Alumni Relations Advisor Orientation

Position Impact
As Beta Theta Pi's standards increase, so does its need for talented and involved individuals to provide support at the local level. The alumni relations advisor (ARA) enters into a collaborative relationship with the chapter's alumni relations officer; providing guidance aimed at ensuring the chapter is continually promoting lifelong fraternal brotherhood and actively engaging chapter and/or local area alumni.

Qualifications of an alumni relations advisor
- Fully embraces the Mission and Vision of Beta Theta Pi *(does not have to be initiated into Beta Theta Pi)*
- Demonstrates a desire to continue learning how to support the organizational direction
- Demonstrates an ability to convey Beta Theta Pi's lofty purpose as an organization to others
- Demonstrates an ability to provide mentoring and coaching to undergraduate leadership
- Understands the importance of meaningfully engage chapter or local area alumni
- Serve a two-year term (renewable on annual basis thereafter)

Primary Constituencies
It is necessary to build strong relationships with the following individuals in order to challenge the status quo and implement effective improvement strategies toward positive alumni relations.
- All appointed advisory team members
- Chapter membership (alumni relations officer, in particular)
- Chapter's Alumni Association
- District chief / assistant district chief
- Chapter leadership consultant

Benefits and Return on Personal Investment
Beta Theta Pi is a not for profit organization. Resources are limited and are always utilized with the membership's experience in mind. However, Beta Theta Pi relies heavily on volunteer leadership to advance its purpose and volunteers realize compensation in many intangible ways.
- Practical leadership experience
  - Responsibility for assessing organizational culture and developing change initiatives
  - Responsibility for motivating and organizing volunteers to impact the development of young men
- Personal development
  - Development of personal relationships through the mentoring and coaching process
  - Service-learning is an inseparable part of volunteering for Beta Theta Pi
  - Available training programs involve a high level of self-discovery and values training / discussions
- Professional development
  - Networking with alumni and community members as an official representative
  - Professional training programs focused on developing the tangible, operational volunteer skill-set

Exemplary Leadership in action.
Understand the Vision, *Believe* the Mission and *Act* with integrity.

Commitment Required

The alumni relations advisor can expect to spend between 5 and 8 hours a month working with key constituencies. The following operational elements should be expected regularly.

- Maintain weekly contact with the alumni relations officer to provide counsel on his officer position
- Work consistently with the alumni relations officer to improve the chapter's communication with its chapter and/or local area alumni
- Maintain communication with the chapter counselor and district chief (as each determine necessary)
- Attend at least one chapter meeting per month
- Attend any chapter event or banquet scheduled specifically for alumni
- Attend quarterly advisory team meetings (scheduled by the chapter counselor)
- Attend the *Keystone Regional Leadership Conference* annually
- Maintain awareness of chapter wide priorities

Indicators of Success

Since the alumni relations officer ensures constant communication & interaction with its alumni base through various communications mediums and scheduled events, the following can be used as indicators of success:

- The alumni relations officer demonstrates knowledge of his responsibilities and an ability to effectively communicate and management alumni related events.
- The alumni relations officer demonstrates an ability to plan, execute and then follow-up with scheduled alumni events.
- The alumni relations officer communicates to all chapter/local alumni on a regularly scheduled basis through a chapter newsletter.
- The alumni relations officer actively utilizes an annual operating calendar to ensure organizational efficiency in planning events/communication

Necessary chapter alumni relations policies and protocols

Each chapter of Beta Theta Pi demonstrates different strengths and weaknesses operationally. The list below will help provide a framework for where improvements can be made. In general, instituting the following items will help ensure positive alumni relations.

- Incorporation of a regularly scheduled alumni event into the chapter's operating calendar at least once a semester or twice a year.
- Incorporation of an alumni newsletter which is sent to chapter and/or local area alumni at least three times a year
- Proactive communication with both the undergraduate officer and chapter alumni association to better understand each groups needs.

Tip: *Take time to understand the culture of the advisory team and of the chapter. It is necessary to understand that relationships are key when influencing change. Challenge should always be balanced with support and it is important to understand the reality of what can be accomplished in a given time frame. Some items are urgent and important; others are important but not urgent. Prioritize accordingly.*

GETTING STARTED

1. Review this orientation with the district chief or leadership consultant and ask questions as necessary.
2. Establish a clear communication plan with the chapter counselor.
3. Become familiar with the resources available to all advisors at www.betathetapi.org and https://my.betathetapi.org/ors/pursuit.aspx.
4. Become familiar with how to find online resources available to alumni relations advisors.
5. Meet with the alumni relations officer to assess awareness of his responsibilities.
6. Attend the next quarterly advisory meeting.
7. Make plans to attend *The Keystone Regional Leadership Conference* (spring semester).

*****Exemplary Leadership** in action.*
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