-type: none"> Local Alumni-related Activities & Festivals Family-Friendly Events 	Participate in a local “All Florida Alumni Event” with other universities and alumni groups; BBQ’s; Beach Day
<ul style="list-style-type: none"> Tours – museums, behind-the-scenes of a business 	Tour a city, local brewery, or alumni-owned establishment
P. – Professional & Career Development / Networking Event	
<ul style="list-style-type: none"> Webinars; Workshops 	host a social media workshop on #how2getthatjob
<ul style="list-style-type: none"> Speaker Series Industry panel discussion 	The Coggin College of Business Alumni Chapter speaker series lunch with Mark Lamping, President of the Jacksonville Jaguars
<ul style="list-style-type: none"> Other Professional Networking Event 	A breakfast or lunch at Panera with a career development focus
<i>Note: An alumni group may be interested in establishing a mentoring program or professional network system. This helps Ospreys – both students and alumni – find jobs, internships, and other career development opportunities. Hire an Osprey!</i>	
R. – Recruitment and Outreach Event	
<ul style="list-style-type: none"> Senior Send-Offs 	Partner with the UNF Parents Association to host an event in your area for incoming UNF freshman
E. – Engaging the Community Event	
<ul style="list-style-type: none"> Community Service opportunities/projects 	Walks for a cause; Toy/Food Drives; Volunteer for an organization
<ul style="list-style-type: none"> UNF-centric volunteer opportunities on campus 	Establish an event or partner with an existing on-campus volunteer initiative; participate at UNF
Y. – “Your Choice” UNF Athletics Event	
<ul style="list-style-type: none"> Choose a UNF Athletics event to attend Plan and host a UNF game watch party 	Host a local watch party at a local venue/home or attend an athletics game with a group of fellow alumni