

ALUMNI CHAPTER HANDBOOK



**SAINT
MARY'S
COLLEGE OF
CALIFORNIA**

ALUMNI ASSOCIATION

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Dear Gael Chapter Leader,

Congratulations and thank you for your drive to initiate chapter activity in your community for the Saint Mary's College Alumni Association. As a Gael, we all have a common shared life experience, and that connection remains strong in the 40,000 alumni who demonstrate the spirit of Saint Mary's throughout the country.

Your passion and drive to work collaboratively with fellow alums in your geographical area is not only appreciated by the College, but also significant in its scope as we journey together towards the 150th Anniversary of our beloved Alma Mater in the year 2113. The network of Gaels your chapter will create ensures that all alumni, regardless of location, will be able to celebrate the greatness of the institution we all love as that year approaches.

Thank you once again for your dedication. It is a true illustration of what it means to be a Gael for life! Go Gaels, and remember the best is yet to come!

Warm regards,



Tom Bruce '67
2006-2007 Alumni Association President

**Alumni Association Board of Directors
2006-2007**

Executive Team

Tom Bruce '67 **Brian Boulden '02** **Cindy Cooper '96** **Gerry Murphy '72**
President *VP for Chapters* *VP for Membership* *VP for Events*

Greg Teshara '02
President Elect

Michael Boele '72
Immediate Past President

Directors

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Erin Gilbert '02	John Neudecker '72, M '04
Drue Hulmer '91	Warren Parker '87
Brother Raphael Patton '63	Tony Perez '05
Rita Richcreek '77	Steve Piuma '69
Amy Uyematsu '02	Julie Pryde '87
Thomas Wright '72	Bernie Valdez EMA

Professor Ron Olowin
Faculty Advisor
Chair of Physics and Astronomy

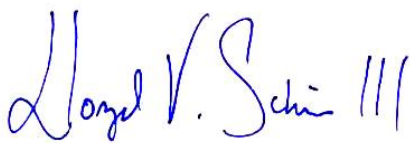
Dear Alumni of Saint Mary's College,

Saint Mary's is proud of her dedicated and growing alumni population. It is the effort of the Office of Alumni Relations and the Alumni Association to encourage graduates to remain close to their Alma Mater and to promote the spirit of Saint Mary's College in their communities. Chapter organizations are the best means to this goal.

We deeply appreciate the dedication you have to Saint Mary's College, and are grateful for your generous contribution of time to the success of Alumni gatherings in your area. The Chapter Program could not succeed without the help of dedicated Gaels like you!

This handbook has been designed as a resource to assist alumni chapter leaders in developing, organizing, and improving chapter organizations. If you have any further questions, please contact the Office of Alumni Relations. We're working for you!

Sincerely,



Lloyd Schine III '98, M '04
Director
Alumni Relations



Chris Carter '97, M '02
Associate Director
Alumni Relations



Courtney Carmignani '05
Assistant Director
Alumni Relations



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Professional Staff and Contact Information

Office of Alumni Relations

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The Mission of Saint Mary's College

To probe deeply the mystery of existence by cultivating the ways of knowing and the arts of thinking. To affirm and foster the Christian understanding of the human person which animates the educational mission of the Catholic Church. To create a student-centered educational community whose members support one another with mutual understanding and respect.

The Mission of the Alumni Association of Saint Mary's College

The mission of the Alumni Association is to promote the best interests of Saint Mary's College of California and to assist alumni so they may personify those principles learned at the College.

History of Saint Mary' College

Founded in 1863 by the Roman Catholic Archdiocese of San Francisco, Saint Mary's College of California is one of the oldest colleges in the West. The College campus originally was located in San Francisco, and operated for several years under Archdiocesan direction.

Archbishop of San Francisco Joseph Alemany, who was unhappy with the College's operation under the diocesan clergy, appealed to Pope Pius IX in 1867 for assistance in persuading the Superior General of the Christian Brothers to send Brothers to assume direction of the College. Nine Brothers arrived in San Francisco in 1868. Within two years, the student body increased from 50 to 200. The first Bachelor's degrees were awarded in 1872.

In 1889, the campus was moved to Oakland's Brickpile facility, where the College operated until 1928, when it moved to Moraga. The original Moraga campus was much smaller than the current campus. Eleven of the original buildings, constructed during 1928-1929, are still in use today. They include the Chapel, Dante and Galileo Halls.

Our Three Traditions: Catholic, Lasallian and Liberal Arts

Saint Mary's College celebrates three traditions: the intellectual and spiritual legacy of the Catholic Church, the vision of education enunciated by Saint John Baptist De La Salle and the Brothers of the Christian Schools, and the classical tradition of a liberal arts education.

The Catholic tradition fosters a Christian understanding of the whole person. The Lasallian tradition is rooted in the Christian Brothers' commitment to teaching, and supports education that is truly transformative. The Liberal Arts tradition ensures that students develop habits of critical thinking and a desire for lifelong learning.

About the Christian Brothers

Through your association with the College, you become a part of the worldwide educational efforts of the Brothers of the Christian Schools, the world's largest Roman Catholic order dedicated to teaching. More than 75,000 Brothers and lay colleagues conduct schools and educational works for over 850,000 students in more than 80 countries worldwide. These numbers exemplify what is meant when the Brothers speak of their vocation as a shared mission.

The Christian Brothers at Saint Mary's College: 2006-2007

- Brother Mel Anderson, FSC (President Emeritus)
- Brother Michael Avila, FSC (Department of Religious Studies)
- Brother William Beatie, FSC (Department of Philosophy)
- Brother Dominic Berardelli, FSC (Advancement Office)
- Brother Glenn Bolton, FSC (Director, Events and Conferences)
- Brother Kenneth Cardwell, FSC (Director, Collegiate Seminar)
- Brother Camillus Chavez, FSC (Department of Psychology; Campus Ministry)
- Brother Myron Collins, FSC (Tutoring)
- Brother Bertrand Duc Nguyen, FSC (Retired)
- Brother Martin Fallin, FSC (Registrar's Office, Collegiate Seminar)
- Brother Ronald Gallagher, FSC (President)
- Brother Charles Hilken, FSC (Chair, Department of History)
- Brother Bernard Lo Coco, FSC (President, School of Applied Theology, Berkeley)
- Brother Richard Lemberg, FSC (Library)
- Brother Brendan Madden, FSC (Director, Career Development Center)
- Brother Donald Mansir, FSC (Integral Program, Bishop John Cummins Institute for Catholic Thought, Culture, and Action)
- Brother Mark McVann, FSC (Department of Religious Studies)
- Brother Michael Meister, FSC (Department of Religious Studies)
- Brother L. Raphael Patton, FSC (Department of Mathematics, Integral Program)
- Brother Casimir Reichlin, FSC (Office of the President)
- Brother Augustus Rossi, FSC (Retired)
- Brother S. Dominic Ruegg, FSC (Retired)
- Brother Michael Sanderl, FSC (Assistant Dean for Mission, Collegiate Seminar)
- Brother Stan Sobczyk, FSC (Interim Vice President for Advancement)
- Brother Martin Yribarren, FSC (Department of Performing Arts, Integral Program)

The Value of an Alumni Chapter

As a member of the Alumni Association of Saint Mary's College you have a responsibility to be a steward of the mission, promote the best interest and support the welfare of your Alma Mater. Alumni Chapters are a great means of giving back to the institution, and encouraging others to do the same. Chapters are meant to increase the number of social opportunities for alumni to meet, share common experiences and network. Further, Alumni Chapters aim to cultivate volunteer support and alumni leadership for the College, as well as assist and support the mission of Saint Mary's through activities, promotions, and programs.

To provide the opportunity for alumni to become acquainted

The common Saint Mary's bond can make a move to a new community an easy one, help provide business contacts for networking purposes and bring graduates together in fellowship. Social gatherings can open many doors for the chapter and individual alumni, and allow an opportunity for mutual support between alums.

To encourage alumni to remain active with the College

As the number of alumni increases, their varied interests can be addressed through a variety of alumni activities. A broad program ranging from athletic events to continuing education will keep Gaels involved. Alumni chapters play a vital role in sounding out alumni and responding with appropriate programs and activities. This allows for a continued social and educational exchange between alumni and the College, as well as providing opportunities for leadership and volunteer service for the advancement of Saint Mary's College.

To promote the interests of Saint Mary's College

Alumni chapters serve Saint Mary's by the recruitment of students through the Alumni Admissions Program, establishment of local scholarships, networking and social events, development of alumni leaders and promotion of alumni giving.

Getting Organized

An Alumni Chapter is established for one of two reasons: A group of local alumni want to connect with other alums in their area, or the Alumni Association sees a need to establish a chapter in a particular region. A chapter may also form around a particular constituent group.

1.) Contact the Alumni Office

The Alumni Office will provide guidance on how to get organized, and will supply a complete listing of alumni in the area.

2.) Meet with an Alumni Office Representative

A meeting with the professionals in the Alumni Office will answer many questions for new leaders. The office will help organize a plan to launch the chapter either in person or via conference call. Continued contact with the Alumni Office will be necessary for a successful program.

3.) Hold First Organizational Meeting

Once the idea of a chapter has been born, an organizational meeting to select leaders and plan activities should take place. Choose a *Board of Directors* to spread the responsibilities and prevent one person from shouldering the entire load.

The Alumni Office can assist in mailing a letter to alumni in your area promoting the new chapter and seeking volunteers. In addition, a survey should be sent out asking alumni what type of events they would like the chapter to offer, convenient days, times, etc. (See Appendix for examples).

Note: Contact alumni volunteers who respond within one week in order to get them started on a project. If you keep them waiting they will lose interest.

Chapter Leadership

The key word for leadership selection is enthusiasm! Find individuals who are passionate about Saint Mary's College, look fondly on their experiences during their time at the College and are enthusiastic about giving back to the community.

Office Terms

A two year term is suggested for chapter officers. This time frame allows a chapter to retain good leadership, while an established length of service will prevent burn-out.

Elections

All chapter elections should be uniform, occurring in July of even numbered years. Naturally, transfers or other moves may require interim elections.

Officers

Although chapter size and the scope of activities will determine the size of the board, a chapter typically maintains an Executive Committee of at least two people who serve as chapter *Co-Chairs*. As the group progresses, more formal positions of *President, Program Chairman and Secretary/Treasurer* may be introduced if so desired. Chapters are encouraged to gather leaders from diverse constituencies to attract the widest audience.

Committees

In addition, committees may be established to meet chapter needs. The following committees are suggestions that have worked well in the past:

Membership: Maintains membership and chapter directory.

Promotion: Provides information for *Saint Mary's Magazine* and *SMC Update*.

Events: Organizes specific events for the chapter.

Fundraising: Works in conjunction with the Development Office.

Board Meetings

Business meetings will vary from group to group, but bi-monthly meetings planned at the beginning of the year will allow officers and members to plan ahead and fit meetings into their schedules.

Remind members at least one week in advance of the meeting by phone or email. Meetings may need to be more frequent around planning an event.

Prepare an agenda for each meeting and include minutes from the prior meeting in the reminder email.

Note: Do not meet for the sake of meeting. If what needs to be covered can be accomplished in a conference call or email chain, do it. Being respectful of volunteer time will prevent burn-out and keep people committed.

Qualities of an Effective Volunteer Member

Time Availability

- Attends meetings and events regularly and on time.
- Is available by phone and returns calls quickly.
- Is willing to be flexible to the needs of the chapter.

Commitment and Interest

- Believes in the institutional mission and shares the vision of the College.
- Is familiar with the campus and current news at the College.
- Places the group as a priority among other responsibilities.

Willingness to Accept Responsibility and Challenges

- Follows through and keeps important deadlines.
- Volunteers to work on new programs.
- Responds positively to new challenges.

Creativity and Energy

- Offers positive and constructive suggestions.
- Searches for new ways of doing things.

A Balance of Leadership and Fellowship

- Accepts guidelines while offering a personal touch.
- Provides leadership while being willing to “work in the trenches”.
- Provides clear objectives and plan of action. Delegates tasks evenly.
- Keeps member on task.

Graciousness

- Continues saying thank you to volunteers and members.
- Reaches out to alums who have not had recent contact or communication with the College.

Things to Watch

No chapter can afford to lose the knowledge of its past leaders. The immediate past president or chairman should always serve a one year term. The line of succession should be well defined and well understood.

Student leaders turn into great alumni leaders! The Alumni Office can help identify recent graduates for this purpose.



2006 WCC Tournament, Pre-Game Social, Spokane, WA

Chapter Expectations

Active chapters must host **2-3** events per year, delivering a well-rounded program to alumni, parents and friends in the geographic area. In order to offer the most variety, events can fall into the following categories: **Cultural/Educational, Networking, Gael Athletics, Family Friendly/Social and G.O.L.D. (Gaels of the Last Decade).**



2006 Alumni Mixer, New York Alumni Chapter

Annual Planning

The chapter should start planning chapter events one year in advance. This planning allows the chapter to pace itself and allows the Alumni Office to assist in the most effective way. With a one year plan in hand, chapter events can receive publicity in Saint Mary's Magazine and SMC Update.

Planning

Successful programs are planned well in advance, and fit into the chapter's objectives and the interests of its members. The college fiscal year runs July 1 to June 30, and events can be scheduled yearly to this schedule.

Scheduling

It is recommended that Chapter activities be spaced as evenly as possible throughout the course of the year. This will provide adequate time for preparation, and ensure better attendance and participation.

Balance

Plan events that deliver a well-rounded, diverse program. Use the alumni office to identify athletic teams, professors, administrators, traveling classes or staff that may be heading to the area so that alumni can connect with as many aspects of the College as possible. *Remember, you won't please everyone all the time, but you can please almost everyone during the course of the year!*

Program Calendar

An annual *events calendar* can serve as an effective means of informing chapter members of future events and activities. The calendar can be mailed to all chapter members and should include *nature of event, time, place, cost, etc.* Contact the Alumni Office to assist with all mailings.

Choosing an Event

The chapter itself can best determine what type of event or program will be well received. Get creative and keep it fun! Use the following guidelines as a starting point for ideas; remember they are simply examples of things that have worked well in the past, and are not meant to limit creativity.

Cultural/Educational

This includes theatre events, concerts, museum exhibits, business luncheons with a guest speaker, presentations or diversity celebrations. This is also a great forum for professors to get involved.

Networking

Networking events can be held at a restaurant or the office of a chapter member. Give alums the chance to swap business cards and mingle with other alumni. This is also a good time to bring in an alum or college professor to speak.

Gael Athletics

This is a chance for people in the area to attend a Gael sporting event when the team is on the road. Throw a social with drinks and appetizers before or after the game, and sit together at the event. Tailgating in the parking lot is also popular in good weather. Don't forget to invite the coaches and team!

Family Friendly/Social

Family friendly events allow alums to come together, but don't force them to give up a day with their families. BBQ's, seasonal and holiday dinners, outdoor music festivals, ski and beach trips, gatherings at amusement parks or professional sporting events are great events for the whole family. This is also a good format for a *Summer Send Off* to meet incoming freshman from your area and welcome them into the Saint Mary's family.

Young Alumni

For G.O.L.D. (Gaels of the Last Decade) after work socials and mixers at local bars, appetizer or dessert receptions and boat dances are popular. Young Alumni are a great audience for networking events.

Catholic, Lasallian and Liberal Arts

Bring alums back to the core traditions of the College by including aspects of the traditions in regional chapter programming. Offer an event that includes attending mass together, participating in a local community service effort, or start a book club that explores and revisits some of the great books studied in the seminar program.

Suggestions for Event Locations

Location is one of the most important aspects of an event. Choose a place that alums cannot go to on their own. It should be convenient, affordable and special. Always have warm, outgoing volunteers greet guests at the door, and make sure to meet and greet *everyone* at some point during the event. Also, make a special effort to make young alums feel welcome. If they aren't comfortable, they won't come back!

A Private Club

This can be arranged through an alum that is a member. Often, alumni are connected with country clubs or associations with spaces that are not available to the public. Prices may be higher, but it adds a little excitement to the event.

Alumni Homes

Many alumni will open their homes to host your chapter event. This is a great location for business meetings of the executive team, holiday parties or receptions for incoming students.

Churches or Christian Brother Schools

There is often a church or affiliated school in the area willing to let our group meet at their location at little or no cost. Investigate local lasallian schools, make contact and get creative!

Alumni Businesses

Many alums own restaurants, bars and clubs which can be great locations for events and a great opportunity to promote an alum's success.

Event Planning

Each event should have a definite purpose which will appeal to the membership.

Day and Date

Select a day which is free of most conflicts in your community.

Time

The time of your event is very important. Evening dinners or socials should allow commuters time to return home, or should be early enough in a central location for them to stop by before going home.

Place

Location is usually related to the size of the group and the type of event. It should be centrally located and easy to reach. Pay attention to space and privacy.

Cost

Make sure the cost is reasonable. The price will affect the attendance, especially with young alumni. Don't forget the expense of exempt guests, staff, faculty, etc.

Mailings

The Alumni Office will assist in the printing and mailing of chapter invitations. All information for mailings should be with the Alumni Office at least *6 weeks prior to the event*. Invitations should always include RSVP information.

Telephone Reminders

In addition to mailings, the chapters should be prepared to make follow-up telephone reminders.

Promotion and Publicity

Promotion and publicity are essential for every meeting, program, event, or activity. Good publicity will inform your members that an event is coming, and thereby increase attendance, as well as attach additional importance to the event itself.

Postcards

Because of their low cost and relative simplicity, postcards are ideal mail notices. By planning ahead, chapters can put all or several events for the year on one card, which gives people advance notice and saves time and money. The Alumni Office can assist in the creation and mailing of postcards, but they should be planned to reach mailboxes *4-6 weeks* prior to an event. Always include a message seeking volunteers somewhere on the postcard to get more *bang for your buck!*

Telephone reminders

Telephone reminders will prove to be the most effective means of reaching your members. You are likely to get a more favorable response because people appreciate the warm, personal touch a phone call offers. Create a phone tree and give each caller a list of names to contact. Allow volunteers plenty of lead time so the task does not become burdensome. Write a script so all callers understand the message and can communicate it effectively.

Email

Email is a valuable asset for any chapter to keep in continuous communication with members in a less intrusive format than phone calls. Develop an email roster that includes the executive team, all members and the alumni office. Emails change often, so be sure to update chapter records and rosters after each event, and make sure attendees are given the opportunity to check their information and verify it is current. Notify the Alumni Office of all changes, so the College can maintain an accurate database.

Local Media

The committee should familiarize itself with the staffs of local and area newspapers, radio stations and television stations so that press releases can be sent to the proper news, sports or society editor. Most of these media outlets offer some type of free space for charitable organizations and groups. Even though your area may be served by a large metropolitan daily paper, remember that there may be a number of smaller weekly papers in your area which would welcome good news copy on your activities as well. In addition, many sources offer community calendar postings for these types of events.

Alumni Publications

Details on chapter meetings and projects should be sent to the Alumni Office as soon as plans are completed so that they can be included in *Saint Mary's Magazine* and the *SMC Update*. The magazine will try to provide as much prior and post-event coverage as space will allow. The magazine is not only an excellent source for getting news to your chapter members, but it will keep other chapters informed of your events and activities.

Photographs

Photographs are always desirable for use with news stories. Some newspapers like to take their own, while others will use those which you submit to them. Be sure to determine this prior to the event. In either case, try to have pictures made and be sure to forward prints to the Alumni Office with complete identification of all people in the photograph. Appropriate photos may be included in alumni publications such as *Saint Mary's Magazine* and the *SMC Update*.

What the Alumni Office Can Do For You

The Alumni Association and the Office of Alumni Relations are eager to provide alumni chapters with all the assistance necessary.

Advice and Consultation

If we don't have an answer, we will find one from other chapters, universities or other professional organizations. If you are in Moraga, visit the Alumni Office and our staff. Likewise, when we are in your town, we will schedule time with you.

Training

The Alumni Office will organize a time for alumni volunteers to come on campus and participate in a one-day training program to prepare volunteers for chapter leadership. The training will be held once a year, and will provide leaders with all the resources they need to run a successful program.

Assistance to New Chapters

You will not have to launch new chapters alone. Our experience will help you avoid pitfalls and save time. A staff representative will be at your organizational meeting to help get the chapter rolling.

Announcements

Mailing Labels in alphabetic, zip code or class order are available.

Rosters of Alumni in a chapter area can be prepared.

Printing and Mailing of announcements and invitations.

Note: Alumni rosters are to be used for Saint Mary's College chapter purposes only! They are not to be used for commercial, political or personal reasons under any circumstances. Chapter officers will receive the lists in electronic format, and are responsible for the safekeeping of those rosters.

Event Support

Saint Mary's College Representative – Saint Mary's will pay for the transportation and housing of the representatives attending.

Materials – name tags, banners, maps and other materials.

Reimbursement – All events should be designed as break-even events, however, the Alumni Office will cover unexpected expenses.

Publicity

The Alumni Office will supply all event information to the Office of College Communication, *Saint Mary's Magazine*, *SMC Update* and on the College website.

Annual Meeting

You will be invited to the annual meeting of the Alumni Association Board of Directors at the end of the academic year, as well as the Annual Alumni Awards Dinner where outstanding volunteers will be recognized.



2006 SF Giant's Game and Tailgate Party, SF Alumni Chapter

Special Projects

Every member of the Alumni Association has a responsibility to their Alma Mater to be a steward of the mission of the College and support the best welfare of the institution. In addition to social functions, a chapter will eventually begin a project to raise money or to promote Saint Mary's College in the community. A great start is an Alumni Chapter Scholarship.

Funding an Alumni Chapter Scholarship.

First, plan at least one fundraising event in which the whole chapter participates. A dance, theatre party, or auction with a built-in charge to your scholarship can raise hundreds, even thousands of dollars each year. Second, working with the Alumni and Development Offices, encourage alumni living in your geographic area to designate part of their annual contribution to Saint Mary's College in the name of your chapter's scholarship.

Establish an Alumni Chapter Scholarship

Alumni Scholarship activity is an area in which your chapter can function effectively. We suggest you appoint a scholarship committee of three to five members. The functions of this committee could be as follows:

- Contact the Development Office about possible ideas, and learn what ways your chapter can help the college. Someone will work with and guide you as you begin fundraising efforts.
- Distribute scholarship information about the program to outstanding students in your community. Contact high school counselors and principals in the area with this information. Some alumni in your chapter may be teachers or administrators; tap into this resource. This is also a good time to connect with the Alumni Admissions program volunteers and their resources.
- Supply directions and information about your chapter scholarship to prospective students and encourage them to apply.

Alumni-Admissions Program

Another way to get chapter members involved is to partner with the Alumni-Admissions program. As a member of the program, alumni provide the personal attention and encouragement that can make the difference between a prospective student choosing SMC or another institution.

The mission of the Alumni-Admissions Program is to provide trained alumni volunteers who will inform targeted prospective students, their families, and counselors about Saint Mary's College of California through selected recruitment activities. This responsibility will be performed in a positive, professional, and organized manner.

The goals of the Alumni-Admissions Program are:

- To provide alumni an opportunity to connect with their Alma Mater and stay informed of developments within the Saint Mary's community.
- To provide regional assistance to the admissions staff across the country and around the globe.
- To provide a local information source for prospective students, applicants, admitted and enrolled students and their families.
- To increase the number of highly competitive and qualified students applying to Saint Mary's College at the undergraduate level.

To get involved with the Alumni-Admissions Program, contact the Alumni Admissions Program Coordinator, Gina Meneni '99 at (925) 631-4189 or by email to gmeneni@stmarys-ca.edu.

What You Can Do for the Alumni Office

As a segment of the National Alumni Association of Saint Mary's College, the chapter is bringing Saint Mary's College into the community. The reputation of the College rests on the organization and success of the chapter. Quality, as a trademark of Saint Mary's, should be the chapter's trademark, too. For these reasons, we ask that as a chapter member you:

- Be committed to your assignment within the Alumni Chapter.
- Faithfully contribute your time, talent and treasure.
- Seek and elect enthusiastic leaders.
- Set goals and follow a plan.
- Seek and heed the advice and support of the Alumni Office.
- Meet deadlines imposed by the chapter and the Alumni Office.
- Maintain an accurate listing of alumni in your area and communicate with the College in regard to that information.



2006 Reception with the President, Washington DC Alumni Chapter

Twenty Tips for Chapter Success

- Conduct regular business meetings of the chapter and Board of Directors.
- Identify and rely upon your area's representatives serving on the Alumni Association Board of Directors.
- Create an annual events calendar made available to the membership early in the year. Promote and publicize!
- Develop interesting and varied programs to touch as many interest groups within your audience as possible.
- Keep an up-to-date alumni listing. Advise the Alumni Office of changes.
- Develop a broad base of leadership to involve as many alumni as possible.
- Assist the College in student recruitment in your area.
- Carefully select chapter leaders.
- Evaluate each event immediately. Identify reasons for success or failure.
- Report chapter activities to the Alumni Office.
- Participate in the Annual Chapter Leadership Training and send a representative to the Annual Meeting of the Alumni Association.
- Support a special project such as a local scholarship.
- Share your successes with other chapters.
- Be creative. Chapters develop the most innovative programs.
- Respond to the special needs and demographics of your area.
- Conduct at least two or three events annually.
- Don't judge the success of your program solely on attendance.
- Recognize and reward those who do a good job. Continually thank volunteers for their help.
- Keep your chapter financially sound.
- Make sure everyone who attends an event is personally greeted by chapter leaders.

Appendices

Maintaining clear communication, understanding the needs of your audience, keeping a tight budget and evaluating program success are all vital components of a well managed alumni chapter.

The following are some helpful resources and forms that will guide you in the development and management of your alumni chapter.

Important College Contacts

A-B

Admissions

Master of Fine Arts	925-631-4088
Extended Education	925-631-4900
Graduate Education	925-631-4149
Graduate HPER	925-631-4377
Graduate Liberal Studies	925-631-4021
Nursing	925-631-4681
Undergraduate	925-631-4224

Advancement 925-631-4219

Advancement Services 925-631-4434

Alumni Relations 925-631-4200

Annual Fund 925-631-4616

Archives 925-631-4234

ASSMC (Associated Students of Saint Mary's College) 925-631-4280

Program Board 925-631-4146

Athletics and Recreational Sports 925-631-4383

Club Sports 925-631-8007

Intercollegiate Sports 925-631-4383

Sports Information Hotline 925-631-8801

Ticket Hotline 925-631-4392

Barnes and Noble Bookstore 925-631-4373

Business Office 925-631-4209

C-D

Campus Ministry 925-631-4366

Career Development Center 925-631-4600

Chapel Scheduling Hotline 925-631-4569

CILSA (Catholic Institute for Lasallian Social Action) 925-631-4975

Jumpstart 925-631-8168

CLAM (Committee for Lectures, Art and Music) 925-631-4670

College Communications 925-631-4278

Collegian (Campus Newspaper) 925-631-4279

Development	925-631-4328
E	
Education, School of	925-631-4700
Enrollment Services	925-631-4277
Events & Conferences	925-631-4030
F-H	
Financial Aid	925-631-4370
Graduate Business	925-631-4500
Graduate Liberal Studies	925-631-4021
Hearst Art Gallery	925-631-4379
I-K	
Jan Term Program	925-631-4771
KSMC-89.5 FM	925-631-4252
L-N	
LeFevre Theatre	925-631-4670
Library	925-631-4229
New Student Programs	925-631-4449
O-P	
Orientation Program	925-631-4647
President's Office	925-631-4203
Public Safety	925-631-4282
Q-S	
Registrar	925-631-4214
Sodexo Food Service	925-631-4378
Student Involvement and Leadership	925-631-4704
Student Life	925-631-4235
T-V	
Visit Coordinator	925-631-4106
W-Z	
Yearbook	925-631-4673

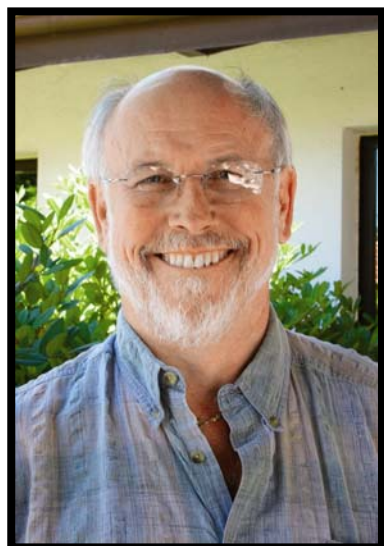
Important Gael Faces
Alumni Board of Directors



Tom Bruce '67
President, Alumni Board of Directors



Greg Teshara '02
President Elect, Alumni Board of Directors



Michael Boele '72
Past President, Alumni Board of Directors

Important Gael Faces
Office of Alumni Relations



Lloyd V. Schine III '98, '04
Director of Alumni Relations

Responsibilities:

- **Leadership for the Alumni Association**
- **Alumni Board of Directors Management**
- **Special Events**



Chris Carter '97, '02
Associate Director of Alumni Relations

Responsibilities:

- **Reunion Programming**
- **Alumni Web Development**
- **Update E-Newsletter**



Courtney Carmignani '05
Assistant Director of Alumni Relations

Responsibilities:

- **National Alumni Chapters**
- **Constituent Alumni Chapters**
- **Student Alumni Association**

February 21, 2007

«fullname»
«street»
«street2»
«city», «state» «zip»-«zip4»

Dear «state» Saint Mary's Alum,

Are you interested in being a part of Saint Mary's Alumni Chapter in «state»?

Saint Mary's College is setting the groundwork for regular alumni gatherings in your area and participation in Saint Mary's events. Some initial plans suggested for our alumni chapter include:

- Networking events held at various venues that will provide opportunities for exchanging business cards, discussing various market issues and supporting fellow Gaels in local areas.
- Annual social events both in local communities and on the College campus. In addition to socializing and networking with fellow alumni, these programs could provide opportunities to visit with faculty, staff and especially current Saint Mary's students.
- Visits with Brother President Ronald Gallagher, FSC and other college administrators to share the current news of Saint Mary's, promote the College and assist in student recruitment.

A member of the Saint Mary's College Alumni Board and a member of the professional staff in the Office of Alumni Relations will assist you with setting up the chapter and serve as your liaisons with the school and Alumni Board of Directors.

This year the Saint Mary's Alumni Board and Alumni Relations Office has made a commitment to reach out to every Gael. This is part of our national commitment to form active alumni chapters' throughout the country, and bring the spirit of the College to alums in their communities. However, this can only be achieved with your assistance and the help of other Gaels in your area.

In order to establish this network, we need your help. If you are interested in getting involved with the alumni chapter in your area, volunteering to be involved with the chapter planning committee, or simply would like to attend chapter events, please contact one of the people listed below. If you know of Saint Mary's alums who have not received this, please let us know. This information will be used by the Alumni Office to keep in touch with alumni that may be lost and waiting to hear about events in their area.

Thank you for helping Saint Mary's College build a successful Saint Mary's Alumni Chapter in «state». We look forward to seeing you soon! Go Gaels!

Sincerely,

Courtney E. Carmignani '05
Asst. Director of Alumni Relations
ccarmign@stmarys-ca.edu

Tom Bruce '67
Alumni Board President
Tom.Bruce@regus.com

(Board Member Liaison to
chapter)

P.S. Log into *Jerome*, the Alumni Online Community at Jerome.stmarys-ca.edu and catch up with old friends, browse alumni job postings and resumes and submit your "Gael Glimpse" for *Saint Mary's Magazine*.

Please fill out the following form to help us better understand your interests and meet your needs through the alumni chapter program.

1. What type of events are you most likely to attend:

Networking Athletic Social Cultural Family Friendly

2. How frequently would you attend alumni events in your area?

Monthly Bi-Monthly Quarterly

3. What is the maximum distance you would travel to attend an event?

Up to 25 miles Up to 50 miles Up to 75 miles

4. Do you have any event or location ideas for the next alumni gathering?

5. Do you have access to discount tickets to games or events we may utilize?

6. Are you willing to host an event or meeting in your home or office?

7. Are you interested in serving on the chapter committee? Yes No

Name:
Class Year:
Email:
Day Phone:
Evening Phone:

Alumni Program Evaluation

1.) List the name, date, time and venue of the program.

2.) Give a brief description of the program noting the target audience, delivery method, content area and partner or supported department, if applicable.

3.) What was successful about this program?

4.) What was unsuccessful about this program?

5.) What marketing methods were used to promote the program?

6.) What are your recommendations for the future of this program?

7.) Volunteers: Alumni Faculty Staff Student Industry Expert

8.) Statistics:

Number of Invitations Sent: _____
Number of RSVP's: _____
Actual Attendance: _____
Walk-Ups: _____
No-Shows: _____
Engagement Percentage: _____

9.) Content Area: Cultural/Educational Networking Family Friendly/Social G.O.L.D.

Gael Athletics Reunions Honors/Awards Student/Alumni Integration

Event Checklist

- **Event Roster**
- **Alumni Registration Form**
- **Pens/Sharpies**
- **Name Tags**
- **SMC Banner**
- **Business Card Box**
- **Business Cards**
- **Events Calendar/Promotions**
- **Highlighters**
- **Camera**
- **Tape**
- **Scissors**
- **Cash Box**
- **First Aid Kit**
- **Lanyards**
- **Lapel Pins**
- **Gael Glimpse Cards**
- **T-Shirts**