



## The Five Areas of Focus for Alumni Chapters

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The objectives of alumni chapters can be broken down into five objectives, the first being infrastructure, the basic framework that an organization needs in order to maintain sustainably. These required actions must be completed each year in order to be considered any further. The other four make up the key components of alumni engagement: information, interaction, involvement and investment.

In order to provide clarity as to the operations of an alumni chapter, there are categories within each of these objectives that are further broken down into specific actions which can be a part of an alumni chapter's plan. For explanations or ideas on any of the actions, please reference the alumni chapter manual. If you have any questions on the specifics of any action, please contact the staff member listed next to it.

To help alumni chapters prioritize each of these categories and actions, each has been assigned a specific priority level. These priority levels define the expectations of Pi Kappa Phi Fraternity. These four levels are as follows:

Required
Meets Expectations
Exceeds Expectations
Excels Beyond Expectations

As a general rule, when developing a plan for your alumni chapter, it is important to consider the 'Required' and 'Meets Expectations' actions the most immediate priority, while the 'Exceeds Expectations' and 'Excels Beyond Expectations' actions are optional and can be chosen based on the needs and resources of the chapter.

### Infrastructure

Category	Level	Action	Expectation	Resources / Webpages	Staff Contact
Liability Coverage & Supreme Chapter Votes	Required	Dues	Annual dues (\$100 per chapter) paid to the National HQ		<b><a href="#">Andrew Bublitz</a></b> , Director of Alumni Engagement
Reporting	Required	Annual Survey	Annual Alumni Chapter Census completed and submitted to National HQ.	<a href="#">Annual Alumni Chapter Census</a>	
	Required	Completes the IRS 990	Completes the IRS 990		
Governance	Required	Executive Council	Maintains an Executive Council of no less than three members including President, Treasurer and Secretary.		
	Required	Constitution and By-Laws	Has up to date constitution and bylaws on file with the National HQ.	<a href="#">Sample Constitution and By Laws</a>	

## Information

Category	Level	Action	Expectation	Resources / Webpages	Communications Contact
Communication	Meets	Newsletter	The alumni chapter collaborates with the student chapter and National HQ in order to ensure that a newsletter is distributed to chapter alumni at least once annually.	<a href="#">Newsletter Template Guide</a>	<a href="#">Katie Baker</a> , Director of Newsletters
	Excels	Website / Social Media	The alumni chapter maintains a website and / or social media accounts that chapter alumni can be directed to in order to remain informed.	<a href="#">Brand Guidelines</a>	<a href="mailto:communications@pikapp.org">communications@pikapp.org</a> , Communications Team
Data Integrity	Exceeds	Data Integrity	Actively collaborates with the National HQ in order to ensure that contact information for chapter alumni are as accurate as possible.	<a href="#">Alumni List Request Form</a>	<a href="#">Andrew Bublitz</a> , Director of Alumni Engagement
Historical Preservation	Excels	Local History	The alumni chapter compiles and digitizes (where applicable) photographs and other documents from past and present.		
	Exceeds	Archive	The chapter maintains a brief written history of important events in chapter history.		

## Interaction

Category	Level	Action	Expectation	Resources / Webpages	Staff Contact
Events	Meets	Annual Event	The alumni chapter hosts at least one regular event annually, preferably at the university (i.e. Homecoming).	<a href="#">Submit Your Event</a>	<a href="#">Carrie Clifford</a> , Director of Alumni Engagement
	Exceeds	Regional Event	The alumni chapter hosts events at the local / regional level relative to where significant portions of the alumni body currently reside.		
	Exceeds	Segmented Event	The alumni chapter hosts events focused or targeting specific subgroups of chapter alumni. (i.e. class reunions, Pi Alphas, Archons, etc)		
Milestone Recognition	Meets	Graduating Senior Ritual	The alumni chapter collaborates with the student chapter to conduct or participate in a subordinate ritual for graduating seniors.	<a href="#">Graduating Senior Ritual (Page 27)</a>	<a href="#">Andrew Bublitz</a> , Director of Alumni Engagement
	Excels	Family Member Program	The alumni chapter collaborates with the National HQ to add new children of alumni to the Family Member Program.	<a href="#">Family Member Program</a>	

## Involvement

Category	Level	Action	Expectation	Resources / Webpages	Staff Contact
Active Officers / Committees	Meets	Leadership Roles	The alumni chapter maintains both executive council and officer positions.	<a href="#">Alumni Chapter Manual</a>	<b>Andrew Bublitz</b> , Director of Alumni Engagement
	Meets	Annual Meeting	The alumni chapter has at least one annual business meeting.		
	Exceeds	Functioning Committees	The alumni chapter has functioning committees.		
Service	Exceeds	Fundraising	The alumni chapter organizes and hosts one annual fundraiser for The Ability Experience. Funds raised may go directly to The Ability Experience, be contributed toward the student chapter's fundraising goals, or toward Pi Alpha event (i.e. Journey of Hope) participant(s) fundraising goals.	<a href="#">Donate Directly to A Chapter</a>  <a href="#">Donate Directly to a Team Member</a>	Ability Experience Staff
	Exceeds	National Event Support	The alumni chapter organizes, hosts, or participates events, sponsored meals or provision of lodging for a Pi Alpha team during a national Ability Experience event (i.e. Build America).		<b>Chelsea Ball</b> , Director of Logistics
	Excels	Regional Service Projects	The alumni chapter organizes, hosts, or participates in service projects in the region. These may include, but are not limited to Accessibility Projects, Ability Weekends, Ability Camps.	<a href="#">Regional Construction</a>	<b>Andrew Matznick</b> , Director of Program Development
	Excels	Ability Experience Challenge	The alumni chapter organizes, hosts, or participates in an Ability Experience Challenge Event.	<a href="#">Upcoming Challenge Events</a>	<b>Andrew Matznick</b> , Director of Program Development

## Investment

Category	Level	Action	Expectation	Resources / Webpages	Staff Contact
Financial	Meets	Foundation Annual Appeal	The alumni chapter actively contributes to Pi Kappa Phi Foundation's annual appeal.	<a href="#">Ways To Give</a>	<b>DeVin Taylor</b> , Annual Fund Coordinator
	Excels	Chapter Scholarship	The alumni chapter helps to maintain chapter scholarship(s).		<b>Dylan McKenzie</b> , Assistant Director of Education
Support of Student Chapter	Exceeds	Legacy Referral	The alumni chapter actively encourages its members to recommend new members / refer legacies in coordination with the National HQ.	<a href="#">Recommend a Legacy</a>	<b>Brent Grunig</b> , Director of Chapter Development
	Meets	Council of Advisor Support	The alumni chapter actively supports the Council of Advisors through any necessary collaboration and assistance in identifying prospective advisors to add to the Council.		<b>Beau Samples</b> , Director of Chapter Volunteers
	Exceeds	Alumni Initiate Referral	The alumni chapter assists in the identification of suitable candidates for alumni initiation.		<b>Brent Grunig</b> , Director of Chapter Development
Mentorship	Excels	Mentorship / Networking	The alumni chapter provides opportunities for alumni to serve as mentors to undergraduates or other alumni focused on career development or other matters.		

## Alumni Chapter Status /Housing Corp. Alumni Engagement Status

The Five Pillars of Focus not only provide a roadmap to determine what to focus on / prioritize, they also allow for others to understand what each alumni chapter provides. For the purposes of communicating the extent of alumni chapter operations and evaluating performance for awards, the Five Pillars of Focus stratify alumni organizations into several status levels based on the total number of actions that are constantly completed each year.

### Recognized Alumni Chapter / Housing Corporation

Recognized alumni chapters are those who have the basic requirements completed each year in order to remain ‘in good standing’ with the national headquarters. These requirements are enough to achieve and maintain an alumni chapter charter, and be afforded the following rights:

- Liability Coverage
- 10 Votes at Supreme Chapter
- Recognition on Pi Kappa Phi website and in *Star & Lamp*
- Regular communication and educational opportunities through the national headquarters.

Criteria to achieve this status are as follows:

Required	All 5 Completed
Meets Expectations	
Exceeds Expectations	
Excels Beyond Expectations	

### Active Alumni Chapter / Active Engagement HC

Active alumni chapters are those who go beyond the basic requirements to fulfill the fundamental tenants of alumni engagement. Beyond the rights afforded to all Recognized alumni chapters, Active alumni chapters are also eligible for to receive alumni awards for things such as alumni events, newsletters, or websites. Criteria to achieve this status are as follows:

Required	All 5 Completed
Meets Expectations	6 out of 7 Completed
Exceeds Expectations	3 out of 9 completed
Excels Beyond Expectations	2 out of 7 completed

### Master Champion Alumni Chapter / Master Champion Engagement HC

Master Champion alumni chapters are those who regularly exceed or excel beyond the expectations of a group of volunteers. Beyond the fundamentals of alumni engagement, these alumni chapters provide both an active, enriching experience on their alumni as well as support to their student chapter and / or their community. Chapters that reach this status are automatically recognized with the Master Champion Alumni Chapter award, but are also qualified to win the Alumni Chapter of the Year award. Criteria to achieve this status are as follows:

Required	All 5 Completed
Meets Expectations	All 7 Completed
Exceeds Expectations	At least 6 of 9 Completed
Excels Beyond Expectations	At least 5 of 7 Completed