

## OUR MISSION

**T**he University of Oregon Alumni Association exists to foster lifelong connections with the University of Oregon.



**UNIVERSITY OF OREGON  
ALUMNI ASSOCIATION**

Dear UOAA Volunteers,

Thank you for getting involved in your local chapter of the UO Alumni Association. Volunteering your time is a generous commitment to serving your alma mater, alumni in your area and future alumni. It's also a great way to stay connected.



This resource manual outlines the commitment you have made and provides suggestions to facilitate your planning and ways that we can best work together to meet our mission of fostering lifelong connections with alumni and the University of Oregon. It is also intended to assist you in maximizing your volunteering with the UOAA.

While it may not provide answers to every question or need, it addresses the most common and frequent questions. As you put these guidelines to use, we welcome your comments and ideas. Your suggestions and experiences are valuable to us. We are here to answer any questions you have and to keep you connected! As a volunteer, your main point of contacts are the UOAA Assistant Directors for Alumni Relations. Please free to contact them or any of us at anytime.

This is an important time to be connected to your university. We are at the end of a capital campaign that will support scholarships, new courses and institutes and research. It will also provide for more endowed faculty positions and funds to build new facilities.

One of the new facilities will be the Alumni Center – a place for you to come home to when you return to campus. It will make connections possible and when people are connected they are more involved. The UO Alumni Center will underscore the quality and importance of the institution while establishing and maintaining connections.

Thank you for staying connected through volunteering and for your commitment to the University of Oregon and the Alumni Association!

Dan Rodriguez  
Executive Director  
University of Oregon Alumni Association

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## UOAA OVERVIEW

The UO Alumni Association was founded in 1879 and originally served five alumni. Today it serves more than 155,000 alumni and friends, including 18,000 dues-paying members. The UOAA helps them stay connected to the University of Oregon through events such as: pre-game football parties, regional events, special alumni gatherings in partnership with the UO colleges and departments, class reunions and homecoming; e-mails and eNewsletters, uoalumni.com, and alumni services such as career services and travel programs.

The Alumni Association plays an integral role in the success and viability of the University of Oregon. We fund scholarships for incoming students and sponsor one of the largest endowed Presidential Scholarships on campus. We also assist the University's legislative advocacy efforts through the Alumni Advocates, a group of alumni and friends committed to lobbying state legislators on behalf of higher education and the university.

Following is a synopsis of the Strategic Operating Plan (SOP) adopted by the UOAA Board of Directors January 2006.

The University of Oregon Alumni Association exists to foster lifelong connections with the University of Oregon.

As the university's strategic partner, the UOAA builds pride and value/equity in a UO degree by communicating and supporting the cornerstones of the university.

The UOAA is vital, relevant, respected, cool, and fun.

The UOAA seeks to build awareness, understanding, and support for the UOAA's positioning with alumni and key UO constituencies through innovative, creative, and comprehensive strategic planning initiatives.

## New Alumni Center

The Cheryl Ramberg Ford & Allyn Ford Alumni Center will soon become the dynamic new point of entry to the University of Oregon campus- the front door that welcomes you to the university.

Adjacent to the new Matthew Knight Arena, the Ford Alumni Center will warmly welcome all visitors and immerse them in the pioneering spirit that defines the University of Oregon, providing equal parts inspiration and information. The building will be home to the UO Alumni Association, UO Foundation and UO's Office of Development. It will also serve as a critical base for university outreach and advancement.

The 60,000-square-foot center will also provide first-class event and gathering space for alumni, campus activities and the community. Amenities will include a welcoming lobby and lounge, conference rooms, a boardroom, a ballroom, and multi-purpose gathering spaces to ensure broad and varied use. This contemporary space will provide every advantage to foster the important connections between the university and our many friends and supporters. To find out more about how you can get involved go to:

<http://www.uoalumnnicenter.com/>



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Alumni Chapter Leaders Resource Manual

# UOAA STAFF AND BOARD OF DIRECTORS

## Alumni Association Staff

The UO Alumni Association staff is the link between alumni, the Board of Directors, and the campus community. Its primary objective is to attain for the university and the association earned recognition, and to convey to the various internal and external constituencies the high quality of the institution, the association, the students, and alumni.



### **Dan Rodriguez**

*Associate Vice President for Alumni Affairs and Executive Director*

E-mail: danrod@uoregon.edu

w (541) 346-2104 c (541) 954-2528

#### Responsibilities:

- Association program development
- Budget and finance
- Board of Directors
- UO Foundation assistance



### **Uri Farkas**

*Associate Executive Director*

E-mail: farkas@uoregon.edu

w (541) 346-2103

#### Responsibilities:

- Strategic Operations
- Staff Development & Management
- Affinity Programs
- Budget & Finance



### **Lyn Smith**

*Accounting Manager*

E-mail: lynsmith@uoregon.edu

w (541) 346-5658 c (541) 543-8364

#### Responsibilities:

- Budget preparation and reporting
- Purchasing agent



### **Carlyn Schreck '95**

*Director of Annual Giving and Alumni Membership*

E-mail: [cschreck@uoregon.edu](mailto:cschreck@uoregon.edu)

w (541) 346-2129

Responsibilities:

- UOAA Membership



### **Jeremy Olsen**

*Assistant Director for Alumni Relations*

E-mail: [jeolsen@uoregon.edu](mailto:jeolsen@uoregon.edu)

w (541) 346-2148

Responsibilities:

- Constituency Relations



### **Mary Lou Singleton**

*Alumni Relations Assistant*

E-mail: [marylous@uoregon.edu](mailto:marylous@uoregon.edu)

w (541) 346-3180

Responsibilities:

- Alumni relations, program, and event support



### **Kim Evans '79**

*Assistant Director of Marketing and Communications*

E-mail: [kimevans@uoregon.edu](mailto:kimevans@uoregon.edu)

w: (541) 346-6892

Responsibilities:

- uoalumni.com Management and E-communications
- Strategic Communications
- UOAA Branding and Marketing
- Alumni Association news for *Oregon Quarterly*



### **Jennifer Soghor**

*Web Specialist*

Responsibilities:

- uoalumni.com
- Electronic Communications



### **Myeshia Cleveland '07**

*Membership and Marketing Assistant*

E-mail: [mclevel1@uoregon.edu](mailto:mclevel1@uoregon.edu)

w (541) 346-2026

Responsibilities:

- Membership Fulfillment and Renewals for UOAA and Student Alumni Association



### **Lauren Peters '05**

*Assistant Director for Membership*

E-mail: [lpeters@uoregon.edu](mailto:lpeters@uoregon.edu)

w (541) 346-0735

Responsibilities:

- Membership/Merchandising Programming
- Marketing and Communications support
- Membership Tracking



### **Regan Middleton-Moreland '05**

*Student Alumni Association Advisor*

E-mail: [moreland@uoregon.edu](mailto:moreland@uoregon.edu)

w (541) 346-3435



### **Julie Jensen**

*Assistant to the Executive Director*  
E-mail: juliej@uoregon.edu  
w (541) 346-5657

**Responsibilities:**

- Liaison with Board of Directors
- Office Manager
- Student Employment Coordinator
- Recognition Program Support



### **Mary Glenn**

*Accounting Assistant*  
E-mail: maglenn@uoregon.edu  
w (541) 346-2106

**Responsibilities:**

- Accounts Payable and Receivable



### **Cynthia Stenger Riplinger M.A. '01**

*Assistant to Assoc. Vice President of International Programs*  
E-mail: cstenger@uoregon.edu  
w (541) 346-1334

## **UOAA BOARD OF DIRECTORS**

The Board of Directors is the governing body of the UOAA. It is composed of twenty-four geographically selected regional directors from Oregon, four regional directors from areas outside the state, twelve directors at-large, three faculty representatives, a representative each from the College of Education and the School of Law, and ex-officio members selected from various campus departments and organizations.

The Board's main purpose is to make policy that directs the association toward the attainment of its goals. Each board member is assigned to a committee that focuses attention on specific areas and programs. Association committees include Advocacy, Board Development, Budget and Finance, Communications, Constituency Relations, Marketing and Membership and Student Relations.

## **2009-10 OFFICERS**

### **President**

**Corey duBrowa '88**  
Lake Oswego, OR

### **Past President**

**Ron Farmer '72**  
Eugene, OR

### **President Elect**

**Fred Poust '82**  
New York, NY

### **Treasurer/Budget and Finance Chair**

**Donald Klotter '86**  
Boring, OR

## **DIRECTORS**

**Anne Hardin Ballard '71, M.A '74**  
McMinnville, OR

**Richard Baltus '77**  
Roseburg, OR

**Susan Jernstedt Baty '78**  
Lake Oswego, OR

### **Michael Card '81**

Jacksonville, OR

### **Jenny Cherrytree '98**

Redondo Beach, CA

### **Loren Chin '84**

Portland, OR

### **Carlton (Andy) Clark '90**

Portland, OR

### **Advocacy Committee Chair**

**James Crowell '60 M.S. '66**  
Bend, OR

### **Hafez Daraee '89**

Lake Oswego, OR

### **Kathi O'Neil Dordevic '87**

Portland, OR

### **Rich Eberhart '67**

Dallas, TX

### **Marcia Edwards '87**

Eugene, OR

**Communications Comm. Chair**  
**Garth Engle '89**  
 Keizer, OR

**Nicole Sagen Engstrom '91**  
 Silverton, OR

**Michael Fancher '68**  
 Seattle, WA

**Linda Williams Favero '89**  
 Lake Oswego, OR

**Karmen Fore '93 M.A. '98**  
 Eugene, OR

**Constituency Relations Chair**  
**David Robert Gibson '84**  
 Bend, OR

**Lynn Heislein '82**  
 Reno, NV

**Jim Johnson Jr.**  
 Salem, OR

**Chris Kantrowitz, III '97**  
 Los Angeles, CA

**Wallace Kurihara '67**  
 Grand Forks, ND

**Bobby Lee '97**  
 Eugene, OR

**Anne Marie Levis M.B.A '96**  
 Eugene, OR

**Sandra McDonough '76**  
 Portland, OR

**Herman McKinney '66**  
 Seattle, WA

**Karen Mak '86**  
 Foster City, CA

**Membership Committee Chair**  
**Julie Mansfield Mee '85**  
 San Mateo, CA

**Ryan C. Pape '97**

**Scott Reames '89**  
 Portland, OR

**Doug Robertson '68**  
 Roseburg, OR

**Jennifer Risley Savage '85**  
 Kirkland, WA

**Nancy Berry Smith '68, MS '70**  
 Bend, OR

**Jill Brenton Strandquist '89**  
 Tualatin, OR

**Student Relations Committee Chair**  
**Dave Sullivan '79**  
 Beaverton, OR

**Advocacy Committee Chair**  
**Jenny Ulum M.A. '83**  
 Eugene, OR

**Chapter Representative**  
**Brenda Gerard '96**  
 San Diego, CA

## 2009-10 University of Oregon Alumni Association Alumni Chapter Leaders Resource Manual

# ALUMNI RELATIONS PROGRAMS AND SERVICES

## ALUMNI RELATIONS PROGRAMMING

### Alumni Chapters

[uoalumni.com/chapters](http://uoalumni.com/chapters)

UO alumni volunteers in cities around the world organize themselves and other Ducks into local chapters. Alumni chapters engage in a variety of programming activities from athletic watch parties to lectures to wine tasting events.

### Career Center

[uocareer.uoregon.edu/](http://uocareer.uoregon.edu/) or (541) 346-3235

The Career Center offers special reduced rates for UOAA members on several UO Career Center services including: access to job listings, resume referrals and workshops on resume writing, job search strategies and interview preparation.

### 50th Reunion/Order of the Emerald

Each year, the UOAA encourages alumni to return for the 50th reunion. After your 50th class reunion, alumni are invited to attend future reunions as official inductees in the Order of the Emerald.

### Homecoming & Family Weekend

[uoalumni.com](http://uoalumni.com)

The UOAA, in conjunction with the Office of Student Life, is the official sponsor for Homecoming, and Family Weekend. Held November 14th, alumni are invited back in the Fall to participate in on-campus activities, rallies and the football game.

### Alumni Travel Program

[uoalumni.com/join/travel](http://uoalumni.com/join/travel)

Exciting, educational, and affordable travel adventures are available to University of Oregon alumni, thanks to the UOAA's travel program. Call (541) 346-5656 for more information.

### Student Alumni Association

[uoalumni.com/saa](http://uoalumni.com/saa)

The Student Alumni Association exists to provide opportunities for students to be leaders, promote spirit, foster pride and support the traditions of the University of Oregon. The Flight is an annual dues-paying organization. Annual dues are \$20.

### Senior Send-off

This event takes place during the last week of classes. It gathers members of the graduating senior class to celebrate the completion of their University of Oregon degree. Graduating seniors are treated to complimentary rootbeer floats in a keepsake pint glass.

### Scholarships

[financialaid.uoregon.edu](http://financialaid.uoregon.edu)

Each year the UOAA and UOAA Chapters award more than \$50,000 in scholarships through our endowments and scholarship program.

## ONLINE COMMUNICATIONS

### Facebook

[facebook.com/uoalumni](http://facebook.com/uoalumni)

Keep in touch with fellow Ducks by becoming a fan of the UOAA and joining your official regional alumni group.

### DUCK-TO-DUCK Mentoring

[uoalumni.com](http://uoalumni.com)

Duck-to-Duck Mentoring offers a network of UO Alumni through which you can find that one person who will help guide you in your career, make a key connection with a future employee, or just start building your own network of business acquaintances.

### E-mail/eNewsletters

The UOAA regularly sends out e-communications via e-mails to geographic regions and a monthly eNewlsetter, UOAA Online, which is sent to the entire list of alumni e-mail addresses.

E-mails are typically sent to announce events, lectures and timely university news and opportunities and are either initiated by chapters or the UOAA.

### E-Mail Forwarding

[uoalumni.com](http://uoalumni.com)

Members can sign up for a free affinity e-mail forwarding address, yourname@oregonducks.org. Once you sign up, any e-mail sent to your address will be forwarded to your Internet Service Provider (ISP) mailbox. If you would prefer to have a fully functioning web-based mailbox with the yourname@oregonducks.org account, you can do so for a minimal annual fee.

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# UOAA MEMBERSHIP

## Top Five Reasons to be a member:

1. Your membership shows pride in the UO.
2. The UOAA provides the programming to keep alumni connected to the university and each other through regional chapters, Oregon Tailgate parties, career networking, Homecoming activities, and more!
3. The UOAA supports legislative advocacy for higher education at both the state and federal levels.
4. The UOAA and UOAA Chapters award more than \$50,000 in scholarships annually through endowments and the scholarship fund to future alumni.
5. The UOAA facilitates new student recruitment through Freshman Send-Offs and a newly revamped Student Alumni Association.

### **Still not convinced? Here's how your membership dues are redeemed through savings and benefits throughout the year.**

1. You're not a season ticket holder but want a ticket to the game. Members have access to single game tickets ahead of the general public in early July!
2. The Ducks are on the road and you want to meet your friends at the Oregon Tailgate (at Boise State, UCLA, UW, Stanford or Arizona). UOAA members get into away Oregon Tailgates for just \$5. That's \$15 off the non-member price!
3. It's tax time! Your membership is **80% tax deductible**.
4. You're traveling to Eugene for a reunion, football game or just to visit. Show your UOAA membership card and get discounted hotel rates at Holiday Inn Express, Comfort Inn & Suites and Days Inn, all located near campus! Visit <http://www.uoalumni.com/join/duckdeals> for all the details.
5. You're heading to the Duck Store (in Eugene, Portland, Bend or online!) to get your Duck gear for the season. **Members get a 20% off coupon to the Duck Store!**

## UOAA MEMBERSHIP FORM

Fill out this form, join online at [uoalumni.com/join](http://uoalumni.com/join), or call us at (800) 245-ALUM!

### Forms and payment can be mailed to:

UOAA, 1204 University of Oregon, Eugene OR 97403

<b>Individual Alumni</b>	\$55
<b>Joint Alumni</b>	\$65
<b>Young Alumni</b> (within 4 yrs of graduation)	\$35
<b>Young Joint Alumni</b> (within 4 yrs of graduation)	\$45
<b>Individual Friend</b>	\$60
<b>Joint Friend</b>	\$70
<b>Individual Life Membership</b>	\$750
<b>Joint Life Membership</b>	\$1,000
<b>Young Alumni</b> (within 4 years of graduation)	\$375
<b>Joint Life Membership</b> (within 4 years of graduation)	\$500
<b>Golden Anniversary Individual</b> (graduated 50+ years ago)	\$375
<b>Joint Life Membership</b> (graduated 50+ years ago)	\$500

For payment plan options on life memberships, visit [uoalumni.com/join](http://uoalumni.com/join)

### CHECK ONE:

Individual Annual       Joint Annual  
 Lifetime Individual       Lifetime Joint

### Payment Information

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Home Phone \_\_\_\_\_  
 Email \_\_\_\_\_  
 UO Grad Year \_\_\_\_\_

Check enclosed  
*(make payable to UOAA)*

Charge my  
 Visa  Mastercard  Discover  
 Card # \_\_\_\_\_  
 Exp. Date \_\_\_\_/\_\_\_\_  
 Name on Card \_\_\_\_\_  
 Billing Address \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Chapter Referral Code \_\_\_\_\_

If Joint Membership, complete the following:  
 Spouse Name \_\_\_\_\_  
 Spouse Email \_\_\_\_\_

## MEMBERSHIP

The UOAA exists to foster lifelong connections with the University of Oregon. The best way we keep alumni and friends connected to the UO is through membership. Membership dues allow us to keep you informed through publications, online services and events across the country. Dues also help provide scholarships and leadership opportunities to current students who will soon join the proud ranks as a UO graduate.

The UOAA launched its annual member dues-based program in 1990 and it has become a significant contributor to the annual operating budget each year. A life membership category was added in 1994. In the 15 years since it began, life membership income has built an endowment in excess of \$2 million. Life members receive all of the benefits of membership for as long as they live.

### Membership dues vary depending on affiliation and years since graduation. The following is the current dues structure:

\$25 New Graduate (*within 1 year of graduation*)  
 \$35 Young Alumni (*within 4 years of graduation*)  
 \$45 Joint Young Alumni  
 \$55 Alumni Individual  
 \$65 Alumni Joint  
 \$60 Friend Individual  
 \$70 Friend Joint  
 \$375/\$500 Young Alumni/Joint Life Membership (*within 4 years of graduation*)  
 \$750 Life Individual  
 \$1,000 Life Joint  
 \$375/\$500 Golden Anniversary Individual/Joint Life Membership (*50+ years since graduation*)

Payment plans exist for all life membership categories. Members can pay as little as \$25 per month toward a membership or pay an annual amount. Please call (800)245-ALUM or visit [uoalumni.com/join](http://uoalumni.com/join) for more information on membership pricing. Renewal is on the anniversary date of the membership and 80% of membership payments made during a calendar year are tax deductible.

All Chapter and Steering Committee leaders must be current annual members of the UOAA. In addition, chapter leaders should encourage all alumni to become members of the UOAA by talking about the benefits of being a member and how membership dues help sustain the UOAA and provide programming for alumni. Following are some of the benefits of being a member:

### **WHY BECOME A MEMBER?**

#### **Student Involvement**

From Week of Welcome to the Senior Send-off, the Alumni Association is involved in the student experience at the UO. The Flight is a leadership team that promotes involvement by students in a wide variety of events on campus.

#### **Connections**

The UOAA helps keep alumni connected wherever they go, whether on campus or around the globe. Local chapter gatherings, social and professional networking and mentoring online, game watch parties, reunions, networking events and professional development opportunities are just some of the ways to stay connected to fellow Duck alumni.

#### **Alumni Chapters**

There are Ducks everywhere! Our chapters connect Ducks for social and professional development from Lane County to Washington D.C. Chapters give scholarships to new students from their area each year.

#### **Alumni Career Services**

The UOAA is committed to assisting alumni as they navigate their careers. Duck Mentoring and career networking events are two of the ways the UOAA provides invaluable access to other professionals. The UO Career Center also offers a myriad of services to alumni.

#### **Student Recruitment and Scholarship**

Alumni Association members across the country recognize and recruit potential students across the country to help maintain the high standards of the student body at the University of Oregon. The UOAA endowed the largest presidential scholarship on campus with a \$250,000 gift that provides scholarships to top students every year. The UOAA and UOAA chapters give away over \$50,000 annually in scholarships

### **Alumni Recognition and Awards**

Every year the UOAA recognizes two UO alumni who have achieved at a high level in their professional and personal lives. The 'Distinguished Alumni of the Year' and the 'Outstanding Young Alumni of the Year' are prestigious awards that have been awarded to a distinguished list of alumni.

#### **Advocacy**

Hundreds of alumni serve the university as Advocates for higher education while keeping the University of Oregon top-of-mind with Oregon and federal legislators.

#### **Member Benefits**

Although strengthening the University of Oregon is the real value of membership, UOAA members receive access to a special benefit package that includes access to single game football tickets ahead of the general public, an annual wall calendar of campus images, a discount coupon to the Duck Store, global travel opportunities and a host of other discounts and programs.

#### **Events**

UOAA events are the place to connect with fellow Ducks whether it be a pre-game party, a museum tour or a networking luncheon. All UOAA members get entrance to UOAA events at a discounted rate. Annual members can purchase up to two tickets to an event at the member price, while life members can purchase up to four at the discounted price. Additional tickets can be purchased at the non-member rate.

#### **Oregon Tailgating**

Members now get \$5 entry into Oregon tailgates. For more information go to [uoalumni.com/join/benefits](http://uoalumni.com/join/benefits)

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# UOAA CHAPTERS

## ESTABLISHING A CHAPTER

### HOW TO BECOME A RECOGNIZED CHAPTER

- a. Contact an Assistant Director of Alumni Relations. The Assistant Director will identify how many alumni reside in the area and what chapter tier the chapter would fall into for programming, scholarship and finances.
- b. Identify alumni who would be willing to serve on the steering committee or who might become chapter leaders.
- c. Establish an initial meeting with the committee and the UOAA
- d. Group leadership will then begin recruiting active members, defined as either Annual or Life Members of the UOAA. All steering committee and Chapter leaders must be current members of the UOAA and should encourage fellow alumni to become members as well.
- e. Each chapter will need to complete an annual report to the UOAA outlining events, communications and other activities for the year. This report will be used for long term development and growth of the chapter.

### ADMINISTRATION OF CHAPTERS

*All Chapters operate as an extension of the UOAA. Accordingly, the UOAA must adopt from time to time various policies and procedures by which Chapters must operate.*

*The UOAA Bylaws charge the Executive Director with proper administration of the UOAA, including all funds controlled or generated by the UOAA. The Board has given the Executive Director the authority to interpret and expand upon established policies to insure the consistent administration of all chapter activities in a manner that best reflects upon the University and to insure proper administration of all Chapter funds.*

*If a Chapter has suggestions for new policies or procedures, or desires a change in existing policies or procedures, the UOAA Board will consider the matter. The first step is to outline the suggestion or concern for the Executive Director. Depending upon the urgency of the matter, it will be considered at the next meeting of the Board's Constituency Relations Committee or by the Executive Committee.*

**CHAPTER STRUCTURE**

Chapter Purpose – to support the UOAA's mission to:

- Engage alumni in their local area
- Build pride and value/equity in a UO degree
- Improve services and benefits to alums
- Provide assistance to the UO and UOAA

**PROGRAMMING CATEGORIES****Career and Life Networking**

- Networking Nights/Luncheons
- Young Alumni Event

**Social Connections**

- Social Gatherings
- Signature Events
- Sports Related Events
- Cultural Events

**Resource Development**

- Scholarships
- Book Awards
- Fundraising
- Membership

**Community Relations**

- Community Service
- Admissions
- University Day
- Legislative Advocacy

**CHAPTER TIERS**

Chapter Tiers are based primarily on alumni populations. Listed are the chapters that fall into each tier (the number in parentheses is the alumni population in that chapter region. Numbers are as of 8/07). To be recognized by the UOAA, each chapter is required to adhere to the requirements of the tier they are in and hold events based on the categories assigned to that tier. See above for breakdown of programming categories.

**Tier I (less than 1,500 alumni)** - will consist of Chapter Leaders and are required to hold at least one event in 12 months

**Tier II (1,500 – 3,999 alumni)**- will consist of Chapter Leaders and are required to hold at least two events per year, including one non-sports event

**Tier III (4,000 – 9,999 alumni)** – will consist of Chapter Leaders and are required to hold at least two events per year including one non-social event

**Tier IV (10,000 – 15,000 alumni)**- will consist of a Steering Committee and are required to hold three events per year, each from a different category

**Tier V (15,000 or more alumni)** – will consist of a Steering Committee and be required to hold at least one event from each category per year.

**Tier V (15,000+)****Portland (39,138 Alumni, 3,032 Members)**

Includes: Multnomah, Clackamas, Washington, Columbia 97000-97299 plus SW Washington State 98600-98699

**Lane County (23,561 Alumni, 2,906 Members)**

Includes: All of LC 97401-97405, 97408, and PO Boxes 97440/97477-97478

**Tier IV (10,000-15,000)****Northern California (13,386 Alumni, 1,132 Members)**

Includes: 93600-96199

**Puget Sound (10,825 Alumni, 589 Members)**

Includes: 98000-98599

**CHAPTER TIERS (continued)****Tier III (4,000-9,999)****Southern California (5,945 Alumni, 467 Members)**

Includes: 90000-93599 (minus San Diego and Orange County)

**LAN (4,035 Alumni)**

Includes: All Lundquist graduates in Portland (see Portland zip codes)

**Tier II (1,500 – 3,999)****Arizona (2,392 Alumni, 143 Members)**

Includes: Full state 85000-85399, 85280-85289, 85700-85799

**Bend (3,576 Alumni, 344 Members)**

Includes: 97700-97702, 97708-97709, Sunriver PO Boxes 97707

**New York (2,237 Alumni, 109 Members)**

Includes: 10000-11999, 07000-07999, 06400-06999, 08500-08799

**Denver (2,161 Alumni, 123 Members)**

Includes: Jackson, Larimer, Weld, Grand, Boulder, Morgan, Summit, Clear Creek, Gilpin, Jefferson, Denver, Adams, Arapahoe, Lake, Park, Douglas, Elbert, Chaffee, Teller, El Paso, and Fremont Counties

**Hawaii (1,638 Alumni, 97 Members)**

Includes: full state

**National Capital (2,004 Alumni, 123 Members)**

Includes: 19976-21286, 21400-21405, 21600-21755, 21800-22405, 19700-20999, 22000-399, 21600-21899

**San Diego (1,857 Alumni, 149 Members)**

Includes: 91900-92199, 92589-92593

**Tier I (less than 1,500)****Chicago (1,262 Alumni, 70 Members)**

Includes: 60000-60999, 46300-46499, 53000-53299, 53400-53499

**Boise (1,157 Alumni, 80 Members)**

Includes: Ada, Adams, Boise, Canyon, Elmore, Gem, Owyhee, Payette, Valley and Washington Counties

**Orange County (952 Alumni, 97 Members)**

Includes: 90623, 90630-90633, 90720, 90740-90743, 92601, 92613, 92620-92635, 92640-92655, 92658-92686, 92701-92728, 92799-92808

**Boston (1,087 Alumni, 46 Member)**

Includes: full state

**Minnesota (938 Alumni, 36 Members)**

Includes: full state

**Native American****STEERING COMMITTEES AND CHAPTER LEADERS**

The purpose of the Steering Committees and Chapter Leaders will be:

- Identify events for the chapter
- Work with the Alumni office to plan events
- Find locations for events
- Recruit other chapter members to help with events
- Attend and lead events
- Welcome new members to the chapter
- Cultivate future steering committee members
- Serve as the local contact for students and alumni interested in relocating to your city
- Manage chapter checking account and/or identify main point of contact for account
- Promote membership in UOAA
- Participate in two conference calls a year with the UOAA and other chapter leaders

**CHAPTER LEADER OR MAIN POINT OF CONTACT**

Delegating the organization of different events to different people will ease the burden and achieve chapter success; however a main point of contact for the chapter should be identified. The chapter chair (or in some cases co-chairs) will be the main coordinator for conversations between chapter members as well as being the person who provides local 'expert' advice to the alumni programs staff. The chair will take the lead in gathering information for and creating the agenda for chapter meetings. This position will have a two year renewable term.

**KEYS TO CHAPTER SUCCESS:**

- Regular meetings of the chapter leadership/ steering committee
- Regular contact with alumni in the chapter region is critical for leadership succession, event planning, event attendance, and overall success of the chapter
- An annual calendar of events
- A yearly report to the UOAA which outlines all events that took place in the prior year
- Diverse programming to attract alumni of all ages, majors, professions and backgrounds
- Regular communication with the UOAA Assistant Director for Alumni Relations
- Advanced planning!
- Utilizing local members of the UOAA Board of Directors
- Remembering that at all times, you are an extension of the University of Oregon and representing UO in your community

## EVENT PLANNING OUTLINE/TIMELINE

### SIGNATURE EVENTS

For all Chapters events that include over 25 alumni and/or cost more than \$20 per person, or include a UO representative, the UOAA will handle all payment of bills, invoices and deposits and will collect all funds through our online registration system. In addition, the UOAA will be responsible for working with the chapter to set the non-member and member price for the event and work on the logistics of the event.

### PLANNING AN EVENT

It is best to create a calendar of events for the next six months or year to help organize and plan events. Eight weeks before a specific event, begin finalizing details, check the the University Calendar with the Assistant Director for Alumni Relations to make sure event does not conflict with other UO events. Provide the UOAA with the details of your event at least eight weeks ahead of time so that we may publicize it online, send an e-mail and create an invitation (if applicable).

For most events we will need the following information:

- Date
- Time
- Location -- a specific address
- Directions/transportation/parking information (metro stop for instance)
- Cost -- both for the event and parking
- Name of event and who is in charge of it
- Any additional relevant information (age limits, ticket limits, etc.)

### E-MAIL AND WEBSITE ANNOUNCEMENTS

The UOAA will produce all chapter event mailings, both hard copy and electronic. The University of Oregon has stringent guidelines regarding the use of University logos; therefore we require all chapter mailings to be initiated by the UOAA unless other arrangements have been approved by the Assistant Director for Alumni Relations.

The amount of lead time given to the UOAA staff prior to an event will determine the quality and complexity of the piece that is produced. Under normal circumstances, an eight week lead time will allow for a hard copy, nicely designed invitation to be mailed. Conversely, three weeks notice of an event, will allow for an e-mail blast to be scheduled and sent, or a very simple mailing.

- The UOAA maintains the **alumni database** and will provide lists of local alumni including, names, addresses and class years to chapter presidents. E-mail lists will not be given out to individuals, but the UOAA has the ability to send out blast e-mails\*
- **All e-mail announcements** will be sent from the UOAA in conjunction with the chapter. Please allow 3 weeks lead time.
- **Chapter Webpages** – each chapter has a webpage that is set-up and maintained by the UOAA. All events will be posted on the uoalumni.com calendar, uoalumni.com and the chapter webpage is the official website for the chapter. No other websites will be allowed
- **Facebook** – each chapter is encouraged to become a fan of the UOAA and join your official regional alumni group. This is a great place to connect with fellow alumni as well as post photos and event announcements

*\*The UOAA maintains a database of all UOAA members and upon request, and the execution of a privacy statement, will provide to Chapter Presidents a list of local alumni including names, addresses, and class year. A Chapter may use this list for UOAA approved mailings only.*

*E-mail lists are maintained in conjunction with other University departments and cannot be provided to Chapters. UOAA staff will work with Chapters to develop e-mails with appropriate messages but emails will be sent to alumni only through the UOAA.*

*Chapters must be mindful of the numerous potential uses of e-mail and thus the UOAA reserves the right to limit the number of emails sent by Chapters for particular purposes. For instance, one email should suffice to announce a series of watch parties. One or two e-mails should be sufficient to announce and remind alumni about a particular event.*

### FINANCES

The UOAA has a small budget for certain chapter events, such as faculty lectures. For certain events that incur charges, such as tickets, we pass along the cost to the individual. Our expectation is simply to break even. Occasionally we will charge slightly more than the face value of a ticket if there are handling charges or if we will be providing some other added value, such as a party favor or refreshments. In general, we do our best to keep the costs of our events to a minimum to encourage more alumni -- especially recent graduates -- to attend.

**Costs you can anticipate the UOAA will cover:**

- Printing and Postage costs for one mailing per chapter, per year for Tier III – Tier V Chapters.
- Blast e-mails for any events (with advance notice)
- Travel for faculty speakers, as well as UOAA Chapter Representative, if determined needed by UOAA and if funds are available.
- Event deposits (to be reimbursed by chapter after the completion of the event).

UOAA Chapters may have their own checking account in conjunction with the UOAA and by using our 501 c (3) number. The UOAA Executive Director must be a cosigner on the account and chapters are not allowed to keep more than \$3500 in their account.\*

For chapter events that include over 25 alumni and/or cost more than \$20 a person, the registration (cash, credit card, check) payments and invoices must go through the UOAA. We have a secured website for patrons to RSVP and collect funds. These funds will be collected and used to pay the invoice for the event and any credit card fees associated with the event. The remainder of the funds (if applicable) will be sent to the chapter for them to deposit in their bank account. If the chapter event is less than 25 alumni and/or \$20 a person, the chapter may decide to a) either use our registration system or b) collect their own checks, but cannot combine the two options. Also, chapters are not allowed to use other electronic payment websites for any events.

Each UOAA Chapter is required to provide the UOAA Accounting Manager an annual financial statement of the past year's activities (July 1 – June 30). The purpose of this form, a requirement of the auditor, is to allow the UOAA to keep current on the financial condition of each chapter and to comply with our yearly audit.

*\*Any additional funds will be held by the UOAA in an interest bearing account.*

**SUPPORT SERVICES FOR ALUMNI CHAPTERS**

The UOAA provides a variety of services and support to alumni chapters to ensure their success.

**What we can do for your chapter:**

1. Provide advice and consultation on event or activity organization and planning.
2. Produce chapter event mailing, this will include design, printing and mailing, especially for signature events (see signature events).
3. Take reservations for alumni and guests.
4. Answer any questions or resolve issues.
5. Provide assistance to new chapters.
6. Help plan successful events.
7. Provide assistance in securing campus representatives for chapter events. In many cases, the UOAA will make the necessary arrangements and pay for the cost of the representative to attend the event.
8. Maintain the chapter webpage.
9. Print nametags (when applicable) and mail you an expected attendance list.
10. Collect any money if needed.
11. Notify other members of the UO campus community who may be traveling to your area in case they can join your group, including students who may be home on vacation.
12. List your event on uoalumni.com and master calendar.

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# SCHOLARSHIPS

## **SCHOLARSHIPS**

In 2000, the UOAA established a Presidential Endowment fund. The scholarship is known as the UOAA Presidential Scholarship and is administered and awarded per the guidelines and policies established by the University of Oregon Foundation and the Office of Financial Aid and Scholarships.

### **Chapters with Endowed Scholarships**

Should a chartered alumni chapter wish to establish an endowment scholarship; the UOAA will serve as the key contact and facilitator of the scholarship donation to the University of Oregon Foundation. The establishment of the endowment fund shall follow the guidelines and recommendations of the University of Oregon Foundation. In order for a chapter to have an endowed scholarship, they must raise \$25,000, which will then be invested within the UO Foundation. After a three year investment period, the endowment will start to pay out one scholarship per year at 4%. The University of Oregon Foundation will be responsible for facilitating the scholarship process. The Chapter will be notified of the recipient and encouraged to contact the recipient and invite them to events (i.e. Freshmen Send-offs, Chapter Events, etc).

Once your chapter has an endowed scholarship, the UOAA will add its \$1000 contribution annually to the endowment only. Chapters may continue to raise funds for scholarships and add them to their endowment to help it to grow as well.

### **Chapters without Endowed Scholarships**

The UOAA provides \$1000 to Tier II – Tier V Chapters for scholarship awarding. Chapters may choose to increase the award amount by adding monies raised by the chapter through alumni events, raffles, auctions, etc. When a chapter chooses to host an event or fundraising opportunity the promotion should read, “event proceeds help support the (name) chapter scholarship program.” All scholarships will be handled through the UO Office of Financial Aid and Scholarships for consideration. The UO Office of Financial Aid and Scholarships will review applications and select the best qualified recipient based on a committee selected by academic standing, extra curricular activities, essay, recommendations and chapter area representatives. The chapter will be notified of the recipient and encouraged to contact the recipient and invite them to events.

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# WORKING WITH VOLUNTEERS AND ADMISSIONS INFORMATION

## IDENTIFYING NEW VOLUNTEERS

- Recruit new volunteers year-round. Engage new faces at events through conversation and involvement. Invite them back to future events and meetings.
- Achieve a balanced representation of volunteers that reflects the area's alumni base in terms of age, race, gender, and socio-economic status.
- Invite recruits to a meeting or establish a trial period by giving them one committee assignment.

## HELP VOLUNTEERS TO BE EFFECTIVE

- Talk openly with volunteers about the anticipated time commitment (group and individual expectations) and duties involved. Give volunteers specific duties for a specific time period (functional leadership).
- Choose the right person for the right job. Match volunteer interests and skills with appropriate assignments.
- Communicate to UOAA staff when you recruit new volunteers so they can formally welcome them and let them know we're here!
- Encourage all volunteers to be a UOAA member and educate them on the value of a membership.

## YOUNG ALUMNI

- Give careful consideration to young alumni as an audience. More than 40 percent of alumni have graduated within the past 15 years and have the most recent acquaintance with the campus.
- Young alumni provide welcome enthusiasm and energy.

## TRAINING

- Make volunteers feel part of the team. Tell them how important they are to the organization and the university.
- Be open and firm. Tell volunteers exactly what you expect.
- Give volunteers authority and responsibility.
- Foster fun and teamwork among the group. Don't be too formal.

## RETAINING VOLUNTEERS

- Use volunteers' time wisely: be organized; provide clear directions regarding tasks and keep volunteers busy so they feel useful.
- Stick to the scheduled meeting times and give advance notice.

**PREVENTING BURNOUT**

- Create interesting assignments.
- Encourage volunteers to be honest and say “no” when necessary.
- Build a relationship of trust. Do what you say you are going to do.
- Send handwritten thank you notes and make personal calls  
Recognize volunteers. Give public recognition whenever possible throughout the year. “Thank you” can never be said often enough!

**WORKING WITH THE OFFICE OF ADMISSIONS**

The University of Oregon has a long commitment to recruiting qualified students from across the nation. The Office of Admissions depends on alumni volunteers in its recruiting efforts because as successful graduates, alumni are among the best spokespersons for the university. Many students who meet alumni will judge the university by the success of an alumni’s personal and professional achievements.

Volunteer involvement as an alumni representative at recruiting events is an effective way to attract prospective students.

Alumni who know of someone interested in receiving information about the UO should call the admissions office so the student’s name can be placed on the mailing list. At any time alumni volunteers are encouraged to contact the admissions office if they need or desire any additional information that might be helpful in recruiting.

The Office of Admissions works hard to develop a more active alumni recruiting program, and appreciates the opinion of chapter leaders in providing feedback on publications, procedures and operational improvements.

For assistance or more information, please contact:

Kelly Talbert  
Senior Assistant Director of Admissions  
Office of Admissions  
272D Oregon Hall  
1217 University of Oregon  
Eugene OR 97403-1217  
(541) 346-1220  
kellyt@uoregon.edu

**ADMISSIONS ASSISTANCE**

Alumni volunteers may be asked to assist the admissions office by recruiting students in their geographic area. The university’s national reputation generates initial interest in the institution but it is the individual contacts from alumni in the area that give the institution a face and a personal feel. Following are ways in which alumni volunteers can help the admissions office:

**COLLEGE FAIRS**

Volunteers may be asked to represent the university at college fairs that the admissions staff cannot attend. The Office of Admissions will provide volunteers with necessary instructions, materials and supplies. In most cases, this assistance is provided by a designated, trained alumni recruiter serving a two-year term.

*Timeline: Year-round*

**OREGON NIGHT RECEPTIONS**

Throughout the spring, the Office of Admissions holds events for admitted students and their families. Volunteers may be asked to attend these events and assist the admissions officer. These events are considered “yield events” where the Office of Admissions hopes to influence applicants to enroll at the University of Oregon.

*Timeline: March and April*

**FRESHMEN SEND-OFFS**

Chapters/clubs may want to coordinate an informal gathering for incoming freshmen and their families. The intent of these events is to welcome the prospective students from the chapter/club area into the UO “family” and reassure the students of their decision to come to the University of Oregon.

*Timeline: July, August, and September*

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# MISCELLANEOUS INFORMATION

## MISCELLANEOUS FACTS

- Since 1969, the UO has been a member of the prestigious Association of American Universities. The UO is one of only sixty-two public and private institutions of higher education selected for membership in the U.S. and Canada and the only member in Oregon.
- Special small-class programs such as Freshman Interest Groups and Freshman Seminars have contributed to a freshman dropout rate that is 20 percent below the national average.
- Campus buildings range from Deady Hall, opened in 1876, to the Lillis Business Complex, opened in the fall of 2003.
- The UO has the state's first and only chapter of Phi Beta Kappa at a public college or university.
- The National Recycling Coalition named the UO campus recycling program the 1997 Outstanding School Recycling Program.
- Eight Oregon governors attended the UO.
- The Fiske Guide to Colleges for 2007 lists the UO as one of 40 "Best Buy" public and private universities, where you can get the best possible education for the most reasonable cost.

## MISCELLANEOUS DATES

- 1872** Oregon Legislative Assembly passes bill establishing University of Oregon in Eugene
- 1876** University opens its doors to students
- 1919** Hayward Field opens
- 1927** McArthur Court finished
- 1939** UO wins first NCAA basketball championship
- 1967** Autzen Stadium opens
- 1989** New four-building science complex opens
- 1995** Oregon Ducks play in the Rose Bowl for first time since 1958 (Ducks also competed in the Rose Bowl in 1910 and 1917)
- 1998** Ed Moshofsky Sports Center opens
- 1998** Oregon Campaign celebrates \$255 million
- 1999** William W. Knight Law Center opens
- 2001** Ducks defeat Colorado in the Tostitos Fiesta Bowl as PAC-10 Champions
- 2001** Ducks are part of "Elite-8" in NCAA Basketball Championship as PAC-10 Champions
- 2003** Lillis Business Complex opens
- 2005** "Lights, Camera, Oregon" kicks off \$600 million UO comprehensive campaign

**Miscellaneous Dates Continued**

- 2005** Powell Plaza entryway, Hayward Field opens  
**2005** Jordan Schnitzer Museum of Art, grand reopening  
**2006** Cheryl Ramberg Ford '66 and Allyn Ford donate lead gift for the building of an Alumni Center  
**2007** The UO and the Eugene community is awarded the hosting honors of Eugene 08 - U.S. Olympic Team Trials - Track and Field  
**2008** New President, Richard Lariviere

**STATISTICAL CAMPUS PROFILE (SPRING 2009)**

Total student enrollment	20,376
Total Oregon residents	13,702
Total non-Oregon residents	5,487
International students	1,187
Student to teacher ratio	18:1
Average Class Size	28
Average G.P.A	3.49
Female Students	53%
Male Students	47%

**TOP REPRESENTED STATES**

Alaska, Arizona, California, Colorado, Hawaii, Idaho, Illinois, Minnesota, Montana, Nevada, Oregon, Texas, Utah, and Washington

**TOP REPRESENTED COUNTRIES**

Australia, Canada, China, France, Germany, Hong Kong, Indonesia, Japan, Malaysia, Republic of Korea, Saudi Arabia, Singapore, Taiwan, Thailand and United Kingdom

**UNIVERSITY GENERAL DIRECTORY****PRESIDENT**

Richard Lariviere

**SENIOR VICE PRESIDENT & PROVOST**

James Bean

**VICE PROVOST FOR ACADEMIC AFFAIRS**

Russel Tomlin

**VICE PRESIDENT FOR STUDENT AFFAIRS**

Robin Holmes

**VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT**

TBD

**VICE PRESIDENT FOR FINANCE AND ADMINISTRATION**

Frances Dyke

**UO COLLEGES AND PROFESSIONAL SCHOOLS**

College of Arts and Sciences

Wendy Larson, Dean

Charles H. Lundquist

College of Business

Dennis Howard, Dean

School of Architecture and

Allied Arts

Francis Bronet, Dean

School of Journalism and Communications

Tim Gleason, Dean

School of Law

Margaret Paris, Dean

School of Music and Dance

Brad Foley, Dean

College of Education

Michael Bullis, Dean

Robert D. Clark Honors College

Richard Kraus, Director

**ADMISSIONS**

Brian Henley

Associate Director for Recruitment

240 Oregon Hall

1217 University of Oregon

Eugene, OR 97403-1217

(541) 346-1281

bhenley@uoregon.edu

**ADVOCACY AND GOVERNMENT AFFAIRS**

Tim Black  
 Director of Public and Government Affairs Projects  
 10 Johnson Hall, Eugene, OR 97403  
 (541) 346-5020  
 (541) 346-6251 (fax)  
[timblack@uoregon.edu](mailto:timblack@uoregon.edu)

**KNIGHT LIBRARY**

(541) 346-3053  
<http://libweb.uoregon.edu>

**CAREER CENTER**

Deborah Chereck, Director  
 220 Hendricks Hall  
 1408 University Street, Eugene, OR 97403  
 (541) 346-3235  
 (541) 346-6038 (fax)  
<http://uocareer.uoregon.edu>

**INTERCOLLEGIATE ATHLETICS**

Mike Bellotti, Athletic Director  
 Casanova Athletic Center  
 2727 Leo Harris Parkway, Eugene OR 97401  
 (541) 346-4481  
 (541) 346-5031 (fax)  
[www.goducks.com](http://www.goducks.com)

**OREGON SPORTS HOTLINE**

(541) 346-5488

**OREGON TICKET HOTLINE**

(800) WEB-FOOT

**OREGON QUARTERLY**

Guy Maynard  
 Director, Oregon Quarterly and UO Press Editor  
 130 Chapman Hall  
 5228 University of Oregon, Eugene OR 97403-5228  
 (541) 346-5048 – Editorial  
[quarterly@oregon.uoregon.edu](mailto:quarterly@oregon.uoregon.edu)

**ALUMNI RECORDS**

(541) 302-0336  
[alumrec@uoregon.edu](mailto:alumrec@uoregon.edu)

**OREGON PLEDGE SONG**

Fair Oregon, we pledge to thee  
 Our honor and fidelity,  
 Both now and in the years to be,  
 A never failing loyalty.

Fair Oregon, thy name shall be  
 Written high in liberty.  
 Now, uncovered, swear we every one  
 Our pledge to Oregon.

**MIGHTY OREGON**

Oregon, our alma mater,  
 We will guard thee on and on.  
 Fellows gather 'round and cheer her,  
 Chant her glory Oregon.  
 Roar the praises of her warriors,  
 Sing the story Oregon.  
 On to victory urge the heroes  
 Of our mighty Oregon.  
 (optional yell between choruses)  
 Go Ducks go!  
 Fight Ducks fight!  
 Go!  
 Fight!  
 Win Ducks win!

