WASHINGTON-BALTIMORE METROPOLITAN AREA REGIONAL CHAPTER

INTRODUCTION

One of the strengths of Lycoming College is, and has always been, its alumni. With the ever changing dynamics of our increasingly mobile society more and more alumni are relocating to Washington D.C. metropolitan area. As of 2009, there are approximately 900 alumni currently living in a 40-mile radius of Washington D.C. and Baltimore. Establishing, maintaining, and nurturing relationships among this group will result in invaluable benefits to both alumni and Lycoming College. The foremost goal of this regional chapter will be to provide a means by which Lycoming alumni living in the Washington-Baltimore area can reconnect with each other and their alma mater.

The Washington-Baltimore Metropolitan Area Regional Chapter of the Lycoming College Alumni Association has been established to facilitate the mission statement and goals of the Chapter. The Chapter, through its alumni members, will use its best efforts to establish and nurture sustained, lifelong, and mutually beneficial relationships between the Chapter and its members, fellow alumni, and to the College.
MISSION STATEMENT AND GOALS OUTLINE

Vision

The vision of the Washington-Baltimore Metropolitan Area Regional Chapter of the Lycoming College Alumni Association is to be a continuously growing network of engaged alumni and a model regional alumni chapter of Lycoming College.

Mission

The mission of the Washington-Baltimore Metropolitan Area Regional Chapter of the Lycoming College Alumni Association is to provide the College alumni living in the Washington-Baltimore metropolitan area with the opportunity to stay involved with the College and fellow alumni, to engage as many Washington-Baltimore area alumni as possible in the Chapter’s endeavors, to promote the College in Washington-Baltimore area, and to support the College’s alumni programs and the goals of the College.

Values

The Chapter believes that the manner in which it achieves its mission is just as important as the mission itself. We believe that the following core values will help us fulfill that mission:

- **Atmosphere:** We will work to create an atmosphere within the Chapter that will make all alumni feel welcome to participate in the Chapter and its endeavors.

- **Communication:** We will promote current and continuous communication within the Chapter, to other regional Chapters, as well as with the College.

- **Contribution:** We will encourage all alumni to contribute to the Chapter in order to achieve its mission and adhere to its values.

- **Creativity:** We seek the best way to serve the Chapter and the College by using all of the best resources available.

- **Integrity:** We will conduct ourselves in a forthright and honorable manner. The integrity of the Chapter and the College will not be compromised.

- **Growth:** We will strive to expand the participation of the Washington-Baltimore area alumni to meet the needs of the Chapter and the College.
• **Stewardship:** We will be good stewards of the responsibilities entrusted to us by the College.

**Implementation**

The Chapter is committed to creating the means necessary to promote and increase the participation of Washington-Baltimore metropolitan area alumni in the Chapter in order to achieve its stated mission. Our goal is to implement effective and efficient means of communication among alumni and coordinating quarterly events designed to allow the alumni to stay connected with each other and the College on a regular basis.

The Chapter will achieve and maintain its excellence by continually monitoring and measuring the Chapter’s performance in order to ensure that it meets the changing needs of the Washington-Baltimore metropolitan area alumni, whether past or present, as well as those of the College.

**Strategic Plan for Initial Advisory Board**

• Coordinate short-term and long-term goals for the Chapter;

• Collaborate with the College and alumni for the implementation of the mission statement and goals of the Chapter;

• Organize communication between the Chapter, its alumni members, the College and all alumni;

• Establish a strong presence on the College’s web-site which will include basic information on the Chapter, its members, upcoming regional events, and contacts.
CODE OF CONDUCT

All Lycoming College alumni are responsible for maintaining and adhering to the highest ethical standards. As stated in the Lycoming College Code of Conduct, members of this academic community should be committed to the creation and maintenance of a living-learning environment which fosters intellectual, personal, social, and ethical development.

At events representing the college, alumni must commit to work together in the best interests of Lycoming College and not for personal, political, third-party, or financial gain. Specifically, all alumni must agree to the following:

Code of Conduct

- Comply with all the applicable State and local and Federal laws and regulations and adhere to the policies and procedures of Lycoming College.
- Serve as a positive representative for Lycoming College by conducting yourself in an informed, appropriate, and professional manner.
- Agree to not disclose any confidential information, and that you will not appropriate, photocopy, reproduce, or replicate any confidential information without prior consent of the college.
- Familiarize yourself with the Lycoming College Code of Ethics, and adhere thereto in addition to those set forth herein.
- All alumni will understand that Lycoming College name, logo, or other proprietary and intellectual property are owned by the College and will not use such property for any use other than that in conjunction with official business of the regional alumni chapter.

LEADERSHIP

The survival of a Regional Alumni Chapter lies with its leadership. To implement, achieve, and maintain the vision and mission of the Chapter, it is imperative that alumni become active in the leadership of the Chapter. Enthusiastic and dynamic leadership are the keys to a successful regional chapter. It is imperative that regional alumni continue to volunteer and assume responsibility in ensuring the continued existence of the regional chapter.

The Washington-Baltimore Metropolitan Area Regional Chapter will be led by an Advisory Board consisting of four (4) Primary Directors: President, Vice-President, Secretary, and Treasurer. Each director of the primary Advisory Board must represent a region within the District of Columbia (D.C.), Northern Virginia (NoVA), and the Baltimore area (MD) to ensure equal coverage across the regional area. Two (2) additional positions will be created: Public Relations and Historian. Each leader shall serve a two (2) year term. The Advisory Board shall hold an annual Board meeting which may be conducted by any means deemed most convenient for the Directors,
including teleconferencing. The Regional Chapter will promptly notify the College of any change in the leadership of the Chapter.

COMMUNICATIONS

In order to gain the interest of alumni in the Regional Alumni Chapter the Advisory Board, as well as alumni members, need to effectively communicate. The Regional Chapter can obtain contact information directly from the Lycoming College Office of Alumni Relations. In order to achieve a high level of communications, the Regional Chapter will make annual requests of its members to supply updated contact information. If the Chapter receives updated contact information from a member, the information will be forwarded to the Office of Alumni Relations.

The Chapter recognizes the sensitivity with which members consider their contact information and that such information is being furnished by the alumni for the express purposes of facilitating communications between the alumni and the Chapter. Such contact information is confidential and shall be treated as such. Under no circumstances is the contact information of any alumni to be used for any purpose other than to facilitate the communications between the Chapter and its members. It is expressly forbidden for the Chapter or its alumni members to share or disclose any contact information of individual alumni Chapter members to any person or entity for any purpose other than as expressly stated herein. No Chapter Board, Board member, or alumni member, shall use any contact information for personal business, political agendas, commercial solicitations, or other promotional purpose. In the event a member requests to be removed from any mailing list, telephone call list, fax list, e-mail listserv, or other means of communications, said request shall be honored as requested.

With the advent and continued evolution of faster and more effective means of communication, there are many ways in which the Chapter can communicate with its alumni members. The Chapter should keep in mind that many alumni do not have e-mail addresses on file with the College. It is therefore recommended that the Chapter maintain an updated list of alumni addresses, telephone numbers and e-mail addresses. By doing so, the Chapter can communicate with alumni through multiple means in order to reach the greatest number of alumni. The Chapter can utilize those methods which it believes most effectively achieves its communication goals, including, but not limited to:

- Telephonic;
- E-mail;
- E-mail listserv;
- Mailings
SUPPORTING THE COLLEGE

Financial Support

With the ever increasing cost of education Lycoming and its students depend upon financial support. Students depend on financial aid in order to be able to attend Lycoming and receive the quality education we as alumni received. Lycoming College has historically counted upon and received financial support from its alumni in order to provide students not only with the means of attending Lycoming, but with the highest standard of education.

The Washington-Baltimore Metropolitan Area Regional Chapter seeks to create an atmosphere wherein alumni will be receptive to participate in the fundraising efforts of the College. The Chapter will work closely with the Lycoming College Development Office in developing ways in which the Chapter can provide financial support to the school. The Chapter itself will focus on establishing a scholarship. However, alumni can, and are encouraged to, consult with the College on the other ways of giving back to the College.

Non-Financial Support

The Chapter also promotes its alumni to give the gift of time to the College. The opportunities available in this area are wide-ranging and the College also depends heavily on alumni to provide such non-financial support.

Volunteer opportunities include:

- Contributing to the College Archives
- Participating in the Office of Career Services
- Becoming a Class Agent or Class Scribe
- Assisting in Homecoming Reunion Planning
- Speaking Opportunities
- Housing College touring groups
REGIONAL EVENT PLANNING

One of the primary purposes of the Washington-Baltimore Metropolitan Area Regional Chapter is to bring together as many alumni as possible. As such, the planning, holding, and execution of events and activities are important elements of a successful regional association. The following provides a basic outline for achieving effective programs.

- **Who is to be included in an event/activity** - When planning an event or activity the Chapter should be designed with a target audience. Whether the event will be limited to just alumni, or include spouses, children, parents/relatives, current students, prospective students, etc. should be addressed in the planning stage and communicated to the alumni.

- **Time and Place** - Events, activities, and promotional programs should be planned for the time of year, day of the week, and location which will provide the maximum turnout. Planners should take into consideration holidays, school schedules, and costs to attendees when planning an event or activity. The events and activities should be held in an area which will allow the most people to attend. The current alumni demographics should be consulted when planning an event/activity.

- **Cost to Attendees** - The out-of-pocket costs to the attendees, including travel and lodging expenses, should be considered when planning an event. Planning several events at different price levels will encourage more participation.

- **Communication of Event/Activity** - It is imperative in order to ensure the maximum turnout that the date, time, and location of any event/activity be communicated well in advance. It is also advised to seek feedback from alumni as to their availability to attend a proposed function.

**Event Facility Policy**

The Regional Chapter will not utilize the facilities of any location for a Chapter event which applies any discriminatory or restrictive policy for such use based on race, sex, religion, or national origin. The Chapter will utilize for Chapter events only facilities and locations which are open to all persons regardless of race, sex, religion, or national origin, whether alumni or other persons attending the event.
TYPES OF REGIONAL EVENTS

- Social Gatherings (Luncheon, Dinner, Reception, Recreation, Sporting Events)
- Education/Presentations/Speakers
- Professional Networking
- Family Gatherings
- Attending College Touring Group Performances
- Community Service

SPECIAL PROJECTS

- Mentoring, Internships, Summer Employment - For current or recently graduated stud
ALUMNI INFORMATION SHEET

Last Name: _______________________________ First Name: ___________________

Maiden Name: ___________________________

Current Mailing Address: _________________________________________________

Telephone No.: _________________________

E-mail Address: _________________________________________________________

Year of Graduation: ______________________

Occupation/Employer: _____________________________________________________

Major(s): _______________________________________________________________

Minor(s): _______________________________________________________________

College Associations (i.e. fraternity, sorority, clubs, sports):

________________________________________________________________________

Hobbies/Interests: ________________________________________________________
In order to generate the most participation in Chapter events and activities, the Chapter would like your input as to what types of events and activities you would be interested in participating in. Below are samples of events held in the past or possible in the future. Please mark your position on each. Please feel free to provide any comments on each category, or suggest your own activity not set forth.

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<th>Event / Activity</th>
<th>Very Likely</th>
<th>Possibly</th>
<th>Not Likely</th>
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<td>Alumni Only Events</td>
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<td>Alumni &amp; Spouse Events</td>
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<td>Alumni &amp; Family Events</td>
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<td>Leadership</td>
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<td>Sporting Event</td>
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<td>Mentor Current Student</td>
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<td>Internship / Summer Job</td>
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<td>Social Event</td>
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<td>Social Event w/ Keynote Speaker</td>
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AUTHORIZATION FOR RELEASE OF INFORMATION

ALUMNI NAME: ______________________________________________________

ALUMNI MAILING ADDRESS: ____________________________________________

________________________________________

TELEPHONE: WK: ______________; HM: ______________; OTHER: ____________

E-MAIL: _______________________________________________________________

I hereby authorize Lycoming College and/or the Texas Chapter of the Lycoming College Alumni Association to use or disclose the information for the above named individual as described below on its/their website*:

INFORMATION TO BE USED OR DISCLOSED: (Check those that apply)

☒ Home Address
☒ Business Address
☒ Home Telephone Number
☒ Business Telephone Number
☒ Cell Phone Number
☒ E-Mail Address

I understand the authorization is valid until revoked by me and that I may do so at any time. I understand that if I revoke this authorization, I must do so by written revocation. I understand that the revocation will not apply to information that has already been released in response to this authorization.

I understand that if any Recipient of this information is not covered by Federal, or Texas privacy, laws, this information may not be protected under these laws once it is disclosed to the Recipient and, therefore, may be subject to re-disclosure by the Recipient.

*Please note that providing contact information and updates to the College does not result in your information being made available online. Only by completing and returning this optional form would your information be made publically available through the College website.

______________________________       ______________
Signature of Alumnus/a            Date

______________________________       ______________
Printed Name of Alumnus/a          Date