



SACRAMENTO STATE ALUMNI ASSOCIATION (SSAA) ALUMNI NETWORK OVERVIEW

Alumni Networks are being created to meet the interests and needs of Sac State alumni throughout California, across the country and around the world.

If you're interested in Sac State gatherings in your region, area of study or profession, or with others of a shared identity, volunteer and take advantage of the many benefits networks have to offer.

Socialize: Coordinate barbecues, book clubs, dinners, sporting events, tailgates, theater and more.

Network: Connect with alumni in your area. **Volunteer:** Improve your world through community service and advocacy. **Learn:** Challenge your mind through speakers and other educational opportunities.

SSAA will:

1. Create a social media presence for your network.
2. Send one email to alumni affiliates inviting them to connect with the network via social media or by updating their membership affiliations. (1-2 times per year).
3. Feature your group on the SSAA website (www.SacStateAlumni.com) and on all membership forms.
4. Given adequate notice, will promote upcoming events in SSAA communications and social media.
5. Provide event support, collateral, and materials to assist in making your event a true Sacramento State gathering.
6. Stay in communication with Network leaders to explore opportunities to engage affiliated alumni.
7. Provide resources to Networks in the form of staffing, board mentorship, and communications.

Network Contact will:

1. Agree to be the main point of contact of Network with name listed online.
2. Agree to claim their membership and promote membership as part of any activities.
3. Provide content or content ideas to SSAA staff for posting and sharing on the Network's social media pages or and serve as one of the Administrators, if desired.
4. Be responsive to fellow alumni looking to get involved.
5. Coordinate one to two gatherings per year with SSAA staff support.
6. Keep SSAA staff up-to-date on activities in the Alumni Network.
7. Communicate with staff and board members on progress of Network.
8. Be open and inclusive of all alumni who wish to affiliate with the Network.

If you are interested in becoming involved or serving as a Network leader for your area of interest, please contact the Alumni Chapters and Networks Officer at alumni.chapters@csus.edu or 916-278-6295.



Sacramento State Alumni Network Handbook

Approved by SSAA Network and Chapter Engagement Committee

Last updated: May 2, 2023

The mission of the Sacramento State Alumni Association (SSAA) is to connect, engage and celebrate alumni, students and friends of Sacramento State while building lifelong relationships that support the future of our University.

Table of Contents

| | |
|---|----|
| Introduction | |
| Welcome | 2 |
| Sacramento State Diversity & Inclusion Imperative | 3 |
| Antiracism and Inclusive Campus Plan Mission | 3 |
| Hornet Honor Code | 3 |
| What is an Alumni Network? | 4 |
| Benefits of Establishing as a Network | 5 |
| Chapters and Networks | 6 |
| Network Expectations and Responsibilities | 7 |
| Programming | 8 |
| Marketing | 9 |
| Network Allocation and Financials | 11 |
| Network Annual Agreement | 12 |

Welcome!

Dear SSAA Network Leaders,

On behalf of the Sacramento State Alumni Association (SSAA) and the Office of Alumni Relations, we would like to extend a heartfelt thank you for volunteering. Your involvement is vital to our efforts in providing meaningful opportunities for alumni to connect (or reconnect) with each other and our institution. As a volunteer leader with our chapters, you will help Sacramento State better serve its growing alumni population by providing, and encouraging, enthusiasm for the university.

Alumni Relations is responsible for cultivating relationships between alumni and the university and to provide volunteer leadership opportunities for alumni to engage in and support the work of our institution. Chapters and Networks are integral to the work of the association, offering alumni various points of connection with Sacramento State based on their interest, profession, or area of affiliation.

Through the network program, alumni can engage fellow graduates in their community of interest. The resources included in this handbook will help you, our volunteer leaders, to plan, implement and evaluate activities that strengthen the Hornet Family.

We are so proud to have you serving as an ambassador for SSAA and Sacramento State! If there are additional resources that would be helpful to chapter and network volunteers, please reach out. We are happy to meet anytime.

Thank you again for your volunteer support of the Alumni Association, Sacramento State and our alumni.

Stingers up!

Jennifer Barber

Jennifer Barber
Associate Vice President
jbarber@csus.edu
(916) 278-6295

Sacramento State Diversity & Inclusion Imperative

Sacramento is the state capital of California and one of the most diverse cities in the nation. Sacramento State is the heart of the region's higher education sector. We provide equal access, academic excellence, and inclusive excellence to the local community.

One of our imperatives is to ensure a welcoming campus for students, faculty, staff, and community members. We desire to build a campus free from all forms of bias, discrimination, and oppression.

We celebrate the many identities, experiences, and perspectives of the Hornet community. Sac State commits to more than simply celebrating diversity, but we pledge to ingrain diversity, equity, inclusion, belonging, and justice in all University imperatives to achieve our mission.

Source: <https://www.csus.edu/diversity-inclusion/>

Antiracism and Inclusive Campus Plan Mission

Sacramento State strives to be an antiracism and inclusive campus in which all individuals – especially those who identify as Black, Indigenous, Chicanx/Latinx, Asian American and Pacific Islander, and racially minoritized – matter, and for whom the environment and culture is affirming. We seek to ensure that inclusion is apparent throughout the entire physical and virtual campus, policies, and curriculum, and is also reflected in its smaller spaces, such as classes within each field of study, office and public spaces, departments, and especially the feelings and emotions from our interpersonal relationships among our campus community.

Source: https://www.csus.edu/diversity-inclusion/_internal/_documents/antiracism__inclusive_campus_plan_ada_compliant_-20210630_final.pdf

Hornet Honor Code

As proud members and representatives of the Sacramento State Hornet community, we commit ourselves to actively promoting honesty, integrity, respect, and care for every person, ensuring a welcoming campus environment, and striving to help every member of our Hornet Family feel a strong sense of belonging.

As Hornets, we will:

- Promote an inclusive campus and community.
- Listen and respect each other's thoughts, interests, and views.
- Value diversity and learn from one another.
- Engage daily with mutual trust, care, and integrity.
- Support a culture of honor and adhere to campus policies for honesty, ethics, and conduct.
- Be proud to be Sac State Hornets!

Source: https://www.csus.edu/diversity-inclusion/_internal/_documents/honor-code1.pdf

Network leaders and/or their families shall not use their relation to the SSAA for financial, professional, business, employment, personal, and/or political gain.

What is an Alumni Network?

An alumni network offers opportunities for alumni to connect based on shared interests, experiences and passion for Sacramento State. A Network is a casual community of alumni who come together to celebrate Sac State and act as local advocates for the university mission and values.

Purpose

How networks support the Alumni Association mission:

- Act as advocates for Sacramento State
- Facilitate Sacramento State events and programming focused on increasing alumni engagement within all alumni age groups, interests, and areas of study.
- Inspire and support students currently attending and interested in attending Sacramento State through scholarship programs.

Goals

- To engage alumni and friends of Sacramento State by maintaining an active relationship with the university and one another.
- To serve alumni, parents, students, and community by:
 - Providing networking and engagement opportunities through events and activities.
 - Helping alumni stay connected to Sacramento State by keeping them informed of university events and information, or by allowing alumni to share their experience and memories with others.
 - Providing enrichment or educational programs that provide lifelong learning opportunities.
- To serve our university by:
 - Encouraging alumni to stay involved with the university and providing opportunities to do so.
 - Serving as ambassadors of the university to their communities.

Benefits of Establishing as a Network

Networks work under the umbrella of the Sacramento State Alumni Association. With consistent communication and collaboration between SSAA staff and network leadership, networks are eligible to receive the following benefits provided by the SSAA:

Marketing Benefits

- Access to send emails to the network affiliates through the Alumni Association.
- Use of Alumni Association branding and logo
- Access to a network email address
- Access to a network social media presence on appropriate and relevant platforms
- Network branded marketing materials such as graphics, flyers, table signs, business cards, and more

Event Planning Benefits

- Event support from the Sacramento State Alumni Association including event planning, financial assistance, marketing, licensing, and professional staff.
- Event advertising on the Alumni Association calendar and social media.
- Access to event space through the Harper Alumni Center (depending on availability and event type).
- Access to campus resources.

Network Leader Benefits

- Access to meetings and events with SSAA board members and Sacramento State President
- Volunteer opportunities across campus
- Mentorship opportunities across campus
- Leadership opportunities within the Sacramento State community
- A chance to grow your community at Sacramento State and give back to students

Chapters and Networks

The SSAA currently offers two levels of group alumni engagement: Alumni Chapters and Alumni Networks. Alumni Chapters and Networks both offer a great platform to connect with fellow alumni of similar interests. Alumni Chapters require elected chapter leadership, regular meetings, and a larger time commitment from Chapter officers. Alumni Networks typically meet once per year and do not require board elections.

All prospective alumni chapters are required to remain a Network for one year prior to transitioning to a Chapter. Chart below provides a further outline of Alumni Chapters and Networks.

| | Chapter | Network |
|---------------------------------------|--|---|
| Affiliates | Anyone can affiliate if a member of the SSAA | Anyone can affiliate if a member of the SSAA |
| Leadership | Minimum four (4) volunteers with chapter elections annually. Position expectations reviewed and signed annually. | One to two (1-2) volunteers. Position expectations reviewed and signed annually. |
| Annual agreement | Reviewed and signed annually | None (part of leadership agreement) |
| Meetings | Quarterly (minimum) meetings of elected volunteers. Periodic meetings between volunteers and SSAA staff. | Periodic meetings between Network Liaison(s) and SSAA staff. |
| Types of Events | Two signature events annually (gala, large scale dinner, speaker series, tournament, fundraiser) Two networking events annually (social mixer, sports gathering, career networking) | Two networking events annually (social mixer, sports gathering, career networking, guest speaker) |
| Communication & Connection | Periodic emails (updates or newsletter) Event emails Social media presence run by volunteers with SSAA admin access | Event emails Social media presence run by SSAA staff with volunteer admin access |
| Annual allocation | Annual allocations of \$750, \$1,100, or \$1,500. Determined by affiliate count, event outcomes, and future event expectations | Annual allocation of \$500 |
| Scholarship | Can designate an existing SSAA scholarship as focus of support Can create a Chapter Current Use Scholarship or a Chapter Endowment Scholarship | Can designate an existing SSAA scholarship as focus of support Can create a Network Current Use Scholarship (<i>see page 11 of handbook</i>) |
| Giving Expectation | \$50 annually per elected Chapter Officer | None expected, unless they create a scholarship, then \$25 annually per liaison |

Network Expectations and Responsibilities

Starting a Network

Networks are chartered at any time throughout the fiscal year. Groups interested in chartering a Network should have 1-2 alumni volunteers to act as a point of contact and partner to the Sacramento State Alumni Association and are required to complete an annual network agreement. Networks are approved if there is an identifiable audience within the alumni database.

Network Volunteers

Networks are not required to have an Alumni Network board and do not maintain positions such as President and Vice President. In place of a board, networks maintain a volunteer partner list which coordinates with the SSAA. Volunteers will be confirmed annually and are not held to a term limit. Networks typically have 1-2 volunteers but more are permitted if available.

General Operations

Network volunteers are required to meet with SSAA twice per year to plan events, set goals, and review finances for the semester. Meeting notes will be documented and distributed by the Alumni Chapters and Networks Officer. Networks are required to complete an annual Network Agreement and volunteer confirmation in order to maintain Network status.

Growth Opportunities

Please note that as of 2020, all new chapters are required to begin as a network and remain in this status for one-year prior to receiving a chapter charter, if there is interest and desire to become a chapter. This process is to ensure that chapters have necessary leadership, alumni interest, and understanding of SSAA process prior to becoming a chapter. If your network would like to transition into a chapter, please contact alumni.chapters@csus.edu for additional information and timelines.

Deactivation of a Network

Networks that have not complied with the above information and operation guidance outlined in the Network Agreement (Appendix) will be at risk for deactivation. If a network is out of compliance for six months they will receive a 45-day written warning from the SSAA. This letter informs networks that they have 45 days to create a revival plan with the Alumni Chapters and Networks Officer in order to retain their affiliation with the SSAA. If submitted within the 45-day period, the reactivation plan will be reviewed by the Network and Chapter Engagement Committee at their next meeting and the network will be notified of their recommendation shortly thereafter.

If the network chooses not to respond within the 45-day period with a reactivation plan for the network, the network may remain in network status for one year before formal deactivation and network funds forfeited.

Programming

Network programming and events should have a direct relationship to the Alumni Association mission.

Sacramento State Alumni Association mission: to connect, engage and celebrate alumni, students and friends of Sacramento State while building lifelong relationships that support the future of our University.

Types of Programming

| Network Sponsored | |
|------------------------------|---|
| Event Types | <ul style="list-style-type: none">• Social mixer• Career networking• Career speaker panel• Activity options (hike, gaming, etc.)• Tabling at campus or community events |
| Examples | New Member Mixer, Networking Happy Hour, Meet and Greet Alumni BBQ or Tailgate, Gaming Mixer, Planetarium or Aquatic Center outing |
| Engagement | SSAA/University mission-aligned |
| Example event details | Admission charge: \$5-20 Size: 20-60+ attendance |
| Sponsorship | Allowed |

Some events or programming may be presented virtually, if appropriate for the event type. The Alumni Chapters and Networks Officer will coordinate any virtual events.

Virtual events may also be recorded and made available as on-demand content for those who were unable to attend. All videos will be uploaded to the Alumni Association YouTube page and transcribed for captioning.

Registration Fees

Through research and communications with chapters and other campuses, the SSAA has determined that charging a nominal fee for events drastically decreases the attendee no-show rate. Therefore, all events will be required to charge a nominal ticket price of \$5 minimum starting July 1, 2020.

Marketing

Email Messaging

The SSAA staff builds and releases all marketing emails through our iModules platform. Networks are eligible to request emails as needed. We require that networks use this service for event invitations, reminders, general correspondence, and other necessary communication with their affiliates. To request an email, please use the link located on the Chapter Leader Resources website titled "email request." When completing the email request, please include all available information including email release date. Please allow three weeks to create an email. A preview will be sent to the requestor for any additional edits before it is released. Network leaders will work with SSAA staff to coordinate email content and release schedule.

Within one year of establishment, all networks are provided with a unique Sac State email address. The log in instructions, user name, and password will be provided by the Alumni Chapters and Networks Officer to the volunteers for the network upon request. Do not, under any circumstances, change the email password. If you have having difficulties logging into the email system, please contact the Alumni Chapters and Networks Officer for assistance. Campus requires communication on behalf of the Network to alumni, students, and campus and community partners to be conducted via the provided campus email address or other SSAA-designated email addresses. Do not generate additional email addresses on outside platforms to conduct network business. If you have any questions regarding this policy, contact the Alumni Chapters and Networks Officer.

The SSAA requires networks to utilize the email to store network documents or marketing materials. This has proven to be helpful in the event of volunteer transition and maintaining a network record.

Use and Creation of Network Logos

Within one year of establishment, Alumni Association networks will be provided a logo specifically tailored to their individual group. These logos are designed and developed in cooperation with the Sacramento State brand guidelines. Network logos are not to be doctored without approval from the SSAA and the Sacramento State Marketing Department. Network logos will be provided for print and web. If a network needs the logo in a different format, please contact the Alumni Chapters and Networks Officer. If the network needs a variation of their logo for apparel or printing purpose, please have the printer contact the Alumni Chapters and Networks Officer to coordinate the needs for the specific project.

Marketing Materials

To maintain the Sacramento State and SSAA brands, we require all chapters to submit marketing materials for approval prior to purchase or distribution. This includes flyer, poster, and graphic designs, apparel or promotional materials (t-shirts, stickers, mugs, etc.), and any marketing done outside of the SSAA systems. To have a design approved, please submit the design and any production quote to the Alumni Chapters and Networks Officer and allow up to two weeks for

approval. For more information on the University brand guidelines, please visit <https://www.csus.edu/brand/toolkit.html>. For more information on the SSAA brand guidelines, visit the Chapter Leaders Resources web page.

SSAA Events Calendar and RSVPs

All network events will be advertised on the SSAA events calendar and social media with the submission of a calendar request (available on the Chapter Leaders Resources web page). All requests should be submitted two weeks prior to the desired posting date.

Any network event that also requires an event RSVP also requires a calendar request. A digital RSVP platform will be created upon submission of the initial calendar request. Duplicate requests are not required.

Social Media

Sacramento State Alumni Networks are encouraged to maintain a social media presence if it is feasible for their group. The Chapters and Networks Officer will discuss options for social media with the network volunteers to determine the best platform and create the initial page. Network volunteers will be provided log in information and admin access if applicable.

The SSAA encourages Networks to post about network events, general news, professional or cultural interests relevant to the network, and engagement opportunities for affiliates. We also encourage sharing of posts from other networks and chapters, SSAA, and Sacramento State accounts. Successful posts can include:

- Network events
- Calls for volunteers
- Spotlights or features on network leaders or alumni
- Campus and community events or news in the network's area of interest
- Professional development opportunities on campus or in the network's area of interest

Network Allocation and Financials

Alumni Networks do not maintain their own financials but network leaders will be provided an update on account balances during the required biannual meetings with SSAA staff.

Networks are provided an annual allocation of \$500 from the SSAA. Networks partner with SSAA to plan events and programming.

Networks are not able to sponsor programming, student groups, or other opportunities without coordination and approval from SSAA.

Scholarships

Alumni Networks are able to create a Current Use Scholarship. To begin the process, network leaders should request a "How to Start a Scholarship" packet. SSAA support includes creating a holding fund for the Network Scholarship and creating a giving link for affiliates, partners, and others to directly contribute to the scholarship fund. Once the fund reaches the minimum balance needed for establishment of a Current Use Scholarship, SSAA staff will work with the network leaders to complete the specifications and instructions paperwork with the University Foundation to officially establish the scholarship. Network scholarships will follow the general selection criteria for other SSAA scholarship awards, with allowance of one additional criterion related to the Network's area of interest.

Fundraising may be an aspect of activities or promoted in conjunction with network activities but cannot replace engagement of alumni through events and activities.

Alumni Networks interested in creating or establishing an Endowed Scholarship must make a transition to a Chapter. This supports the increased fundraising and approvals required for an Endowed Scholarship.



Alumni Network Agreement

Sacramento State Alumni Network: _____

Agreement Year: _____ **to** _____

The mission of the Sacramento State Alumni Association (SSAA) is to connect, engage and celebrate alumni, students and friends of Sacramento State while building lifelong relationships that support the future of our University.

The SSAA network: _____ is a group whose purpose is to be a champion for the University, and organize alumni and friends as casual but influential networks that support and engage with each other and the University.

To be designated as an SSAA Alumni Network, receive support and services, Networks must annually submit this agreement, along with the materials listed below to the SSAA Alumni Chapters and Networks Officer at alumni.chapters@csus.edu.

THE DESIRED DEADLINE FOR SUBMITTING THE NETWORK AGREEMENT AND MATERIALS IS JULY 15.

The Sacramento State Alumni Association (SSAA) Network named above hereby agrees to operate in support of the SSAA Alumni mission in the following ways:

- Be aligned with the SSAA mission, purpose and vision, including active promotion of SSAA membership and proper use of official SSAA branding in all communication.
- Adhere to the SSAA Network Agreement and Association bylaws.
- Promote SSAA membership through network activities, programs, communications, and social media.
- Provide programming for diverse interests and age groups.
- Coordinate all Network marketing efforts with SSAA to ensure alignment with University marketing standards. This includes graphics, flyers, apparel, promotional items, network logos, and more.
- Use SSAA resources for communications with SSAA affiliates and potential affiliates; to encourage alumni to keep their data current by updating their information via the SSAA website, and maintain network social media accounts.
- Share all network social media login information with SSAA for continuity of the network social media presence.
- Provide event reporting and sign-in sheet documentation within 72 hours of network event or activity, and an event recap within two weeks of the event completion.
- Complete a yearly strategic planning meeting with the Alumni Chapters and Networks Officer.

As the Network Liaison, I agree to the statements above.

Liaison #1:

Printed Name: _____

Signature: _____

Phone: _____ Email: _____

Liaison #2 (optional):

Printed Name: _____

Signature: _____

Phone: _____ Email: _____

By signing below, the SSAA pledges to assist the Network in its efforts to carry out the SSAA mission in ways set forth above.

Network Agreement Approved by the SSAA Alumni Chapters and Networks Officer:

Signature: _____ Date: _____

Jennifer Barber, Assistant Vice-President, Alumni Relations:

Signature: _____ Date: _____

Signed copy will be returned to the Network Liaison(s) for your records.