

Alumni Association Handbook



The
**FRATERNITY
FOR LIFE**

TAU KAPPA EPSILON INTERNATIONAL FRATERNITY

*Tau Kappa Epsilon Fraternity
8645 Founders Road
Indianapolis, IN 46268*



Table of Contents

“We stand for men whose manhood has withstood the test of trying conditions. We deem sterling character and staunch uprightness to be necessary qualifications to membership in this fraternity.”—Declaration of Principles

Introduction.....3

Requirements.....4

Getting Started.....5

Organization.....7

Offices of the Grand Chapter Support.....12

Awards & Recognition.....13



Introduction

“By the tenor of our daily action we should evidence our devotion to the principles we have solemnly obligated ourselves to observe.”

During the initiation ceremony of Tau Kappa Epsilon, members commit to remain involved and engaged in the fraternity and to demonstrate the values of TKE **for life**. Though the impact that the time spent as undergraduates is extremely powerful, it is only a small fraction of the TKE journey. The TKE journey is a lifetime experience. It does not end after graduation, that is when it really begins. You were not just a Teke in college; You ARE a Teke...*for life*.

One of the best ways to maintain your involvement in Tau Kappa Epsilon is through an Alumni Association. The mission of TKE Alumni Associations is to actively engage alumni Fraters by promoting brotherhood and the mission of TKE through support of all Fraters, the Fraternity, the TKE Educational Foundation, and the community at large.

Additionally Alumni Associations serve the following purposes:

- Advance the TKE Mission, Vision, and Purpose.
- Continue to develop bonds of brotherhood.
- Support programs of the Fraternity & Foundation.
- Mentor & support collegians.
- Engage & support all alumni in area.

Alumni Associations fulfill this mission in many different ways; the most common are:

- Networking with alumni members of TKE.
- Mentoring local chapters of TKE.
- Conducting ritual appreciation events.
- Hosting Fraternity for Life Weekends for graduating seniors.
- Creating scholarship opportunities for collegiate members.
- Performing community service.
- Supporting philanthropic causes like raising money for The Ronald and Nancy Reagan Alzheimer’s Research Institute and St. Jude Children’s Research Hospital.
- Continuing education and personal development.
- Communicating with members of TKE.
- Hosting social events with alumni members of TKE.

The mission of TKE Alumni Associations is to actively engage alumni Fraters by promoting brotherhood and the mission of TKE through support of all Fraters, TKE, the TKE Educational Foundation, and the community at large.

This Handbook will serve as a guide to build and strengthen TKE Alumni Associations throughout North America.



Requirements

"We believe that a fraternity should be a brotherhood in conduct as well as in name."

Official TKE Alumni Associations can be established at any time and must be renewed each biennium at Conclave, occurring every two years in odd numbered sequence (for example 2021).

To establish an Alumni Association:

1. Compile a list of the Alumni Association Members (minimum 20 members) along with contact information.
2. Alumni Association Application:
http://www.tke.org/member_resources/alumni_associations/start_aa_application.pdf
3. \$150 Fee (\$100 Biennial Fee and \$50 Charter Fee)
4. Send all of this to the Offices of the Grand Chapter.

To renew an Alumni Association:

1. Compile a list of the Alumni Association Members (min. 20 members) along with contact information.
2. Alumni Association Renewal Application:
http://www.tke.org/member_resources/alumni_associations/renew_aa_application.pdf
3. \$200 Biennial Fee
4. Send all of this to the OGC.

Other Requirements:

1. Sponsor at least one event for alumni.
2. Publish at least two newsletters & send each to the Offices of the Grand Chapter.
3. Sponsor at least one project to assist an collegiate chapter, the alumni association, an institution of higher education, or the International Fraternity.

Suggested Programs:

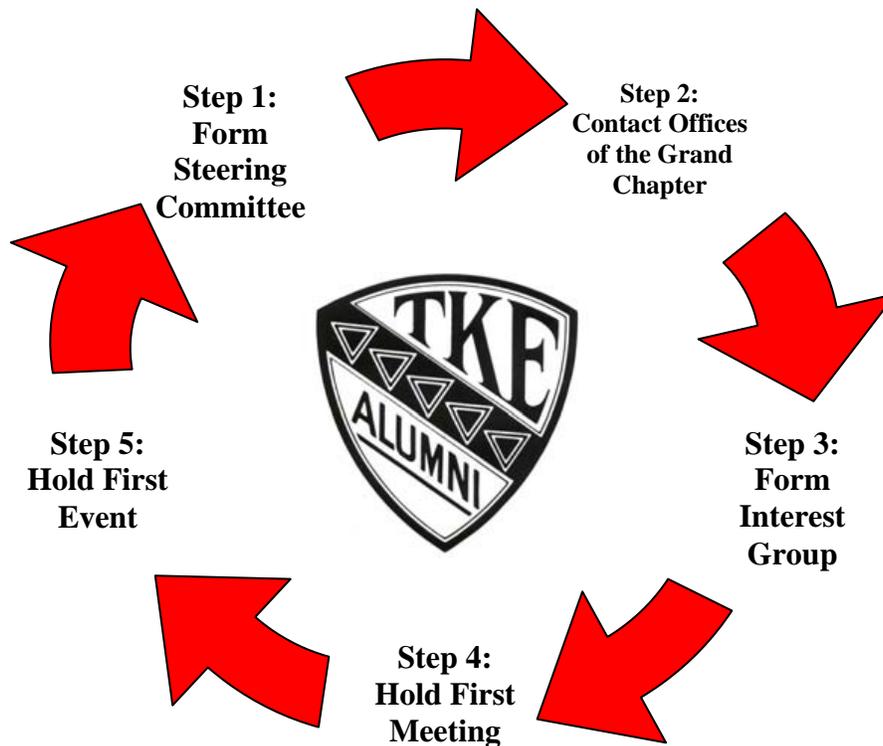
- Conduct a Ritual Appreciation Workshop.
- Perform a Fraternity for Life Ceremony for local chapters one time per year.
- Founders' Day Banquet (on or around January 10th).
- Service Event.



Getting Started

“Reclusiveness is dwarfing to man's best qualities. Intimate and frequent contact with our fellows is necessary to symmetrical development.”

The steps of formulating your Alumni Association are very straightforward. Execution is typically the more challenging task. This section aims to simplify establishing your Alumni Association.



Step 1: Form the Steering Committee

The *steering committee* is composed of between three to five Fraters that are interested in taking a leadership role within the Alumni Association. They will contact prospective association members and recruit them to join. They will also be the individuals that lay the ground work and handle logistics (i.e. locations, times, themes, more). Ideally, the steering committee will represent a diverse cross-section of members so that the assorted interests of all alumni are represented within the steering committee.

Step 2: Contact the Offices of the Grand Chapter

Once formed, the steering committee should contact the Offices of the Grand Chapter to indicating its intent to form an alumni association. The OGC can help provide a list of alumni in the area with contact information and provide support throughout the process.

Step 3: Form the Interest Group

The *interest group* is simply a group of individuals that would be interested in *actively* participating in an area association. This means they would come to events regularly, respond to calls to action, give input and suggestions, recruit others, volunteer for projects, engage in service to community and nearby chapters, and more.

Interest group members are found through referrals, mailers, and cold calls. (Ideally the interest group would take shape through referrals.)

- **Referrals** – The steering committee members can contact Fraters that they know and invite them to participate.
- **Segmentation** – Contact high potential segments of Fraters such as Life Loyal Tekes, active donors, advisors, chapter founders, Fraters with home chapters in different states, etc.
- **Mailers** – The steering committee can use the list obtained from the Offices of the Grand Chapter to mail or email all Tekes on the list inviting them to join the interest group.
- **Cold Calls** – Similar to mailers, the steering committee members can use the list obtained from the OGC to call all Tekes on the list inviting them to join the interest group.

Step 4: The First Meeting

Once an interest group of 20 is established, meaning that 20 Fraters have committed to *active* participation and the steering committee is in place, it is time to set-up the first meeting. The initial meeting will be scheduled one month in advance and the steering committee will be relied on heavily to handle logistics (determine location, schedule date and time, invite interest group members).

The first meeting should be primarily a business meeting, but may have a social component to it. The meeting's focus will be to ensure that all are on the same page for the direction of the alumni association, to familiarize the association with the size and scope of TKE in their area, formalize the association, elect officers, discuss a recruitment strategy, brainstorm future event ideas, and plan the first event. (A sample worksheet for the first meeting is available in the "Resources" section of the website).

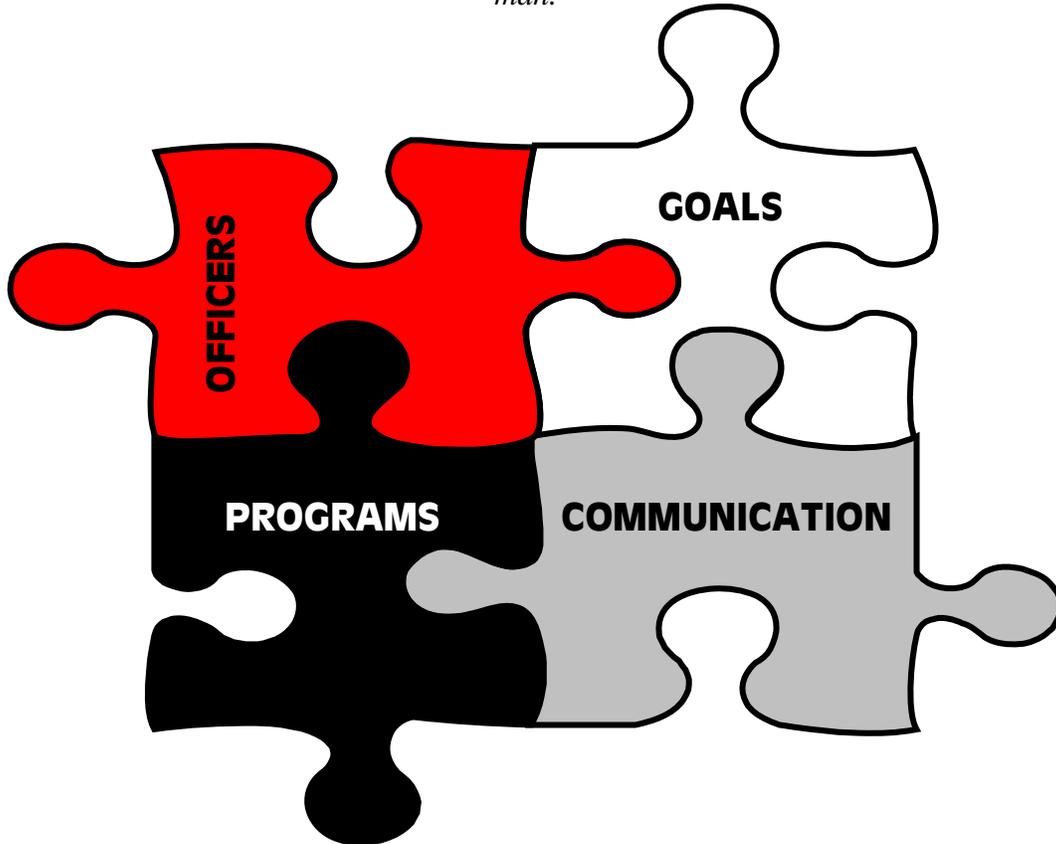
Step 5: The First Event

After the association is organized, the next step is to expand the association to other members in the area. The first event is the initial opportunity to do this. All Tekes in the area should be mailed and/ or emailed invitations to the first event at least one month in advance of the event. A reminder email should be sent out two weeks out and then another one week out. The goal of this event is more social in nature and should serve to excite members and potential members about the benefits of their involvement. The next meeting and/or event should be scheduled in advance of the first event in order to announce it at this occasion.



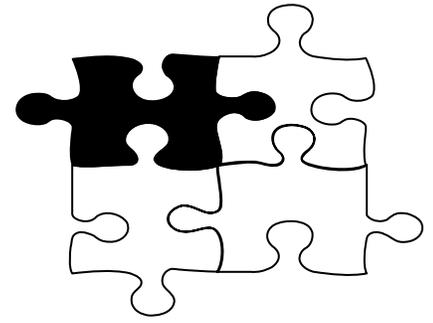
Organization

“Man is a social being. Our whole structure evidences the absolute interdependence of man.”



A successful Alumni Association will depend on its level of organization. A highly organized Alumni Association is one that has active officers, measurable goals, value-added programs, and regular communication that lead to the fulfillment of the mission.

This section provides a template for organizing the Alumni Association Officers, Goals, Programs, and Communications.



OFFICERS

A well organized and active Alumni Association begins with the leadership. Without organized, active leaders the Alumni Association will have trouble sustaining long-term viability. The leadership structure is:

President

Oversees all operations and leads the Alumni Association.

- Ensure that the needs of the members of the Alumni Association are being met.
- Ultimately responsible for meeting Alumni Association mission.
- Make certain that officers are meeting their objectives.
- Preside over meetings.
- Appoint committees as needed.
- Appoint officers upon mid-term vacancies.
- Serve as liaison between Offices of the Grand Chapter and Alumni Association providing updates, news, and pictures (for use in TKE publications).

Vice-President

Assists the President as needed and oversee all committees.

- Assume role of President in the case of absence.
- Ensure that all committees meet their objectives.
- Coordinate all programs and events.

Treasurer

Oversees all financial matters.

- Develop and maintain Alumni Association operating budget.
- Assess and collect all membership dues.
- Ensure prompt payment of Alumni Association renewal fee.
- Coordinate any capital campaign projects.

Secretary

Coordinates all membership matters.

- Maintain accurate membership listing.
- Ensure changes in membership contact information are communicated to the Offices of the Grand Chapter.
- Take minutes at all Alumni Association meetings.
- Produce *at least* two newsletters to be distributed to all Alumni Association members and the OGC annually.

Committees & Chairmen

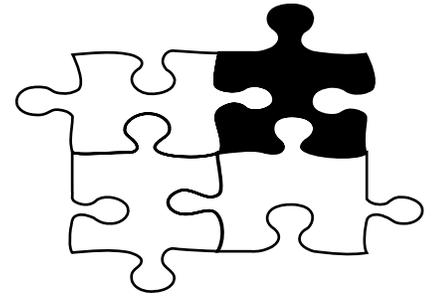
The Alumni Association President will appoint committees to address membership needs as they should arise. The Vice-President will oversee the committees to ensure that they meet their objectives. There should be at least four standing committees:

Recruitment Committee—The focus of this committee is to engage more Fraters in the mission that the Alumni Association seeks to achieve.

Retention Committee—The focus of this committees is to keep Fraters engaged in the Alumni Association by identifying their needs and seeking strategies to ensure that their needs are met.

Programs Committee—The focus of this committee is to develop programs that meet the needs of the members and help achieve the mission of the Alumni Association.

Events Committee—The focus of this committee is to handle all logistics for the Alumni Association from planning and implementation to evaluating event success.



GOALS

To achieve the Alumni Association mission, a set of measurable objectives should be created on an annual or biennial basis. The following is a simple structure that can be used to develop mission-centered goals.

When considering the goals of your Alumni Association three simple questions you should answer as an alumni association are: What?, So What?, and Now What?

Step 1: What? “WHAT is the Alumni Association trying to accomplish?”

As a starting point, consider the mission statement of TKE Alumni Associations:

The mission of TKE Alumni Associations is to actively engage alumni Fraters by promoting brotherhood and the mission of TKE through support of all Fraters, TKE, the TKE Educational Foundation, and the community at large.

Questions to ask of your Alumni Association are:

- What does this mission statement mean for your Alumni Association?
- What are you trying to accomplish?

Step 2: So What? “SO WHAT will that do for us?”

Now that you have identified what you are trying to accomplish, it is important that you understand why it is important to accomplish this.

- What will accomplishing the mission do for TKE?
- What will it accomplish for the Alumni Association members?

Step 3: Now What? “NOW WHAT do we need to do to accomplish this?”

You now know what you are trying to accomplish and why you are trying to do so, the next step is to determine what specifically needs to be done to achieve your mission.

Questions to ask of your Alumni Association are:

- How can we accomplish our mission?
- What is standing in our way from accomplishing our mission?
- How can we overcome these obstacles?

The responses should be the basis for the goals that you establish. Be sure to make these goals **SMART**.

Specific—Well-defined, clear to all members of the Alumni Association.

Measurable—Goals should have a detailed outcome.

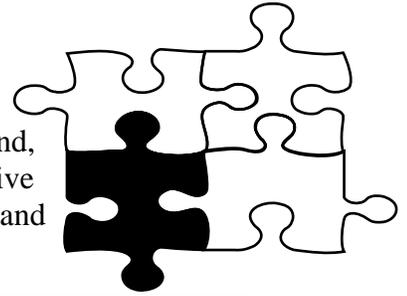
Attainable—Goals should be neither out of reach nor below standard performance.

Relevant—Goals should be applicable to the mission of the Alumni Association.

Timely—Deadlines should be established to ensure that members focus their efforts on completion of the goal before the due date.

PROGRAMS

The programs that the Alumni Association offers will lead to its goals and, ultimately, to its mission. Programs are not simply events, but all inclusive plans to meet each goal. Each program should be a response to the goal and supported by a committee.

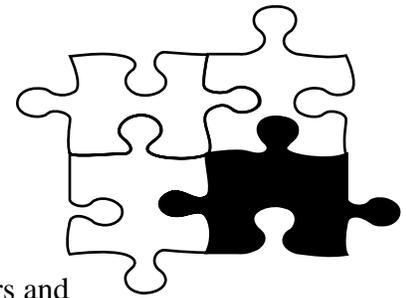


<p><u>Example #1:</u> GOAL: <i>Ensure that all alumni are familiar with the TKE rituals.</i></p> <p>PROGRAMMATIC RESPONSE:</p> <ul style="list-style-type: none"> • Appoint Ritual Committee Chairman and Committee Members • Work w/ Programs Committee to Develop Ritual Workshop & Identify Presenters • Coordinate Ritual Workshops for Members with Events Committee • Attend a Formal Ritual Meeting with a Local Chapter 	<p><u>Example #2</u> GOAL: <i>Increase involvement of recent graduates by 50% in current biennium.</i></p> <p>PROGRAMMATIC RESPONSE:</p> <ul style="list-style-type: none"> • Assign goal to Recruitment Committee • Assess needs of recent graduates • Hold events that fit those needs <ul style="list-style-type: none"> ○ Career Networking Lunch ○ Financial Management Workshop • Schedule a Fraternity for Life Weekend and induct graduating seniors into Fraternity for Life and Alumni Association
<p><u>Example #3</u> GOAL: <i>Endow a scholarship for a local TKE Chapter within 1 year.</i></p> <p>PROGRAMMATIC RESPONSE:</p> <ul style="list-style-type: none"> • Appoint Scholarship Committee Chairman and Committee Members • Contact TKE Educational Foundation to determine steps for Scholarship Fund Establishment • Survey Alumni Association to determine scholarship parameters and their willingness to lend financial support • Follow-up with those that offered financial support • Follow steps as outlined by TKE Educational Foundation 	<p><u>Example #4</u> GOAL: <i>Contribute 10 hours/ member of community service this year.</i></p> <p>PROGRAMMATIC RESPONSE:</p> <ul style="list-style-type: none"> • Appoint Community Service Committee Chairman and Committee Members • Contact local charities to identify service opportunities • Survey members for community service organizations that they may be involved with • Provide members with every opportunity known to lend service to community • Work with Secretary to keep a log of all service hours contributed

As you can see, Alumni Association Programs are not simply events, but detailed strategies that are developed in response to the established goals of the Alumni Association.

COMMUNICATION

Keeping members informed is a major cornerstone for recruitment, retention, and active participation in the Alumni Association.



Database

The biggest key to communication with your Alumni Association members and potential Alumni Association members is the database. Special attention should be given to maintaining an accurate database. A quick guide to developing a database is as follows:

1. Contact the Offices of the Grand Chapter to request a listing of alumni in your area.
2. Share the list with your Alumni Association membership to verify contact information.
3. Ask members to contact those that they know on the list to update contact information.
4. Invite all members in your database to events using email and standard mail.
5. Direct alumni to the “Alumni Update Your Contact Information” link at www.tke.org.
6. Keep track of address changes, bad addresses, and good addresses.
7. Send updates to Offices of the Grand Chapter once every six months for comparison to ensure the most accurate contact information possible.

Phone Communication

Some members simply won't be inspired to attend an event through written correspondence. Some need to hear an excited and familiar voice to agree to attend an event or program. If attendance is not where you would like it to be, try a phone tree system. Start with one Frater that calls four, and those four call another four, and so on to encourage participation.

Phones can also be used effectively through text messaging. There are plenty of free text messaging services on the internet which allow a user to send text messages to multiple people.

Electronic Communication

The easiest way for the group to communicate electronically is by forming a listserv. A simple (and free) system for consideration is Yahoo Groups. To start a listserv using Yahoo Groups, simply visit www.groups.yahoo.com, and start your own group. You will be able to email your members/ potential members and invite them to join. Those that join will be copied on all messages within the group or can subscribe to a digest that provides a compellation of messages for the entire week. There are some great tools on this system including a calendar, photo album, and polls.

Standard Mail Communication

Mailing labels for your entire alumni association roster can be produced by the Offices of the Grand Chapter. You may also purchase letterhead, envelopes, and postcards in order to assist with any direct mail efforts. Templates are also available from the OGC.



Support

“The duties and obligations that subsist between the sons of the same mother should subsist between brothers in the sacred bond of this fraternity.”

The Offices of the Grand Chapter is happy to serve all TKE Alumni Associations. Please visit the Alumni Association Resources page at: www.tke.org for a variety of resources that your Alumni Association will find useful. In addition to the resources page, please take advantage of these additional resources offered by the Offices of the Grand Chapter (Contact the Offices of the Grand Chapter for more information):

- **The Director of Alumni Relations**—The TKE Education Foundation has committed to employing a fulltime staff member to work directly with Alumni Associations. He will be responsible for establishing and supporting Alumni Associations.
- **Patriot: The Tau Kappa Epsilon Database**—The TKE Database is called Patriot. All TKE membership records are stored here. An Alumni Association can receive contact information from the database. The Alumni Associations are an integral component of an up-to-date Patriot.
- **Alumni Association Websites**—Each Alumni Association will be provided, upon request, a standard TKE website. The website will allow Alumni Associations to post events, photos, news and much more.
- **VIP Speaker Series**—Upon request, Alumni Associations will be furnished with various speakers to provide the Alumni Association with relevant and timely information regarding TKE.
- **Event/Reception Coordination Assistance**—The Director of Alumni Relations can help all Alumni Associations with the coordination of their events and receptions from invitation to set-up to execution to follow-up.
- **Regional Director**—The Regional Director for each area can provide Alumni Associations with relevant information regarding the undergraduate chapters in the area, advisor openings, volunteer training, and chapter needs. They can also help in establishing/re-establishing chapters in an area.
- **Alumni Volunteer Academy**—The Alumni Volunteer Academy is conducted once per year for new volunteers to receive training on working with undergraduate chapters and their members.
- **Regional Leadership Conference**—Regional Leadership Conferences are conducted to provide regional training for undergraduate and alumni members to be better leaders within their campuses and communities.
- **Conclave**—The biennial international convention for all TKE members (undergraduate and alumni). Attendees receive leadership training, vote on important legislation (each Alumni Association receives a vote), and engage in fellowship with their fellow Fraters. Spouses are welcome and are offered the opportunity to participate in a “Friends & Family” experience.
- **Vendor Support**—There are many vendors that offer needed services to Alumni Associations. Companies offer services from tours to capital campaigns to wine makers. The Director of Alumni Relations can help each Alumni Association find the best company to meet their vendor needs.



Awards and Recognition

“We consider no man from the standpoint of those qualities and advantages he has not attained by personal effort. We stand for men whose manhood has withstood the test of trying conditions.”

Alumni Association awards are distributed at Conclave. Award applications as well as minimum requirements can be found in the Alumni Association section of www.tke.org. All award applications are due by May 31, 2009.

- **Most Outstanding Alumni Association**—Awarded to the Alumni Association that achieves the highest scores in the various subcategories listed below.
- **Undergraduate Support**—Awarded to the Alumni Association that demonstrates the highest amount of support for one or more undergraduate chapters.
- **Ritual Observance**—Awarded to the Alumni Association integrating the highest quality ritual experience for its membership.
- **Time Award**—Awarded to the Alumni Association with the highest percent of association membership by the alumni from their chapter or area.
- **Talent Award**—Awarded to the Alumni Association with the highest percentage of official volunteers for the Fraternity.
- **Treasure Award**—Awarded to the Alumni Association with the highest percentage of donors to the TKE Educational Foundation.
- **Exemplary Service**—Awarded to the Alumni Association with the best community service/philanthropy program.
- **Rush and Retention**—Awarded to the Alumni Association with the largest percentage growth and the highest retention.



“Above all else, this fraternity stands for Men”

“We deem sterling character and staunch uprightness to be necessary qualifications to membership in this fraternity. All else, though desirable, is secondary to these.”

*Tau Kappa Epsilon Fraternity
8645 Founders Road
Indianapolis, IN 46268
317.872.6533*