Services Available to Berry Alumni Interest Groups

Berry Office of Alumni Relations
P.O. Box 495018
Mount Berry, GA 30149-5018
706-236-2256
800-782-0130
Fax: 706-238-7998
alumni@berry.edu
www.berry.edu/alumni

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Table of Contents

Introduction **3**
What is in this document? 3
Primary objective for services offered 3
Who to contact 3

Definition of Berry Alumni Interest Group **4**
What is an alumni interest group? 4
Sample alumni interest groups 4
How an interest group differs from an affinity or class reunion 5
Qualifying characteristics to receive services 5

Berry Services for Alumni Interest Groups **6**
Available services 6
A one-time communication for the group 7
Inclusion in web listing of alumni interest groups 7
Web page for the group 7
Listing of scheduled events on the web 8
Announcements in the Alumni Accent 8
Announcements at appropriate events 9
Berry visits to the group's events 9
Utilization of Berry facilities and spaces 9

Tips for Forming an Alumni Interest Group **10**

Conclusion **10**
Office of Alumni Relations contact information 11

Introduction

Berry's Office of Alumni Relations acknowledges your enthusiasm, energy and interest in pulling together on your own a group of Berry alumni for the purpose of networking, socializing, pursuing a common interest, or just having fun together.

What is in this document?

This document describes services that are available from the Office of Alumni Relations to alumni groups who gather on an ongoing basis. These services are provided in order to do nothing more than help raise awareness of the group's existence and to promote the group to other Berry alumni. These services are available for qualifying alumni groups who so choose to utilize them. This document provides the following information.

1) A definition of the term "alumni interest group" for the purpose of providing the services

2) Description of the scope of services provided

3) Tips for forming an alumni interest group

Primary objective for services offered

A primary objective of the Office of Alumni Relations is to encourage and support (as much as capacity and resources will allow) networking and interaction among members of the Berry Alumni Association and to help alumni stay connected to their Berry roots, friends, and experiences. It is recognized that many alumni desire to engage in this interaction with other alumni sharing a common interest or bond. As such groups of alumni form on their own, the Office of Alumni Relations desires to help promote each group within the entire Berry alumni family. This document specifies the groups to which Berry's Office of Alumni Relations can provide such services. It also specifies the scope of those services.

Who to contact

We appreciate your leadership within the Berry Alumni Association. Please contact the Office of Alumni Relations with any questions, suggestions, or information about your alumni interest group.

Office of Alumni Relations, P.O. Box 495018, Mount Berry, GA 30149-5018
Phone: 706-236-2256 or 800-782-0130
Fax: 706-238-7998
Email: alumni@berry.edu

Definition of Berry Alumni Interest Group

What is an alumni interest group?

For the purpose of providing services, the Office of Alumni Relations defines an alumni interest group as one that:

- Is self-formed (formed by an alum or group of alumni, not by Berry)
- Connects and brings together Berry alumni (graduate, non-graduate, associate, or honorary alumni of Berry high schools or college)
- Is a group of Berry alumni who gather, network, socialize, and/or do activities and events together around a common interest or bond
- Is self-supported and self-managed – meaning members of the group (not Berry) form, organize, fund and coordinate the group and its operations, activities, communications, etc. The group operates, coordinates, manages, and governs itself as the members see fit to do so. The group manages and maintains its own group contacts, membership, communications, funding, publicity, events, activities, schedule, any merchandise, etc. The group manages and governs itself and its activities in every way.
- Is not an official affiliate organization governed by the Berry Alumni Association, Alumni Council or Berry College
  This means that alumni interest groups are not required to adhere to the Constitution and Bylaws requirements that apply to officially recognized affiliate organizations (such as Chapters and Associations). No vote or approval is required from the Berry Alumni Council in order for an Alumni interest group to be created, exist or to receive the services outlined in this document.

Sample alumni interest groups

Sample types of alumni interest groups may include (but are not limited to) the following.

- Berry alumni who enjoy a certain craft, hobby or sport and form an alumni group who meets periodically to participate in the craft, hobby or sport together
- Berry alumni who shared a common experience while students at Berry and form an alumni group who meet regularly to socialize and reminisce about their Berry experiences

- Berry alumni who would like to pursue a common goal and form an alumni group who work together to accomplish the goal

- Berry alumni who enjoy social and networking events and form an alumni group who gather regularly to socialize and network with others

- Berry alumni who enjoy service projects and form an alumni group who complete service projects periodically

How an interest group differs from an affinity or class reunion

Some alumni interest groups may also be unofficial Berry affinity groups (having a common Berry experience such as major, sport, student organization, etc.). However, a reunion event for a Berry affinity group may receive more support from Berry's Office of Alumni Relations than that indicated in the next section of this document if the affinity reunion is intended to be an event for more than just the active members of the alumni interest group.

A Berry class is not considered an alumni interest group and receives support from the Office of Alumni Relations according to class reunion programming.

Qualifying characteristics to receive services

In order to receive the services defined in the next section of this document, an alumni interest group must have the following characteristics.

- Does not contradict the values, morals, philosophies, and practices upheld by Berry College

- A significant majority of the group's membership or participation pool is made up of Berry alumni (graduate, non-graduate, associate, and/or honorary alumni of Berry high schools and/or college)

- Has the intention of ongoing activity -- more than a one-time gathering, activity or event

- Has a single person who serves as the primary point of contact for Berry's Office of Alumni Relations and for other alumni expressing interest in the group

- Has submitted to Berry's Office of Alumni Relations the following information:

    - Title or name of the alumni interest group
    - Purpose of the group
    - Brief description of the group's targeted membership, activities, intended frequency of gatherings, and any other descriptive information prospective members may find useful about the group

- Name, email address, mailing address, and phone number for the primary contact person for the group
- Indication of how the primary contact person prefers prospective members to reach him/her
- If it exists, a link to the group's website, Facebook page, or any other online presence the group may have and would like to promote

- Does not use official Berry logos, seal, or shield on any of the group's documentation, communications, web pages or any other online presence that is created by the group

- Includes a disclaimer on any group document, web page, or online presence (which is available to a broader audience than the immediately active group members) indicating the document, web page, etc. is not affiliated with nor supported or maintained by Berry College

Berry Services for Alumni Interest Groups

The Office of Alumni Relations encourages alumni sharing a common interest to organize, network, and connect with each other and with Berry. In attempt to help encourage the formation of these groups, Berry's Office of Alumni Relations is able to offer the following services to alumni interest groups. In order to better serve these groups, all services from Berry for alumni interest groups will be channeled centrally through the Office of Alumni Relations. Inquiries from and about alumni interest groups should be directed to the Office of Alumni Relations.

Available services

The list below contains the complete scope of Berry services available to alumni interest groups who choose to utilize them. This section also contains further explanation of each service. Content for services in the list shall be supplied as specified below by the alumni interest group to the Office of Alumni Relations. The Office of Alumni Relations must approve all submitted content before it can be used.

- A one-time communication to an appropriate selection of alumni announcing the formation of the group

- Inclusion in the listing of alumni interest groups on the Berry alumni webpage

- A web page for the alumni interest group on the Berry alumni website

- Listing of the group's scheduled activities, meetings, or events on the Berry alumni website

- As space is available, announcements of the group's upcoming events and gatherings in the Alumni Accent's calendar of events

- Announcement at appropriate alumni or Berry events of the alumni interest group and its events, gatherings, or activities

- Occasional visits to the group's events, meetings or gatherings by a Berry faculty or staff member (or student as appropriate) as requested by the group and according to the availability of the Berry person, appropriateness of the event and request, and any costs associated with traveling to the group

- Opportunities to utilize Berry facilities or spaces based upon appropriateness, availability, and facility guidelines

A one-time communication for the group

If the group would like, the Office of Alumni Relations can send a one-time communication for the group to an appropriate selection of alumni announcing the formation of the group. The type of communication (postcard, letter, email, etc.) as well as the content will be determined by the Office of Alumni Relations in collaboration with the group's primary contact. The decision will be based upon several factors – such as target audience, number of alumni in the audience, etc. In addition to announcing the alumni interest group, the communication will invite interested alumni to contact or join the group. The communication must contain the alumni interest group's contact information and any other necessary instructions for contacting the group directly.

The distribution list for the communication will be created by the Office of Alumni Relations based upon the decision regarding target audience. For individual privacy reasons, the distribution list cannot be made available to the alumni interest group. The Office of Alumni Relations will do the final preparation of the communication and will send the communication to the distribution list, copying the primary contact for the alumni interest group.

Inclusion in web listing of alumni interest groups

If an alumni interest group would like to be included, the listing of alumni interest groups will be on a page off the Berry alumni website (www.berry.edu/alumni). This listing will be maintained by the Office of Alumni Relations.

Web page for the group

If an alumni interest group would like, a single web page can be created for the group off the Berry alumni website (www.berry.edu/alumni). The web page will be

based on a standard template used for all alumni interest groups. The web page will be created and maintained by Berry and the Office of Alumni Relations based on approved information provided from the primary contact for the alumni interest group. The web page can contain the following information:

- the group's name
- the group's purpose
- brief summary containing descriptive information about the group
- contact information for the group
- information about the group's frequency of activities, meetings, or events
- a link to any online presence the group may have (such as a web site or Facebook page)
- a few photos of the group (or link to an online collection of group photos) that the Office of Alumni Relations has approved from recent group events or gatherings

Listing of scheduled events on the web

If an alumni interest group would like, a listing of the group's scheduled events, meetings or activities can be listed on the Berry alumni website (www.berry.edu/alumni). The information which should be submitted to the Office of Alumni Relations regarding the event or gathering is as follows:

- Alumni interest group name
- Title or brief description of the scheduled event or gathering
- Date, time, and location of the event or gathering
- Brief description of the purpose of the event/gathering
- Contact information that can be published for the group and event/gathering

In order to continue receiving the three web services indicated above, an alumni interest group must maintain the qualifying characteristics listed in the previous section and periodically provide to the Office of Alumni Relations evidence of the group being active. If, after contacting the group's lead, the Office of Alumni Relations determines that an alumni interest group has become inactive with no plan for further activity or has not maintained qualifying characteristics, the web listing and web page will be discontinued. If the group should once again meet the qualifying characteristics or should ever become active again, a lead for the group may contact the Office of Alumni Relations to inquire about receiving the web services again.

Announcements in the Alumni Accent

As space is available, announcements of the group's upcoming events and gatherings can be included in the Alumni Accent's calendar of events, if the

group would like. The Alumni Accent is an e-newsletter distributed through email by Berry College eight to ten times each year. The Alumni Accent goes to all alumni on Berry's complete email distribution list, as well as to all Berry faculty, staff, and students. The purpose of the Alumni Accent is to provide special news between *Berry* magazine issues about the school, events and accomplishments of its students, alumni, faculty and staff.

This service is contingent upon the timing of the information received from the alumni interest group, publication schedule of the Alumni Accent, and space availability. All scheduled group events and gatherings should be submitted to the Office of Alumni Relations as soon as the date, time, and location are finalized. The sooner this information is submitted, the more likely the announcement will be able to appear in an Alumni Accent issue.

The information which should be submitted to the Office of Alumni Relations regarding the event or gathering is the same as that listed above for a listing of scheduled events on the web.

Announcements at appropriate events

The Office of Alumni Relations staff can announce (verbally or in writing) any of the alumni interest group's events, gatherings or activities as appropriate at alumni or Berry events to which the staff attend. This service is contingent upon the appropriateness of the group and the group's event, gathering or activity to the alumni or Berry event's target audience, as well as upon the attendance by the Office of Alumni Relations staff members.

Berry visits to the group's events

Occasional visits can be made as requested to the group's events, meetings or gatherings by a Berry faculty or staff member (or student as appropriate). Each visit would be by request from the group and according to the availability of the Berry person, appropriateness of the event and request, and any costs associated with traveling to the group

Any desire or request from the alumni interest group for a Berry faculty or staff member or student to attend an event, gathering, meeting or activity, should be submitted to the Office of Alumni Relations. The Office of Alumni Relations will assess the request and collaborate with the appropriate or designated faculty or staff member or student to determine if it will be possible (based on schedule, availability, appropriateness and cost) for the Berry person(s) to attend. If it will be possible, the Office of Alumni Relations will help coordinate with the alumni interest group the Berry person's visit with the group.

Utilization of Berry facilities and spaces

If the alumni interest group desires to utilize a Berry facility or Berry space for any of its gatherings, meetings, events, activities, etc., the primary contact for the group must contact the Office of Alumni Relations with the request. The Office of

Alumni Relations will assess the request and appropriateness and will find out the availability and cost associated with reservation of the facility. If the facility is available and appropriate for the group, the Office of Alumni Relations will reserve the facility for the group or will instruct the group's primary contact on steps to take to reserve the facility.

Tips for Forming an Alumni Interest Group

Any Berry alum, associate alum, or honorary alum interested in forming an alumni interest group, can contact the Office of Alumni Relations. Suggestions for getting the group started include:

- Establishing a clearly defined purpose for the group which includes a description of the common interest the group will have
- Defining the desired target audience for the group based on the common interest that group members will have
- Locating at least one other alum who shares the same interest in participating in or helping to form the group
- Determine how the group and its activities will be managed and coordinated
- Define roles within the group if necessary or desired
- Determine how any costs associated with the group's activities will be coordinated and managed by the group
- If the services defined in this document are desired, work to fulfill the qualifying characteristics necessary for receiving the services
- Contact the Office of Alumni Relations with any questions about the available services defined in this document

Conclusion

The Office of Alumni Relations and the Berry Alumni Association encourages the formation of alumni interest groups. The efforts of leaders of alumni interest groups are greatly appreciated. These efforts will be noticed. The Alumni Council (governing body of the Alumni Association) seeks engaged leaders within many areas of the Association each year for consideration into elected positions of Alumni Council leadership. Engaged alumni interest group leaders could become candidates, if desired, for Alumni Council positions.

Any questions regarding how to form an alumni interest group or regarding the Berry services defined in this document can be directed to the Office of Alumni Relations.

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Information in this document is subject to change according to continued assessments of the services defined.