

LEADERSHIP HANDBOOK FOR REGIONAL COMMUNITIES

JOHNS HOPKINS ALUMNI ASSOCIATION & THE OFFICE OF ALUMNI RELATIONS

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THE PURPOSE OF THIS GUIDE

We created this handbook to provide essential information to you and other alumni leaders looking to create and sustain effective committees. It's intended as a guide that defines standards and procedures and clarifies best practices. This handbook takes into account that each community has its own unique opportunities based on size and demographics. Consequently, the points contained in this handbook are specific enough to guide the most developed and complex of regional chapters yet are flexible enough to inform communities that are smaller or more geographically spread out.

As you go about your work in a particular region, we hope you'll refer to this handbook and that it can help guide you through the many developments and transitions you'll surely experience.

Finally, please don't hesitate to contact the [Office of Alumni Relations](#) when questions arise.

DEFINITIONS

The following definitions will help you clarify terms that will show up repeatedly in this guide (in alphabetical order):

An [affinity group](#) is an organized group of alumni and other members of the university community who share similar interests or experiences. Affinity groups are formed around common career interests, industry verticals, shared experiences, pastimes and university affiliations. Some groups are regional; others are nationwide or global. Some groups are face-to-face; others are virtual. Affinity groups can also be organized around the commonalities of ethnicity, gender, religion, philosophy, politics, and so on.

The [Alumni Council](#) is the governing body of the Johns Hopkins Alumni Association (JHAA) and is responsible for the overall direction and management of the association. The council's primary roles include advising the university on alumni affairs, developing programs to strengthen alumni connections with the university, developing networking opportunities for alumni and current students, and helping to prepare current students for their role as alumni. The Alumni Council includes 75 voting members and nine student representatives, one from each division.

The **Alumni Council Regional Chapters Committee** is a standing committee, composed of Alumni Council members, dedicated to supporting regional chapters, affinity groups, and Young Alumni Committees. This committee exists to advance the university and alumni by helping regional chapters develop best practices that build fellowship among alumni as well as strengthen graduates' ties to the university.

A [chapter](#) is a group of alumni that have formed an official relationship to, and represent, the JHAA in a given geographical region. These groups are led by a dedicated committee of volunteers that organize activities for their community. Chapters are led by an executive committee, which typically includes a chapter president and a variety of other volunteer leaders.

A **community** is a collection of Johns Hopkins constituents living in a specific region, who share a common connection with Johns Hopkins. The community can include a JHAA chapter, affinity groups, divisional clubs, young alumni committees, parents, current students, and friends of the university and medical institutions.

A **divisional club** is a regionally-based group of Johns Hopkins alumni and friends of the university that represents the interests of a particular Hopkins division or school. Hopkins' nine divisions are the School of Krieger School of Arts & Sciences, the Whiting School of Engineering, the Carey Business School, the School of Education, the School of Medicine, the School of Nursing, the Peabody Institute, the Bloomberg School of Public Health, and the School of Advanced International Studies. Divisional clubs often work hand-in-hand with regional chapters by co-sponsoring events. It's common for a divisional club officer to serve on the regional chapter's committee.

The [Johns Hopkins Alumni Association](#) (or simply the **JHAA**) exists to give you and your fellow alumni the tools you need to stay connected, keep advancing and continue living the Johns Hopkins vision. We do this by strengthening engagement among the 170,000 members of your worldwide Hopkins community through professional networking opportunities, frequent reunions and a rich variety of events and activities in your area. We also help you create personal connections via local chapters, clubs, gatherings and online communities. Finally, we also provide you free and discounted access to leading academic and cultural resources through courses, travel opportunities, faculty appearances, and exclusive online resources.

A **regional representative** is an alumni leader who serves as a point of contact for his or her geographic region. Regional representatives generally operate in areas where chapters do not currently exist. They plan 1-2 community building events throughout the year and build alumni connections within their communities.

A **volunteer** is someone who gives, without compensation, of his or her time and talent to aid the JHAA, its regional communities, and its programs and initiatives.

A **young alumni committee (YAC)** is a regionally-based group of alumni who have graduated within the past 10 years. YACs often work closely with the regional chapters by co-sponsoring events. It's common for a YAC officer to serve on the regional chapter's executive committee. These committees were formed to meet the unique interests and needs of our most recent graduates.

MISSION AND VISION

REGIONAL CHAPTERS MISSION

In keeping with the JHAA's mission of enriching the alumni experience and fostering beneficial relationships in the Johns Hopkins community, the Alumni Association's regional chapters have the following mission:

To empower alumni and other members of regionally-based JHAA communities to create personal and professional opportunities that nurture a lifelong relationship with one another and the university.

REGIONAL CHAPTERS VISION

Regional chapters are led by an executive committee of active volunteers, ready and willing to plan and promote events meaningful to their unique community.

Alumni from each community are continuously engaged with one another through ongoing in-person events and programs as well as through a solid online presence.

Chapter committees are well organized—each committee member has a clear understanding of his or her role, and the transitions from year to year are seamless.

Alumni across the country wish to start chapters within their own geographical region as a result of seeing the positive and beneficial experiences of their fellow alumni involved in chapter activities.

THE OFFICE OF ALUMNI RELATIONS

PURPOSE

To aid in the success of your community and its activities, we in the Office of Alumni Relations provide continuous support and resources to community leadership.

Here are some of the ways that we're prepared to help your community:

- Assign a staff liaison to work with your chapter leadership
- Coordinate online registrations and ticketing for chapter events
- Promote events and programs through email announcements (sent from our database-driven listservs) and limited print materials
- Provide expertise on topics ranging from leadership development and event planning to effective social media and communication strategies
- Send JHU paraphernalia for events (e.g. nametags, pens, banners, give-aways, sign-up sheets, etc.)
- Manage the financial side of events, including the signing of contracts and payments to venues and vendors
- Oversee your chapter's official website (on alumni.jhu.edu)
- Coordinate continuous training opportunities for chapter leadership

STAFF LIAISONS

Your staff liaison, with the Office of Alumni Relations, will meet in person with chapter leadership as needed. Your liaison is also able to attend signature events as his or her schedule permits. Finally, your liaison can help you arrange both face-to-face meetings and conference calls as needed to get your committee together. For these reasons and more, it's very important to stay in frequent contact with your staff liaison.

Your staff liaison will communicate primarily with the Chapter President. With approximately 80 regional communities across the globe, having one point of contact per community helps the staff streamline communication. If the Chapter President has designated another committee member to take the lead on a program or event, your staff liaison can also work directly with that person(s). It is our expectation that the Chapter President will filter all needed information down to the rest of the planning committee.

CONTACTS AND INFORMATION

The Office of Alumni Relations exists to strengthen the connection that you and your fellow alumni have with one another and the university.

If at any point you have questions concerning alumni or chapter affairs, please don't hesitate to get in touch with your chapter liaison or any of the individuals listed below.

Johns Hopkins University

Office of Alumni Relations

San Martin Center, 2nd Floor, 3400 N. Charles Street, Baltimore, MD 21218-2696

(800) JHU-JHU1/ 410- 516-0363, Fax: 410-516-6858

www.alumni.jhu.edu, alumni@jhu.edu

Jason Heiserman, Sr. Associate Director, Regional Communities

jheiserman@jhu.edu

Elena Thompson, Sr. Associate Director, Affinity Groups

e.thompson@jhu.edu

Shaun Grahe, Associate Director, Regional Communities

stgrahe@jhu.edu

Ridia Anderson, Assistant Director, Affinity Groups

rander65@jhu.edu

Emily Hogan (A&S '10), Assistant Director, Regional Communities

ehogan3@jhu.edu

Jeanine Kern, Assistant Director, Regional Communities

jgkern@jhu.edu

Krystle Ongaco, Assistant Director, Regional Communities

kongaco1@jhu.edu

Charisse LaRocque, Coordinator, Regional Communities

clarocq1@jhu.edu

CHAPTER RESPONSIBILITIES AND GUIDELINES

To best serve your needs and those of your fellow alumni, the JHAA sets minimum standards to help guarantee the vitality and longevity of regional chapters and their activities.

Regional chapters must meet the following requirements in order to maintain active status, receive university support, and continue to use the JHAA name.

- Comply with policies and requests from the Johns Hopkins Alumni Association.
- Adhere to trademark usage guidelines in all permitted uses of the university's name, logo and other trademarks.
- Keep all alumni contact information and mailing lists confidential and used for chapter purposes only. Announcements or other communications made for personal, commercial or political gain are strictly prohibited.
- Submit all event attendance lists to your Office of Alumni Relations staff liaison. Forms are provided in the online toolkit.
- Communicate with the Office of Alumni Relations regularly so we can best serve the alumni population in your area; complete all paperwork requested by the Office of Alumni Relations in a timely manner.
- Elect or appoint officers on a regular, transparent basis, and ensure that all officers act as positive ambassadors of the JHAA.
- Communicate as an executive committee on a consistent basis, as needed based on your chapter's activities.
- Plan and execute a consistent calendar of programs and events; the number can be decided based on the size and interests of your community; holding events inclusive of all alumni and their needs.
- Serve as a local resource for current and incoming students as well as new alumni to the area.
- Include your staff liaison from the Office of Alumni Relations on pertinent communications and on any official business of the executive committee (meeting agendas, minutes, etc.).
- Promote events to the entire community by utilizing social media, email, and personal outreach.
- Respond promptly to inquiries about your chapter from fellow alumni or university staff.

CHAPTER LEADERSHIP

Regardless of the size of your regional chapter, having strong and well-defined leadership is a key component to your chapter's success. The goal of chapter leadership is to ensure that responsibilities are shared so every member of the regional chapter continues to enjoy his or her role in the community.

The size of your chapter's leadership team will depend on your community's size and activity level. Most chapters are led by an executive committee that meets regularly to plan events and programs that offer social, cultural and intellectual engagement and that strengthen the JHAA's local presence. No matter the size of the executive committee, a president—who acts as the chapter's main point of contact with the Office of Alumni Relations—along with a minimum of two other committee members, must be identified.

We encourage you to have a committee that is representative across divisions. The larger your local alumni base, the larger your committee is likely to be.

When enlisting committee members, it may be helpful to use the descriptions below that detail the specific responsibilities of each position. This gives potential volunteers a clear idea of what the committee expects of them as they carry out their duties. As these descriptions are suggested, and not required, we encourage you to tailor the following examples of common officer positions to the specific needs of your group.

COMMON COMMITTEE POSITIONS

PRESIDENT

This position embodies the ideal alumni volunteer characteristics and as such serves as the primary alumni association ambassador on behalf of the region as the leader for the regional chapter committee.

Suggested responsibilities include:

- Build a cohesive team amongst the committee members.
- Convene regular meetings and create the agenda.
- Maintain momentum through follow-up with individual committee members.
- Communicate regularly with your chapter's staff liaison.
- Ensure compliance with the JHAA guidelines and paperwork deadlines.
- Help identify and train new leadership.
- Participate in training opportunities offered by the Office of Alumni Relations.
- Appoint or arrange for the election of committee chairs (if applicable).

VICE PRESIDENT

Suggested responsibilities include:

- Assist the president in all aspects of the position.
- Work closely with committee members to generate ideas and program strategy.
- Provide information regarding forthcoming events for inclusion in meeting notices or newsletters.
- Preside over meetings if President is unable to attend.
- Serve as a contact for interested alumni in local area.

COMMUNICATIONS/PUBLICITY CHAIR

Suggested responsibilities include:

- Maintain all social media communication for chapter (e.g. Facebook, LinkedIn).
- Submit any needed information for the chapter's website on alumni.jhu.edu.
- Take pictures at events and send them to the staff liaison to be posted on the chapter website.
- Help write email invitations for events.
- Publicize all chapter events to appropriate audiences.

PROGRAM/EVENT CHAIRS

Suggested responsibilities include:

- Coordinate chapter events with assistance from other committee members.
- Submit an *Event Submission Form*, found at alumni.jhu.edu/chapters, in a timely manner for each upcoming event to supply the Office of Alumni Relations with all of the information they need to help register and promote your event.
- Send an evaluation of each program or event to the staff liaison, found at alumni.jhu.edu/chapters.
- Assign an event host and co-host that are responsible for planning, attending and staffing the event; delegate other responsibilities as needed.
- Work with the president and other officers to develop an annual calendar of diverse programs and activities to engage alumni.
- Work with the president and the treasurer to establish pricing for events, keeping in mind all expenses incurred (e.g., labor, invitation, set up, audio-visual, gratuity, etc.).
- Work with communications/publicity chair to promote events throughout the community.

YOUNG ALUMNI CHAIR

Suggested responsibilities include:

- Plan activities and events geared specifically toward alumni who have graduated in the past ten years.
- Increase young alumni presence at chapter events.
- Serve on both the chapter and Young Alumni Committees (if applicable) for open communication between the groups.

TERMS AND TRANSITIONS

In order to cultivate new leadership and relationships within a chapter, all chapters are required to hold elections or select new leadership on an annual basis. The process of selecting an executive committee may vary according to your chapter's size. Smaller chapters may appoint leaders based on a show of interest, while larger committees may hold a formal nomination and election process. We recommend that elections take place at a committee meeting in April or May; this will give time for the new leadership to submit their chapter's annual plan.

The term for a chapter President is three years. Since this is a volunteer position, the term can be reduced if a three-year time commitment is challenging. All other officers and chairs serve one-year terms. One-year terms for each position other than chapter president can be renewed indefinitely. However, we strongly recommend that committee chairs serve no more than three consecutive terms in any single role. We also recommend that a leadership track be established so that presidents have committee experience before they assume the role of president. Each committee chair should help identify his or her eventual successor.

The Alumni Council's *Alumni Communities Committee* must officially approve all chapter presidents once the chapter committees submit their election results. If multiple volunteers are interested in a leadership position, the Alumni Council's *Alumni Communities Committee* can organize a formal application process and assist in the selection.

SUGGESTED CHAPTER EVENTS

A strong annual schedule of events keeps alumni engaged with one another and the chapter. With your leadership committee, schedule an annual calendar planning meeting in late spring to brainstorm ideas for the next fiscal year. When assembling a schedule of events, make sure that you include a variety of opportunities. Experiment with different times and venues to see which engage a consistent alumni audience.

When brainstorming for new events, here are a few good rules of thumb to keep in mind:

- Determine the goal of the event and the target audience. For example, if the goal is to meet new people, a happy hour or a walking tour is more ideal than a baseball game or musical performance.
- Decide on events that are relatively easy to plan and execute.
- Keep in mind that constituents in your community are diverse—consider different geographical locations and different needs based on age and university affiliation.
- Set ticket prices that are affordable for alumni, especially younger alumni.
- Use your budget allocation to best serve your community - strive to offer discounts or break even on event costs.
- Plan well in advance and create programs that will engage local alumni with the broader university community. The sooner you plan, the more support you can receive from the Office of Alumni Relations.

To give you a rough idea of what types of events have worked well in the past, we've provided a number of common alumni chapter events with examples below.

CULTURAL EVENTS

Cultural events bring together alumni and friends in the spirit of the Johns Hopkins quest for knowledge. They can be preceded by a reception or followed by a discussion led either by a member of the alumni community or by a Hopkins faculty member. They may have a cost associated to cover food and beverage as well as a ticket or entrance price.

Examples of cultural events:

- Book discussion groups
- Cinema groups
- Bus trips
- Concerts
- Guided tours of local landmarks or museums
- Theater productions
- Holiday custom celebrations

SOCIAL EVENTS

Social events provide an informal opportunity for alumni to mix and mingle. Often a chapter will have a variety of events of this kind during the year.

Examples of social events:

- Career and networking events
- Crab Feasts
- Athletic events (either participatory or a game watch)
- Group meals at restaurants (e.g. industry breakfasts, meet-up lunches or “foodie” dinners)
- Family picnics or potlucks
- Happy Hours
- Hikes and nature walks
- Walking tours
- Wine tastings

ALUMNI ALL-STAR EVENTS

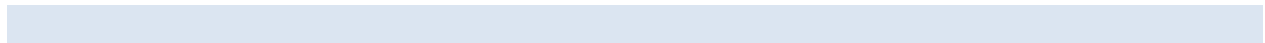
Alumni all-star events are unique events that draw on the talents of local alumni. These events could be an alumnus speaking to the chapter on a topic that he or she is an expert on, or alumni showcasing their latest work. These types of events tend to be successful because they combine the quest for knowledge with the draw of local alumni. Examples of alumni all-star events include distinguished speaker series, panel discussions with local alumni, and performances and discussions with playwrights or artists.

NON-RECOMMENDED CHAPTER EVENTS

Certain types of events are not recommended by the JHAA. These include the following:

- Partisan political events
- Fundraisers
- Gambling events
- Events that financially benefit a particular business or individual associated with Johns Hopkins

If you have any doubt about the appropriateness of an event, make sure to consult your staff liaison.



SAMPLE ANNUAL CALENDAR

What does a typical annual events calendar look like? It depends upon a number of factors, including the size of your community and the willingness of your volunteers to plan and participate. It's very important to be realistic when you set your plan—be sure not to over-book your chapter's calendar!

The following example has proven successful for a medium-sized chapter (1,000 to 2,000 alumni). Depending on the commitment of your volunteers, chapters often plan a minimum of three events to over a dozen.

January No events scheduled	February <i>Chapter Planning Meeting</i> Museum Tour and Reception	March Lecture Series and Cocktails Lacrosse Game Watch
April Happy Hour (career-focused, business card exchange)	May <i>Chapter Annual Planning Meeting</i>	June Baseball Game and Picnic
July Family Day at Amusement Park	August No events scheduled	September Happy Hour (welcoming new alumni to your community)
October Lecture Series and Cocktails	November <i>Chapter Planning Meeting</i> Community Service Event	December Holiday party

Note that this sample calendar can be complemented by a number of ongoing programs, in-person or online, such as the following:

- A run/walk group that meets every other Sunday morning
- A food and wine group that meets once a month at a restaurant or wine bar
- A book club that meets monthly
- An affinity group for health care professionals that meets monthly for breakfast
- An intramural softball team that competes in the summer

PLANNING A CHAPTER EVENT

Planning an event is less difficult than it looks. Still, it involves a number of moving parts that you have to get right in order for the event to run smoothly.

To make this as simple as possible, we've broken the process down into several steps. Simply follow these steps, making sure to work with your staff liaison, and chances are you'll have an event that your alumni community will enjoy, remember and want to repeat.

STEP 1: HOLD AN ANNUAL PROGRAM PLANNING MEETING

We recommend that this meeting occurs in April or May to develop your annual plan.

This meeting is the time to design a realistic calendar of events for your region based on the budget that you're allocated. At this point, you should be thinking about the types of events and the potential month(s) they'll be held. You don't need to know specifics such as venue or speaker at this time.

STEP 2: SET THE DATE AND CHOOSE THE VENUE

Two to three months prior, set an exact event date and choose a venue following these guidelines:

- Select the date based on the availability of the speaker/venue/host, etc.
- Record the venue event manager and/or caterer name(s), along with their contact information.
- Confirm that the venue has liability insurance.
- Finalize details for the event (date, timelines, venue, cost, capacities, and event description).
- Complete the online [Event Submission Form](#) (available at alumni.jhu.edu) as soon as the date and venue for your event are set. This will allow your staff liaison to help promote your event and manage online event registration.
- Make sure all contracts and invoices are sent to your staff liaison for signature and payment.

Note: After receiving your Event Submission Form, your staff liaison will do the following:

- Finalize arrangements with the venue, including the direct payment of the deposit or final balance.
- Set up an event webpage and online registration.
- Send email invitations to alumni in your region.
- Send you updates on event registration numbers.
- Send you nametags, sign-up sheets and JHU-paraphernalia to give your event a "Hopkins" feel (upon request)

STEP 3: PROMOTE YOUR EVENT

So you've set a date and everything is confirmed with the venue. Now it's time to get word out and drive registration.

Here are a few methods used to promote your chapter's event:

- **Enlist the Office of Alumni Relations.** When you submit the Event Submission Form to us at the Office of Alumni Relations, we can send out a broadcast email, add the event to the online calendar, and collect online registrations. Sending email is the preferred method of reaching out to fellow members of your Hopkins community. They're immediately delivered and allow for the recipient to register by clicking a link embedded in the email. It's extremely important that the alumni in your region update their email address by visiting: alumni.jhu.edu/update. A valid email address ensures that they receive your invitations and broadcast messages.
- **Use social media.** Post the event, including all relevant information, on your chapter's Facebook or LinkedIn pages. Remember to direct viewers to the online registration page.
- **Make personal phone calls.** This is actually one of the most successful ways of promoting your event. Your staff liaison can assist you with obtaining these numbers. Your committee can also create a phone tree that will allow you to reach alumni on a personal level.

STEP 4: AT THE EVENT

- Arrive early! We recommend you get there an hour before the event begins to meet the venue's point of contact, and to make sure everything is set up properly. If you have requested audio/visual equipment, make sure to do a test run to ensure that everything is working properly.
- Set up a guest registration table near the entrance. Your registration table could include nametags, sign-in sheets, giveaways, volunteer interest cards, and questionnaires. Be sure to have blank nametags and markers to create nametags for any walk-ins.
- Keep track of walk-ins and no-shows and share these with your staff liaison.
- If your event has a guest speaker, you may want to convert the registration table into a book signing table midway through the event; or set up another table entirely.
- Take lots of pictures. Then post them on your chapter's social media sites and send them to your staff liaison to post on the Alumni Association website.
- Check in with the venue point of contact throughout the evening—he or she can help make the event a success by accommodating your requests.
- Mingle and make connections. Tell your guests what the chapter is doing and encourage them to get involved. Events are great opportunities to recruit new volunteers.
- If the situation presents itself, make a few brief remarks about the chapter, its upcoming events, and how guests can get more involved.

STEP 5: AFTER THE EVENT

- Check in with your staff liaison to let him or her know how the event went.
- Fax or email your staff liaison with any sign-in sheets, together with names of walk-ins and no-shows, so we can maintain accurate records.

- If you receive cash for admission fees, please keep the cash and mail a check made out to “The Johns Hopkins Alumni Association.” Make sure to include a note with your name, chapter name and the date of the event. If you received credit card information, please call us to exchange those numbers.
- Mail, email or fax any receipts or final invoices to your staff liaison.
- Evaluate the event with your committee. This will help to determine whether the event should be repeated or whether changes should be made to make it more successful in the future.
- Consider sending a note of thanks to your vendors, guest speakers, etc. This simple gesture can foster great working relationships.

POLICIES

FINANCIAL POLICIES

BUDGET ALLOCATIONS

Each chapter receives a budget allocation for the fiscal year. Allocations are determined based on a combination of factors, including alumni population in the chapter's region and the events and programs laid out in the chapter's annual plan. The actual money is handled by the Office of Alumni Relations, but the estimated dollar amount helps chapters plan their activities throughout the year. Budgets can be used for subsidizing the cost of events, or on occasion, paying for an event outright.

REIMBURSEMENTS

If you need to make a purchase on behalf of your chapter, please save the original, itemized receipts so that you can be reimbursed. Whenever possible, please work with your staff liaison to make purchases via a university credit card or university check. It's rare that a chapter leader must spend his or her own money.

TAX INFORMATION

The university is exempt from sales tax in 32 states. If you find yourself making purchases on behalf of your alumni chapter, please contact your staff liaison to ensure that you're not charged tax. A copy of the university's tax exempt card can be sent to you in advance of your purchasing.

FUNDRAISING

Regional chapters are an extension of the Johns Hopkins Alumni Association; they're not considered to be separate 501(c)3 organizations. Because of this, chapter leaders shouldn't solicit funds on behalf of the university. If a volunteer would like to donate funds towards chapter activities, the donation should be made as a gift-in-kind. In such cases, your staff liaison is available to help move the process along (see "Gifts in Kind" below).

Chapters shouldn't sell merchandise or hold raffles or other gaming events to raise money for their chapters. Chapters are to work within the budgets allocated by the Office of Alumni Relations. If money is needed beyond that allocated amount, chapters may apply for programming grants or should set ticket prices as to break even on event costs.

GIFTS IN KIND

If a volunteer makes an in-kind donation to an event, or to a portion of that event, a gift-in-kind letter may be sent to the individual. Examples of gifts in kind include alumni paying for food or alcohol for an event or covering the cost of renting a venue. Please work with your staff liaison if a gift-in-kind situation arises.

EVENT POLICIES

CONTRACTS

Your staff liaison handles all contracts for your events in order make sure that the contracts meet compliance standards. Chapter leaders are encouraged to request contracts and invoices; all signatures and contract amendments, however, must come from a university official.

INSURANCE INFORMATION

If you have specific questions about insurance coverage for events, please contact your staff liaison to discuss. For example, you may have a question about insurance coverage if you're hosting an alumni event in your personal residence or if a venue has asked for proof of insurance from the university. In these and similar cases, work with your staff liaison to obtain proper coverage. Information is also available on the Online Toolkit.

COMMUNICATION POLICIES

EMAIL LISTS

Chapters can request a list of names, email addresses and phone numbers of alumni within their region. E-mails and phone numbers may be used only for chapter purposes, such as invitations to events and meetings. Each chapter leader must sign a confidentiality form upon receiving a list.

We encourage chapter leaders to send emails to your local alumni community sparingly—once or twice per month at most. Whenever possible, combine multiple announcements into one email message. Finally, make sure to put your own name in the “To” field and your local alumni in the “Bcc” field. This will assure that people cannot “reply to all.”

SOCIAL MEDIA STANDARDS

The Office of Alumni Relations encourages all chapters to have a social media presence. This can include networking sites such as Facebook, LinkedIn or Twitter. It's up to each chapter how they prefer to use Facebook (e.g., group pages or fan pages).

The most common titles for pages include:

Johns Hopkins Alumni Association – [City, State, or Region] Community

The Office of Alumni Relations can design a customized image for a community to use as its group page photo.

WEBSITES

The Office of Alumni Relations will maintain a webpage for each existing chapter at alumni.jhu.edu. These webpages will include a brief description of the chapter, contact information for chapter leaders, a demographic breakdown of each community, and a link to your upcoming events. Chapter leaders are encouraged to submit content/notes for their webpage, as well as to develop social media pages to complement the chapter's official alumni webpage.

LOGO USAGE

All recognized alumni chapters may use the Johns Hopkins name.

There are particular banners and logos that the Alumni Association and its associated communities are permitted to use. Please check with your staff liaison before using any image you haven't received directly from a Johns Hopkins representative to represent your chapter.

No logos should be distorted or manipulated in any way for any reason.

UPDATING YOUR INFORMATION

Because most chapter correspondence is sent via email, it's very important that the contact information that we have for alumni—particularly the email addresses—is accurate and up-to-date.

If you wish to receive mailings at a new email address, please visit alumni.jhu.edu/update and give us your most up-to-date contact information. Please encourage your local alumni to keep their contact information updated as well.