



UNIVERSITY OF KING'S COLLEGE  
ALUMNI ASSOCIATION  
BRANCH DEVELOPMENT

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GUIDELINES FOR ALUMNI BRANCHES AND TWIGS

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# University of King's College Alumni Association

## GUIDELINES FOR BRANCH LEADERSHIP VOLUNTEERS

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### WELCOME

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On behalf of The University of King's College, the Alumni Association and the entire alumni population, thank you for your time, dedication and commitment to keeping the King's spirit alive across Canada and around the world by volunteering for a leadership role with your local Branch. The purpose of this document is to familiarize you with the Alumni Association, the standard operating procedures for each branch, and each executive's role within the branch structure. Our goal is to ensure that you have the tools and resources to lead a healthy, vibrant, and growing branch in your area. These guidelines are considered a work in progress and will change as the nature and needs of each branch changes. If you have feedback or suggestions for this document, please contact alumni relations officer, Kathy Miller, UKC Advancement Office at [kathy.miller@ukings.ca](mailto:kathy.miller@ukings.ca)

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### ALUMNI ASSOCIATION MANDATE AND MISSION

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The University of King's College Alumni Association was incorporated in 1846 by an act of the Nova Scotia legislature and is the oldest association of its kind in Canada.

The University of King's College currently has more than 11,000 alumni. As an important part of the university community, the association plays a vital role in creating a point of contact between alumni and their *alma mater*. The objectives of the Alumni Association are:

- i. to promote the best interests of the University;
- ii. to cooperate with the University in making known to the widest possible audience the merits of a King's education;
- iii. to perpetuate the close and warm ties of friendship formed during attendance at the University;
- iv. to foster these ties through all appropriate means including meetings, reunions and communications; and
- v. to promote and support the work of branches of the association throughout Canada and internationally.

The University of King's College Alumni Association's mission is to connect and engage alumni in lifelong relationships with the university and each other through programs, services, and support. It promotes the best interests and needs of the university by serving as an advocate for its excellence. The association is also the driving force behind supporting and preserving time honoured traditions and the quality of the 'King's experience' for its current students.

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## ALUMNI BRANCHES AND TWIGS – AN OVERVIEW

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Alumni branches and twigs are volunteer-driven, geographically-based alumni groups whose membership is determined by local proximity. Membership is not monolithic, but may consist of many sparks of activity, goodwill, and friendships working distinctively or collectively to benefit King's through the celebration of the shared King's experience. The purpose of branch and twig activity is to bring alumni together for both social and professional gatherings in support of the Alumni Association's strategic goals. Both provide members with a means of celebrating milestones and maintaining valuable lifelong connections with former classmates and the university.

Each volunteer-driven alumni group will be unique. As such alumni volunteers can choose to form a formal branch or less formal twig. A branch will have an increased formal structure with an elected executive, required participation in quarterly meetings, provide an annual report, hold a set number of events, etc. Twigs are more organic and with less formality, clusters of alumni who wish to gather on occasion will be assisted by the UKC Advancement Office to organize such events. While traditionally branches will exist where there are significant numbers of alumni and twigs where numbers are smaller, it is possible for branches and twigs to exist concurrently in the same community.

Whichever option is chosen, each branch or twig will have a different demographic, a different focus, and a different level of energy and involvement. The goal is to allow the natural, organic development of branches and twigs with the expectation of increased structure in areas with critical alumni mass. Alumni Association Executive members will work with their leadership as principal boosters of branch activity.

Alumni are King's best measure of success. And our alumni are among the best placed to help the college maintain its reputation for excellence and its ability to offer an unparalleled student experience. Branch and twig activity becomes the catalyst for celebrating one generation of collegial spirit and friendship to the benefit of the next.

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## BRANCH VS TWIGS: GUIDELINES AND OBJECTIVES

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With approval of the University Advancement Office and Alumni Association, formal branches may be established in areas where there are concentrated areas of alumni. Branches are expected to:

- maintain a volunteer leadership team of at least three (3) officers including but not limited to President, Vice President, Secretary, Treasurer, Membership Officer, Events Officer, Communications/Promotion Officer;
- comply with all UKC Alumni Association policies and procedures;
- communicate regularly with alumni constituents, the branch development committee chair, and the UKC Advancement Office;
- host a minimum of two (2) events per year (operating on a cost recovery basis);
- hold branch executive meetings as necessary to plan events and hold elections
- submit an annual report to the branch development committee chair highlighting branch activities, budget, membership etc.; and
- attend the UKC Alumni Association AGM.

In areas that may not have a large concentration of alumni warranting a formal branch, alumni may instead consider forming a twig. Twigs can be led by one, or more, volunteer(s) and are expected to:

- comply with all UKC Alumni Association policies and procedures;
- hold occasional events (operating on a cost recovery basis); and
- communicate regularly with the UKC Advancement Office to develop and execute an event plan.

### Objectives of both Branches and Twigs are:

#### Engagement

- help alumni to retain and enrich their connection to King's;
- work with the university and the association to ensure that the legacy is maintained for current students;
- provide opportunities for groups of alumni, particularly young alumni, to socialize, learn and network;
- provide an opportunity for alumni to reconnect with fellow alumni.

#### Development

- provide alumni with an opportunity to serve their *alma mater* in a meaningful way;
- when and where appropriate, host small fundraisers for projects identified by the Advancement Office.

#### Recruitment & Retention

- support current students through mentorship opportunities and involvement in and support for other student-focused activities; and
- spread the word and help to introduce King's to others who would enjoy the King's experience.

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## BRANCH EXECUTIVE STRUCTURE

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University of King's College Alumni Branches vary in size and location. As such the number of Officers in each branch may also vary and is intended to be proportional to the number of King's alumni in the area. At a minimum, there should be three (3) elected officers for each branch. All members must be UKC alumni. Terms will run in conjunction with the University's fiscal year ending March 31<sup>st</sup>.

The President is appointed for a two-year term and is encouraged to remain on the Executive after their term as "Past-President." Length of officer terms may be decided upon at the branch level. Elections must be held on an annual basis to fill any existing officer vacancies within the branch.

### **Suggested Branch Officer Positions and Descriptions**

**President** – provides overall leadership to the branch, acts as a liaison between the branch and the UKC Advancement Office, chairs executive meetings, has co-responsibility for the finances of the branch, ensures 'line of succession' for officer roles, attends quarterly UKC branch development committee meetings, submits reports to the Branch Development Committee Chair; and attends the UKC Alumni Association AGM.

**Vice-President** – is the primary person in charge of the budget and works with the UKC Advancement Office to ensure break-even or profit targets are met. The Vice-President also provides back-up support to the President in each of the activities outlined above. As such, the Vice-President performs the role of the President when the latter is unable to do so. The Vice-President succeeds the President after two years.

**Secretary** – is responsible for committee correspondence including meeting notifications and minutes, will work in conjunction with the President to create meeting agendas and may assist with preparation of branch reports provided to the Branch Development Committee Chair.

**Treasurer** – has co-responsibility (with President) for all branch finances, manages branch accounts, receives payments (e.g. event admission), settles necessary invoices, provides the President with financial report for inclusion in the branch's annual report.

**Communications/Promotion Officer** – assists with promotion and publicity for branch events and activities, monitors and updates social media groups connected to the branch, liaises with UKC Advancement Office as necessary e.g. media involvement.

**Events Officer** – is the primary person responsible for coordinating an event. This includes logistical details such as contacting the venue for reservations, providing details of the event to the UKC Advancement Office to create invitations, or for support etc. The Event Officer works closely with the Vice-President to ensure activities are within budget.

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## DISTRIBUTION OF RESPONSIBILITIES

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	UKC Branch	Branch Development Committee Chair / UKC Advancement Office
<b>PLANNING</b>	<ul style="list-style-type: none"> <li>• Lead and coordinate events with minimal assistance</li> <li>• Plan in advance an annual schedule of events</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate event planning and execution along with Branch executive</li> <li>• Maintain an annual integrated schedule of UKC Branch events</li> </ul>
<b>RECRUITMENT</b>	Assemble a team of local alumni to: <ul style="list-style-type: none"> <li>• Assist in planning and delivering local events</li> <li>• Monitor attendees for recruitment of future executives</li> </ul>	<ul style="list-style-type: none"> <li>• Suggest potential new volunteer Executive members, based on previous event attendance and involvement with UKC</li> </ul>
<b>COMMUNICATION</b>	<ul style="list-style-type: none"> <li>• Regularly communicate with Executive members, Branch Development Committee Chair and UKC Advancement Office via emails and scheduled conference calls to plan next steps and debrief events, if necessary</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate and attend quarterly meetings with Branch Presidents</li> <li>• Communicate with Branch Executives in a timely manner regarding events</li> </ul>
<b>LOGISTICS</b>	<ul style="list-style-type: none"> <li>• Provide event plans a minimum of six weeks in advance to the UKC Advancement Office for further event coordination and execution.</li> <li>• Liaise with venue and catering when venue is not on King's Campus</li> <li>• Manage on-site event execution including staffing the registration table, etc.</li> <li>• Communicate to the UKC Advancement Office the need for resources, support or information.</li> </ul>	<ul style="list-style-type: none"> <li>• Has the right to decline a branch's request for an event if it is proposed less than six weeks in advance</li> </ul> Provide logistical support for events, including: <ul style="list-style-type: none"> <li>• Email and/or mail event invitations and marketing</li> <li>• Liaise with Executive on budget and cost-recovery</li> <li>• Track RSVPs and payments</li> <li>• Provide signage, door prizes, name tags and other communications materials as requested</li> </ul>

<b>MONITORING</b>	<ul style="list-style-type: none"> <li>• Maintain financial records for any branch expenditures associated with events</li> <li>• Maintain list of contacts/preferred vendors and locations as historical record to help planning process and to pass along to future Branch executives</li> <li>• Process invoices to ensure prompt payment of suppliers or reimbursement of Executive Officers etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Assist branches with financial planning/reporting as necessary</li> </ul>
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