

# CHAPTER OFFICER GUIDE







Gusties gather with President Bergman in San Francisco, CA.

## What is the Role of a Chapter Officer?

Gustavus has always been a place that values community, and that community extends far beyond the physical limits of *the Hill*. As a Chapter Officer, your primary role is to lead in the planning of gatherings in your region and to serve as the local/regional contact for College-related outreach. Basically, we expect you to personify the “Gustie spirit” and help mobilize other alumni in your area by engaging with one another and in mission-central work of the College and the Alumni Association. We believe the cornerstones of what it means to be a loyal Gustie are **GATHER, CONNECT, GIVE**, and we have outlined each of these elements here as pertains to the role of a Chapter Officer.

Since part of your role involves outreach to other Gusties and serving as the local expert on all things Gustavus, we ask that you maintain consistent communication with the Office of Alumni and Parent Engagement and members of the Affinity Committee of the Alumni Board, as they will help you keep a finger on the pulse of what’s happening within the Alumni Association.





Alumni serving ice cream to cancer patients at Gusties Serve Rochester.

## What are the Benefits of Serving as a Chapter Officer?

- Meet Gusties in your area—great for networking and making other connections
- Get the inside scoop on what's happening at Gustavus
- Build skills in leadership, organization, and communication
- Share your passions, talents, and knowledge with other Gusties
- Receive cool Gustie swag!

## How Will the Office of Alumni and Parent Engagement Assist Me?

Our office is committed to the success of events and outreach that you help to facilitate; we want to provide you with all the tools available to make sure you shine in this role! Several of our staff members will assist you throughout your time as Chapter Officer, so please do not hesitate to reach out at any time.

### Office of Alumni & Parent Engagement

800-487-8437

[alumni@gustavus.edu](mailto:alumni@gustavus.edu)

[gustavus.edu/alumni](http://gustavus.edu/alumni)



## GATHER: Planning Gatherings in Your Area

We know from surveys that our alumni value opportunities to connect and learn more about Gusties in their relative vicinity. With that in mind, we recommend facilitating one or two events per year. Oftentimes, you know better than members of the Alumni and Parent Engagement staff the local culture, and with that in mind we hope that you will, in consultation with office staff, take the lead on planning local gatherings.

The Alumni and Parent Engagement Office is developing an “event in a box” structure, where swag, materials, and other relevant information will be sent to you for your use. There may be other times where members of the campus community come to the area for a visit, but it is our hope that, in general, opportunities to gather with area Gusties will be primarily orchestrated by Chapter Officers with remote support from campus staff.

Gustavus will reimburse up to \$100 or provide receipt of a gift to the College to the host for value of catering, so keep that in mind as you determine the type of event and how much to charge attendees.

Planning gatherings doesn’t have to be a labor-intensive process. Sometimes forming a “committee” of interested alumni in the area can help with division of labor. Regardless, 1–3 hours a month spent collecting information and making plans is a reasonable expectation.



Washington D.C. area Gusties keeping warm with their new Gustavus hats.



## **BASIC STEPS FOR PLANNING A GATHERING:**

### **1. Determine the type of event**

- Gusties Serve: service project in your local area
- Gusties Rally: gathering to encourage deeper engagement with the College

### **2. Determine location of event**

- Consider costs and benefits associated with different types of gatherings
  - Homes of Gustie alums, parents, or friends bring lower overall cost and a sense of community
  - Public venues can sometimes be more convenient in terms of proximity to transportation hubs
  - Be mindful of rental fees and/or food and beverage minimums
  - Determine how food and beverage is to be provided (in-house catering, external catering options, bring your own)

### **3. Determine time frame of event**

- Consider seasons, schedules, College programming to avoid conflicts and maximize attendance

### **4. Connect with Alumni and Parent Engagement to finalize details and develop outreach plan**

- Date, time and location should be set
- Email and/or postcards can be sent through the Alumni and Parent Engagement Office to those within a certain radius (please provide information 6–8 weeks prior to event for maximum promotion)

### **5. Help spread the word and encourage area Gusties to attend**

- Use the state-by-state Facebook groups for additional promotion; making an event is also a great idea
- Ask for call lists for an added layer of outreach. We have found higher attendance with personal contact

### **6. Share your experience with us!**

- Provide an accurate record of attendees and their updated contact information
- Submit photos for inclusion in Gustavus Quarterly and other publications/promotion





Gusties from the Seattle area gather a golf outing.

## **CONNECT:** How Do I Serve as a Local Liaison?

Serving as the point-of-contact for both Gustavus representatives and alumni in the area is an important role.

### **WE EXPECT CHAPTER OFFICERS TO PROACTIVELY COMMUNICATE IN THE FOLLOWING WAYS:**

- Deliver a “welcome message” for new Gusties to area (email template and transfer information provided by Office of Alumni and Parent Engagement)
- Provide local knowledge, resources and/or connections for Admission representatives, performing arts tours, traveling sports teams, etc.
- Solicit advice from area alumni regarding how, where and when they would like to contribute to Gustavus initiatives and/or gather together to support the work of the College

## **GIVE:** Gear Up for Give to Gustavus Day and Rally Day

There is no better way to show you support the College than by giving, even just a little bit. Once you are connected with other local alumni and have your local group formed, we encourage you to reach out to help drive higher participation numbers among those in your area, both in terms of volunteerism and in terms of philanthropy to the College.





Alumni, parents, and friends gather in The Woodlands, TX.

### HERE ARE SOME IDEAS ON HOW YOU AND OTHERS MIGHT GIVE:

- Admission Volunteers (help with local college fairs, visit with local admitted students about Gustavus)
- Gustavus Mentoring (provide career advice to current students and recent graduates)
- Give to Gustavus Day participation (raise money for the Gustavus Fund—maybe even hold a statewide challenge or a live G2G event!)
- Rally Day participation (rally around Gustavus: GATHER, CONNECT, GIVE)

It's amazing how many new and fun people of all ages you meet once you uncover the Gusties all around you. As we continue to build a strong network of Chapter Officers and streamline our processes, we look to you for feedback and opportunities to further engage alumni far from campus. We are incredibly grateful for your willingness to assist with this important work; by dedicating your time to this effort, you will strengthen our strong tradition of community and play an active role in living out the mission of the Alumni Association. **GATHER, CONNECT, GIVE...GROW.** Go Gusties!





GUSTAVUS ADOLPHUS COLLEGE

MAKE YOUR LIFE **COUNT**®



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