STANDARDS FOR SUCCESS

The expectations outlined below have consistently proven to be instrumental in the success of chapters and affinity groups. Keep these guidelines in mind as a foundation for your leadership role.

Serve as an Emory ambassador in your community

You are the local face of Emory. Be prepared with elevator pitches for your encounters with fellow alumni, volunteer prospects, and prospective students and families. Stay up to date with what’s happening on campus, as well as opportunities to stay connected with Emory beyond the local chapter or affinity group.

Conduct a range of local activities based on the size and vigor of the group

When considering events, focus on quality over quantity. Use the event modules framework [link] as a guide to ensure a balanced calendar, and plan events strategically for the highest impact.

Participate in an annual planning process with your association liaison

Take a step back at least once a year for a big picture view of the needs of your chapter or affinity group and your goals for the year. Work with fellow volunteers and your association liaison to map out a calendar of events, address other priorities, assign volunteers, and allocate resources.

Recruit volunteers and build your leadership pipeline

Volunteers are the cornerstone of alumni chapters and affinity groups. Keep a constant eye toward volunteer prospects and find ways to get and keep them involved. Think about who might succeed you when you are ready for your next leadership steps, and begin recruiting and training them early.

Attend volunteer leadership training and activities

Take advantage of the available resources to stay up to date on best practices and strategic priorities. Participate in quarterly conference calls with leaders from your region, and attend Regional Leadership Conferences when they’re hosted in your area. Use your association liaison, your Emory Alumni Board regional representative, and your fellow alumni leaders as resources!