ALUMNI CHAPTER OVERVIEW

MISSION AND VISION

To foster a strong relationship among alumni and with Coppin State University National Alumni Association (CSUNAA), aiding the university's growth, development, and fundraising efforts. Alumni Chapters serve as liaisons between the Office of Alumni Engagement and the alumni community, promoting and supporting the mission of Coppin State University and the CSUNAA.

BENEFITS OF ALUMNI CHAPTERS

Networking | Connect with fellow alumni for personal and professional growth.

Updates | Stay informed about Coppin news and events.

Giving Back | Engage in volunteer activities and fundraising for future generations.

TYES OF ALUMNI CHAPTERS

Academic Chapters
| Focus on alumni from specific schools or colleges.

Affinity Groups
| Unite alumni with shared interests.

Geographic Chapters
| Connect alumni in specific regions.

HOW TO ESTABLISH AN ALUMNI CHAPTER

STEP 1:
Determine Chapter Type

STEP 2:
Gather Alumni

STEP 3:
Submit Application

STEP 4:
Establish Governance

STEP 5:
Promote

SUPPORT & RESOURCES

STRATEGIC PLANNING AND REPORTING GUIDANCE

Annual Goals | Guidance in setting realistic and achievable yearly goals aligned with Coppin State University's mission.

Event Planning Timelines | Detailed timelines to help manage tasks and ensure successful event execution.

Performance Metrics | Tools to measure chapter success and track progress against set goals.

RECRUITMENT ASSISTANCE

New Member Outreach | Assistance in identifying and reaching out to potential new members.

Interest Surveys | Develop and distribute surveys to gauge alumni interest in chapter activities.

Promotional Materials | Provision of flyers, brochures, and other materials to attract new members.

MARKETING SUPPORT

Email Communications | Sending mass emails on behalf of the Alumni Chapter through a managed platform.

Branding Templates | Access to branded templates for flyers, emails, and social media posts.

Giveaways | Provision of select Coppin-branded giveaway items to enhance event engagement and visibility.

Survey Creation and Analysis | Assistance in creating surveys to collect feedback and analyze alumni engagement and satisfaction.

EVENT SUPPORT

Planning and Project Management | Comprehensive support in planning events, including developing timelines, registration pages, and managing logistics.

Email Invitations and Flyers | Design and distribute email invitations and event flyers.

Promotion | Promotion of events on social media platforms and in the alumni newsletter.

University Representation | Coordination of faculty or staff representation at alumni events when appropriate.

CONTACT

For more information or to start an Alumni Chapter, please contact **Kimberly Nelson**, Director of Alumni Engagement, at **kinelson@coppin.edu**.