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## **Who would I work with in Alumni Engagement?**

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A complete list of [Alumni Engagement staff](#) is available on the website.

### **Mailing Address:**

Alumni Engagement

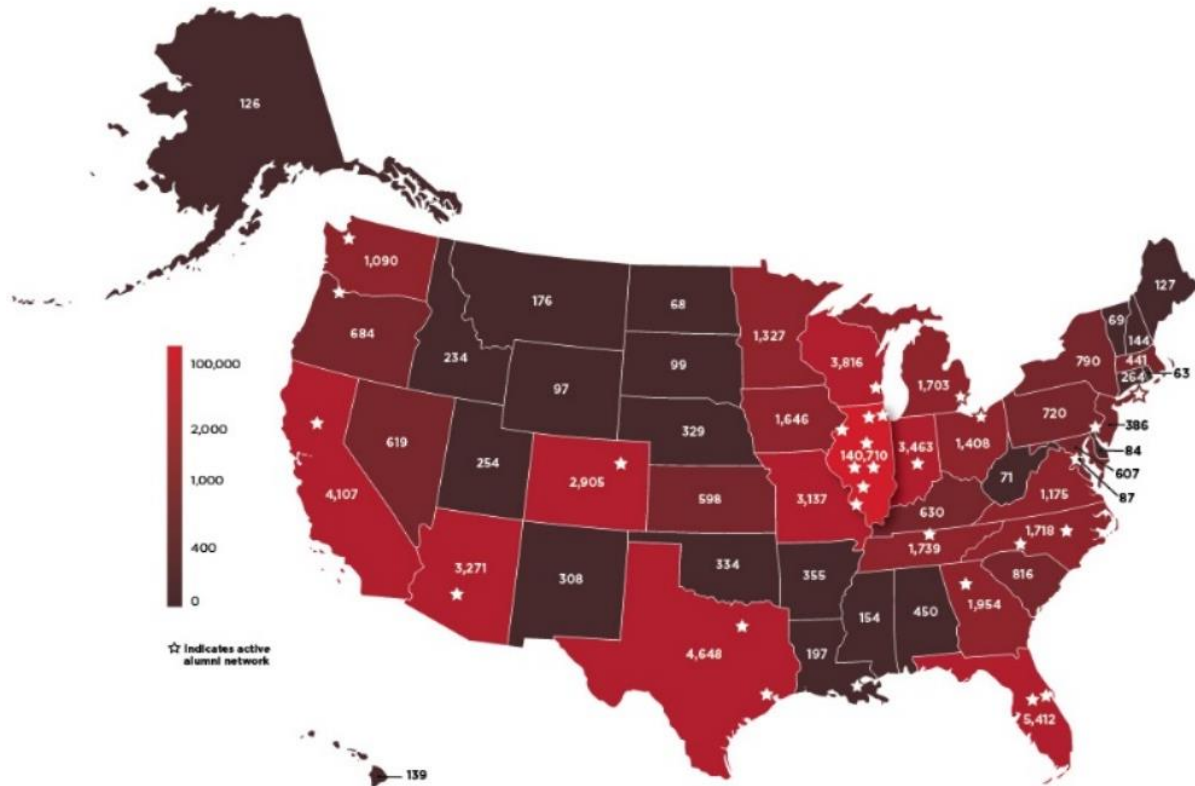
Campus Box 3100

Normal, IL 61790-3100



## [Redbirds Across the Country](#)

Illinois State University has a powerful network. Our graduates are concentrated in the states of Illinois, California, Florida, Texas, Wisconsin, Indiana, Missouri, Arizona, Colorado, and Georgia. Many of our graduates are located throughout the state of Illinois. They are concentrated in the metropolitan areas of Chicago, Bloomington/Normal, Peoria, Springfield, Rockford, St. Louis/Metro East, Decatur, and Galesburg.



## **Mission Statements**

### ***Alumni Association Mission Statement***

*Adopted 1997*

The mission of the Illinois State University Alumni Association is to support the University through the knowledge, skills, financial resources, and loyalty of its alumni; to communicate and interpret the University's goals and achievements to others; and to promote a spirit of unity and loyalty among former students and friends.

The Alumni Association motto is to serve, advise, advocate, and strengthen.

### ***Alumni Engagement Mission Statement***

*Revised July 2005/Revised December 2018*

To unite Redbirds to elevate the success of Illinois State University.

## ***University Mission Statement***

*Approved by the Academic Senate on February 6, 2002, and amended on May 7, 2008*

We at Illinois State University work as a diverse community of scholars with a commitment to fostering a small-college atmosphere with large-university opportunities. We promote the highest academic standards in our teaching, scholarship, public service, and the connections we build among them. We devote all our resources and energies to creating the most supportive and productive community possible to serve the citizens of Illinois and beyond.

## ***University Vision Statement***

From [\*Educate Connect Elevate: The Strategic Plan for Illinois' First Public University 2018-2023\*](#)

*Endorsed by Board of Trustees, February 2018*

Illinois State University, a first-choice public university, will be increasingly recognized as a national leader for educating high-achieving, motivated students who seek an individualized and transformative experience at an institution that:

- Offers premier undergraduate and graduate programs that integrate traditional knowledge and methods with emerging ideas and innovations.
- Generates knowledge through high-quality research, scholarship, and creative activities.
- Supports student learning and development inside and outside of the classroom.
- Serves the region, state, nation, and world through its commitments to responsible stewardship, meaningful civic engagement, cultural enrichment, and the development of global citizens.

## **Alumni Networks Purpose & Goals**

Alumni networks, whether meeting face to face or online, are a critical link between alumni and the University while providing opportunities for Illinois State alumni to maintain an active role in the life of the institution. Alumni networks are vital to the work of Illinois State.

The purpose and goals of Illinois State University alumni networks are:

1. *To establish and maintain a closer connection between Illinois State University and its alumni and friends.*
2. *To advance the interests and welfare of the University and today's students.*
3. *To provide a variety of opportunities for Illinois State alumni to interact with each other while engaging with Illinois State in a meaningful way.*

## ***Alumni Engagement and University Commitment***

To assist networks in fulfilling its purpose and goals, the members of the Alumni Engagement staff, Alumni Association Board of Directors, and the University community will:

- Work in partnership with the network leaders to respect ideas and volunteer time by utilizing talents where needed.
- Provide professional staff support and resource materials to assist volunteer leaders.
- Inform network leaders of important issues and needs of the University.
- Facilitate opportunities for representation on appropriate committees and boards.
- Invite networks to appropriate University educational, governmental, cultural, or athletic events.

- Maintain historical records.
- Arrange access to campus facilities for meetings and events.
- Attend meetings and events as appropriate.

## **What Makes a Successful Alumni Network?**

A successful alumni network is one that provides opportunities for Illinois State alumni to maintain an active role in the life of the University. The alumni network will provide programs to attract a diverse group of alumni while maintaining a meaningful connection to Illinois State. For a full list of Alumni Networks, [click here](#).

Alumni networks can be established based on a variety of factors, including:

- Geographic concentration (Dallas area; Peoria, Phoenix area, etc.)
- Ethnic affinity (Black Colleagues Association, Latinx Alumni Network)
- Stage of life (young alumni, Redbird Prime)
- Affinity with a specific school, department or major at Illinois State (for example, Agriculture majors or the School of Communication)
- Affinity with a specific student organization (for example, Alumni Band, Gamma Phi Alumni, or Interdenominational Youth Choir)
- Professional industry (educators, attorneys, etc.)

## **Priorities & Sample Activities**

Plan and implement events to facilitate networking, meaningful engagement, and accomplish one or a combination of the following priorities. Provide alumni time to connect and exchange contact information at each event. *Please note, it is not necessary nor expected that a network will cover all the purposes each year.*

- **Family focused Events**
  - Host family friendly events where children of all ages are welcome to attend.
  - Participate in the annual Homecoming Parade and other festivities, local zoo, waterpark, botanical gardens.
  - [Illinois State has a formal Legacy program](#).
- **Social Events**
  - Host an informal gathering for alumni to socialize.
  - Pair an alumni reception highlighting related alumni or campus accomplishments with unique venue: museum, theatre, walking tour.
- **Athletic Events**
  - Celebrate the success of Redbird Athletics! Organize a gathering to watch a televised Redbird sport at a local bar, restaurant, or someone's home.
  - Find a favorite Redbird team via Athletics website to watch in your local geographic area or plan a trip to Normal, IL and watch game together in person.
  - Support an Illinois based team (Cubs, Bulls, etc.) when traveling to geographic area.
- **Personal & Professional development**
  - Volunteer with important Illinois State programs on campus.
    - Homecoming, Move-in Weekend, Commencement, and many others.

- Volunteer to support community, #RedbirdImpact month is celebrated annually in June.
  - Food pantry, blood-drive, animal shelter, voter registration, advocacy.
- Invite faculty/staff or alumni to be a keynote speaker on a particular topic of interest for those in a particular field, industry, or company.
  - Financial planning, home buying, gardening, painting/art.
- Share expertise by speaking to class or student organization
- **Other ideas include:**
  - [Tell your Illinois State story](#) and share Redbird pride to inspire future Redbirds.
  - Learn more about the [University Metrics of Excellence](#).
  - Make phone calls or attend recruitment events to encourage students to attend Illinois State.
  - Collaborate with a current student organization or another network.
  - Promote current student interaction with alumni. Invite current student leaders to attend events or join in networking conversations.
  - Support student scholarships, academic programs, or other University initiatives.
    - Birds Give Back, crowdfunding initiatives, [Alumni Association scholarships](#)
  - Help document events by taking photos and sending highlights to keep social pages up to date.
  - Keep other alumni informed. Help promote events, programs, and points of pride at Illinois State through word of mouth or social media.
  - Support network social media. Reggie is extremely popular on Facebook and Twitter – Reggie always loves adding new friends!
  - Pass along the ‘You’ve Been Spotted’ cards to identify yourself as an Illinois State volunteer and encourage others to connect with you or the University for future involvement opportunities.



Show your Redbird Pride by wearing this pin courtesy of the **Illinois State University Alumni Association**.

Spotted by \_\_\_\_\_ your fellow Redbird

Phone/email \_\_\_\_\_

*Contact me if you're interested in connecting with Illinois State alumni in our area.*

### **Alumni Network Leadership**

Serve as a network leader and become an ambassador of Illinois State University for Redbird alumni and/or student interns who are new to your region. It will involve welcoming new Redbirds to the community. You may be asked to provide suggestions for neighborhoods to live in, input on schools, recommendations for local involvement, etc.

It is important for each alumni network to function as a team, preferably with a leadership committee as its core. While it is possible to run a network with just one person in this leadership role, a strong leadership committee consists of several individuals who support and celebrate Illinois State.

This leadership committee is free to decide how to divide up responsibilities or projects. For example, volunteers may choose to assign responsibilities based on specific events or roles within the group (secretary, communications, etc.).

Please keep in mind, the goal of the leadership committee is to coordinate activities, networking opportunities, and programs to attract a diverse group of alumni while maintaining a meaningful connection to Illinois State. The active volunteers should work with Alumni Engagement to maintain communication with targeted audience through event invitations, email updates, etc.

It is also highly encouraged all members of the leadership committee commit to making an annual gift to Illinois State. Gifts can be designated to any area or program within the University, including to a particular school or academic department, Redbird Athletics, or scholarships. Philanthropic participation from the leadership committee sets an example for other alumni and makes a statement that the network supports Illinois State.

### **Role of Alumni Engagement in Supporting a Network**

The Illinois State University Alumni Engagement staff is here to support networks in connecting to the campus community and to other Illinois State alumni around the country. A designated member of the Alumni Engagement staff will partner with each network to offer support, advice, and guidance for outreach efforts. Work in partnership with the network leaders to respect ideas and volunteer time by utilizing talents where needed. The following assistance will be provided:

- Connect leadership with existing networks around areas of interest and affinity.
  - Inform network leaders of important issues and needs of the University.
  - Invite networks to appropriate University educational, governmental, cultural, or athletic events.
- Facilitate opportunities for representation on appropriate committees and boards.
- Promote events, meetings, and networking opportunities.
- Maintain a consistent University identity for network.
- Support a webpage and social media providing information about an alumni network's programs/events and how to become involved.
- Provide event planning assistance:
  - Help coordinate a program for the events (e.g., secure faculty/staff or alumni speakers, Q & A, etc.).
  - Review all contracts and agreements.
  - Post event details on the Illinois State website and coordinate emailed invitations. Assist with mailed invitations when time and budget allow.
  - Collect registrations and fees as determined by event. The liaison will share registration information with the planning committee.
  - Supply event kits including nametags, sign-in sheets, giveaways, and decorations as needed.
  - Send a thank you note after the event.
  - Arrange access to campus facilities if appropriate.



- Attend events, committee meetings, and discussions whenever possible.
- Maintain historical records.

## **Role of Network**

Alumni play a crucial role in the success of the University and in sustaining Illinois State traditions and pride with future generations of Redbirds and fellow alumni. Network leadership should follow the best standards of practice outlined below.

- All events must comply with relevant University, Foundation, and Alumni Association policies.
- Alcohol may be served at events but must comply with [the University and Alumni Association Alcohol Policies](#).
- Alumni Engagement **must** review all contracts and agreements with any vendor(s) to ensure all arrangements comply with university policies and procedures. Volunteers do not have signature authority on behalf of the University.
- Brainstorm ways to engage alumni and prior to confirming details contact Alumni Engagement.
- All communications must follow the [editorial and graphic standards](#) of the University.
- Provide up to date lists of leadership committee members and other network members.
- Notify the University of any address, phone, email, or employment information updates for alumni in geographic area by sharing the [Update Your Information link](#).

Alumni Engagement retains the authority to discontinue or not recognize alumni networks that are not in alignment with Association priorities.

## ***Communications***

Alumni Engagement staff will assist with communications for the network and related activities through the alumni website, emails, social media, other digital marketing, and internal campus communications. If a printed invitation is warranted and budget is approved, University standards will be followed.

- Print: Three (3) month notice is required to develop a production schedule that includes copy, editing, design, draft review, approval, print production, and mailing. Keep in mind additional time for mailing and reservations, if applicable.
- Email: Two (2) weeks prior to first email sent.
- All event information (date, time, location, activities included, cost, registration) must be included before promotions/tactics can be created for review.

## ***Budget***

Events should be planned on a cost-recovery basis. This means all expenses should be incorporated into the event registration fee. The following items should be taken into consideration: facility usage charges/security fees; food and beverage costs; tax, gratuity, and service charges; minimums or guarantees; planning for additional guests without reservations; cancellation fees; and deposit penalties. Volunteers have no fiduciary responsibility. All monies must be collected by Alumni Engagement on behalf of the University.

Alumni within the network may have access to resources to help defray the cost of an event or provide a meeting facility at no cost (e.g., a club membership, conference room at place of business, etc.). These

resources should be explored and utilized whenever possible. If the donor would like to receive gift-in-kind credit Alumni Engagement must be notified of contributions.

## **Social Media**

Illinois State University has an official presence on several [social media platforms](#) including: Facebook, Instagram, LinkedIn, Twitter, Tik Tok, and Snapchat. Each network has at least one social media platform to engage its constituents. Unless otherwise specified, a network's platform is managed by the communication team in Alumni Engagement.

If the network is interested in a presence (i.e., A volunteer or committee member interested in creating content, scheduling, and managing interaction with followers.) on a specific social media platform, please work with your Alumni Engagement liaison. The volunteer should be knowledgeable of social media and various platforms.

The management and updates of a social media account will be the responsibility of the network volunteers, with help from the Alumni Engagement staff as requested by the volunteer. If social media content is not produced regularly (a goal of a post a week) these privileges will be removed.

Network leaders will be connected to the social networking manager to access the page. Per University guidelines, any social media page created as an official representation of a university sponsored group must be created by University staff.

Network leaders and committees are strongly encouraged to share any posts on network platforms to personal social media accounts as they see fit to help spread awareness on events, Alumni Association initiatives, and group information. Sharing information helps increase levels of engagement and reach to fellow alumni and friends.

### ***Facebook:***

Facebook is a great tool for promoting events and connecting members of a network socially. Alumni Engagement works with UMC on the University's official Facebook page. Networks may request to promote events and information about an individual network on the flagship page. Facebook offers pages and groups. The Alumni Engagement staff is reviewing the impact of a group versus a page and recommends for higher level of conversation and engagement by network leaders/committees to consider a Facebook group to share events, local area information, and authentic discussions.

- [Official Illinois State University Facebook Page](#)
- [Official Illinois State University Alumni Facebook Page](#)

### ***Instagram:***

A visual representation of university programming, events, and updates on alumni. Instagram takeovers by a network volunteer are recommended during events. If a network is interested in taking over the ISU Alumni Association Instagram, there is a short guidelines manual to review and a password setup needed prior. Please reach out to your liaison at least two weeks before the event to discuss the takeover.

- [Official Illinois State University Instagram](#)
- [Official Illinois State University Alumni Instagram](#)

### ***LinkedIn:***

A variety of groups exist on the professional networking site, LinkedIn, and this is a great place to create an online network to connect alumni with similar professional interests.

- [Official Illinois State University LinkedIn Group](#)
- [Official Illinois State University Alumni LinkedIn Group](#)

### ***Twitter:***

A site to show a mix of visuals and written words in 280 characters or less with the greatest use of hashtags. A platform known for retweeting and easy sharing from other users.

- [Official Illinois State University Twitter](#)
- [Official ISU Young Alumni Twitter](#)
- [ISU Homecoming Twitter](#)

### ***Snapchat and Tik Tok:***

Used more specifically for prospective and current Redbird students. Tik Toks can be shared on Twitter and Instagram platforms. There is not enough network content to have individual accounts, but the Alumni Engagement team works closely with University Marketing to find ways to use this platform to relay general alumni messages to share.

- [Official Illinois State University Twitter](#)
- [Official ISU Young Alumni Twitter](#)
- [ISU Homecoming Twitter](#)

Most networks do not produce enough content to adequately support network specific social media accounts.

### **Things to consider:**

- These sites take time to manage. Please consider the amount of time necessary to create content and maintain an online presence. The Alumni Engagement team is able to manage accounts on behalf of the network. Networks can also share ideas that the team can execute (within reason).
- Cultivation of personal information from these sites is prohibited. Volunteers representing Illinois State University must follow the terms of service of the social community and the confidentiality policy of Illinois State University. Volunteers must remember they are representing their network and the University, and the voice of the account should do so as such. If content does fit within the ISU social scope, it can be removed by the Alumni Engagement staff.
- Posts that do not present a positive, professional, publicly appropriate image of Illinois State University, as well as University employees, volunteers, students, alumni are not tolerated and should be removed by the network manager immediately.
- Creation of a social media platform may not be supported by Alumni Engagement. Please consult your Alumni Engagement staff liaison to discuss interest.
- Hashtag use is encouraged on sites. There are several University hashtags to use. If a group is interested in a particular hashtag to use at an event or for a group, this must be discussed and approved by the University.



## **Event Planning Timeline:**

If your network chooses to coordinate an event(s) as a component of its outreach plans, below is a timeline to assist in the planning process. If interested in University VIP participation in an event, networks are encouraged to schedule early. These individuals' calendars fill up quickly and should be given as much advance notice as possible.

### **2-3 months in advance:**

- Contact Alumni Engagement to discuss event or project priorities, goals, and logistics.
- Confirm event date(s) with the Alumni Engagement liaison.
- Reserve location/facilities for the activity.
- Discuss event budget.
- Brainstorm content for the marketing plan. If print piece is requested, content will be needed.

### **1-2 months in advance:**

- Finalize logistical details. Make sure all contracts are signed by Alumni Engagement, if applicable.
- Assign specific volunteer duties as appropriate: coordinating reservations, budget management, food arrangements, decorations, photography, special guests, marketing, etc.
- Make contacts with fellow alumni to drive participation.
- Contact Alumni Engagement for final approval on promotions plan.
  - Encourage network leaders/committees to share event details on personal social platforms or with fellow Redbirds (word-of-mouth is one of the strongest marketing tools)

### **3-4 weeks in advance:**

- Set final agenda or program for the event. Confirm arrangements with all vendors.
- Work with Alumni Engagement to communicate final details to all VIPs and event registrants.

### **Post event:**

- Share any photos taken with Alumni Engagement.
- Provide a final attendance list to Alumni Engagement.
- Share any updated contact information collected.
- To assist in creating content for written publication or social media, share any interesting or fun stories that might be appropriate.



**ILLINOIS STATE  
UNIVERSITY**  
*Illinois' first public university*

## **Frequently Asked Questions**

### **Does every graduate of Illinois State University automatically become a member of the Alumni Association?**

Yes, Illinois State's Alumni Association does not have a dues requirement, so all alumni automatically become members upon graduation. All graduates are eligible to receive the alumni magazine, the alumni e-newsletter, event invitations, etc.

### **How can I obtain a list of alumni?**

Lists can be provided at the discretion of Alumni Engagement, on an as-needed basis for the sole purpose of supporting the University. [Confidentiality agreements](#) must be on file from each volunteer before any information is provided by Alumni Engagement. Formal network communications will be sent through Alumni Engagement.

### **Where do I go to make sure I have the most current information about the University to share with other alumni?**

Contact Alumni Engagement to make sure the University has your up-to-date information. This will ensure that you will receive campus updates, the alumni magazine, and the monthly e-newsletter. Quite a bit of information can be found online:

- [IllinoisState.edu](http://IllinoisState.edu)
- [Alumni.IllinoisState.edu](http://Alumni.IllinoisState.edu)
- [news.IllinoisState.edu](http://news.IllinoisState.edu)

### **Will Illinois State send a representative to our events?**

Yes, whenever possible, a representative from Alumni Engagement will attend network events and participate in planning committee meetings. When appropriate, Alumni Engagement will assist in recruiting members of the University community to attend the event.

### **Is Alumni Engagement able to off-set the cost of a network event?**

Resources are limited. Whenever possible, events should be planned on a cost recovery basis.

### **What types of alumni networks already exist?**

Several alumni networks are established, for example: Peoria, Chicago Suburban, Latinx Alumni Network, Alumni Band, and more. For an up-to-date list, [click here](#).

### **Are there other ways to get involved that do not require forming a network?**

Yes, definitely! Alumni may volunteer on campus for commencement, speak to classes, serve as mentor, participate in philanthropic events, sit on a standing Alumni Association committee, support the campus community at events. [Contact Alumni Engagement](#) online to share your interests.

### **Where is the Alumni Engagement office located?**

Alumni Engagement is in the [Alumni Center](#), 1101 N. Main Street, Normal IL 61761 – a home for all alumni! This facility has been transformed into an inviting, prominent and functional space for our alumni, students, and friends of the University.

## **Confidentiality Agreement**

### **Purpose:**

This procedure regarding the use of Alumni and Donor Records has been created for the protection of Illinois State University, the Illinois State University Foundation and the alumni and donors to the University.

### **Procedure:**

Information about alumni, friends, and donors is maintained by the University's Donor and Information Services within the ONE database. These records include demographic, biographical, educational, and financial information, and access to this database is restricted to University employees only. In order to protect alumni and donor privacy, the ONE database and any information provided from it to volunteers shall be used only in support of the interests of Illinois State University, the Illinois State University Alumni Association, and the Illinois State University Foundation, as directed by University employees. Proper care must be used to maintain the data's confidentiality.

It is your responsibility to ensure that information you receive from University employees regarding alumni, friends and/or donors is not shared with any person except as directed by University employees.

I, \_\_\_\_\_, understand that any alumni data or mailing lists are confidential and are only compiled by Illinois State University for its exclusive purposes and those of its alumni organizations. It is not available for private purposes of any kind, including commercial solicitations or the expression of personal, political, social or economic views. I understand that I will not access the One System. Any alumni, friend and/or donor information I receive directly from University employees is confidential and will only be used as instructed by those University employees.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name



## **Volunteer Consent Form**

By signing below, I hereby give The Board of Trustees of Illinois State University and its employees and agents permission and the right to list electronically on any part of the Illinois State University Web Site, at any time in the future, my name as a volunteer for the University and the information provided below. Further, I waive the right to inspect or approve the posting of this information. In addition, I hereby release The Board of Trustees of Illinois State University, its officers, employees, agents and representatives from any and all liability, claims, charges, complaints, or causes of action whatsoever that may arise out of or from any use, including third-parties' use or interpretation of the posting of my information.

In addition, I understand and agree that the purpose for posting this information is to give me recognition for my contributions and/or to encourage others to become volunteers at Illinois State University. Moreover, I hereby execute this Consent with the intent to bind myself, my spouse (if applicable), my heirs, assigns, and legal representatives. I further state that I am at least 18 years of age and competent to sign this affirmation and release. I understand that I may rescind this consent at any time in writing, at which time the information will be removed from any further postings.

ACCEPTED AND AGREED:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Printed Name

Approved Contact Information:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Degree year(s)

\_\_\_\_\_  
Address, City, State, Zip

\_\_\_\_\_  
Home Phone

\_\_\_\_\_  
Work Phone

\_\_\_\_\_  
Cell Phone

\_\_\_\_\_  
Preferred Email

\_\_\_\_\_  
Occupation

\_\_\_\_\_  
Employer

*The following marked information may be used on the website:*

\_\_\_ Name

\_\_\_ Preferred email

\_\_\_ Degree year

\_\_\_ Phone number